

Global Exhibition Industry: Trends and Opportunities (2013-2018)



Scope of the report

The report titled “Global Exhibition Industry: Trends and Opportunities (2013-2018)” provides an in-depth analysis of global events market with special focus on regional markets like Europe, North America, Asia/Pacific, Middle East & Africa and Central & South America. It also accesses the key opportunities and underlying trends in the market and outlines the factors that are and will be driving the growth of the industry in the forecasted period (2013-18). Further, key global event organizers like Reed Exhibitions, United Business Media (UBM) plc and Informa plc are profiled in the report.

Geographical Coverage

- ⊖ North America
- ⊖ Europe
- ⊖ Asia Pacific
- ⊖ Middle East & Africa
- ⊖ Central & South America

Company Coverage

- ⊖ Reed Exhibitions
- ⊖ United Business Media (UBM) plc
- ⊖ Informa plc

Executive Summary

Exhibition refers to permanent displays, but in common usage, "exhibitions" are considered temporary and are usually scheduled to open and close on specific dates. Based on content of products/services displayed, exhibitions can be classified into three categories- Art exhibitions, Interpretive exhibitions and Commercial exhibitions.

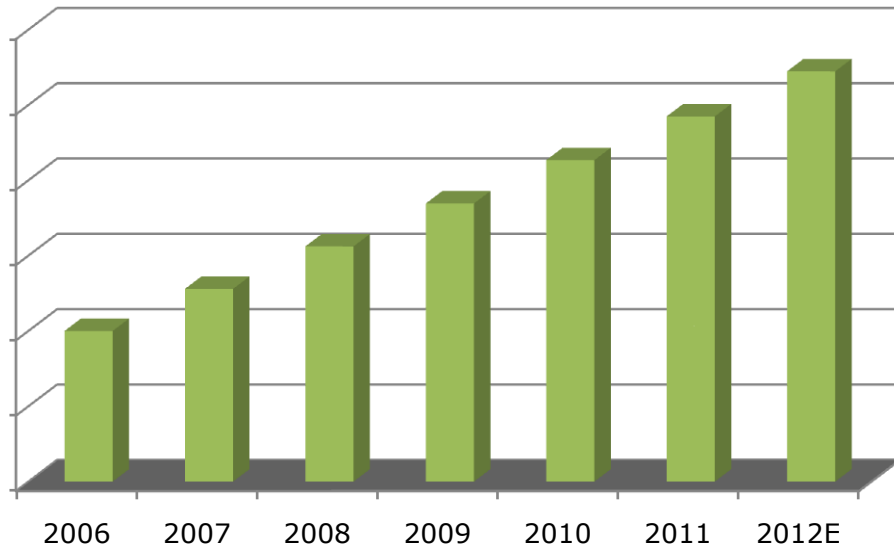
The global exhibition market growth is driven by improving global economic conditions, growth in emerging markets and high quality marketing achieved from B2B exhibitions. Emerging nations are expected to report stronger revenue growth in their respective exhibitions market in comparison to its mature counterparts. High growth emerging markets like Brazil, Russia, China, Hong Kong, India, etc. are expected to report high revenue growth.

Factors which are seen as hindrance to the industry's growth are limited venue capacity for holding exhibitions, long lead time, high associated risk and increased pressure on corporates to cut down on business travels. The global exhibition industry is characterized by ongoing mergers and acquisition, prevalence of exhibition audit and popularity of consumer services and consumer goods exhibition. With cost cutting in companies across the world there is for attending events.

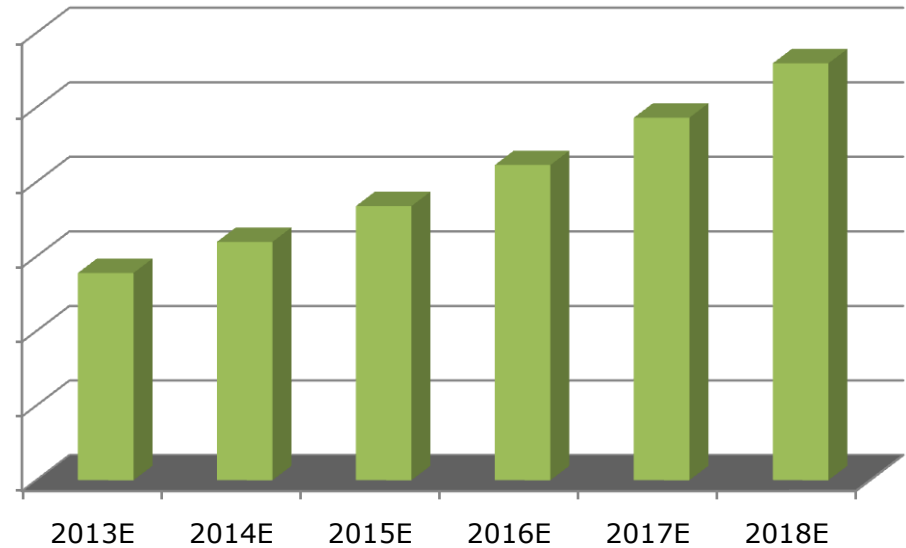
Global Exhibitions Industry: An Overview

Exhibitions refer to public shows where art or other interesting things are displayed for public. Although exhibitions are common events, the concept is quite wide and encompasses many variables.

Global Exhibitions Market Size by Venue, 2006-12 E (Units)



Global Exhibitions Market Size by Venue Forecast, 2013E-18E (Units)

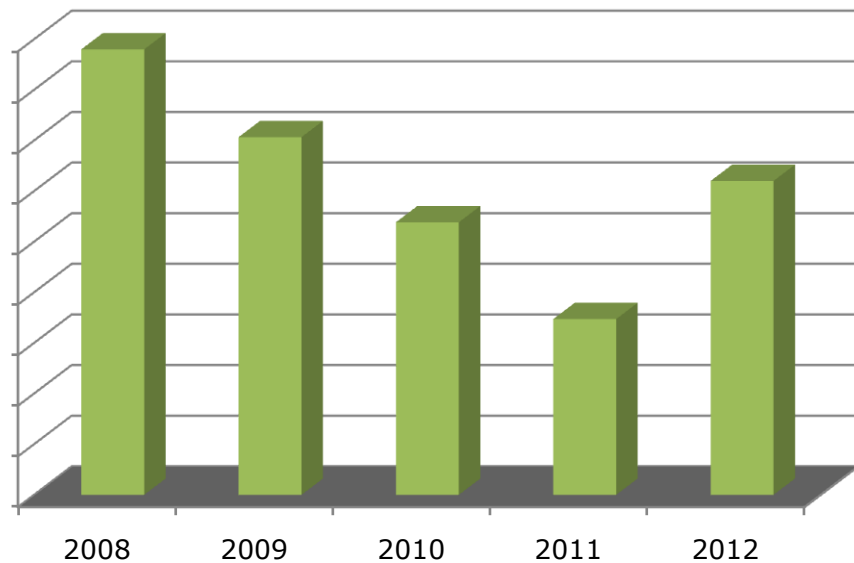


- Market size of global exhibition market is expected to reach toin the year 2018, fromin 2012 by growing at a CAGR of.....%.
- Growth in the market is due to

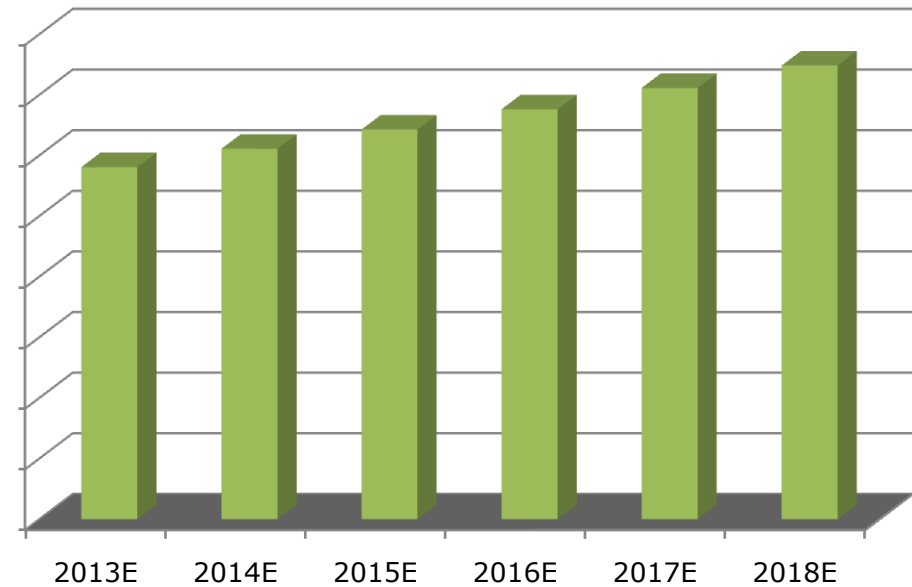
Global Exhibitions Market: Overview

Events offer the unique experience of face-to-face meetings ranging from large scale global industry exhibition or tradeshow events through to small scale incentive events and 'spot' conferences, as well as online 'virtual' live events.

Global Exhibitions Market Size by Value, 2008-12 E (US\$ Billions)



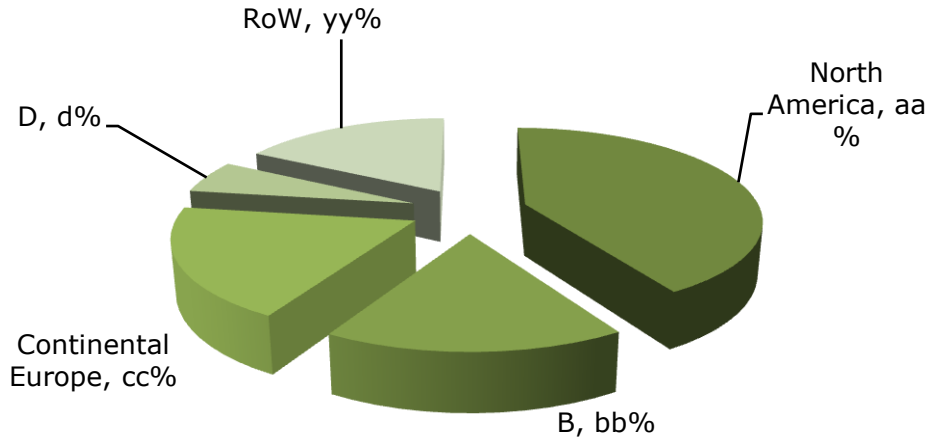
Global Exhibitions Market Size by Value Forecast, 2013E-18E (US\$ Billions)



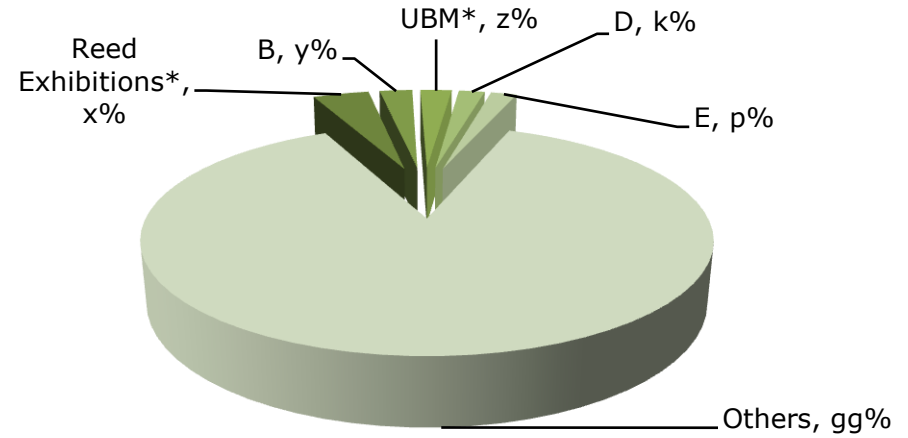
- Market size of global exhibition market is expected to reach to US\$ billions in the year 2018, from US\$ billions in 2012 by growing at a CAGR of.....%.
- Growth in the market is due to

Global Exhibitions Market Share

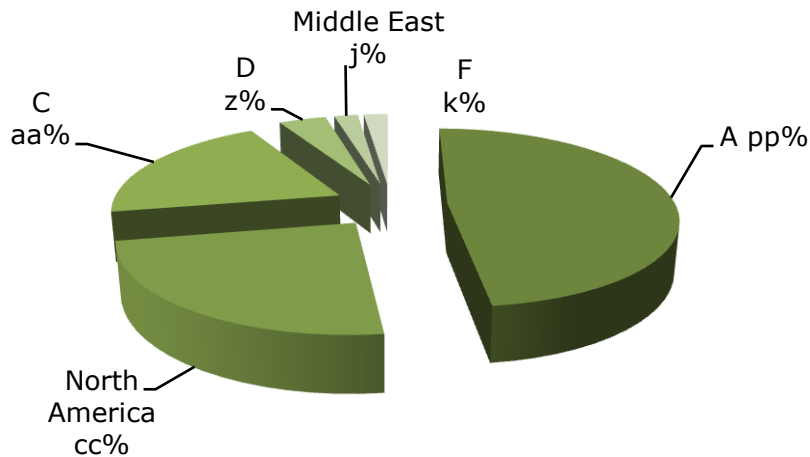
Global Events Geographical Market Share by Value (2012)



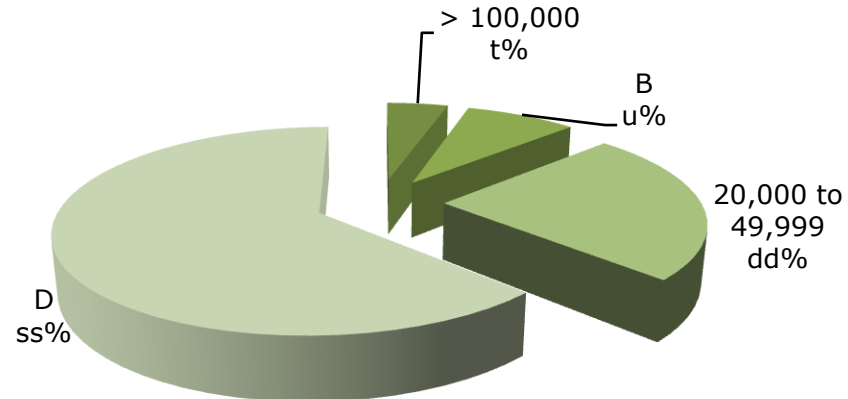
Global Events Player's Market Share by Value (2012)



Global Events Geographical Market Share by Venue (2011)



Global Events Market Share by Venues Size (2011)



Market Trends

Mergers & Acquisitions in the Industry

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Exhibition Audit

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Popularity of Consumer Services and Consumer Goods Exhibition

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