



UNION des FOIRES INTERNATIONALES

35bis, rue Jouffroy d'Abbans, 75017 PARIS, Tel. (33) 1 42 67 99 12, Fax (33) 1 42 27 19 29
E-mail: info@ufinet.org - http://www.ufinet.org

FOR IMMEDIATE RELEASE

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UFI CONGRESS REVIEWS INDUSTRY STATUS

Munich, Germany and Paris, France: On October 24 and 25, 2002, the 69th UFI (Union of International Fairs) Congress, hosted by UFI Member Messe München GmbH, brought together 287 of the world's leaders in the trade fairs and exhibition industry. During the annual two day event, UFI provided a forum for industry leaders from 51 nations to evaluate the current state of trade fairs and exhibitions around the world, predict the trends of the future and identify the strategic options facing the industry.

Based on a multiplier analysis, Dr. Hermann Kresse, AUMA CEO, provided statistics showing that the economic impact of the trade fair industry in Germany in 2001 had production effects of 23 billion euros and employment effects impacting the equivalent of 250,000 full-time jobs. Doug Ducate, President & CEO of the North American based Center for Exhibition Industry Research (CEIR) stated that US trade fairs represent a 60 billion industry employing an estimated 750,000 persons. Michael Duck, Vice President of CMP Asia Ltd., presenting an industry overview of the Asian market, stated that in 2001 Greater China and Asia (less Japan/Australia) organized 1,159 trade fairs which generated US \$825 million in revenue. While the industry has remained relatively stable compared to other marketing media, it is clear that there are challenges to be faced in the future.

Echoing the sentiments of many UFI members, UFI President Sandy Angus stated that "the trade fair industry must move away from the limited role of selling exhibition space to that of providing programs and value-added services aimed at providing our clients with marketing solutions." Faced with the challenges of globalization, mixed-media competition, and the current sluggish economic climate, Prof. Dr. Klaus Goehrmann, VP UFI and Chairman of the Board of Deutsche Messe Hannover emphasized the need for the exhibition industry to provide, "value, value, value based on a tough, efficient, price-earning ratio." Doug Ducate emphasized that in today's world of electronic communications, exhibitions are the last vestige of face-to-face marketing. As relationships will always drive commerce, it is the task of

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the trade fair industry to make its case for trade fairs as the most cost effective option for one-on-one marketing communications.

It is with this in mind that UFI and its network of trade fair and exhibition members will be working in the months ahead to develop a sound program to promote the industry as an ideal vehicle for relationship-brokering among exhibitors, organizers and visitor clients alike. UFI Members agree that it is ever more important that UFI speak as the voice of the trade fairs and exhibition sector to promote the qualitative values of the industry at the global level.

For information on additional UFI programs please see our website at www.ufinet.org.

UFI is the union of the world's leading show organisers and fairground owners, the major national and international associations of the exhibition industry, and their partners. Via its 234 member organisations, including 35 international and national associations, UFI is present in 73 countries in 148 cities on 5 continents. UFI members organise 640 approved international exhibitions around the world.

For more information please contact:

UFI

Ms Lili Eigl, Press Officer
35bis, rue Jouffroy-d'Abbans
75017 Paris, France
phone: +33 1 4267 9912
email : lili@ufinet.org
www.ufinet.org