

## UFI's World Map of Exhibition Venues provides detailed regional and country profiles for 28 markets

- 1212 exhibition venues, with a total of 34.6 million sqm serve the industry around the world
- Global venue space has grown by 1.2% on average per year since 2011
- Report provides global overview as well as 28 venue market profiles, covering all markets & regions globally with more than 200,000 sqm available space

*Paris: 7 December 2017:* Available exhibition space is one of the main drivers of the development of the exhibition industry, and venue space continues to grow in most regions of the world. Following the release of preliminary data last month, UFI, the Global Association of the Exhibition Industry, released today its full report on the World Map of Exhibition Venues. In addition to analysing indicators on key regional trends, it lists the largest venues for all 28 markets whose total capacity exceeds 200,000 sqm of gross indoor exhibition space. It also includes final adjustments in the data set.

It has been six years since UFI last produced this global census covering all exhibition venues with a minimum of 5000 sqm of gross indoor exhibition space. This year's release shows an increase of capacity in the majority of markets around the world. Asia-Pacific has become the market with the second largest offer (23.7% of the total world capacity), behind Europe (45%) and ahead of North America (23.6%).

In terms of size segmentation, 61% of venues globally have an indoor capacity between 5000 and 20,000 sqm, one third (34%) belong to the medium-size segment, offering between 20,000 and 100,000 sqm, and 61 venues (5%) have more than 100,000 sqm. With a growth rate of 27%, the latter is the fastest growing market segment.

The USA remains the market with the most exhibition venue space available (19.8% of global capacity), with China (16.6%) and Germany (9.3%) completing the top three. These three, plus Italy and France, each offer more than 2,000,000 sqm of total gross indoor exhibition space. Taken together, these markets account for almost 60% of the total world indoor exhibition space.

Kai Hattendorf, UFI Managing Director/CEO, says: "We are pleased to see that in recent years, additional venue space has become available in almost all regions of the world. Venue investments are long-term investments – so these trends underline the positive outlook for the exhibition industry mid- to long-term. In addition to adding new space, many venue operators have also made significant investments to upgrade their existing venue capacities."

The following markets are covered in the 2017 UFI World Map of Exhibition Venues: Austria, Belgium, Brazil, Canada, China, Czech Republic, Denmark, France, Germany, Greece, India, Italy, Japan, Mexico, Poland, Russia, Singapore, South Africa, South Korea, Spain, Sweden, Switzerland, Thailand, The Netherlands, Turkey, UAE, United Kingdom, and the USA.

In line with UFI's mission to provide vital data to the entire industry, the full World Map of Exhibition Venues report is available free of charge on the UFI website at [www.ufi.org/research](http://www.ufi.org/research).

UFI would like to thank the following organisations, who helped collect the data for this research: AAXO (South Africa), AEFI (Italy), AEV (United Kingdom), AFE (Spain), AMAREF (Mexico), AOCA (Argentina), AUMA (Germany), BSG (UFI/BSG Asia/Pacific report), CAEM (Canada), CENTREX (Central Europe), CLC VECTA (The Netherlands), EXPO EVENT (Switzerland), FAIRLINK (Scandinavia), FEBELUX (Belgium/Luxemburg), RUEF (Russian Federation), TFYD (Turkey), TSNN (USA), UBRAFE (Brazil) and UNIMEV (France).

**Note to editors:** The attached infographics highlight some core results announced in this release. They are free to use with copyright UFI.

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*About UFI - The Global Association of the Exhibition Industry: UFI is the leading global association of the world's tradeshow organisers 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 directly represents around 50,000 exhibition industry employees globally, and also works closely with its 58 national and regional association members. More than 750 member organisations in 86 countries around the world are presently signed up as members. Over 950 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.*

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