

AMF 2016



The Future of MICE in 2025



The Exhibition Industry...

Exhibitions bring a large amount of potential customers to one place at one time

Exhibitions attract over **260 million visitors** per year

**680
THOUSAND**

jobs (Full Time Equivalent) in the exhibition industry globally

4.4 million companies exhibit each year

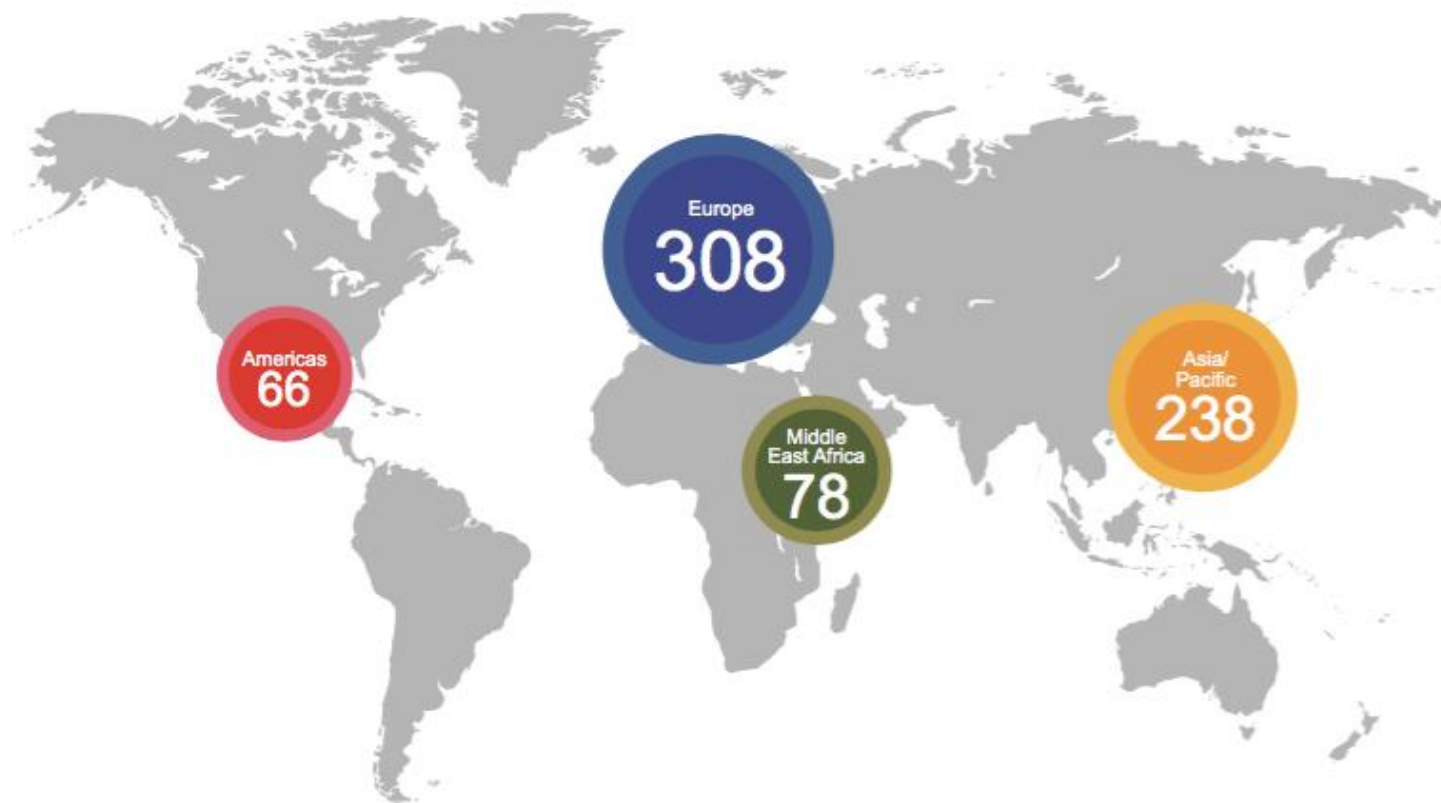
There are **1,197 exhibition venues** with a minimum of 5,000sqm of indoor space around the world

UFI's Truly Global Footprint



ufi

The Global
Association of the
Exhibition Industry



Representing the whole industry



5 topics to watch in 2016 and beyond

What's after and beyond globalisation?

- The economy
- Venue and event security
- O2O – Online to offline (a.k.a. digitisation)
- China
- Venues

The Global Economy.

What's after and beyond globalisation?



The New Normal.

Health, Safety, and Security



The Digital Transformation.

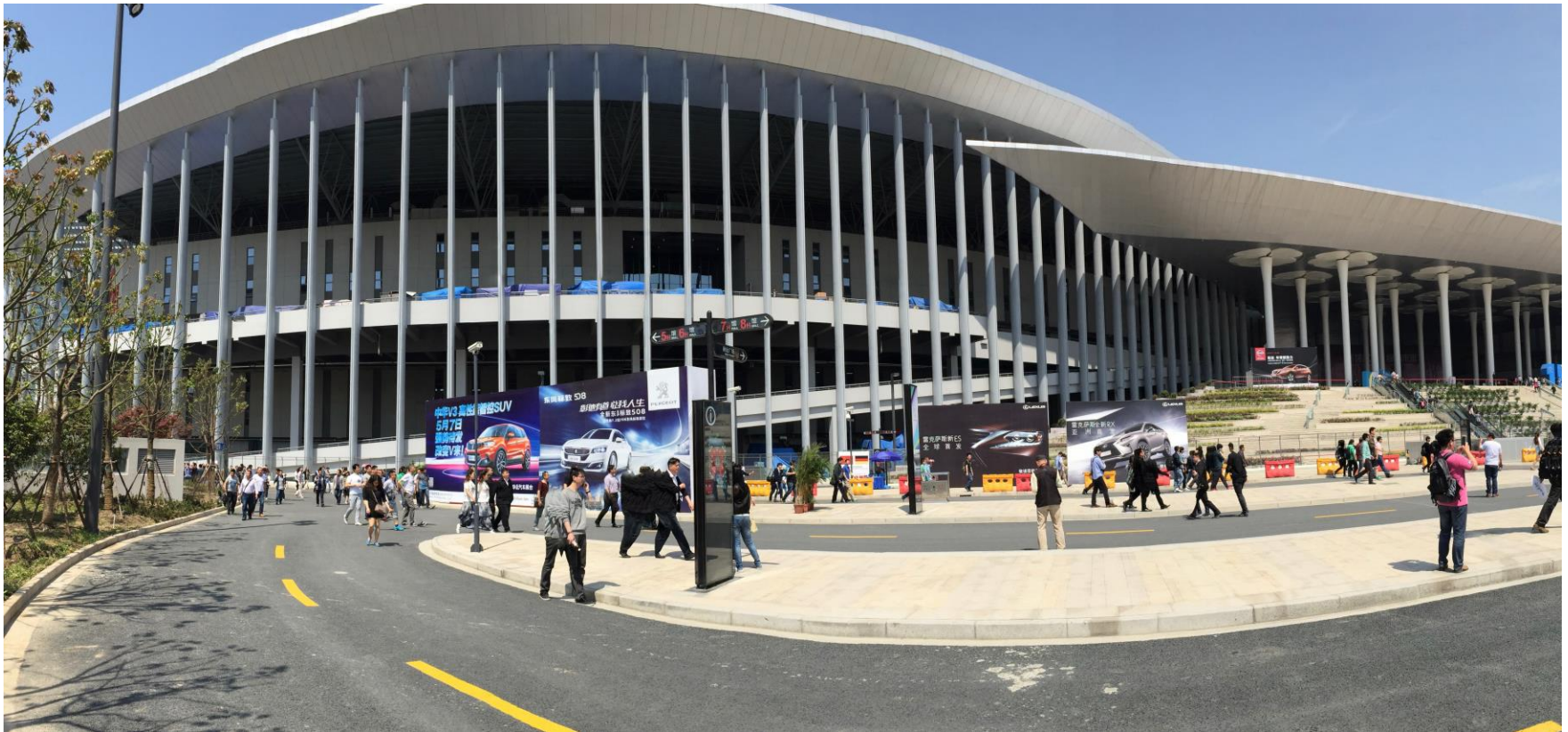
Growth Driver of the Future, or else...?

OFFLINE to Online (to OFFLINE)



The rise of China.

Venues, operational needs, and a Government Plan



Venue Investments.

New, bigger, better venues – everywhere.



The Global
Association of the
Exhibition Industry



Global Exhibition Barometer

17th edition (July 2016)

A UFI report based on the results of a survey conducted in June 2016



Global



United Kingdom



Central & South America



Mexico



Southern Africa



US



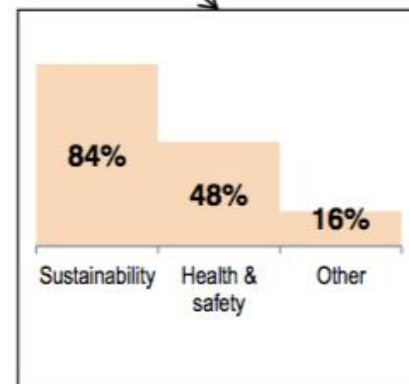
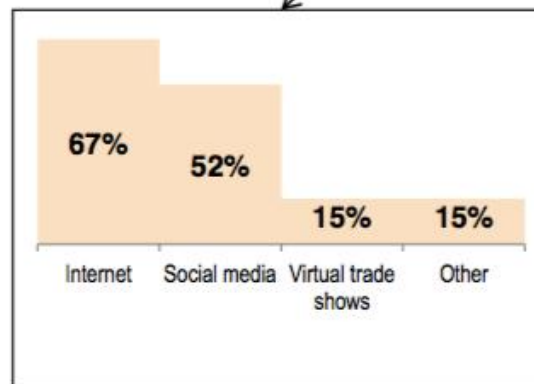
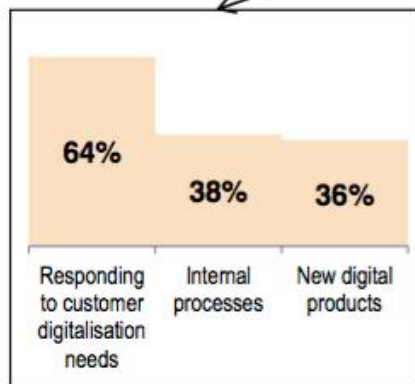
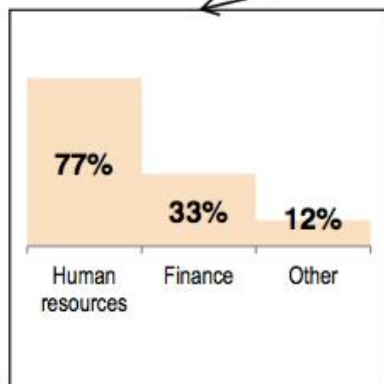
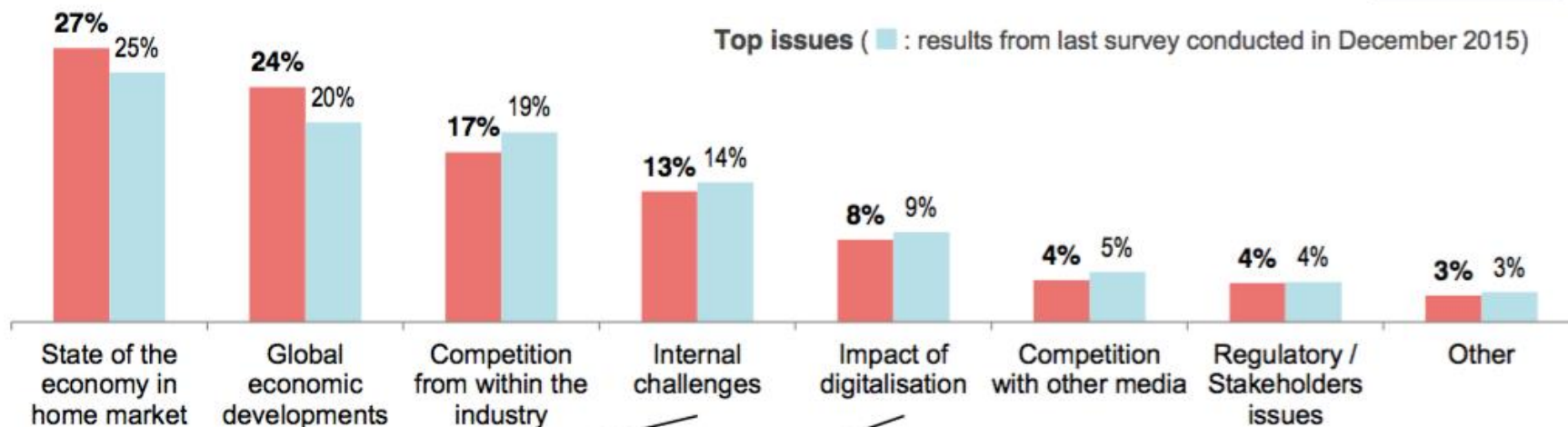
Thailand



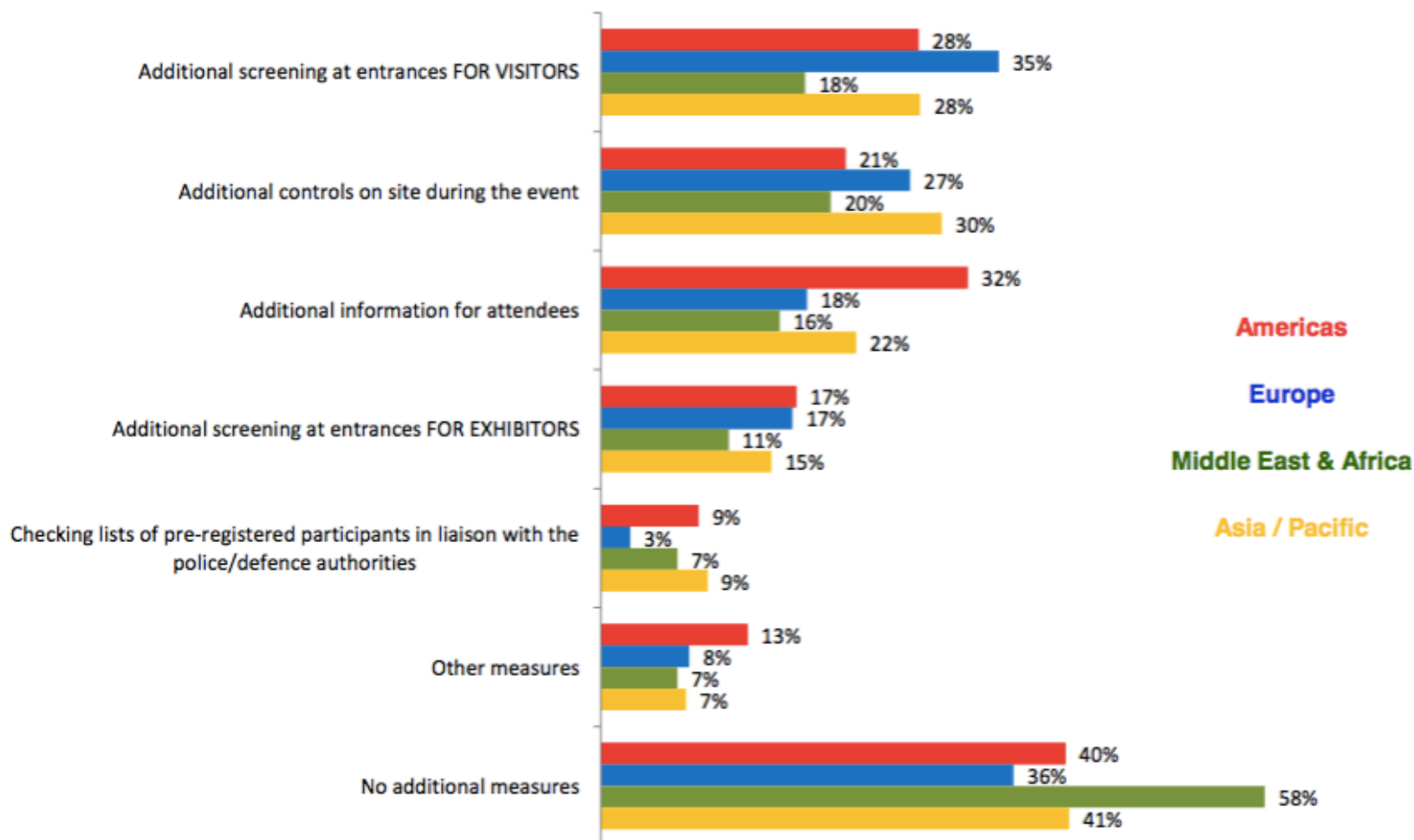
Brazil

Top issues: global results

Top issues (■ : results from last survey conducted in December 2015)

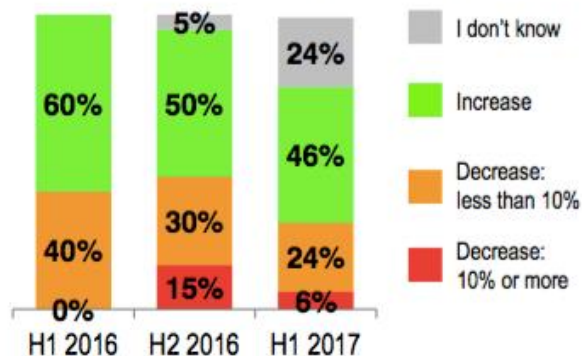


Recent security measures: detail by region

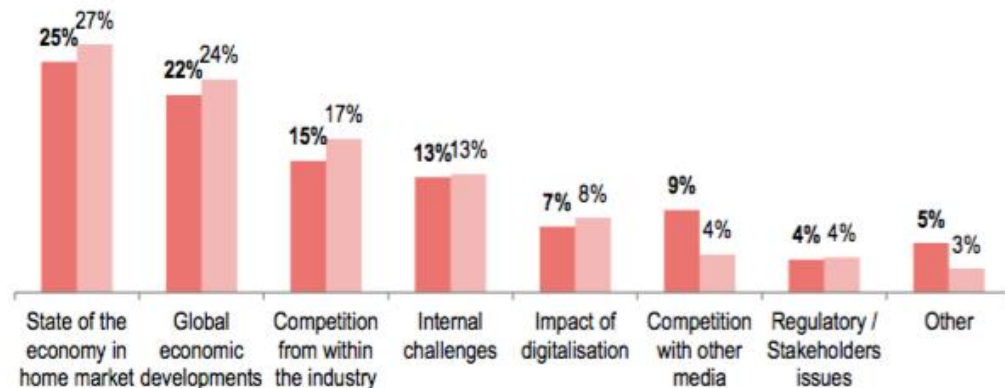


Detailed results for CHINA (23 answers)

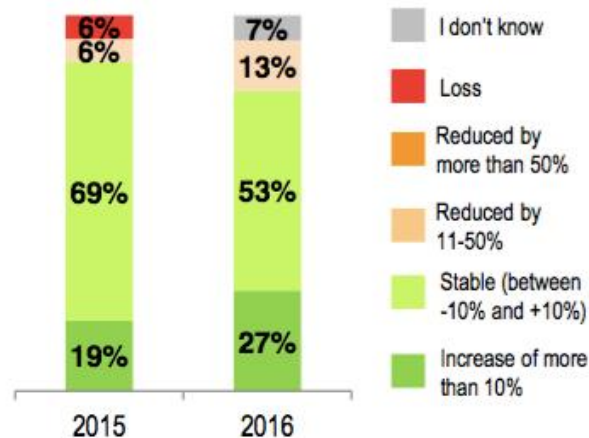
How do you expect your turnover to change when compared to the same period the previous year?



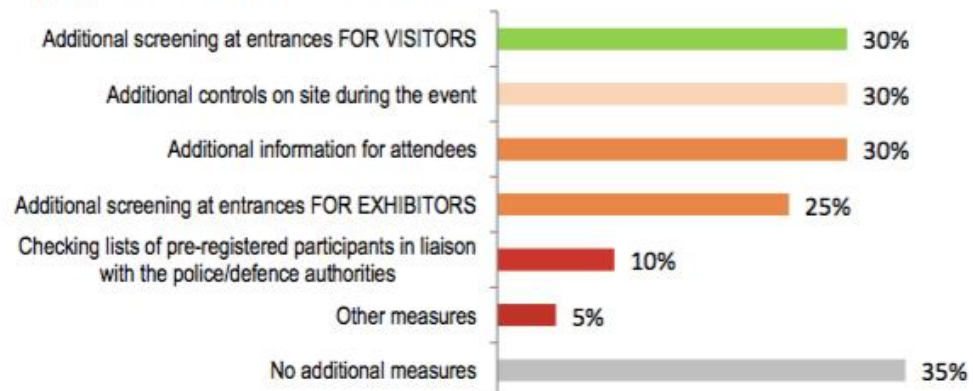
Top issues (: global)



Operating profits compared to the previous year

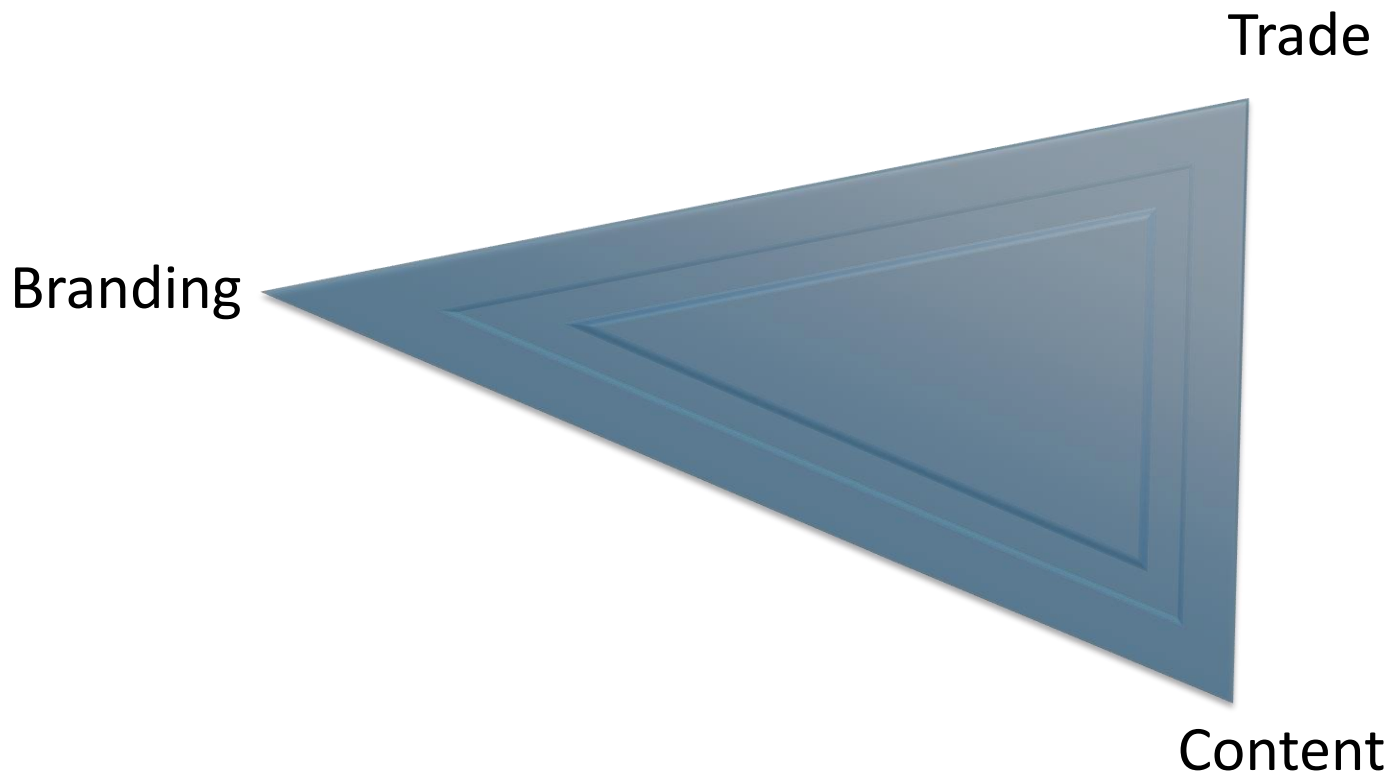


Have you expanded security measures around your exhibitions / your venues in recent months?



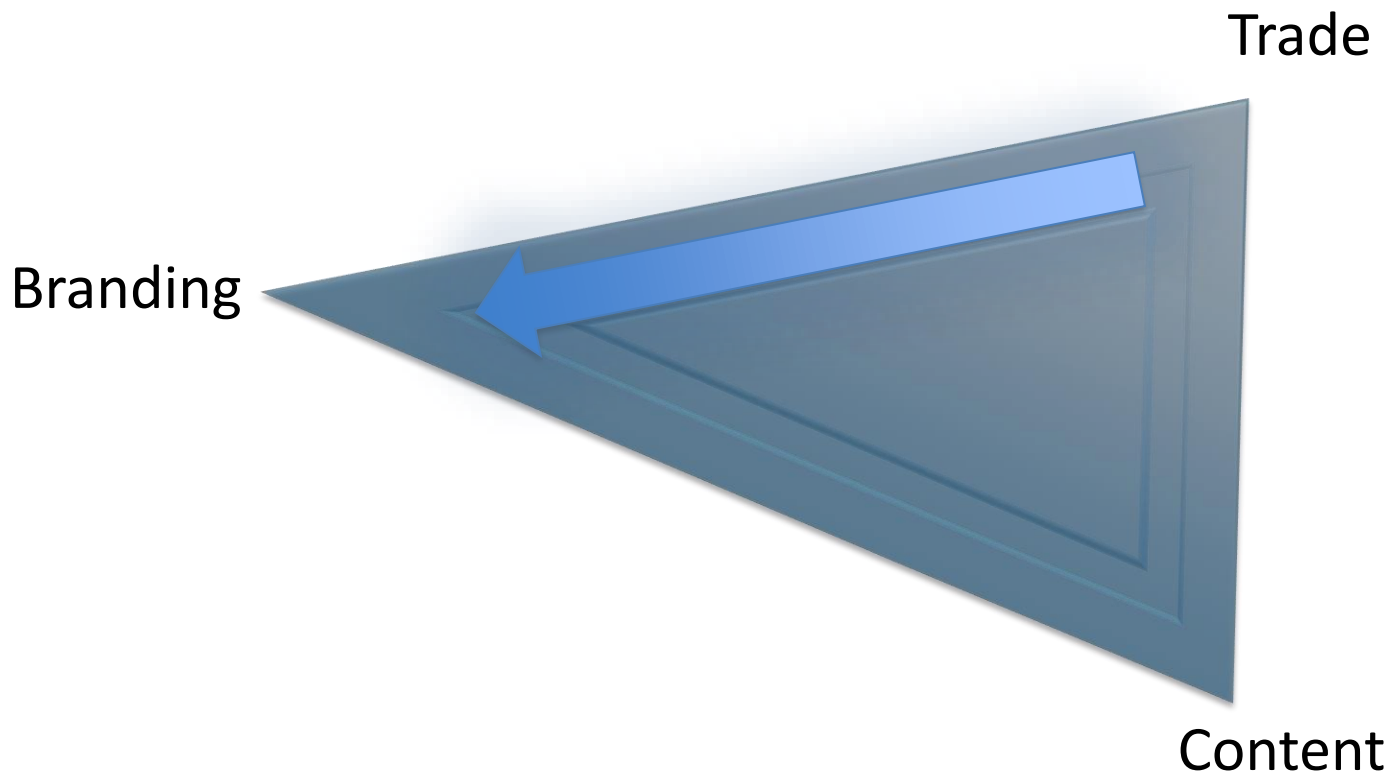
The Trade Show Triangle

...the balance is shifting



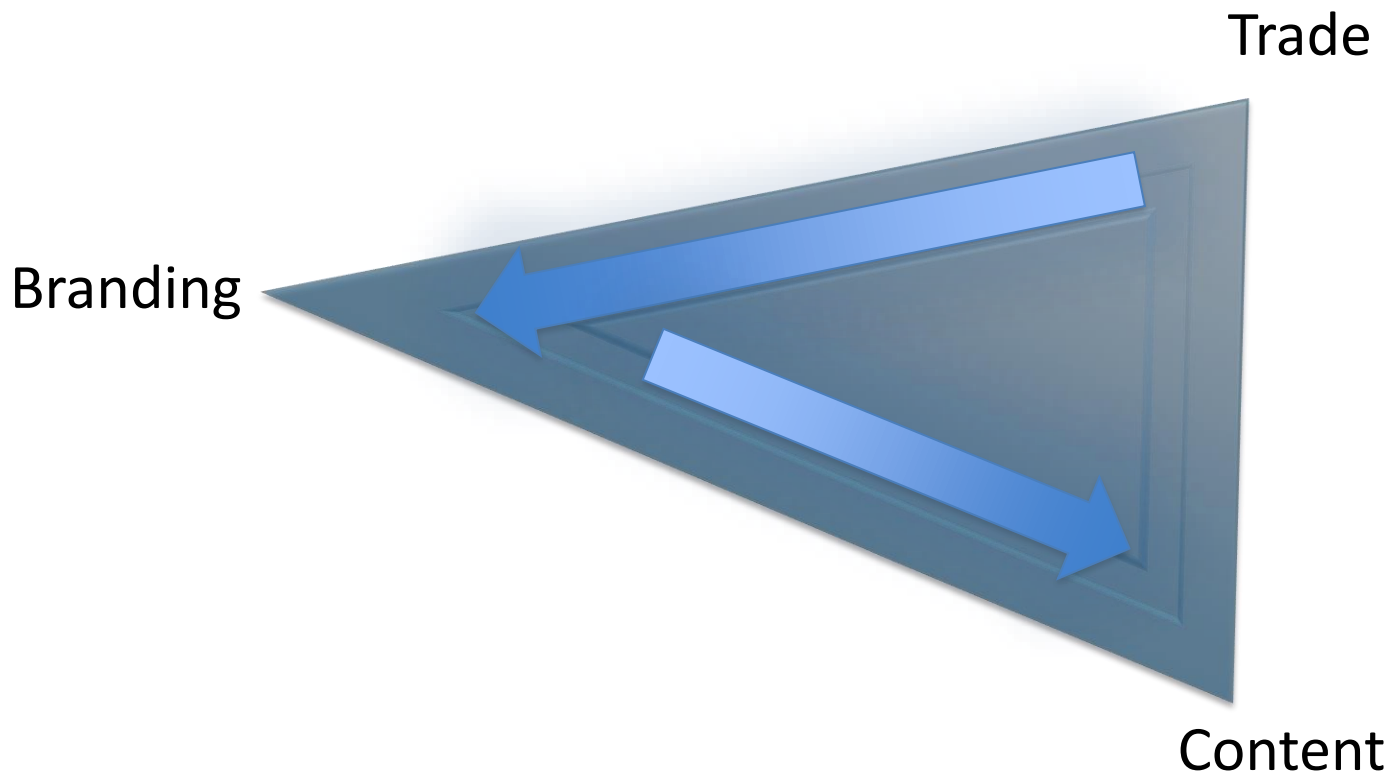
The Trade Show Triangle

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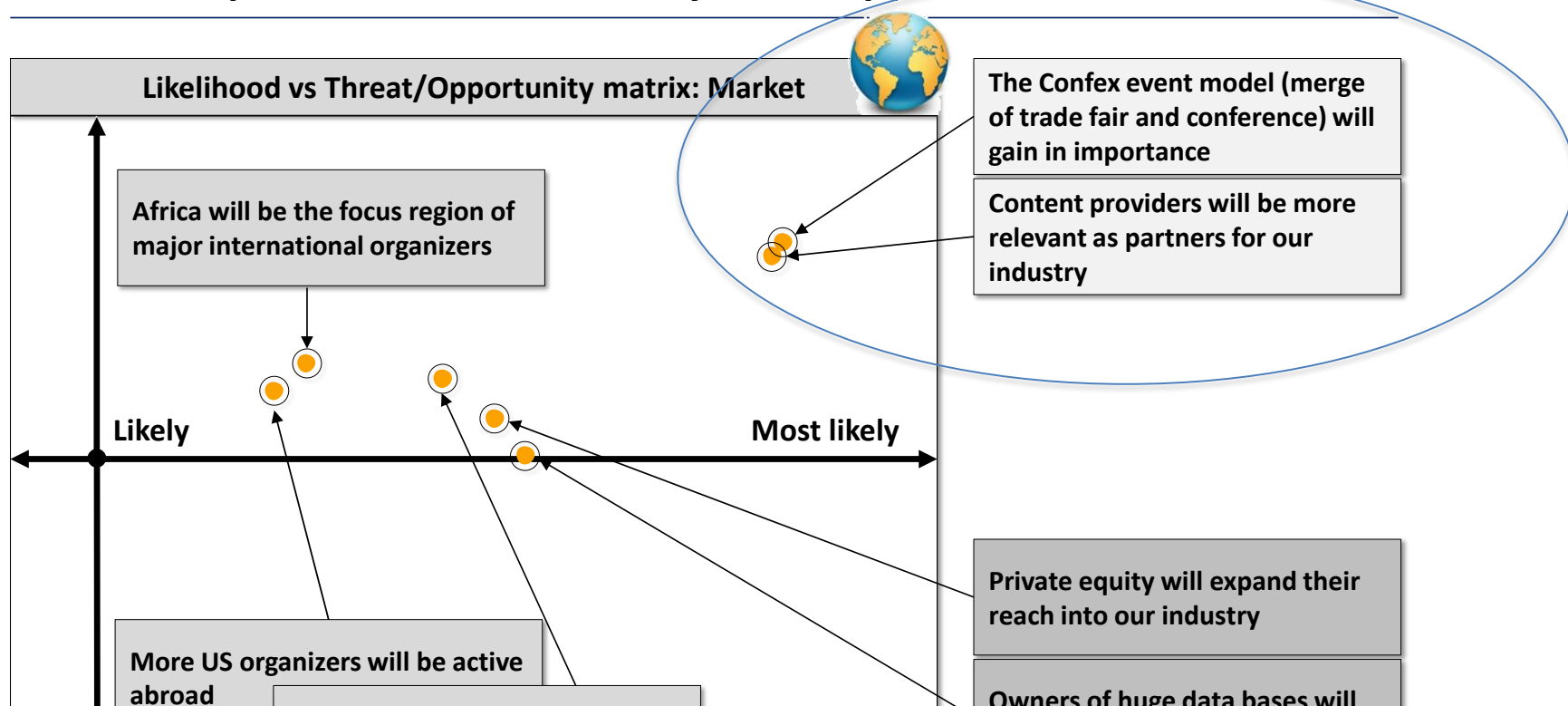


Evolution of the show floor

ConFex Model, Content on the rise

Respondents considered nearly all of the 'Market' scenarios presented in the survey to be opportunities

jwc



Ripples

The Exhibition Industry in Transformation

83rd UFI Congress

Shanghai

November 9-12, 2016



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