



**We are**



As our industry's leading  
association, UFI directly  
represents more than 50,000

UFI  
At A Glance



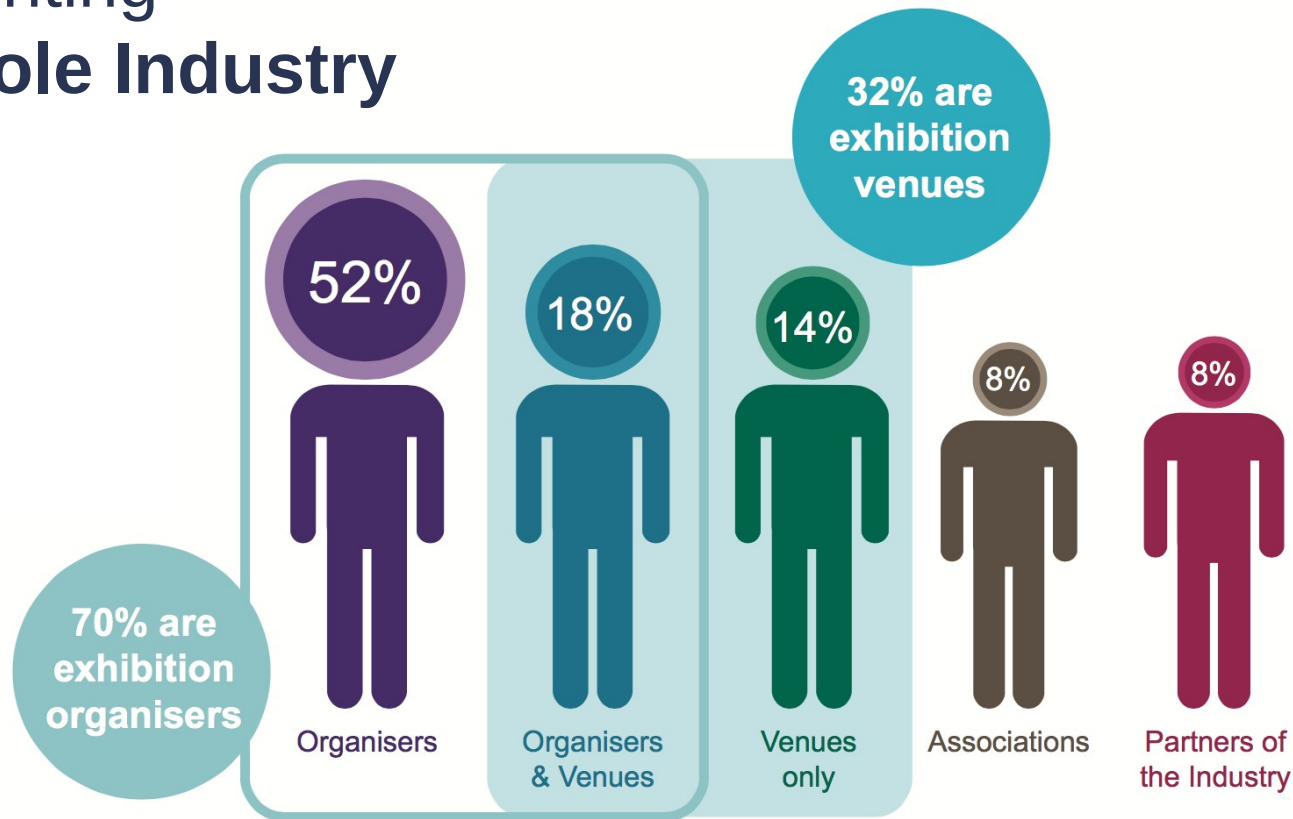
The Global  
Association of the  
Exhibition Industry

interests of its members and  
the exhibition industry.  
Globally.



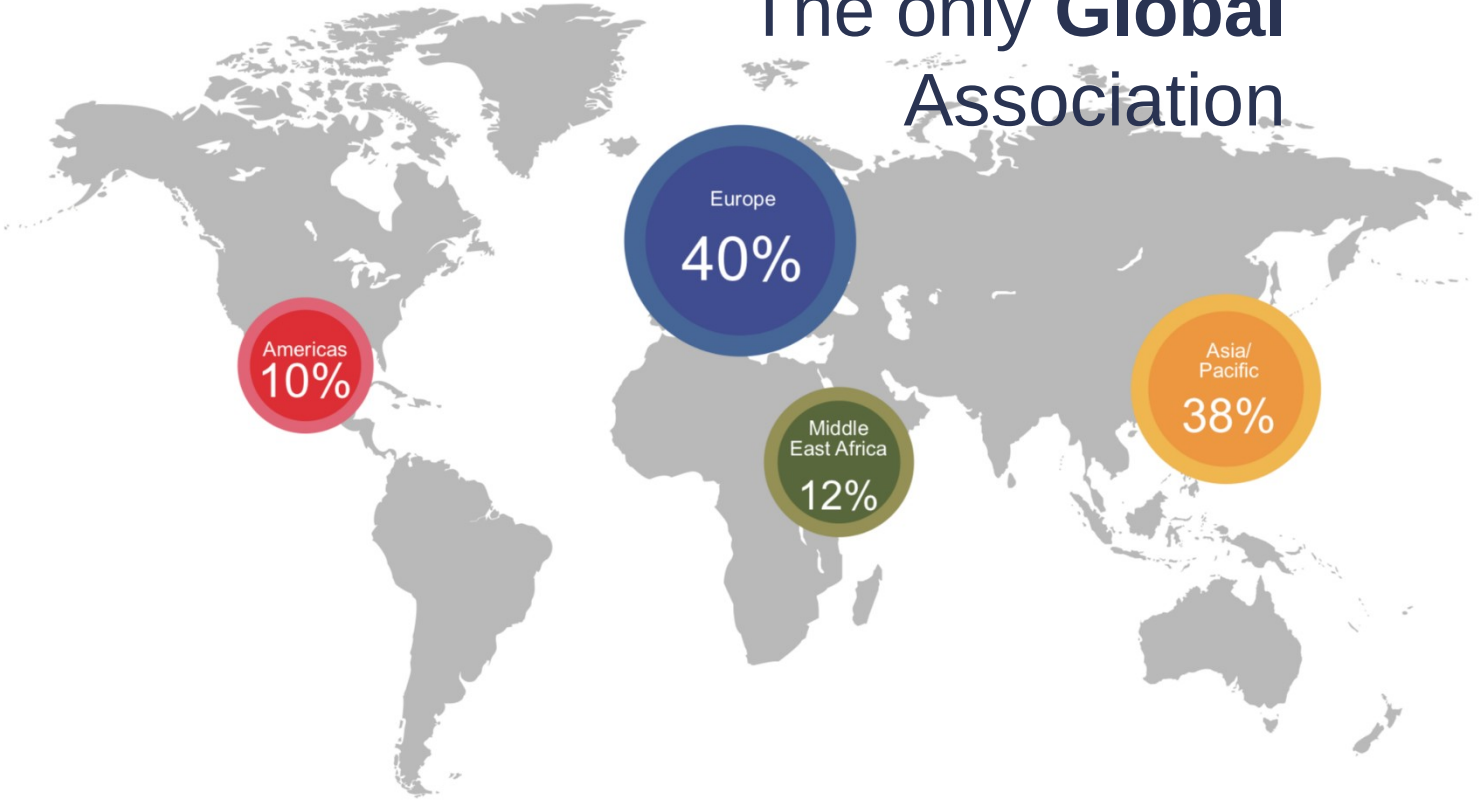


# Representing The Whole Industry



# Members by region

The only **Global**  
Association



# Get in touch

UFI has a global network of offices in Europe, Asia-Pacific, Latin America and Middle East – Africa. The Global Headquarters is located in Paris, France. Feel free to contact any of our offices with questions or comments!



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**UFI Headquarters /  
European Office**

[View details and staff](#)



**Asia / Pacific Office**

[View details and staff](#)



**Middle East / Africa  
Office**

[View details and staff](#)



**Latin American  
Office**

[View details and staff](#)



Short/Mid  
**Term**



# 5 TRENDS TO WATCH IN '19





# 5 TRENDS TO WATCH IN 2019

- Shifting trade patterns, a jittery global economy
- Digital is everywhere – but not everything
- Getting the basics right
  - Consolidation and collaboration
  - Diversity in leadership



# 5 TRENDS TO WATCH IN 2019

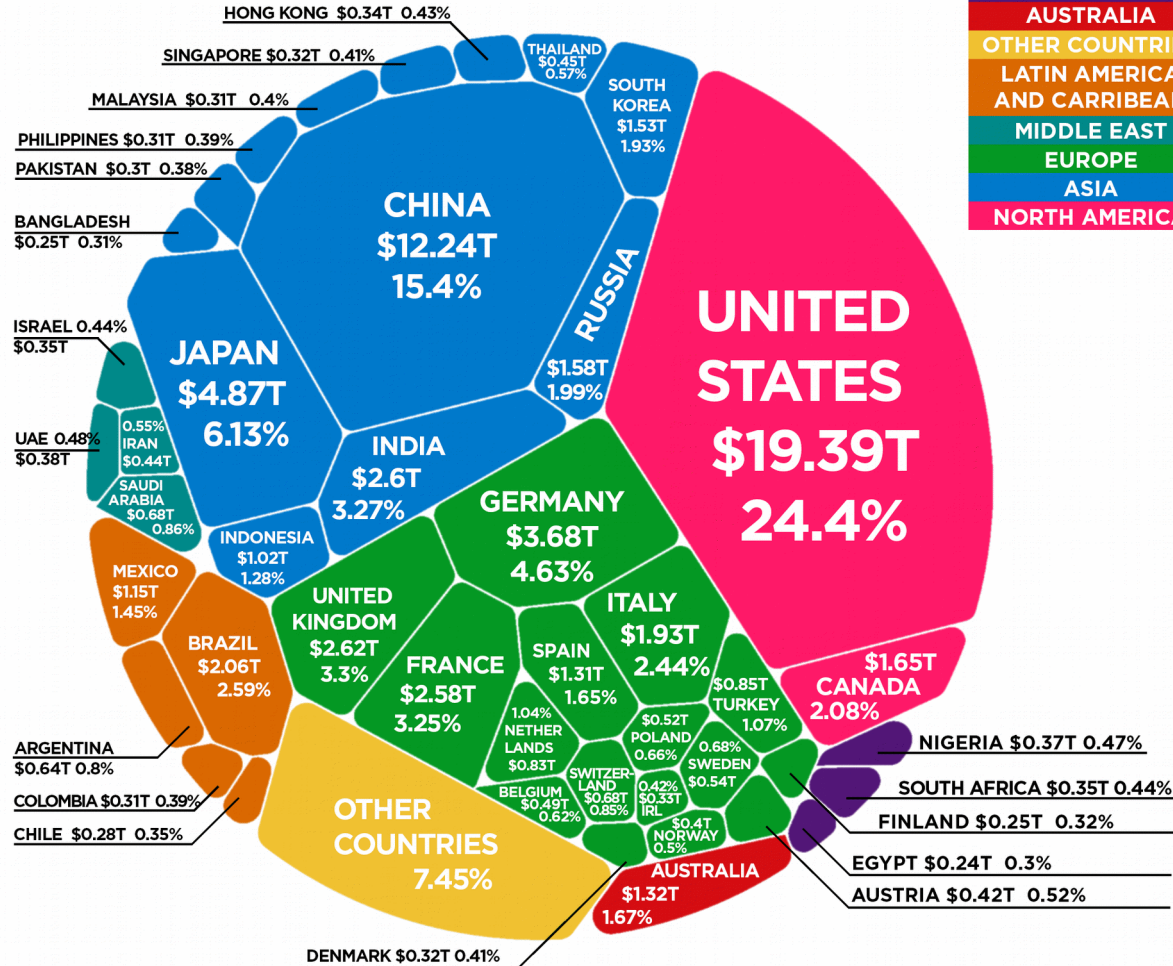
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# A World of Change



# World's Region



Rank	Country	GDP	% of Global GDP
#1	United States	\$19.4 trillion	24.4%
#2	China	\$12.2 trillion	15.4%
#3	Japan	\$4.87 trillion	6.1%
#4	Germany	\$3.68 trillion	4.6%
#5	United Kingdom	\$2.62 trillion	3.3%
#6	India	\$2.60 trillion	3.3%
#7	France	\$2.58 trillion	3.3%
#8	Brazil	\$2.06 trillion	2.6%
#9	Italy	\$1.93 trillion	2.4%
#10	Canada	\$1.65 trillion	2.1%

**2017**

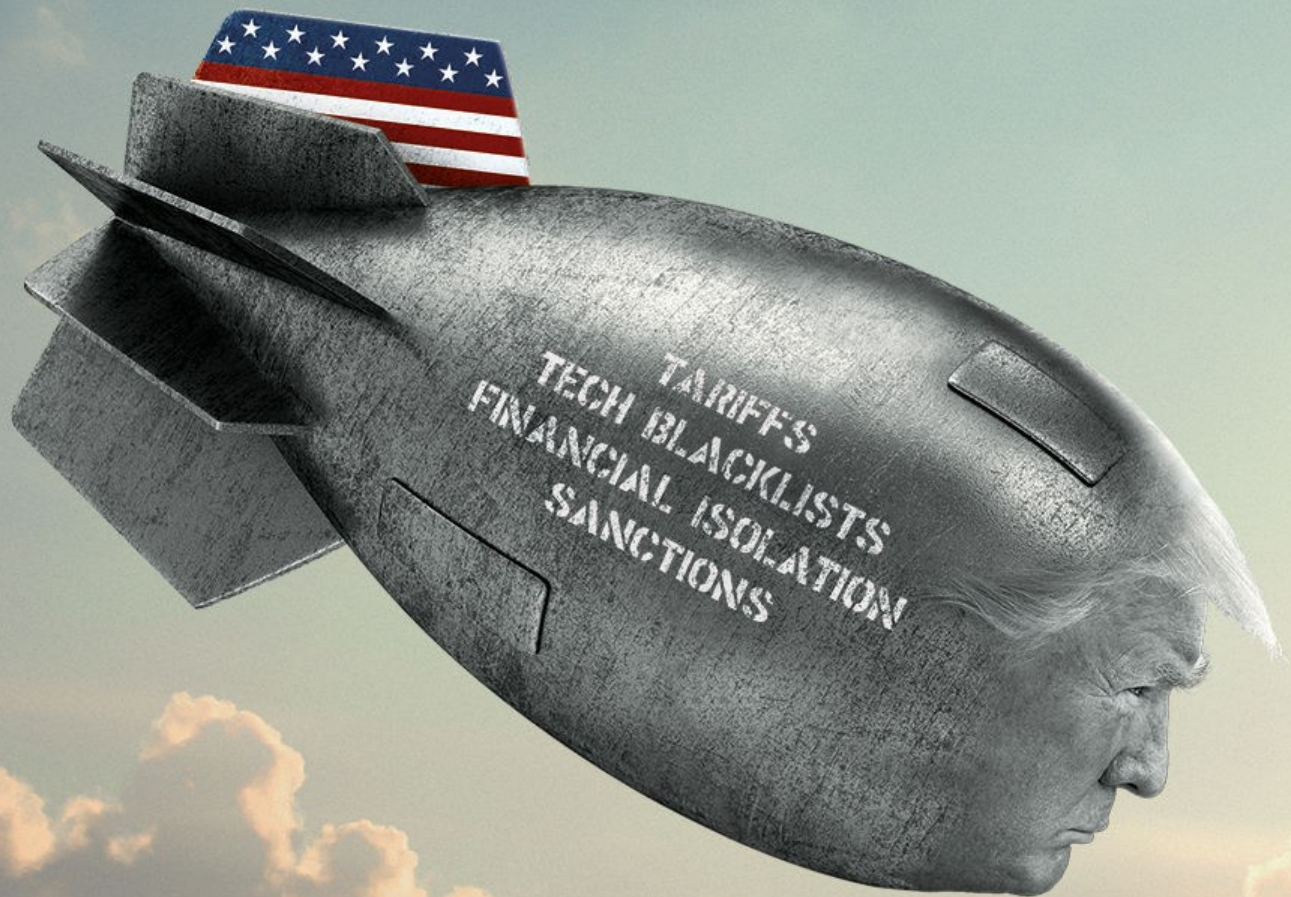


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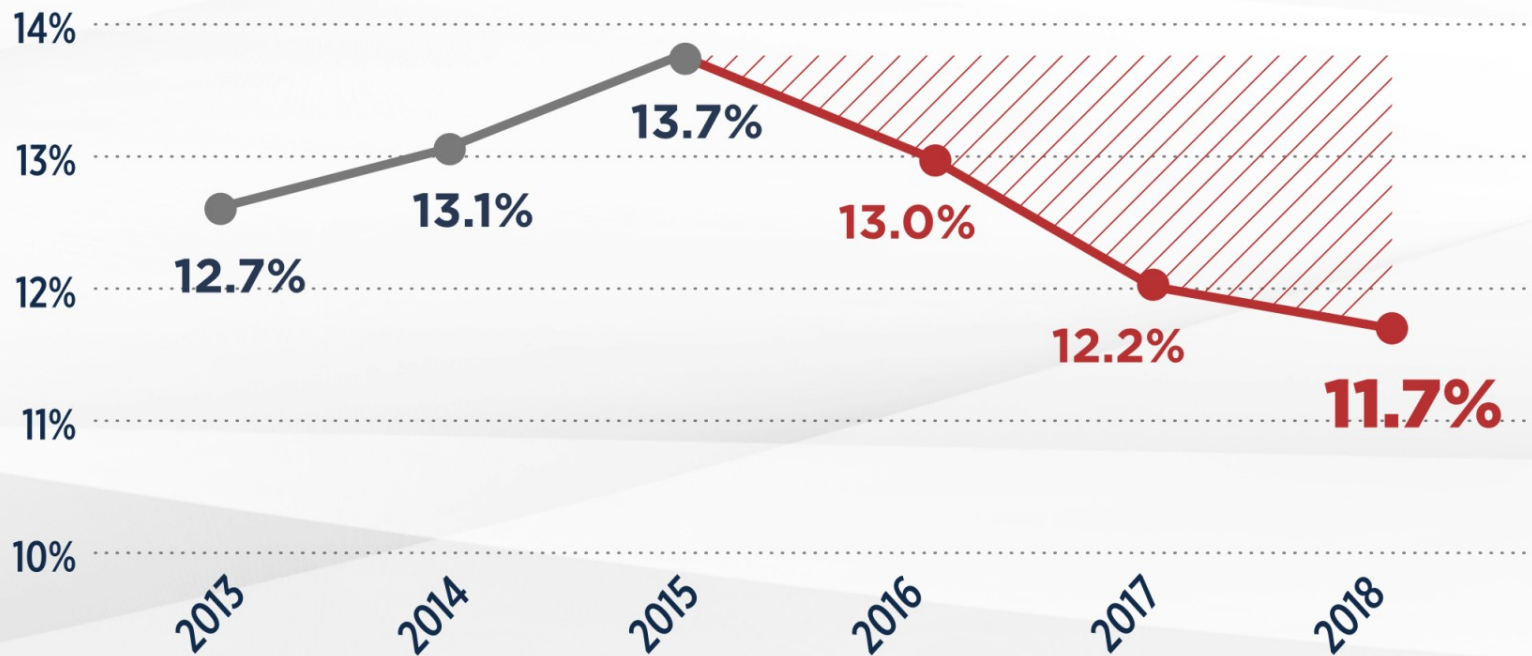
**2017**

#9	Rank	Country	Proj. GDP (2030, PPP)	GDP (2017, PPP)	% change
#10	#1	China	\$64.2 trillion	\$23.2 trillion	+177%
	#2	India	\$46.3 trillion	\$9.5 trillion	+387%
	#3	United States	\$31.0 trillion	\$19.4 trillion	+60%
	#4	Indonesia	\$10.1 trillion	\$3.2 trillion	+216%
	#5	Turkey	\$9.1 trillion	\$2.2 trillion	+314%
	#6	Brazil	\$8.6 trillion	\$3.2 trillion	+169%
	#7	Egypt	\$8.2 trillion	\$1.2 trillion	+583%
	#8	Russia	\$7.9 trillion	\$4.0 trillion	+98%
	#9	Japan	\$7.2 trillion	\$5.4 trillion	+33%
	#10	Germany	\$6.9 trillion	\$4.2 trillion	+64%

**2030**



# U.S. Share of Global Long-Haul Travel









## FOR IMMEDIATE RELEASE

### Hong Kong trade exhibitions and conferences held as planned despite public processions

(Hong Kong, 27 August 2019) The Hong Kong Exhibition & Convention Industry Association (HKECIA) wishes to assure all participants, buyers and exhibitors, attending trade exhibitions and conferences in Hong Kong that events are running smoothly and without interruption. Hong Kong is a welcoming city for investors and visitors.

Although there have been road closures during several public activities, up until the time of this announcement, both of the two major venues for trade exhibitions and international conferences, the Hong Kong Convention and Exhibition Centre (HKCEC) and AsiaWorld-Expo (AWE), are accessible by foot, private cars / freight trucks and public transportation including subway, and are fully operational.

HKECIA Chairman Mr Stuart Bailey stated, "Business is as usual in Hong Kong. At this time we are seeing that major exhibitions and conferences in Hong Kong are running without incident or interruption. Exhibition and conference events were not targeted for disruption. Hong Kong is definitely still open for business and safe to travel.

## Diversified Communications cancels Seafood Expo Asia 2019 edition

By Cliff White

August 20, 2019

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Diversified Communications, which operates several seafood trade shows around the globe, has made the decision to cancel this year's Seafood Expo Asia, which was scheduled to take place in Hong Kong from 3 to 5 September, 2019.

The move was made in response to ongoing social unrest in Hong Kong and careful analysis of the current situation, pending protests, and the impacts on the event, Diversified Group Vice President Liz Plizga said.

"We are committed to delivering an event that best reflects the interest of the seafood industry," Plizga said. "This decision was exceptionally difficult and one that we did

not take lightly. There was enough information to indicate that these events would continue with potential impacts on travel and logistics. Our goal is to deliver a valuable and safe environment that's conducive to business. At the end of the day, we made the final decision with our customers' best interest in mind."

The show annually features more than 200 exhibiting companies from more than 30 countries, and visitors from more than 68 countries. It is designed to facilitate the trading of seafood in the Asia-Pacific region, "one of the biggest and fastest-growing seafood markets in the world," according to Diversified. *(Editor's note: Diversified Communications owns and operates SeafoodSource).*

Political protests have been taking place in Hong Kong since March 2019 with demonstrations involving millions of Hong Kong residents. In mid-August, a smaller group of protestors gathered at Hong Kong International Airport, [resulting in the cancellation of more than 150 flights.](#)



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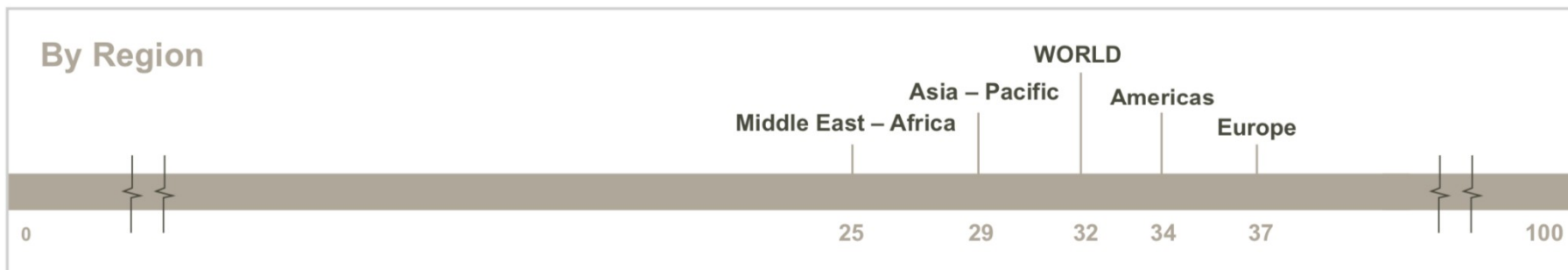


# A World of **DIGITAL**

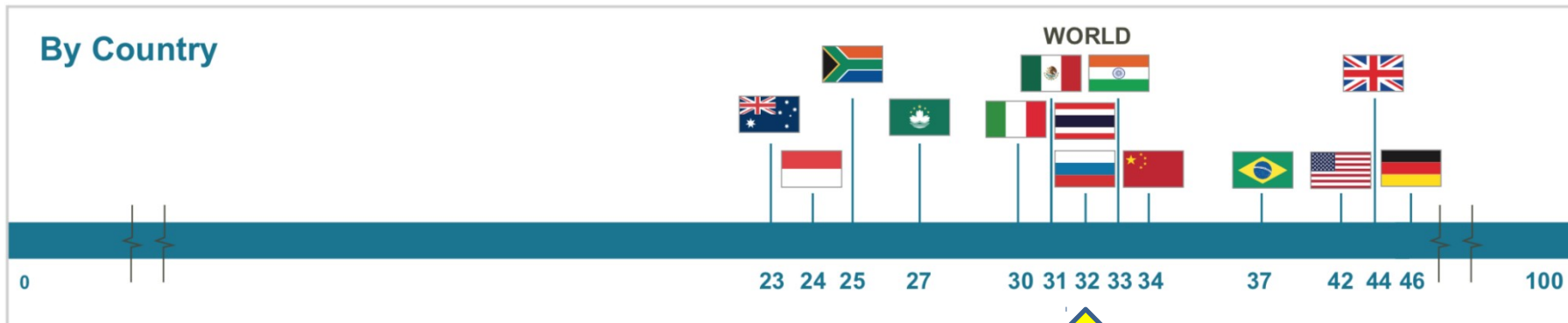


# Digitisation Implementation Index

## By Region



## By Country



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# Why the **execution** matters

Global Visitor Insights

**Explori surveyed trade show visitors  
around the world**

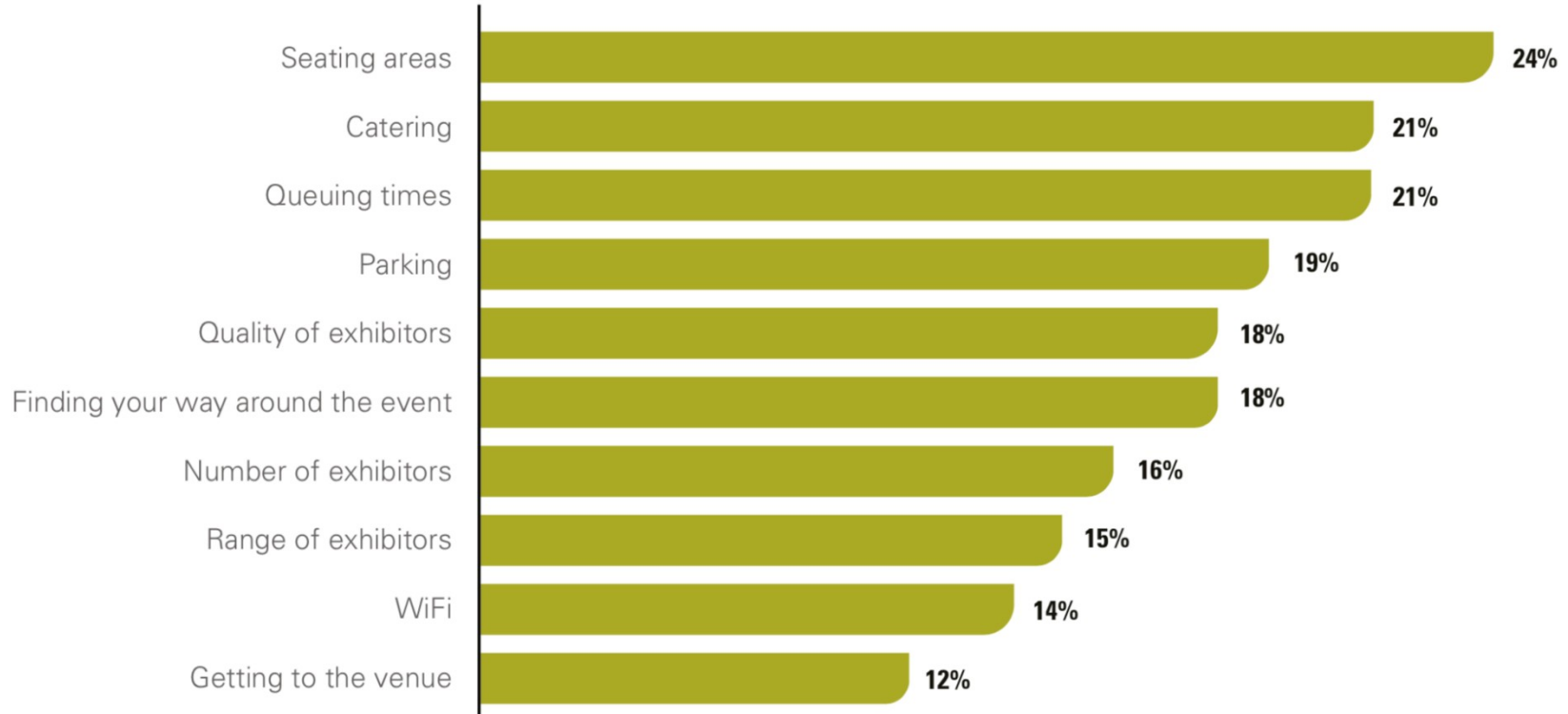
**13,000**  
responses

**135**  
countries

**18**  
languages



## THINKING ABOUT THE RECENT TRADE SHOWS YOU HAVE ATTENDED WHICH OF THE FOLLOWING HAVE BEEN YOUR MAIN FRUSTRATIONS?

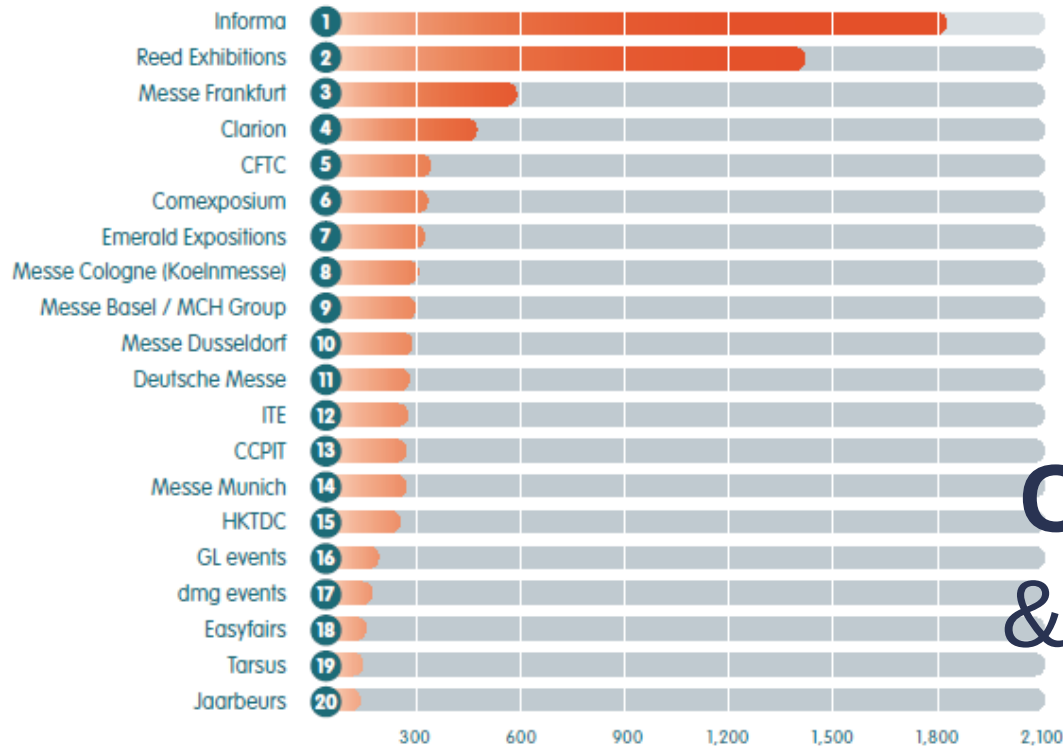


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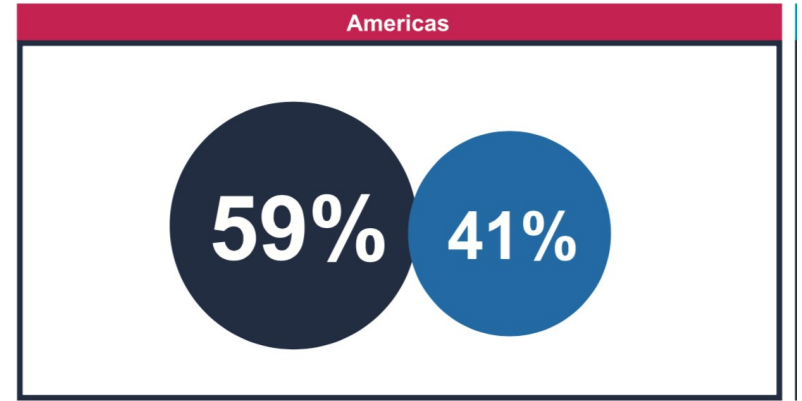
# The AMR Top 20 exhibition organisers by revenue



## Consolidation & Collaboration

# UFI Global Exhibition Barometer

 **ufi** The Global Association of the Exhibition Industry  
**22<sup>nd</sup> Edition**  
Report based on the results of a survey concluded in January 2019

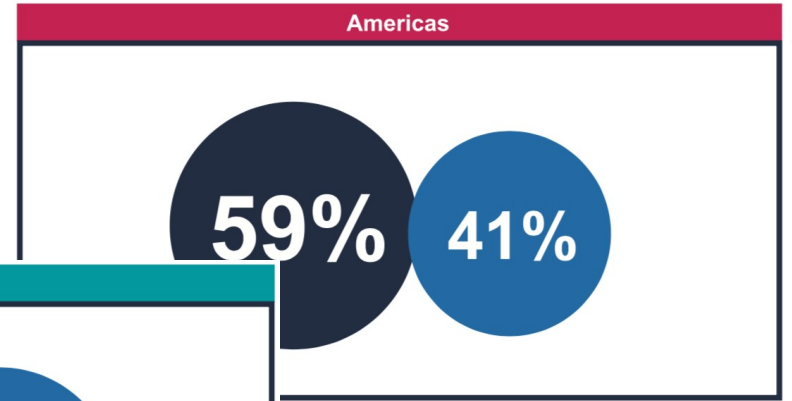
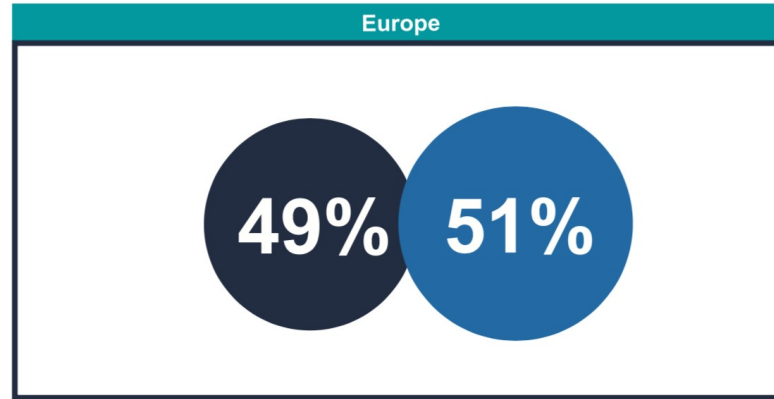


Stay in the same countries as those in which I currently operate

Operate in new countries

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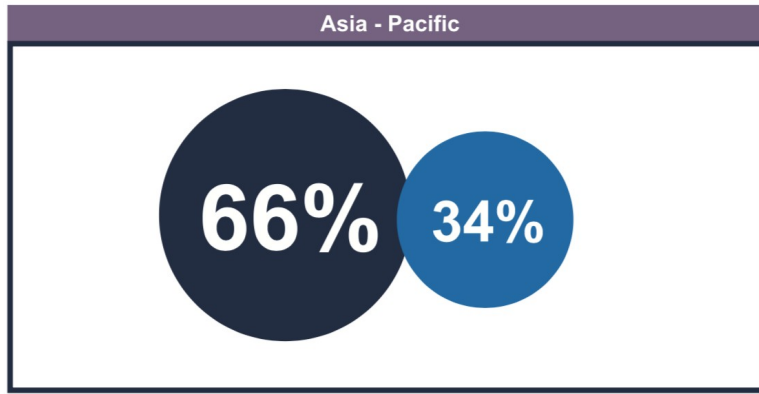
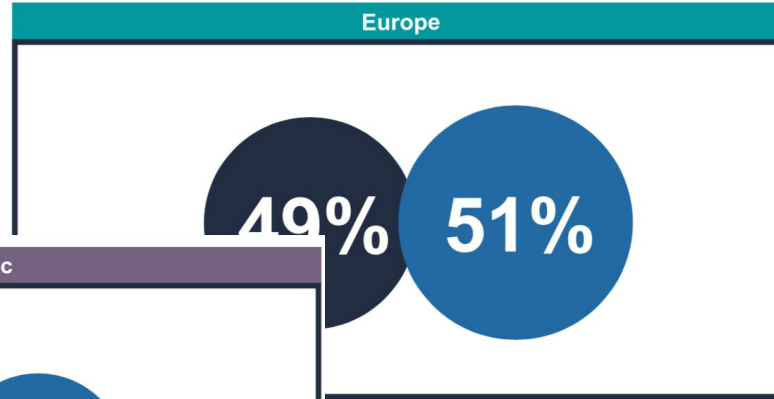
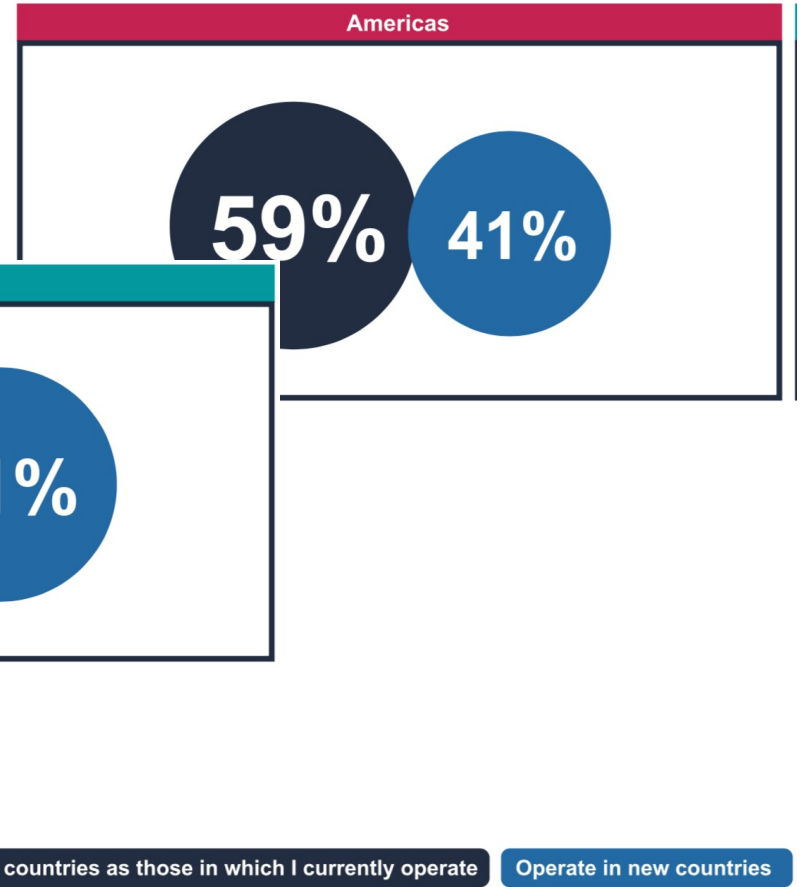
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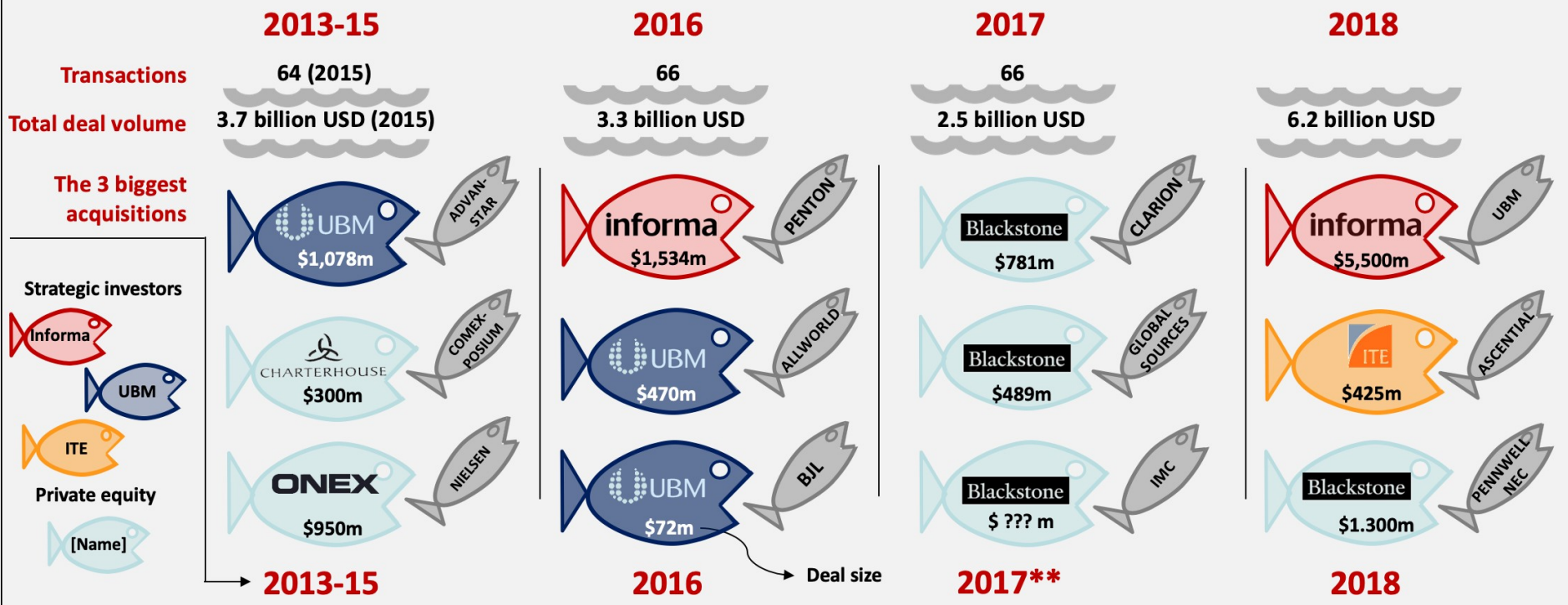
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## Major acquisitions over the last years in the exhibition industry



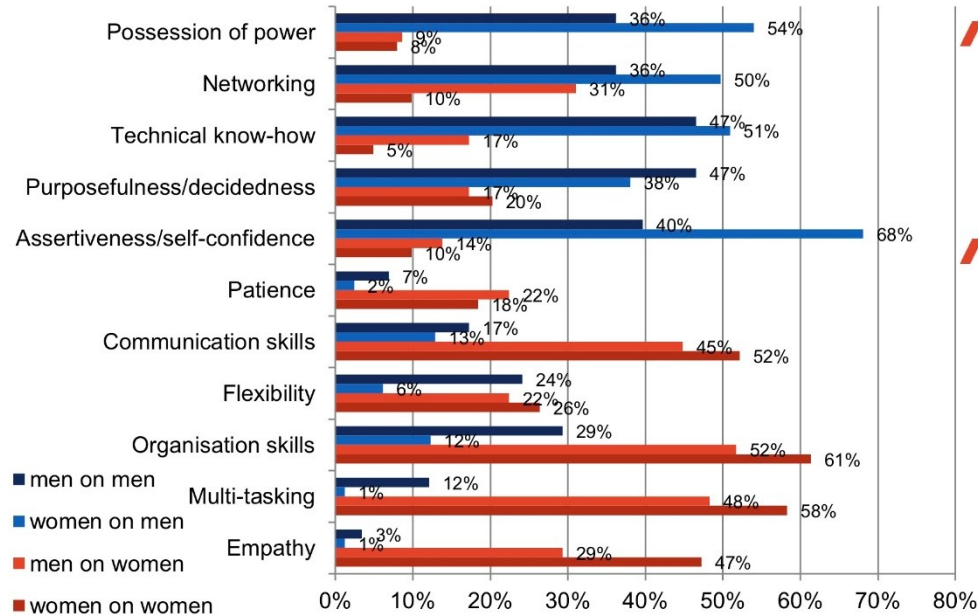
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# Diversity in Leadership

Which three skills distinguish **WOMEN** and **MEN**?



Women see more **assertiveness** and **self-confidence** (gap of 28 points) and **possession of power** (gap of 18 points) in men than they do themselves.

Women attribute themselves much less **networking skills** than men think they have (gap of 21 points). While women think, men are much better in networking than them (gap of 40 points), men see the genders as almost on par (gap of 5 points).



Long  
Term

A green rectangular highway sign with rounded corners, mounted on a metal post with several brackets. The sign has white text and a red arrow. The background is a clear blue sky and a yellowish ground.

The Future

NEXT EXIT 



A composite image showing a red sports car, possibly a Ferrari, with a driver wearing a white racing helmet. The car is positioned as if it's on the surface of the Earth, with the planet's blue and white cloud-covered surface visible in the background. The car is angled upwards, suggesting speed and movement.

# The New Space Race

# The other Space Race

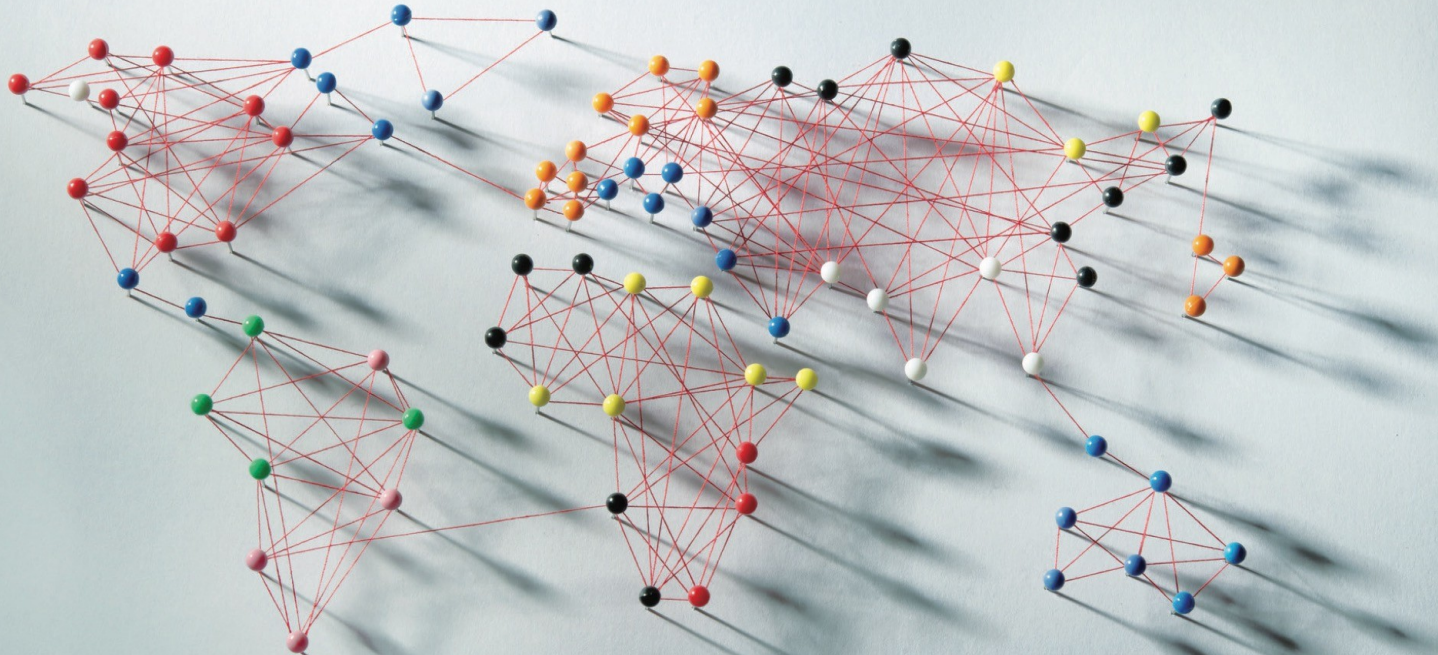




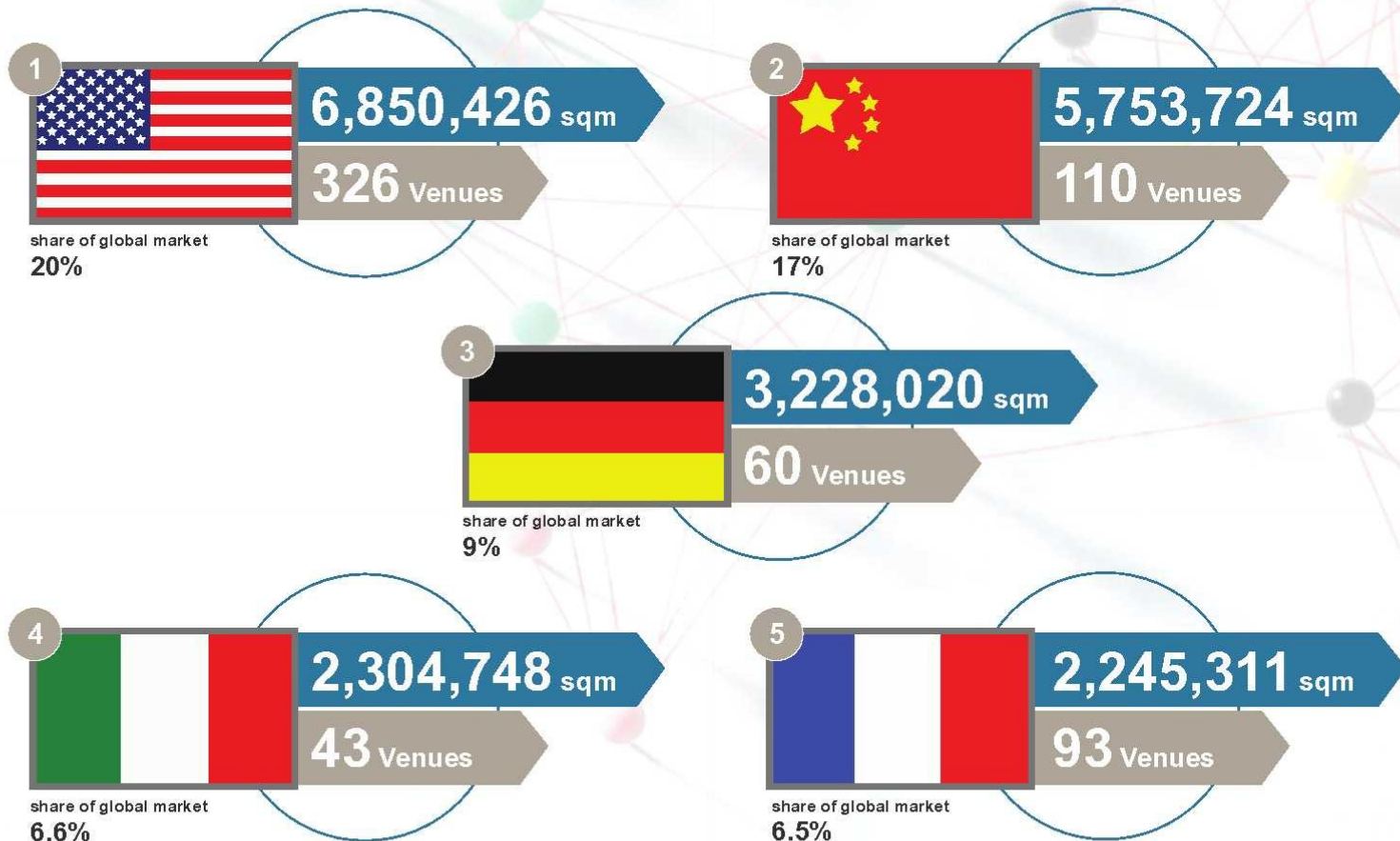
# World Map

## Of Exhibition Venues

2017 Edition  
REVISED JUNE 2018



5 countries account for almost 60% of the total worldwide indoor exhibition space.



Total venue space  
available for exhibitions  
globally has grown  
to almost

**35**  
Million sqm

2017

**34.8**  
Million sqm\*

2011

**32.3**  
Million sqm\*

Asia - Pacific	+24.4%
Global	+7.2%
Middle East & Africa	+5.5%
Europe	+3.7%
North America	+2.9%
Central & South America	+0.3%



# UFI World Map of Exhibition Venues

## Country Profile China

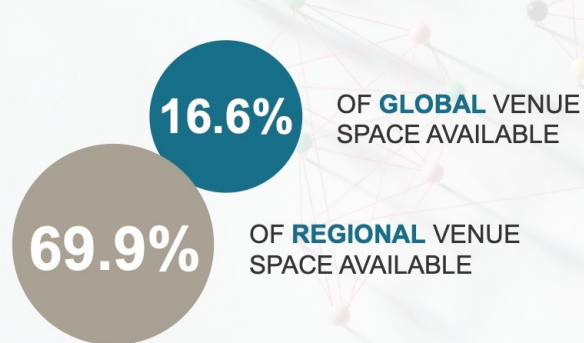


### TOTAL VENUE SPACE AVAILABLE

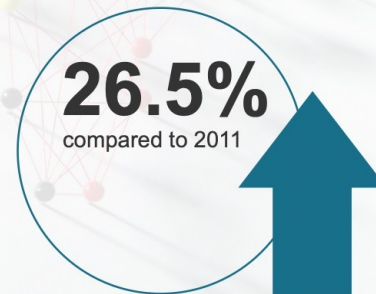


### TOP 10 VENUES

		Indoor exhibition space (sqm)
1	Shanghai National Exhibition and Convention Center (Shanghai)	404,400
2	Guangzhou China Import & Export Fair Complex (Pazhou Complex)	338,000
3	Kunming Kunming Dianchi Convention & Exhibition Center (DCEC)	310,000
4	Shanghai Shanghai New International Expo Centre (SNIEC)	200,000
5	Wuhan Wuhan International Expo Center (WIEC) (Exhibition Center)	190,000
6	Chongqing Chongqing International Expo Center	184,000
7	Yiwu Yiwu International Expo Centre	120,000
8	Chengdu Chengdu New International Convention and Exhibition Centre (Century City)	110,000
9	Beijing New China International Exhibition Center (NCIEC)	106,800
10	Shenyang Shenyang International Exhibition Center	105,600



### DEVELOPMENT OF VENUE SPACE



### VENUE MARKET SEGMENTATION



# Changing Customer Expectations





# Frankfurt Motor Show

## 1950s





# Frankfurt Motor Show 2015





# Frankfurt Motor Show 2017





A black and white photograph of a vast industrial interior, likely a factory or exhibition hall. The ceiling is a complex, high-arched structure made of steel beams and large glass panels, allowing natural light to filter through. Numerous industrial robotic arms are suspended from the ceiling by cables. The floor is polished and reflects the overhead lights. The overall atmosphere is one of industrial scale and modern technology.

# Frankfurt Motor Show 202X?

# Our customers are changing

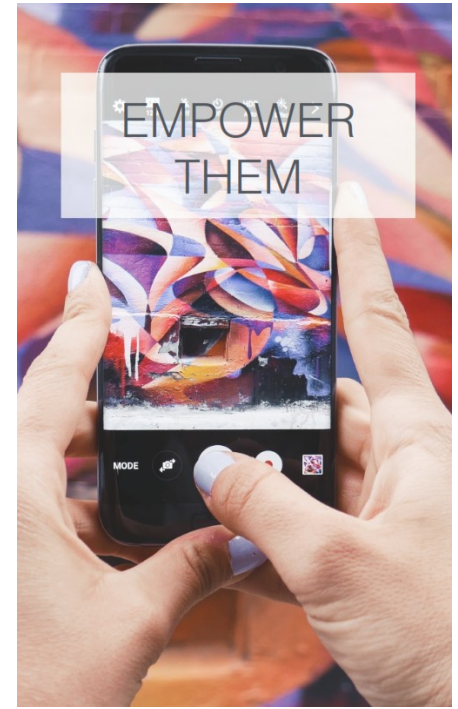


# Millennials

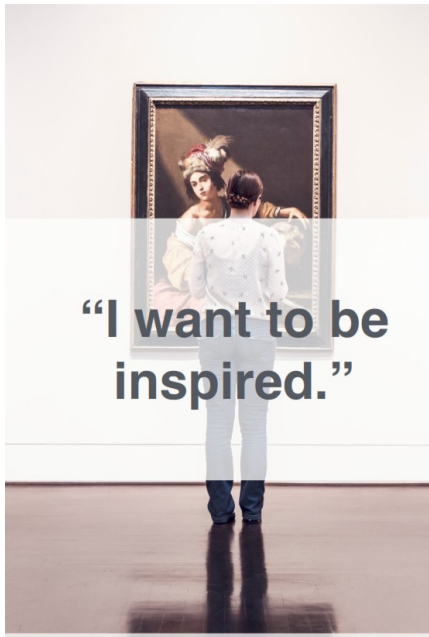
Dutch behavioural researcher Tessa van Asselt sums up millennials' expectations as follows:

"Millennials are constantly online, engaging in discourse with others in their networks. 93% take their smartphones to bed with them.

The millennials' expectations of brands and products is that they should make the world a somewhat better place."



# Millennials



“ Millennials want to actively participate and not just listen. They want to be given skills and knowledge, and share this with others. They are searching for experiences and adventures instead of for possessions and wish to be surprised as they search.”

Tessa van Asselt, UFI Basel, June 2016