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## **Global Exhibition Industry Leaves Behind Depressed Business Climate**

*January 14, 2011 – Paris:* UFI's 6<sup>th</sup> Global Barometer Survey, conducted in December 2010, confirms that, on a global level, the exhibition industry has now left behind the depressed business environment of the past two years and is moving positively ahead. The data was collected from 173 companies in 54 countries including UFI members and, in the USA, members of SISO (Society of Independent Show Organizers) and for Central & South America, AFIDA (Asociacion Internacional de Ferias de America). The new survey results provide clear exhibition industry trends drawing on the results of earlier surveys.

Detailed results continue to demonstrate significant regional variations with a smaller exposure to the downturn in the Middle East and Africa and an earlier recovery in Asia/Pacific and the Americas than in Europe. The confidence level that the impact of the economic crisis on their exhibition business is now over has significantly increased in the Americas during the last 6 months where it has reached a level of optimism similar to that in the Asia/Pacific region.

UFI's current Barometer Survey shows that a majority of those surveyed in three regions (Americas, Asia/Pacific and Middle East/Africa) registered an increase in profits of more than 10% in 2010 compared to 2009. Europe has also shown a significant improvement with a majority of survey participants now expecting "stable" or better operating profits compared to 2009.

A "bottoming-out" of the decreased turnover experienced since 2008 has occurred in all regions and a majority of companies worldwide now anticipate an increase in turnover during the first half of 2011. Most significant is the change in perception of the current impact of the economic crisis. Today almost 50% of those surveyed have put this "behind" them and are looking positively to the future. However, it's not until the third quarter of 2012 that a real end to the crisis is foreseen. Those surveyed are still sensitive to the potential for renewed economic difficulty which they see may occur due to the "state of the national/regional economy", "internal management challenges" and "global economic uncertainty".

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## Global Exhibition Industry Leaves Behind Depressed Business Climate (continued)

Paul Woodward, UFI Managing Director, stated, "We think that this 6<sup>th</sup> Global Barometer provides a very accurate view of the state of the exhibition industry. It's certainly reassuring to see that our industry has now recovered in all regions. UFI will continue to conduct this bi-annual industry survey in order to measure the pulse of developments in our global exhibition market as our members and others in the industry have clearly indicated that it has become an important tool in their business planning."

The 6th UFI Global Barometer Survey is available for free downloading at [www.ufi.org](http://www.ufi.org) under the Trade Fair Sector menu.

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*UFI is the global association of the world's leading tradeshow organizers and exhibition centre operators, as well as the major national and international exhibition associations and selected partners of the exhibition industry. UFI's main goal is to represent, promote and support the business interests of its members and the exhibition industry.*

*UFI represents over 550 member organizations in 84 countries around the world. Almost 900 international trade fairs proudly bear the UFI approved label, a quality guarantee for visitors and exhibitors alike. UFI members continue to provide the international business community with a unique marketing media aimed at developing outstanding face-to-face business opportunities.*

For additional information, please go to  
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