

For Immediate Release



The Global
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Trade fair market in Asia grows by 18% in 2007 according to UFI market report

Paris/Hong Kong, June 24, 2008: The trade fair industry in Asia expanded strongly again in 2007. Net area sold by organisers in Asia grew by nearly 18% reaching a total of 13.2 million m² according to the fourth edition of UFI's annual report on the trade fair market in Asia. The research and analysis was once again undertaken for UFI, the global association of the exhibition industry, by Business Strategies Group (BSG) in Hong Kong.

The report shows that China remains the largest trade fair market by a substantial margin. Year-on-year, net square metres sold in China grew by 21% outperforming the regional average of 14%. India was, however, Asia's fastest –growing market in 2007, up 50% followed by South Korea which grew by 32%. Over 6.7 million m² were sold in China in 2007 – accounting for 51% of the total across Asia. The second largest market, Japan, grew by just 1% last year with sales of 2.2 million m².

Revenues from trade fairs in Asia increased from US\$2.57 billion in 2006 to US\$3.25 billion in 2007 – an increase of 26.5%. China continued to extend its lead over other markets in 2007. Last year, trade fair revenues in China were nearly US\$1.12 billion. This is a massive increase of 47% over the US\$760 million recorded in 2006.

This annual industry report provides detailed information on the development of trade fairs and supporting facilities in 15 markets: China, Hong Kong, Macau, Australia, India, Indonesia, Japan, South Korea, Malaysia, Pakistan, Philippines, Singapore, Taiwan, Thailand and Vietnam. The report also includes analysis on actual market performance in 2007 as well as forecasts and commentary on key trends in each market.

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Trade fair market in Asia grows by 18% in 2007 according to UFI market report (continued)

Vincent Gérard, UFI Managing Director, commented, "The publication of the fourth edition of this report is an important contribution to UFI's global research efforts. It shows that Asia remains one of the most dynamic areas for growth in our industry. It is exciting to see the predicted take-off in India becoming a reality along with the many other exciting markets in the region".

As an added-value service, each UFI member will be entitled to receive a six page executive summary of the research and to purchase the full report at a substantial discount.

The report has again been edited by UFI Asia/Pacific Regional Manager and BSG Principal, Paul Woodward. He commented, "In the last five years, we have seen the trade fair industry undergo a remarkable transformation. In 2003, the region recorded space sales of 5.7 million m² at 101 venues. Last year, the number of venues had surged by more than 50% to 156 venues and sales had more than doubled to 13.2 million m²."

UFI, the Global Association of the Exhibition Industry, promotes, serves and represents the trade fair industry worldwide. Via its member organisations, including the world's leading show organisers and exhibition centres, national and international professional associations and industry partners, UFI is present in 84 countries on 6 continents. UFI's 536 members are responsible for the management of over 4,500 exhibitions, including 801 UFI Approved Events, and the operation of 187 venues, around the world.

As the global association for the leaders of the exhibition industry, UFI provides professional training and education programmes and seminars, develops industry research and, through its working committees, develops exhibition industry guidelines on major issues such as auditing and intellectual property rights.

For additional information on UFI, the Global Association of the Exhibition Industry, please go to UFI's website at www.ufi.org or contact:

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