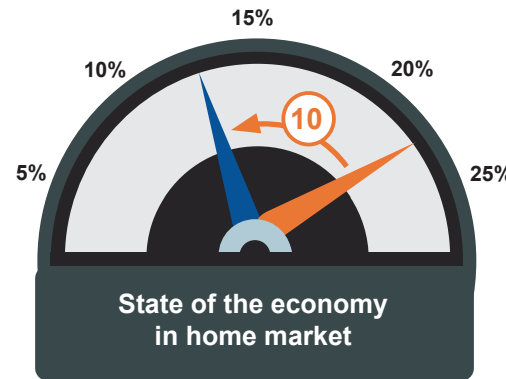


What Is Most Important Short-Term vs Mid-Term

Plotting the **biggest differences** between short and mid-term strategic relevance in the global exhibition industry

- Short-Term Issues (12-18 months)
- Mid-Term Issues (3-5 years)

Short-Term Focus



Mid-Term Focus

