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Strong growth reported in Asia/Pacific exhibitions in new UFI market report

June 25, 2007 – Paris/Hong Kong: Strong growth across most markets in Asia is reported in a new and fully-updated third edition of UFI's ground-breaking research study of 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.

Highlights include 22.7% year-on-year growth in exhibition space sales across the region, with 33% growth in China, the largest market and 48% growth in Hong Kong, now third largest. The fastest growing country, although still currently relatively small, was Vietnam where sales soared 78%.

The report provides detailed information on the development of exhibitions and supporting facilities in 14 markets: Australia has this year been added to Mainland China, Hong Kong, India, Indonesia, Japan, South Korea, Malaysia, Pakistan, Philippines, Singapore, Chinese Taiwan, Thailand and Vietnam. The report includes data on actual market performance in 2006 as well as forecasts and commentary on key trends in the market place.

Vincent Gérard, UFI Managing Director, commented, "The second edition of the Asia/Pacific trade fairs report was purchased by even more people than the first edition and has clearly established itself as the authoritative document on our industry in Asia. Research is becoming increasingly important to UFI and its members and it is important that benchmarks such as the data in this report can be set". Once again, as an added-value service, each UFI member will be entitled to receive a 6 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, "Last year we described the growth in Asia as "solid". This year, I would have to describe it as remarkable. New opportunities are emerging across the Asia/Pacific and we are seeing some world-class events emerging in the largest markets. The data in this report will allow UFI members and others to plan their business development with a foundation of solid market information".

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 fairground operators, national and international professional associations and industry partners, UFI is present in 76 countries on 6 continents. UFI members are responsible for the management and operation of over 4,500 exhibitions around the world.

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