

## Review 2008 Key figures of the German Trade Fair Industry

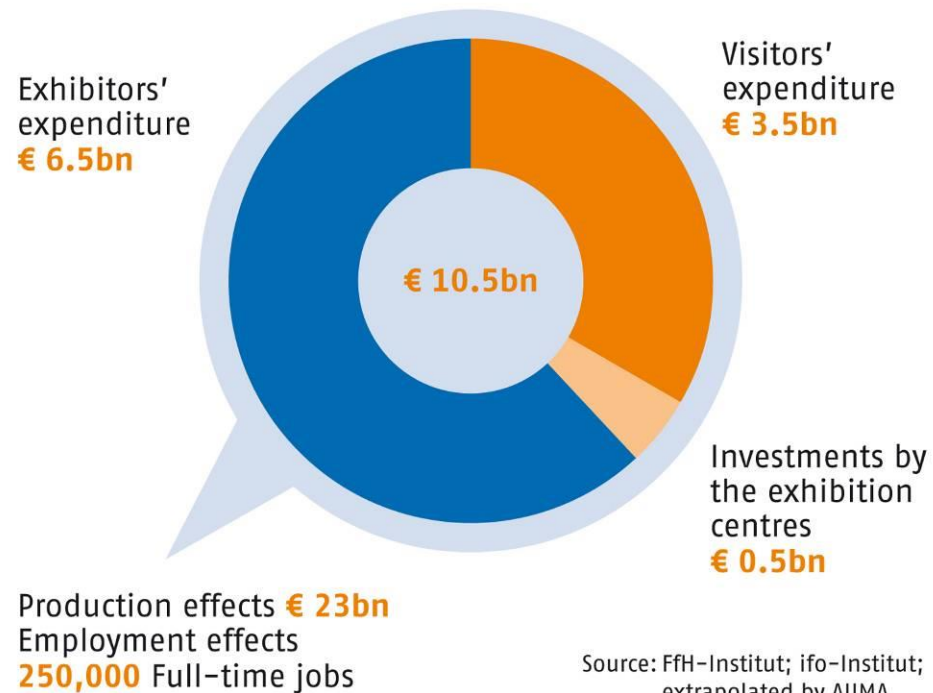


Association of the  
German Trade Fair Industry  
[www.auma-fairs.com](http://www.auma-fairs.com)

## Trade Fairs in Germany



Economic impact based on a multiplier analysis



## Trade Fairs in Germany 2009



The 135 international / national events in comparison  
to the respective previous events

Exhibitors 154,155

-4.3%

Domestic exhibitors 72,285

-3.5%

Foreign exhibitors 81,870

-5.0%

Rented space 5,781,738 sq. m.

-6.0%

Visitors 8,916,693

-8.4%

## Trade Fairs in Germany 2009



**The 135 international / national events in comparison  
to the respective previous events**

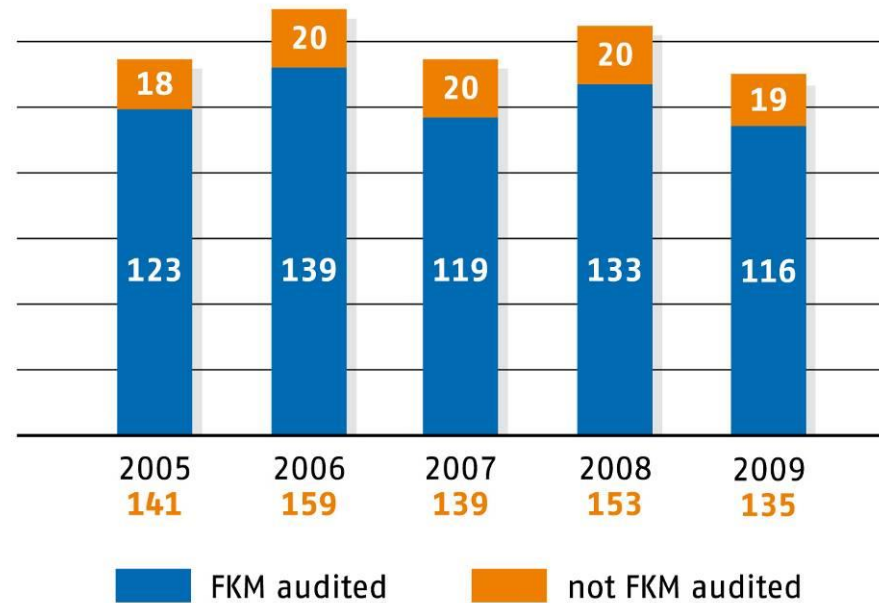
	Number of events	Total	Exhibitors Domestic	Foreign	Visitors Total	Rented space Total
Total	135	-4.3%	-3.5%	-5.0%	-8.4%	-6.0%
Investment goods trade fairs	70	-2.1%	-2.7%	-1.4%	-7.9%	-3.5%
Consumer goods fairs directed to trade visitors	39	-7.1%	-6.1%	-7.5%	-6.1%	-8.1%
Consumer goods fairs directed to the public	19	-4.5%	-3.3%	-6.5%	-9.2%	-9.5%
Trade fairs presenting services	7	-4.9%	-0.5%	-7.2%	-9.0%	-3.9%

## Trade Fairs in Germany



### Number of events

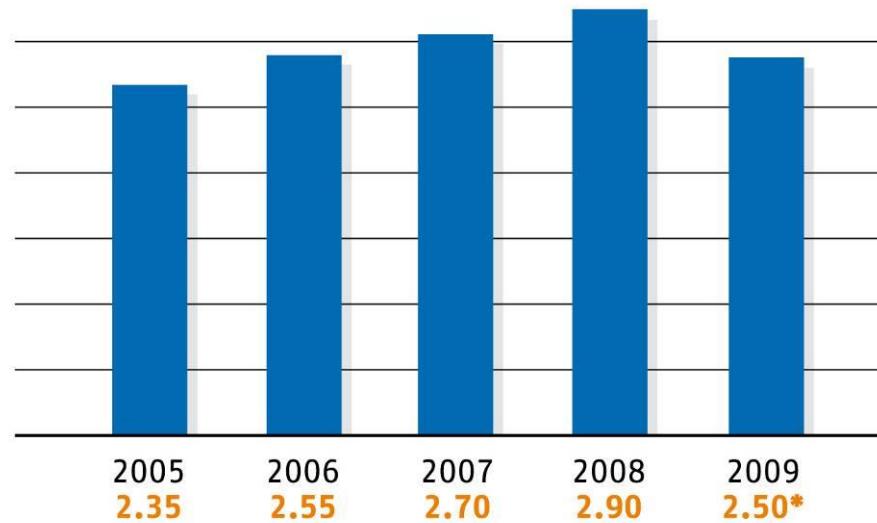
AUMA category international and national events



## Trade Fairs in Germany

### Turnover of trade fair organisers (€ billion)

Companies organising international and regional events  
(Turnover incl. trade fairs abroad, congresses and services)



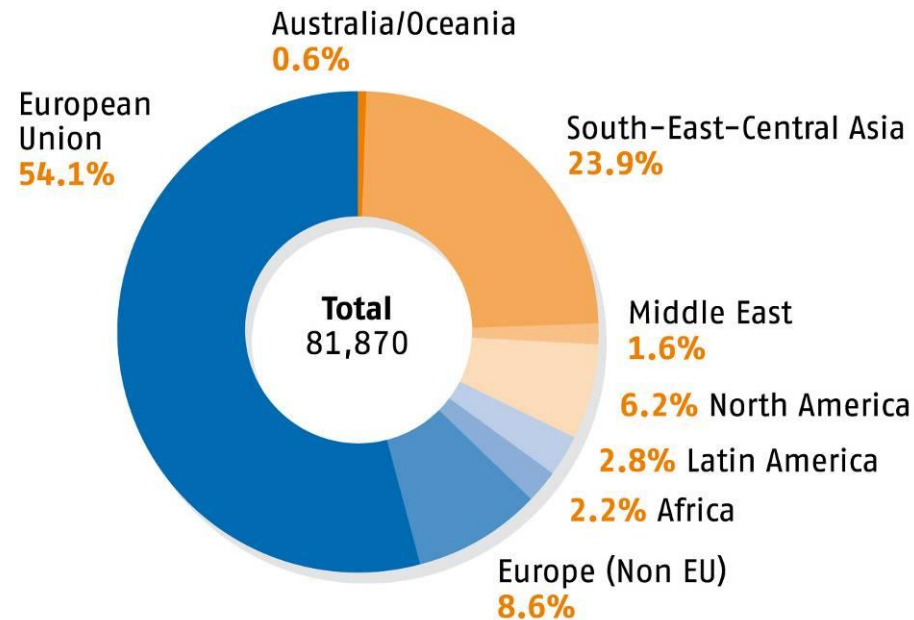
\* preliminary

## Trade Fairs in Germany 2009



### Foreign exhibitors

AUMA category international and national events

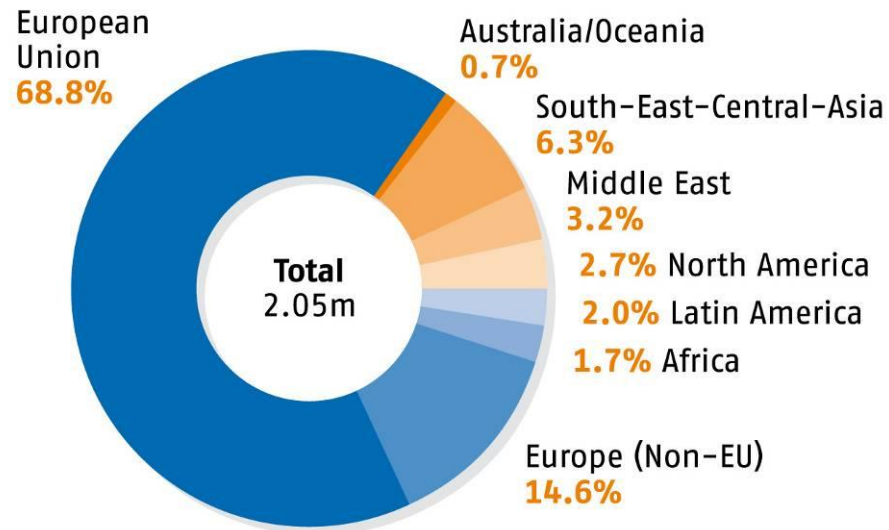


## Trade Fairs in Germany 2009



### Foreign visitors

AUMA category international and national events



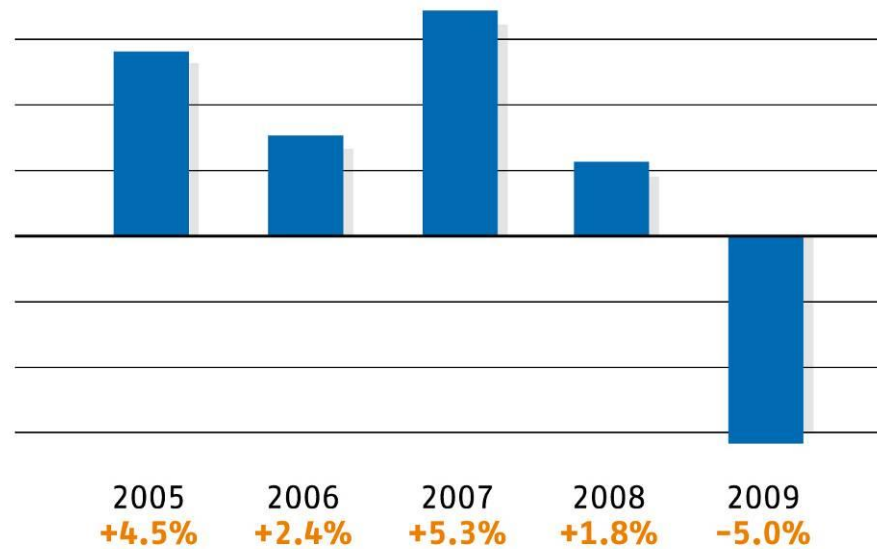


## Trade Fairs in Germany



### Number of foreign exhibitors

AUMA category international and national events



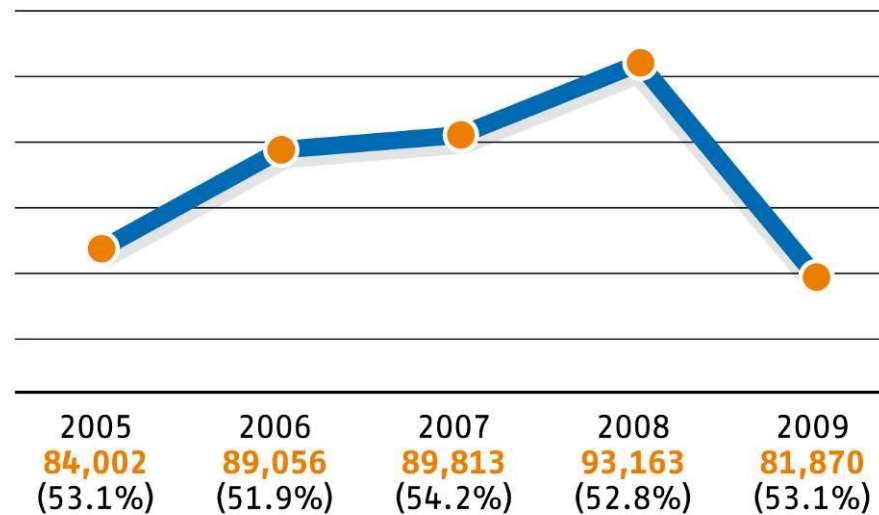
Development of one year's trade fairs  
in comparison to the respective previous events

## Trade Fairs in Germany



### Number of foreign exhibitors

AUMA category international and national events

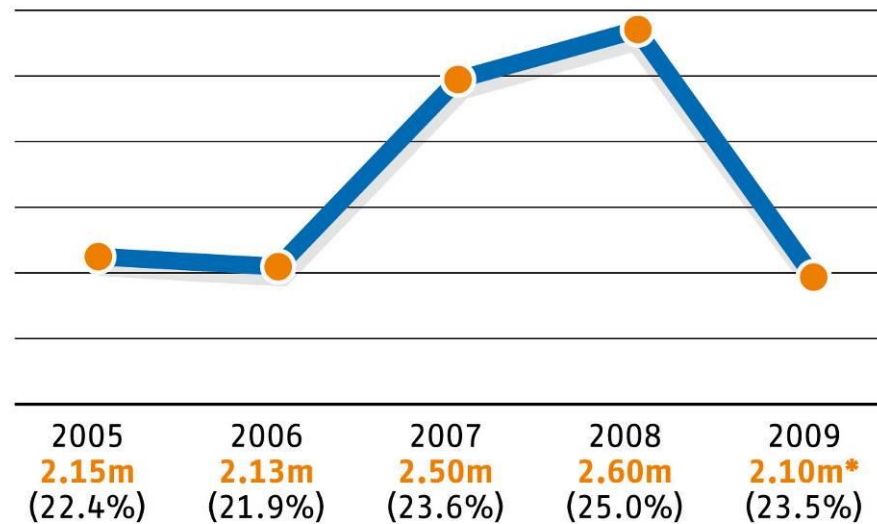


## Trade Fairs in Germany



### Number of foreign visitors

AUMA category international and national events



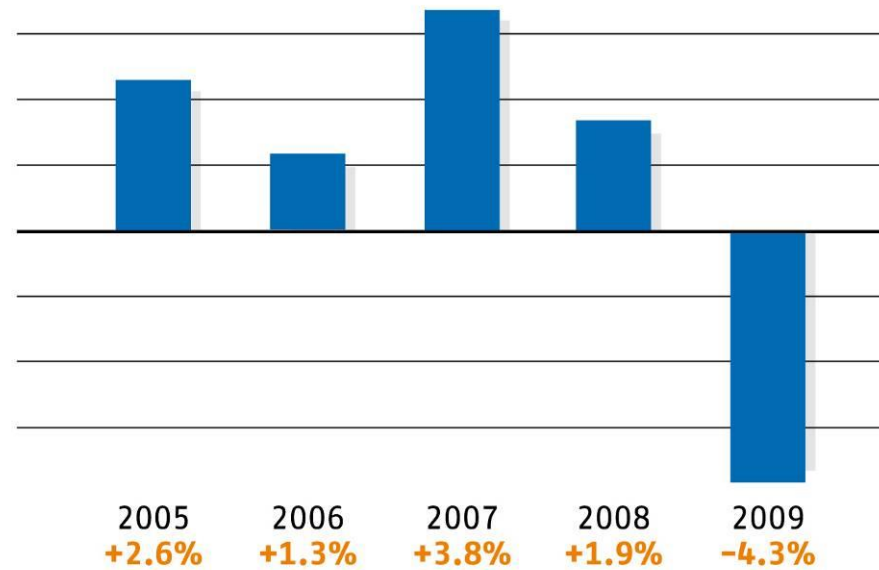
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## Trade Fairs in Germany



### Numbers of exhibitors

AUMA category international and national events



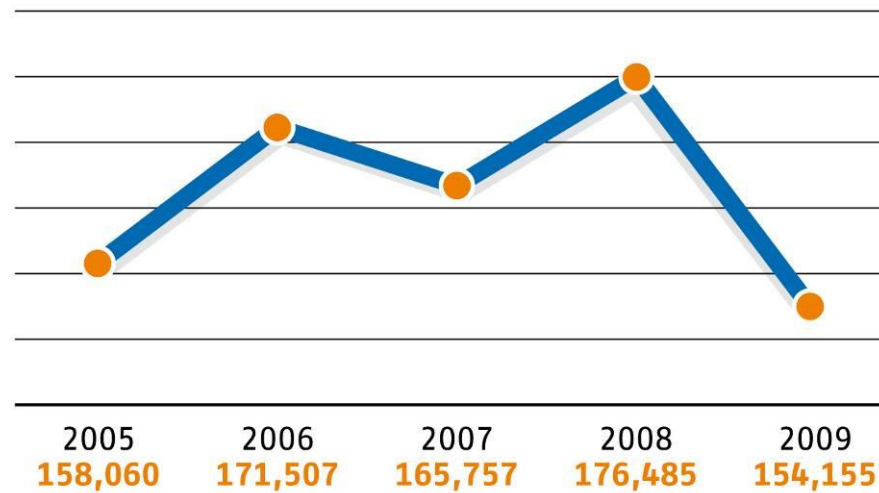
Development of one year's trade fairs  
in comparison to the respective previous events

## Trade Fairs in Germany



### Number of exhibitors

AUMA category international and national events

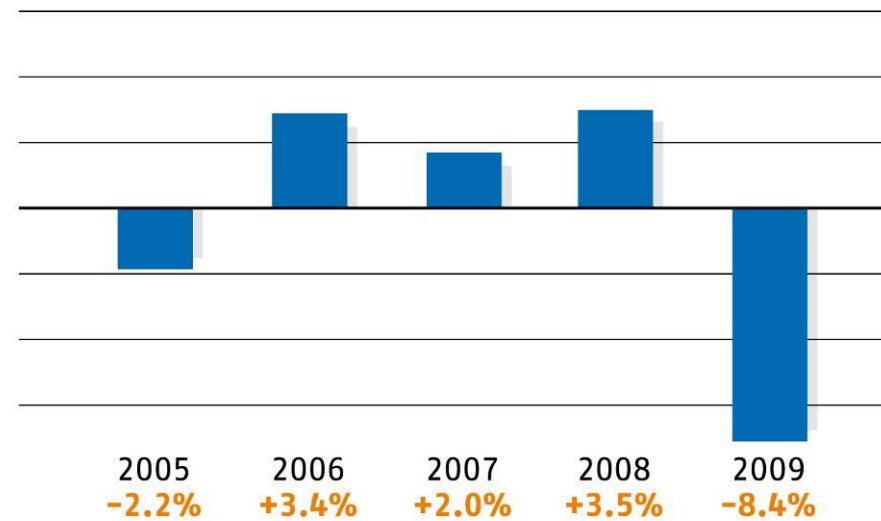


## Trade Fairs in Germany



### Number of visitors

AUMA category international and national events



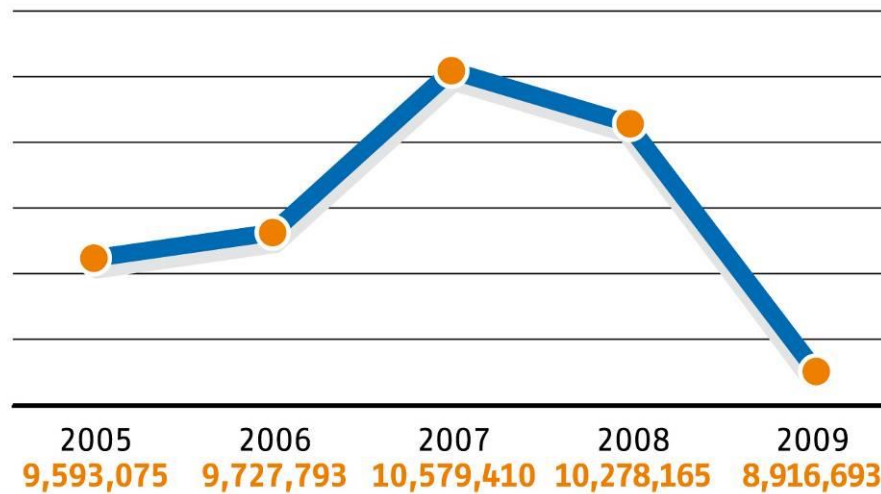
Development of one year's trade fairs  
in comparison to the respective previous events

## Trade Fairs in Germany



### Number of visitors

AUMA category international and national events

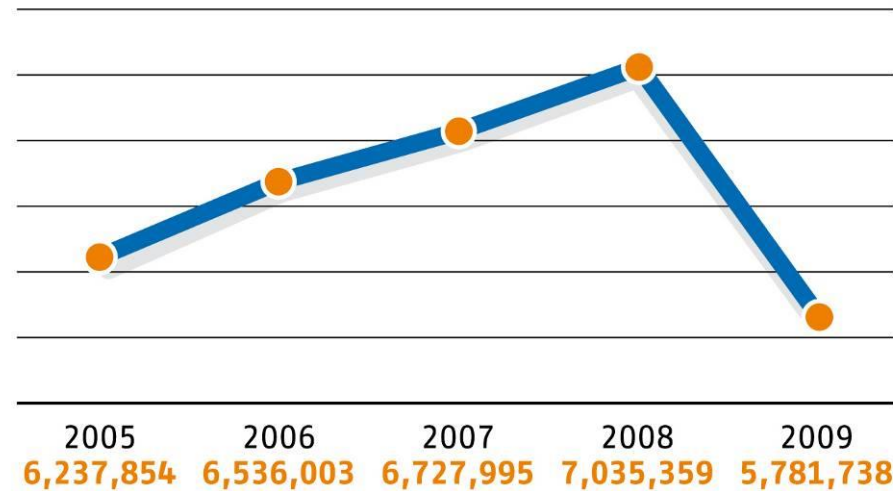


## Trade Fairs in Germany



**Rented space in sq. m.**

AUMA category international and national events



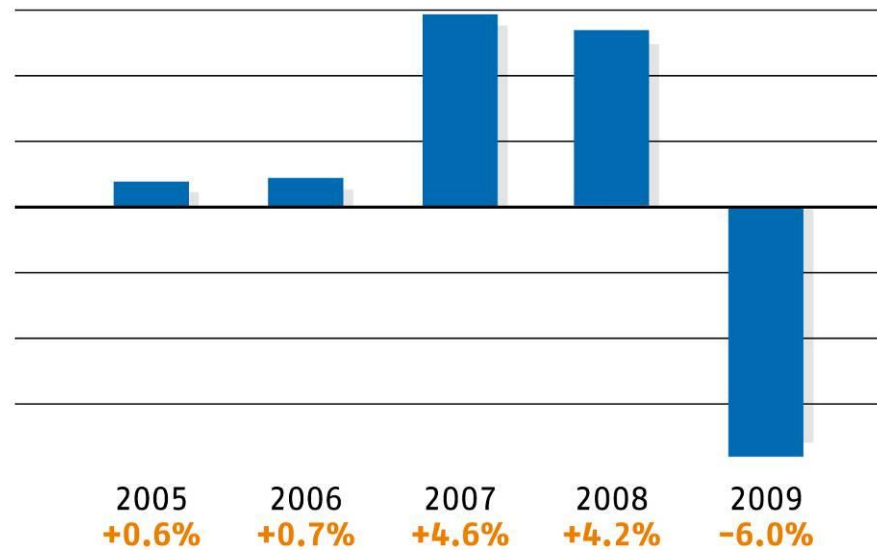


## Trade Fairs in Germany



**Rented space in sq. m.**

AUMA category international and national events

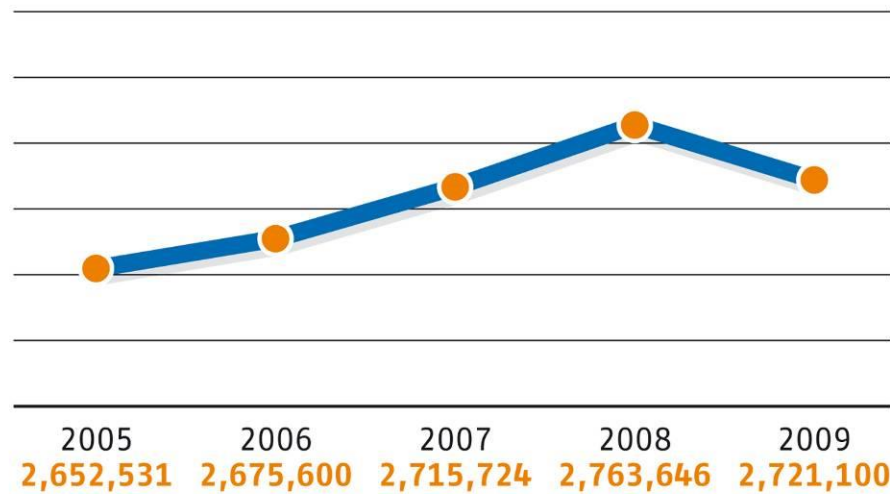


Development of one year's trade fairs  
in comparison to the respective previous events

## Trade Fairs in Germany



Hall capacities in m<sup>2</sup>  
(each 1st January)



Trade fair centres with at least one event  
according to AUMA category international and national events

## Trade Fairs in Germany 2010



### Exhibition capacities\*

gross in sq. m.

Location	Halls	Outdoor
Hanover	495 265	58 070
Frankfurt/M.	345 697	95 721
Cologne	284 000	100 000
Düsseldorf	262 704	43 000
Munich (New Exh. Center)	180 000	360 000
Berlin	160 000	100 000
Nuremberg	160 000	50 000
Essen	110 000	20 000
Stuttgart	105 200	40 000
Leipzig	101 200	69 998
Hamburg	86 574	10 000
Friedrichshafen	86 200	15 160
Bad Salzuflen	65 195	4 000
Dortmund	59 235	
Karlsruhe (New Exh. Center)	52 000	10 000
Augsburg	48 000	10 000
Bremen	39 000	100 000
Munich (M, O, C.)	30 000	
Saarbrücken	24 600	27 400
Freiburg	21 500	80 000
Offenburg	22 570	37 877
Offenbach	18 500	400

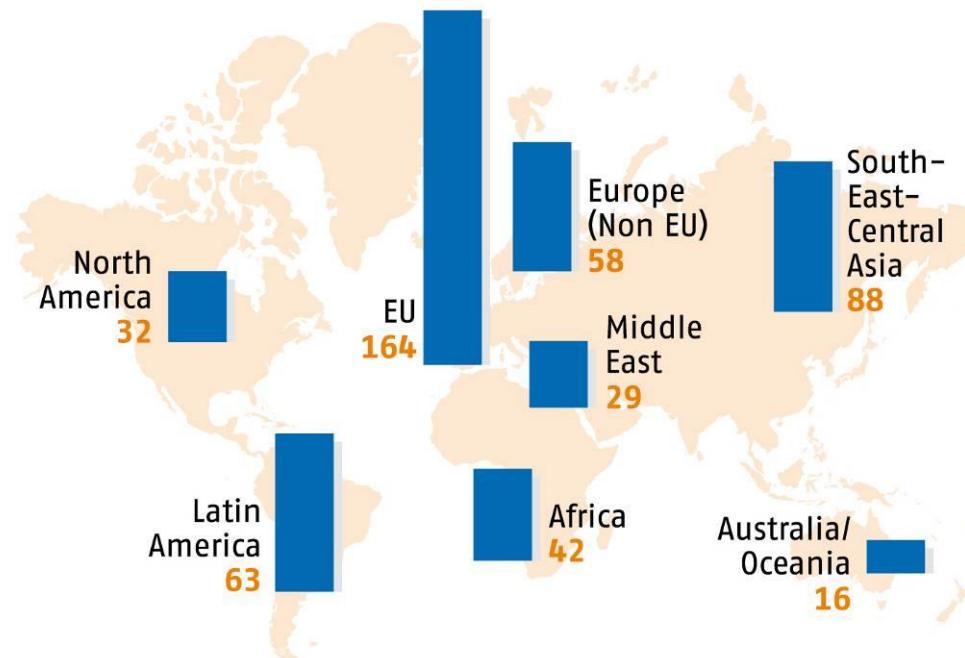
Status: 1.1.2010

\* Locations with at least one event  
according to AUMA category international and national events

## Trade Fairs in Germany 2009



Information offices abroad



## Regional and Specialized Trade Fairs and Exhibitions 2009



**Development of the 151 events  
in comparison to the respective previous events**

AUMA category regional/special

Exhibitors 47,470

-2.6%

Visitors 5,754,925

-1.7%

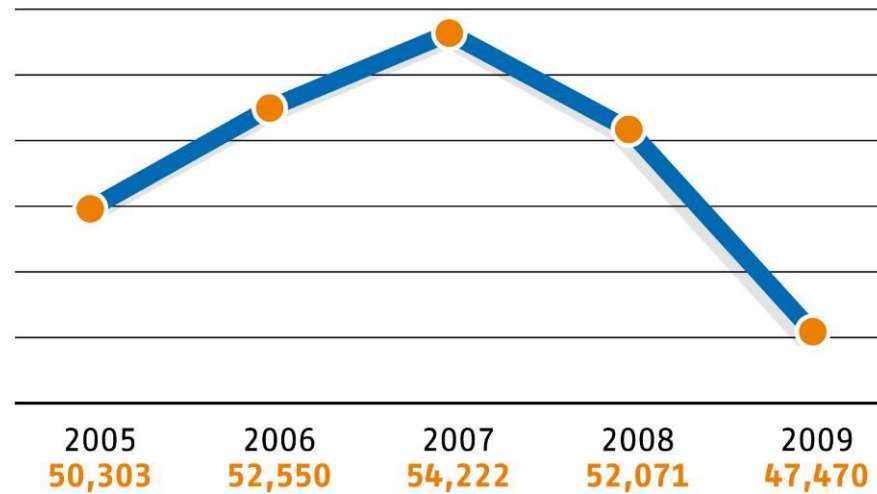
Rented space 1,339,499 sq. m.

-4.4%

## Regional and Specialized Trade Fairs and Exhibitions



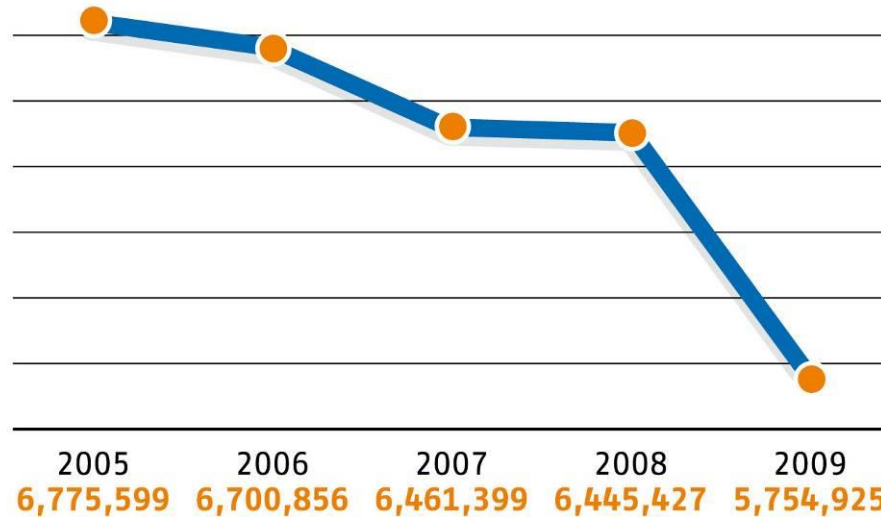
**Number of exhibitors**  
AUMA category regional/special



## Regional and Specialized Trade Fairs and Exhibitions



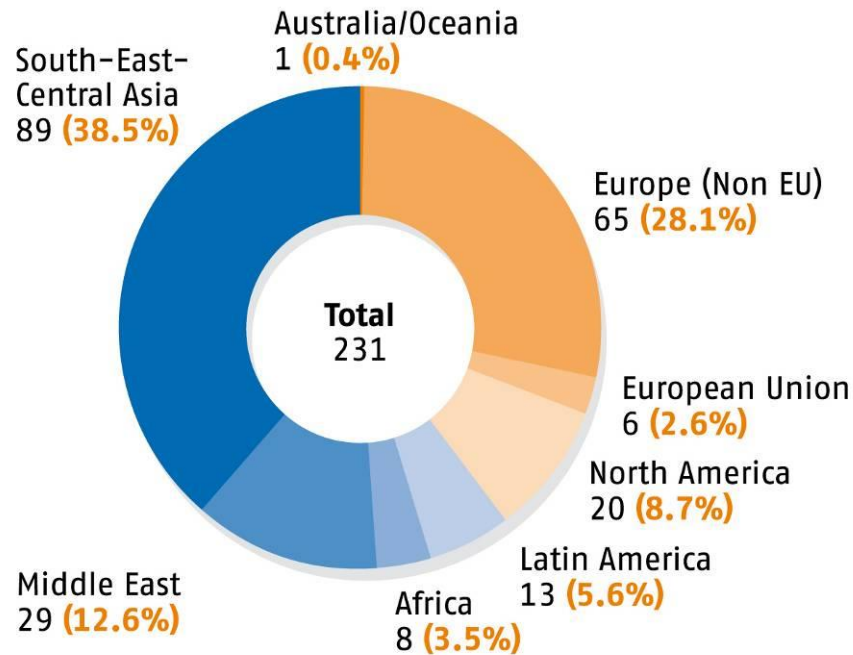
**Number of visitors**  
AUMA category regional/special



## German Foreign Trade Fair Programme 2009



### Participations by the Federal Ministry of Economics and Technology

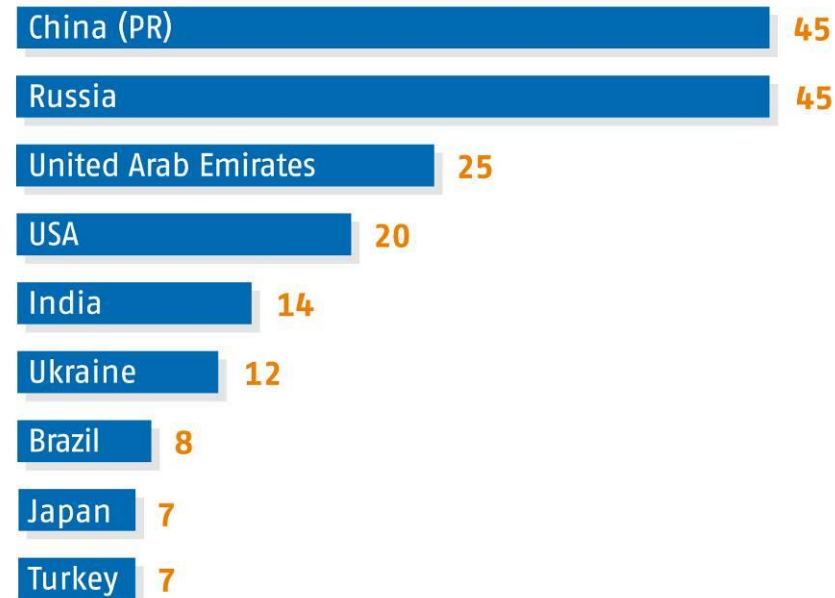




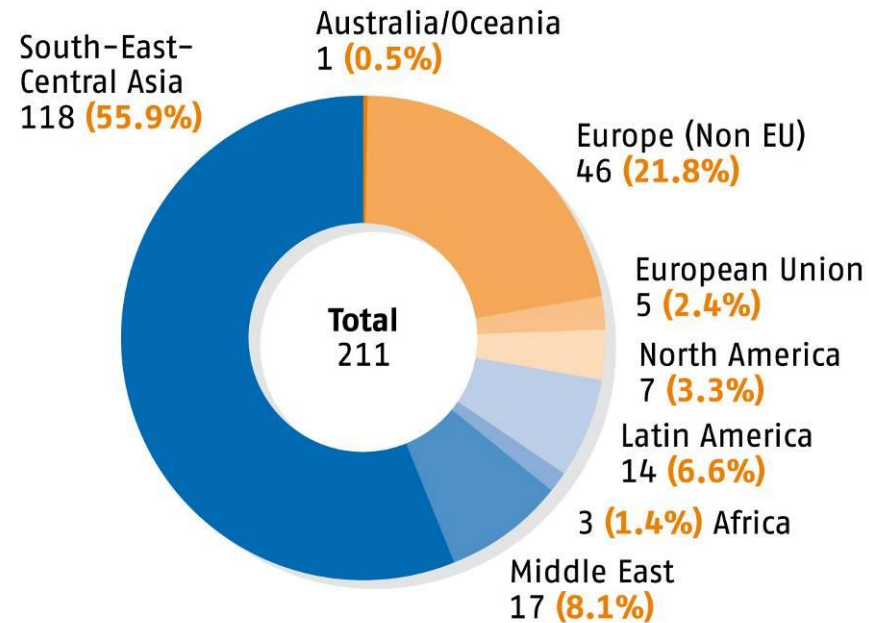
## German Foreign Trade Fair Programme 2009



Countries with most participations by the  
Federal Ministry of Economics and Technology



## Trade Fairs Abroad by German Organisers\* 2009

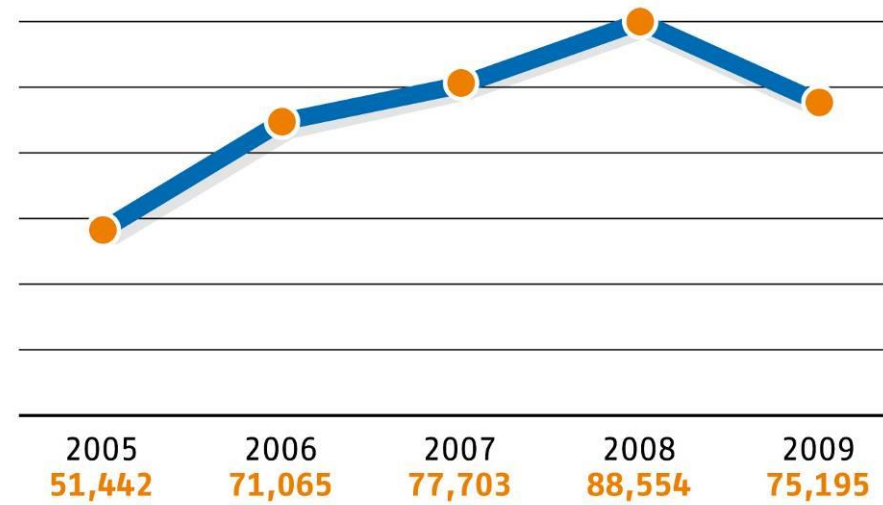


\* AUMA members

## Trade Fairs Abroad by German Organisers\*



Number of exhibitors

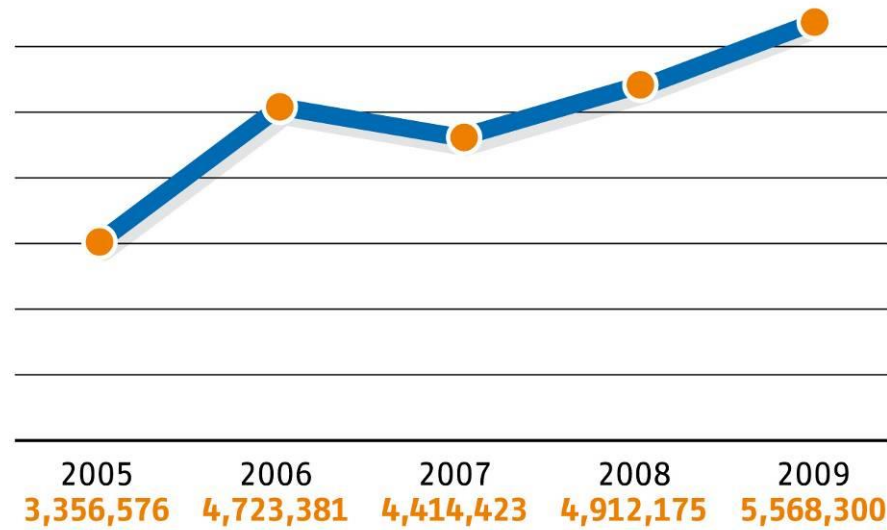


\* AUMA members

## Trade Fairs Abroad by German Organisers\*



Number of visitors

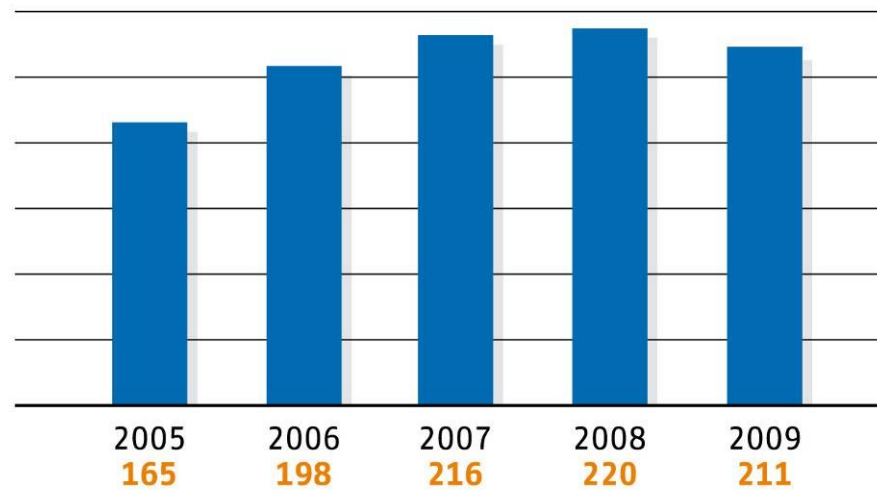


\* AUMA members

## Trade Fairs Abroad by German Organisers\*



Number of events



\* AUMA members

## Exhibition Centres Worldwide 2010



### Exhibition capacities

gross in sq. m.

Location	Halls
Hanover Exhibition grounds	495 265
Frankfurt/Main Exhibition grounds	345 697
Fiera Milano	345 000
China Import & Export Fair Complex Guangzhou	340 000
Cologne Exhibition grounds	284 000
Düsseldorf Exhibition grounds	263 888
McCormick Place Chicago	248 141
Feria Valencia	230 837
Paris Expo Porte de Versailles	227 380
Crocus Expo IEC Moskau	226 399
Paris-Nord Villepinte	206 000
The NEC Birmingham	201 634
Fira Barcelona Gran Vía	200 000
BolognaFiere	200 000
IFEMA Feria de Madrid, Parque Ferial Juan Carlos I	200 000
Orange County Convention Center Orlando	190 875
Las Vegas Convention Center	184 456
Munich (New Exhibition Center)	180 000
Messezentrum Basel	162 000
Berlin Exhibition grounds	160 000
Nuremberg Exhibition grounds	160 000
IMPACT Muang Thong Thani Bangkok	140 000
VVC Moskau	132 700
Georgia World Congress Center Atlanta	130 112
SNIEC Shanghai	126 500
Veronafiere	122 000
Fiera del Levante Bari	120 000
BVV Brno	119 281
Reliant Park Houston	118 680
Fiera Roma	118 300
Fira Barcelona Montjuic	115 211
Brussels Expo	114 445
MTP Poznan	113 100
Essen Exhibition grounds	110 000
Nanjing International Expo Center	110 000
Eurexpo Lyon	109 000
Rimini Fiera	109 000
Bilbao Exhibition Centre	108 000
New China International Exhibition Center Beijing	106 800
Stuttgart Exhibition grounds	105 200
SZCEC Shenzhen Convention & Exhibition Center	105 000
Geneva Palexpo	102 470
Ernest N. Morial Convention Center New Orleans	102 230
Leipzig Exhibition grounds	101 200
Fiere di Parma	100 000
Singapore Expo	100 000
Jaarbeurs Utrecht	100 000

Status: 1.1.2010

# **Turnover of Trade Fair Organisers worldwide (more than Euro 100 million)**



(€ million)

	2008	2007	2006
Reed Exhibitions (GB)	891.0	842.0	767.0
GL events (F)	605.7	633.5	495.7
Messe Düsseldorf (D)	496.0	354.2	304.0
Messe Frankfurt (D)	440.2	423.6	406.1
United Business Media (GB)	324.6	245.9	252.1
Fiera Milano (I)	306.5	302.5	375.0
VIPARIS (F)	300.4		
Messe München (D)	243.3	299.4	212.4
Deutsche Messe (D)	241.8	286.0	235.0
dmg world media (GB)	226.2	229.6	241.5
Comexposium (F)	226.0		
MCH Group (CH)	222.2	216.5	135.5
NEC Birmingham (GB)	n.a.	201.0	188.5
Messe Berlin (D)	199.6	144.4	168.2
Koelnmesse (D)	191.7	200.6	216.0
IFEMA Madrid (E)	186.6	170.6	170.9
NürnbergMesse (D)	153.2	125.0	125.7
Nielsen Business Media (USA)	171.8	170.0	n.a.
Jaarbeurs Utrecht (NL)	145.7	108.5	103.1
BolognaFiere (I)	134.0	128.5	119.0
ITE Group (GB)	123.3	138.9	122.8
Fira Barcelona (E)	121.2	129.6	103.0
RAI Amsterdam (NL)	119.9	133.3	115.7
Expocentre Moscow (RU)	118.6	n.a.	n.a.
Messe Stuttgart (D)	118.0	63.3	61.4
Emap (GB)	116.9	173.6	157.3

## AUMA\_MesseTrend 2010



### Development of trade fair participations

Compared to 2008/2009 ...% of the German exhibiting companies\* are planning worldwide in the period 2010/2011:



\* representative survey conducted by TNS Emnid commissioned by AUMA among 500 companies, which exhibit at trade visitor-oriented fairs; October 2009; to 100 remaining percent: n.a.

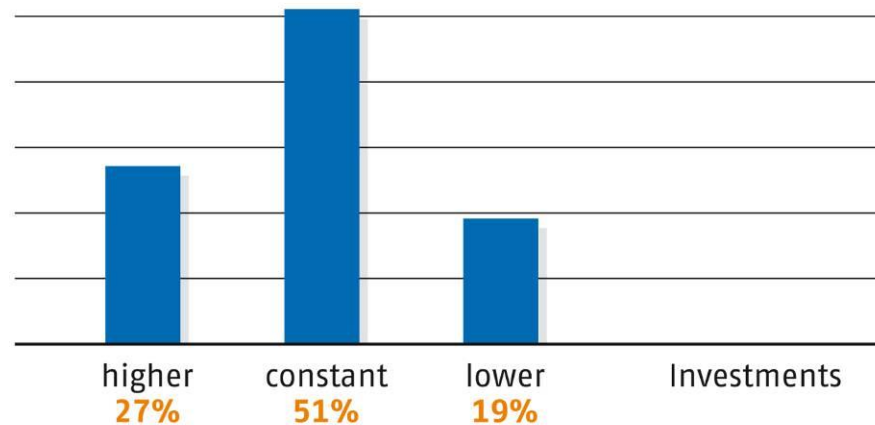


## AUMA\_MesseTrend 2010



### Investments in participations

Compared to 2008/2009, ...% of German exhibition companies\* are planning worldwide in the period 2010/2011:



Trade fair budget	2008 + 2009:	345,200,- €	<b>+ 0.1%</b>
per company:	2010 + 2011:	345,700,- €	

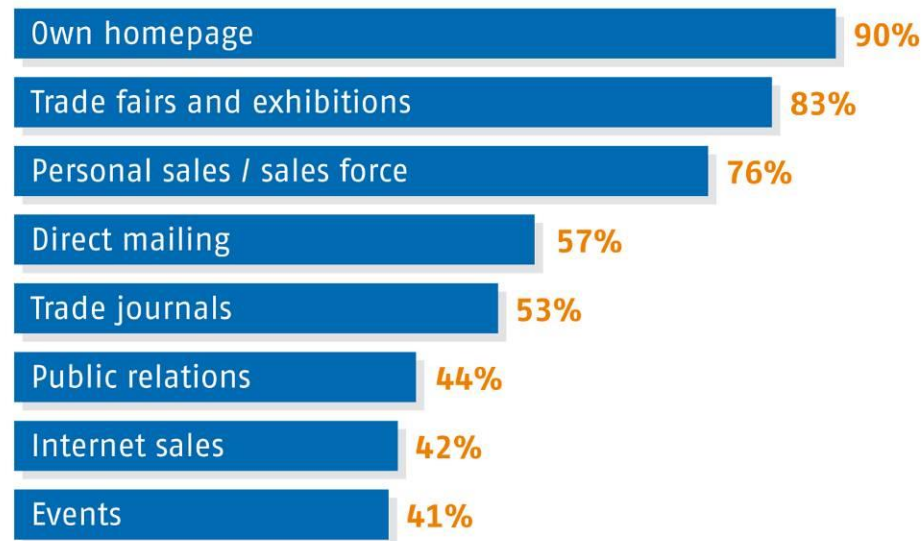
\* representative survey conducted by TNS Emnid commissioned by AUMA  
among 500 companies, which exhibit at trade visitor-oriented fairs; October 2009;  
to 100 remaining percent: n.a.

## AUMA\_MesseTrend 2010



### Trade fairs in the communication mix

In b-to-b communication ...% of the German exhibiting companies\* regard as very important or important:



\* representative survey conducted by TNS Emnid commissioned by AUMA  
among 500 companies, which exhibit at trade visitor-oriented fairs; October 2009