

ANALYSIS. THE RESULTS OF THE 5TH EXHIBITION BAROMETER SURVEY

UFI: the World Exhibition Industry Sees the Light at the End of the Tunnel

In Asia/Pacific optimism prevails. Good perspectives also for the Americas and The Middle East/Africa region. European operators are more skeptical

by Luca Bianco

The fifth Barometer Survey of UFI, the Global Association of the Exhibition Industry, confirms that the decrease in turnover experienced throughout the industry since the start of the global financial crisis has finally bottomed-out. While a majority of survey participants confirm that their business is still suffering, they also see the light at the end of the tunnel and project an increase in turnover during 2010.

The current UFI Barometer confirms the significant regional differences identified in earlier surveys. Whereas survey participants from the **Asia/Pacific** region appeared hardest hit in 2008,

their turnover spiral had bottomed-out by the end of 2009. 87% of participants are looking forward to a turnover increase during the second half of 2010.

Asia/Pacific is the only region where a majority of respondents expect an increase by more than 10% of their 2010 annual profit compared to 2008 (54%) and also consider that the impact of the economic crisis is finally over (58%).

Almost one respondent out of two in the **Americas** expect their 2010 annual profit to increase by more than 10% compared to 2009, and at the same time expect it to remain stable compa-

Paul Woodward è il nuovo amministratore delegato UFI,

l'associazione mondiale del settore fieristico, ed è stato nominato a seguito del pensionamento di Vincent Gerard. Woodward è ben noto all'interno dell'UFI, come Regional Manager di UFI Asia-Pacific. Woodward è anche fondatore e presidente del Business Strategies Group, società di business intelligence e consulenza strategica specializzata in comunicazione, informazione ed eventi in Asia.

Woodward ha dichiarato: "Non vedo l'ora di lavorare a stretto contatto coi nostri membri in 83 paesi, aiu-

tandoli ad aggiungere valore alle loro imprese e al nostro settore attraverso le attività e i servizi dell'UFI".



Paul Woodward

Paul Woodward is the new Managing Director of UFI,

the Global Association of the Exhibition Industry, following Vincent Gérard's retirement. Woodward is well known within the UFI community as he was the UFI Asia/Pacific Regional Manager. He is also the founder and chairman of Business Strategies

Group, a business intelligence and strategy consulting firm which specialises in business media, information and events in Asia.

Woodward stated: "I am looking forward to work closely with our members in 83 countries around, helping them add value to their businesses and our industry through UFI's activities and services".



Deutsche Messe

red to 2008. The impact of the economic crisis is still felt by a large majority of those surveyed in the Americas and 62% believe that it will continue until 2011.

Europe, which was more severely hit by the economic crisis than Asia/Pacific and the Americas in 2009, seems to be facing a longer recovery delay. Only 41% of survey respondents experienced an increase in turnover by the first half of 2010. 80% are still feeling the impact of the crisis today with a majority expecting this to continue until 2011 or 2012.

The **Middle East/Africa** region appears to be less severely hit than the other regions. Most companies declared a stable 2010 annual profit when compared to that of 2008 or 2009. While a majority continue to some consequences of the crisis, most anticipate this will be over by 2011.

Surveyed organisations were also asked to identify the most important issues for their business in the year ahead. Manfred Wutzlhofer, UFI President, summarized the situation saying, "A majority of respondents in most parts of the world rank the state of the economy at either the global or national and regional level as their number one concern. UFI will continue to track this carefully as we develop new insights and trends in forthcoming editions of the Global Exhibition Barometer".