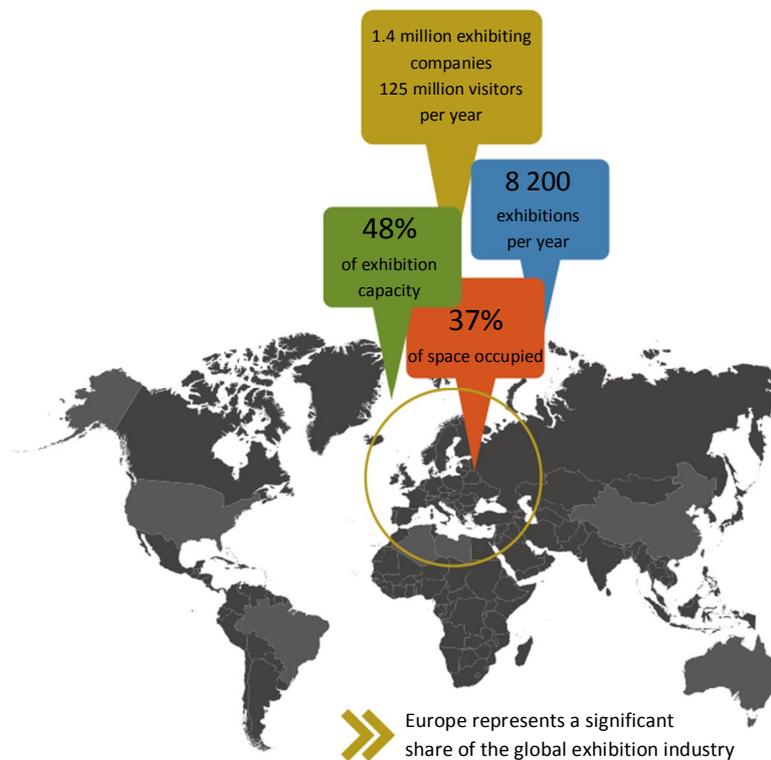


BRIEFING | POSITION PAPER

» Who we are

The European exhibition industry is a global leader and represents a significant market share of the total exhibition industry. Most European exhibition organisers also offer trade fairs in other regions around the globe.



>> 8 200 exhibitions per year are organised in Europe out of over 31 000 exhibitions taking place per year worldwide.

>> 124 million sqm of net exhibition space were occupied worldwide in 2012, 46 million of which were in Europe thus representing 37% of the global total.

>> 1.4 million exhibiting companies welcome 125 million visitors per year in Europe.

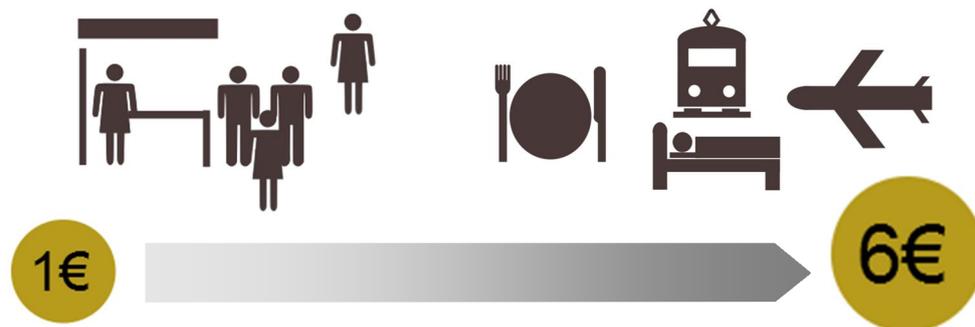
>> 496 exhibition venues with a minimum of 5,000 sqm of gross indoor space are located in Europe representing 48 % of the global capacity; there are about 1 200 exhibition venues worldwide.

(UFI Statistics)

Exhibitions facilitate trade at all levels by conducting high level B2B and B2C exhibitions and events at our venues in the EU and worldwide in close partnership with the respective industry sectors and business communities. European exhibitions support the internationalisation of European industries, within the European Internal Market and in growth markets globally. In Europe, companies encounter a global offer from a specific sector in one single international exhibition.

Exhibitions are the most effective marketing tool for products and services, especially for SMEs. Exhibitions offer a maximum of opportunities in one place during a limited period of time. Exhibitions bring people together and generate a multitude of leads and deals. Face to face meetings build up trust between business partners. They facilitate exchange and cooperation, leading to visions and projects that may give a new spin to an industry. European exhibitions are cost-effective in comparison to other media, offering a reasonable price per contact while also providing excellent services and visitor quality.

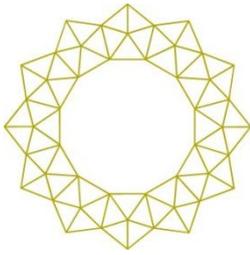
Exhibitions generate social economic effects such as increases in productivity, jobs, growth and infrastructure on regional or national level.



On average, every Euro spent for an exhibition generates another six Euros of turnover in the region where the exhibition takes place.

Exhibitions boost innovation and competitiveness by offering a condensed overview of innovations, R&D and trends, and reducing the time to market. Exhibitions create platforms to anticipate and discuss developments impacting economy, society and research, supporting the exchange of new ideas across cultures or national borders. Exhibitions generate value for the increasing number of European SMEs seeking success and benefit from higher growth rates outside Europe. Access to new markets within the EU and beyond creates growth and business revenue.

» **Exhibitions support growth and employment in Europe.**



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» What we need

Support for EU companies to fully seize opportunities exhibitions offer, e.g.

>> **International buyers' programmes:** in the current economic situation it is vital to attract more buyers from third countries to European exhibitions, thus multiplying business opportunities for EU companies on their doorstep. Particularly European SMEs benefit from international exhibitions taking place here in Europe, replacing numerous single, time consuming and expensive business trips outside Europe.

>> **Innovation programmes:** facilitate first steps into markets for young companies with innovative products or R&D. Participation in European exhibitions is a unique occasion for them to make first contacts with customers, find producers, distributors, open up markets and get an overview on the competitors' offer.

>> **Business internationalisation, export promotion** and other practical support for European businesses, particularly SMEs: promote and enable participation in exhibitions within the EU Internal Market and globally. Companies can only benefit from all the business opportunities provided by exhibitions offer if they participate.

Investment-friendly environment for exhibition companies – organisers and venue operators

>> **Freedom to invest in growth markets** outside the EU: European exhibition organisers need secure investment and operating conditions, e.g. EU Free Trade Agreements or WTO agreements. Political support can help where they encounter difficulties.

>> **Freedom and financial means to perform necessary investments** into European exhibition infrastructure: European exhibition companies constantly need to upgrade their venues (refurbish, digitize, enlarge etc.). Maintaining the highest quality, efficiency and technological standards is vital to dynamically support European business, to be attractive and competitive hosts for international events and to keep the venues' leading position.

Background Information

The European Exhibition Industry Alliance represents over 400 exhibition organisers and venue operators in Europe. These are organised in UFI, the Global Association of the Exhibition Industry and EMECA, European Major Exhibition Centres Association EMECA.

For more information please visit www.exhibition-alliance.eu www.ufi.org www.emeca.eu