

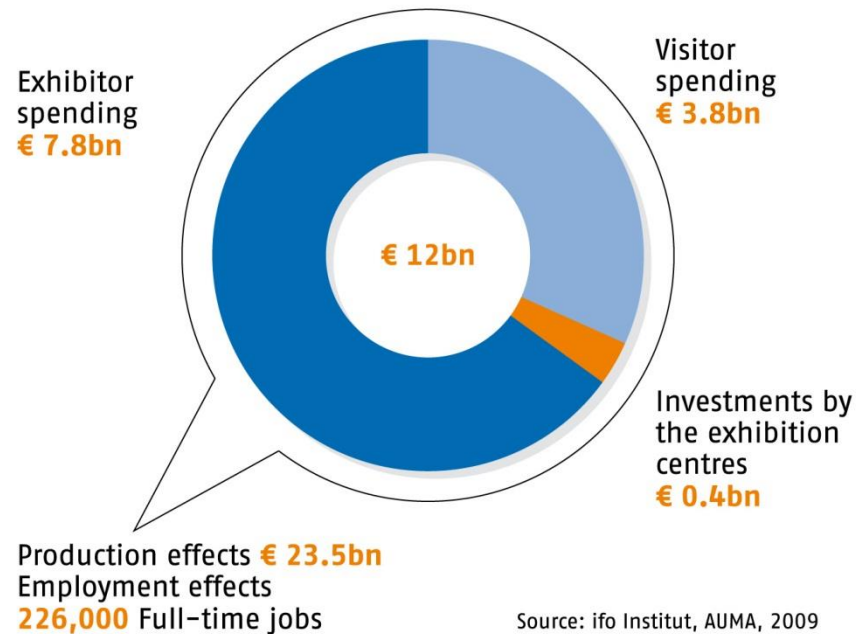
German trade fair industry: Review 2013

Keyfigures

The German Trade Fair Industry



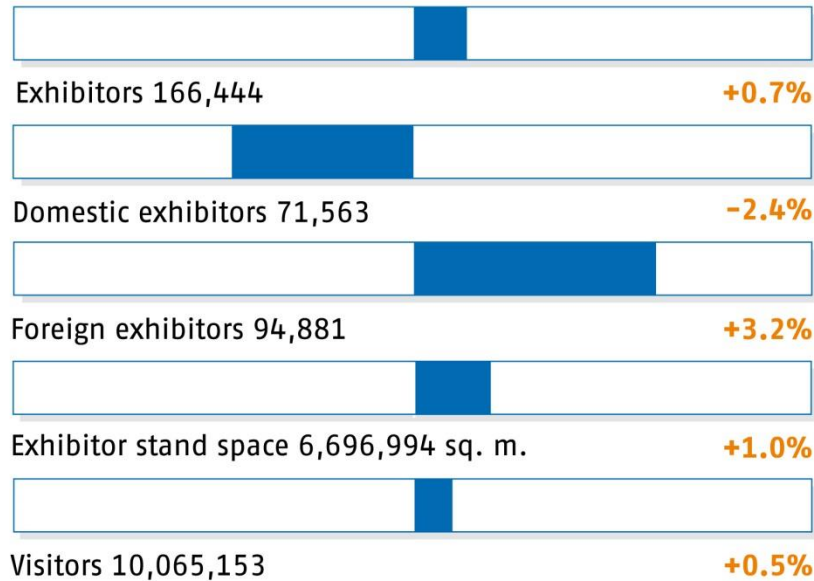
Economic impact based on a multiplier analysis
Average trade fair year (period 2005 to 2008)



Trade Fairs in Germany 2013



The 139 international / national events in comparison
to the respective previous events



Trade Fairs in Germany 2013



The 139 international / national events in comparison to the respective previous events

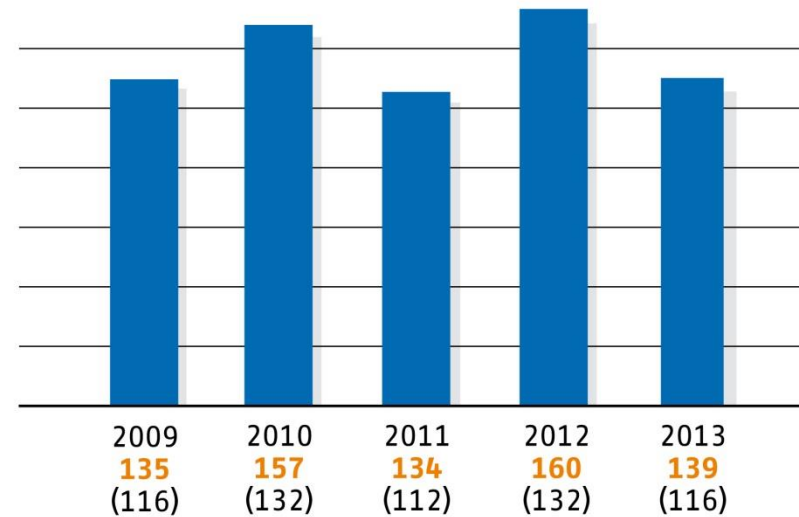
	Number of events	Total	Exhibitors Domestic	Foreign	Visitors Total	Exhibitor stand space Total
Total	139	+0.7%	-2.4%	+3.2%	+0.5%	+1.0%
Investment goods trade fairs	72	+0.3%	-2.6%	+3.5%	+0.5%	+0.9%
Consumer goods fairs directed to trade visitors	41	+0.9%	-2.6%	+2.4%	+1.6%	± 0 %
Consumer goods fairs directed to the public	18	+1.5%	-1.8%	+7.9%	+0.1%	+3.4%
Trade fairs presenting services	8	+1.4%	-0.5%	+2.5%	-0.9%	-0.7%

Trade Fairs in Germany



Number of events

AUMA category international and national events
(FKM certified)

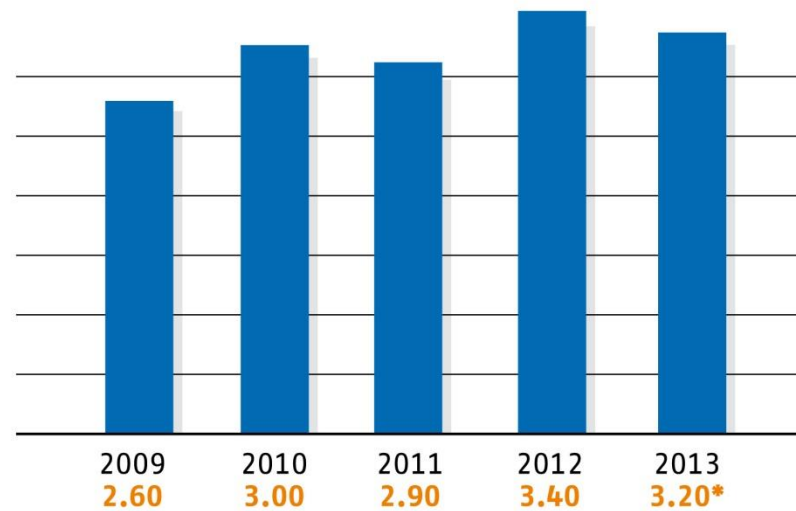


Trade Fairs in Germany



Turnover of Exhibition Companies (€ billion)

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



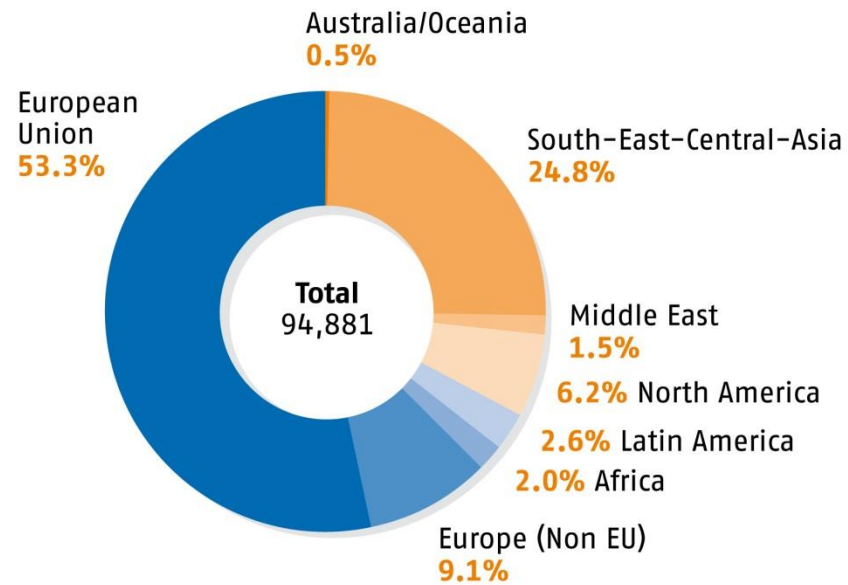
* preliminary

Trade Fairs in Germany 2013



Foreign exhibitors

AUMA category international and national events

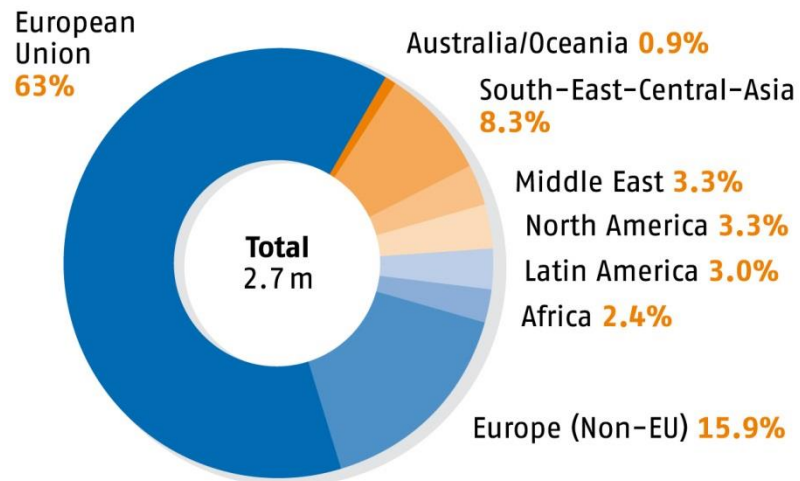


Trade Fairs in Germany 2013



Foreign visitors

AUMA category international and national events

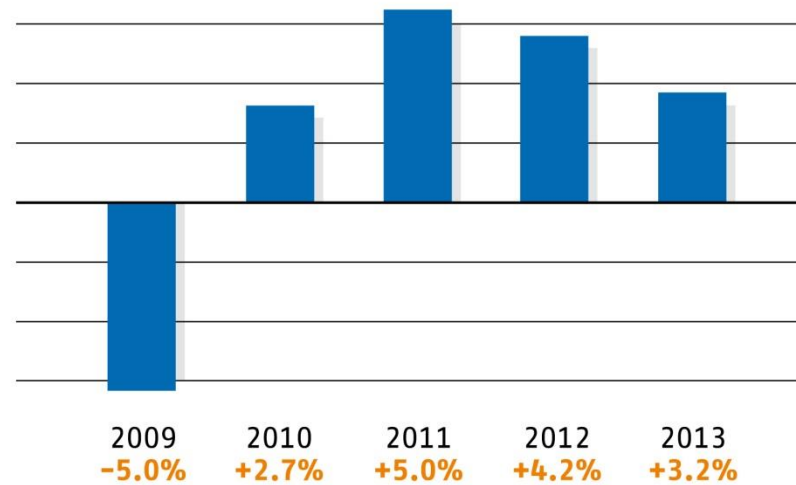


Trade Fairs in Germany



Number of foreign exhibitors

AUMA category international and national events



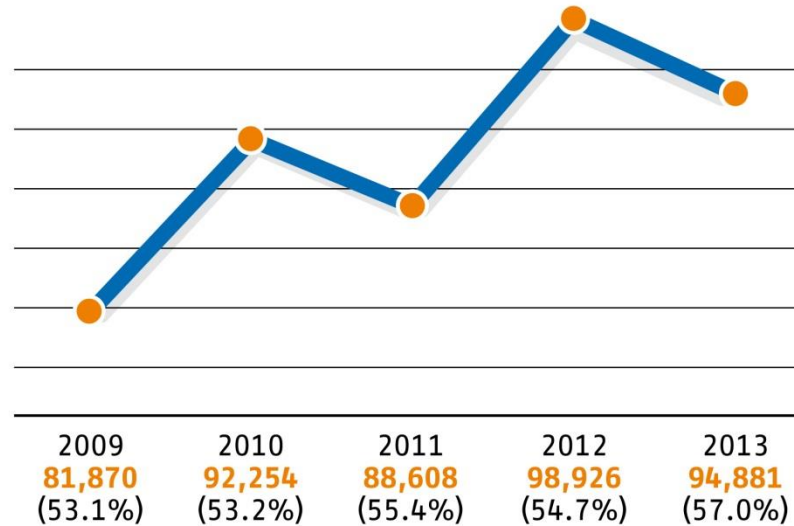
Development of one year's trade fairs
in comparison to the respective previous events

Trade Fairs in Germany



Number of foreign exhibitors

AUMA category international and national events

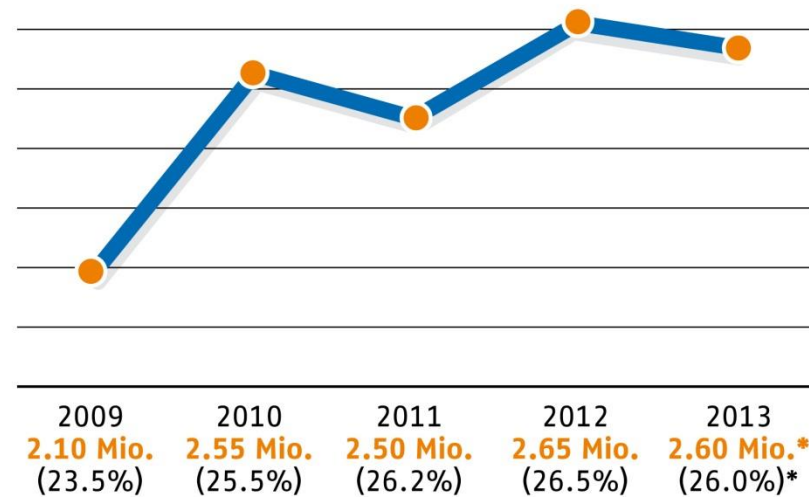


Trade Fairs in Germany



Number of foreign visitors

AUMA category international and national events



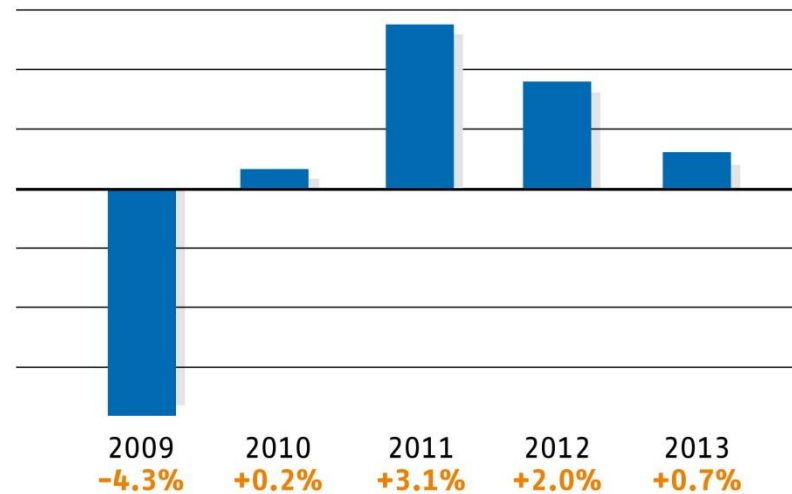
* preliminary

Trade Fairs in Germany



Numbers of exhibitors

AUMA category international and national events



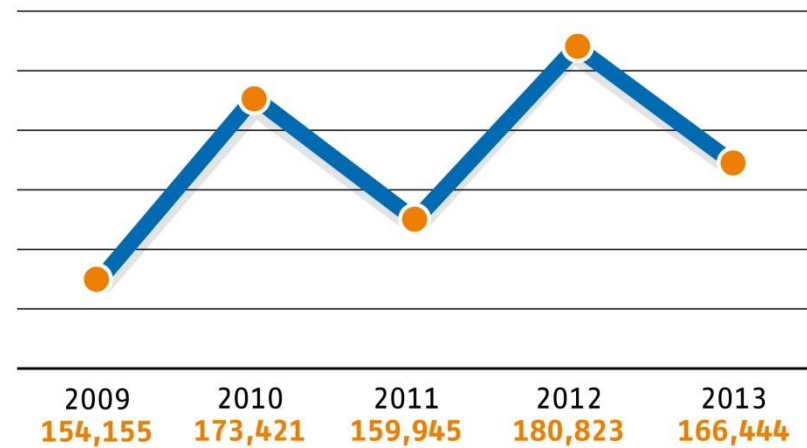
Development of one year's trade fairs
in comparison to the respective previous events

Trade Fairs in Germany



Number of exhibitors

AUMA category international and national events

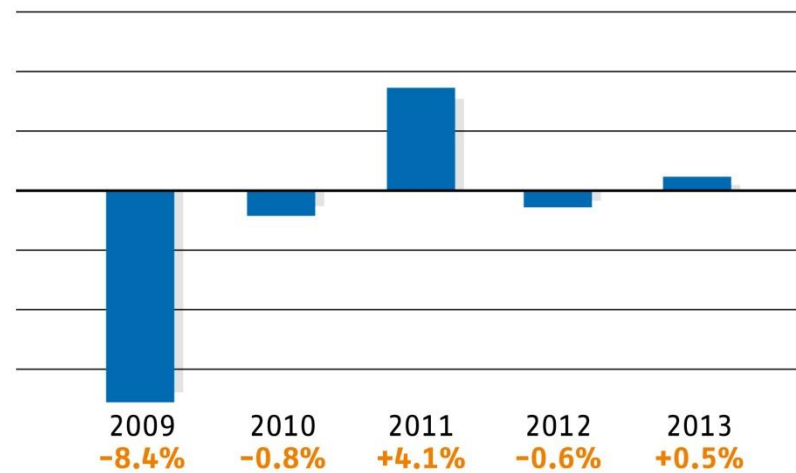


Trade Fairs in Germany



Number of visitors

AUMA category international and national events



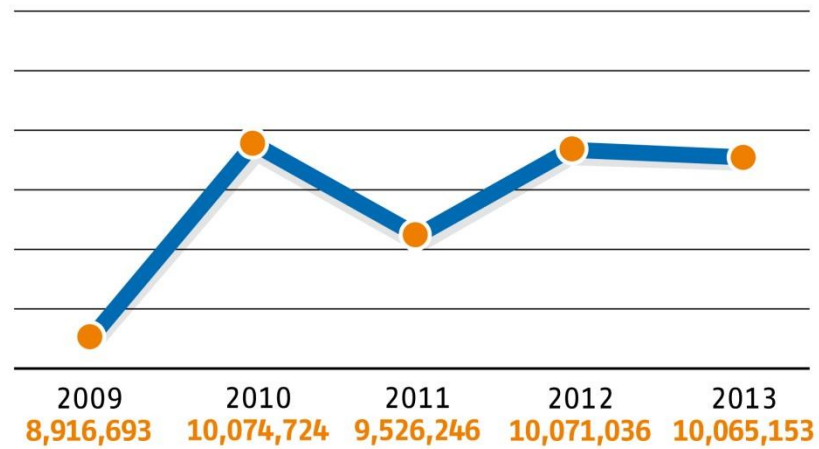
Development of one year's trade fairs
in comparison to the respective previous events

Trade Fairs in Germany



Number of visitors

AUMA category international and national events

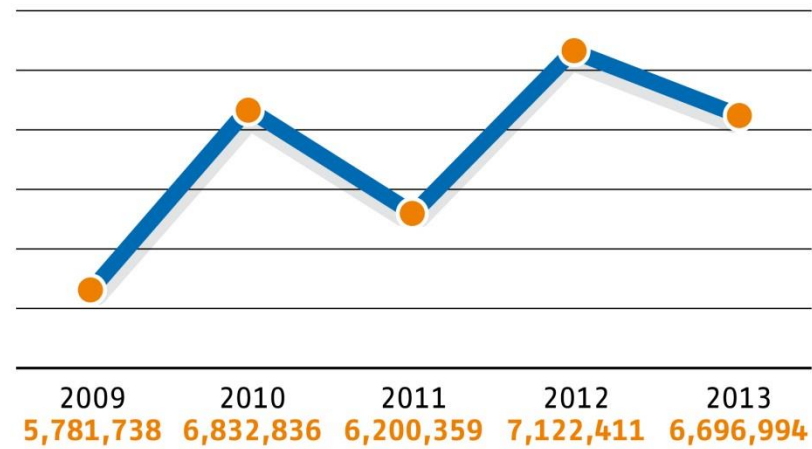


Trade Fairs in Germany



Exhibitor stand space in sq. m.

AUMA category international and national events

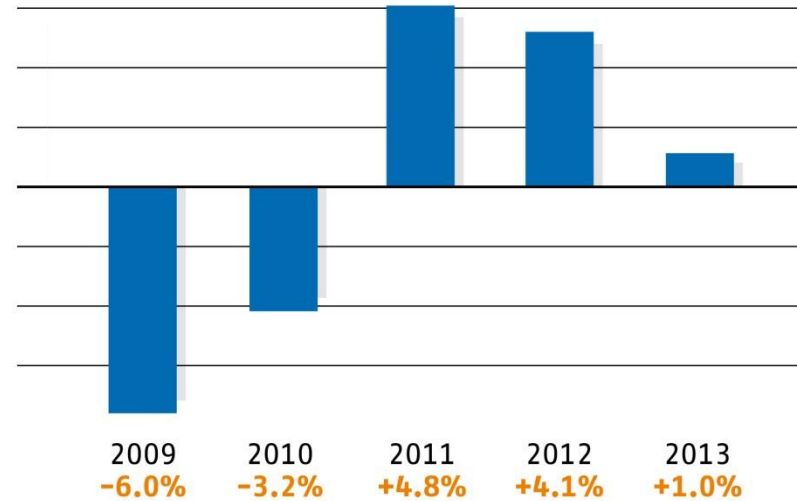


Trade Fairs in Germany



Exhibitor stand space in sq. m.

AUMA category international and national events

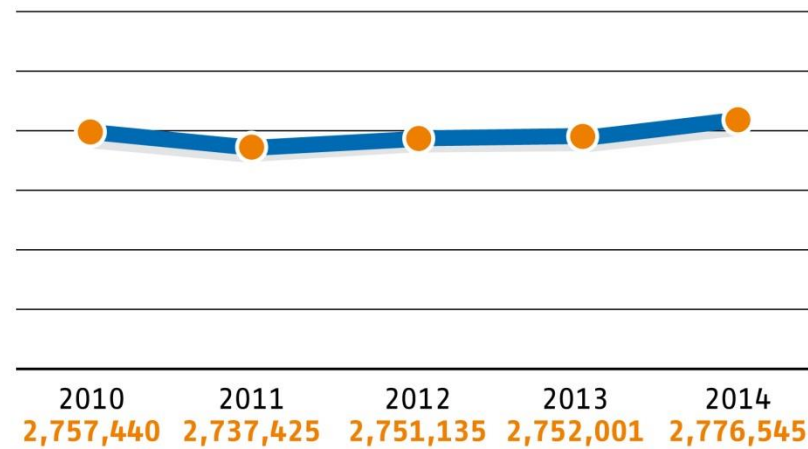


Development of one year's trade fairs
in comparison to the respective previous events

Trade Fairs in Germany



Hall capacities in sq. m.
(each 1st January)



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

Trade Fairs in Germany 2014



Exhibition capacities*

gross in sq. m.

Location	Hall	Outdoor
Hanover	448,900	58,070
Frankfurt/M.	358,913	96,078
Cologne	284,000	100,000
Duesseldorf	262,407	43,000
Munich (Exh. Center)	180,000	425,000
Nuremberg	170,000	50,000
Berlin – ExpoCenter City	158,000 **	100,000
Leipzig	111,300	70,000
Essen	110,000	20,000
Stuttgart	105,200	40,000
Hamburg	86,465	10,000
Friedrichshafen	86,200	15,160
Bad Salzuflen	77,500	4,000
Dortmund	59,735	
Karlsruhe (New Exh. Center)	52,000	62,000
Augsburg	48,000	10,000
Bremen	39,000	100,000
Munich (M, O, C.)	29,225	
Saarbrücken	24,600	27,400
Offenburg	22,570	37,877
Freiburg	21,500	80,000
Offenbach	21,000	
Berlin – ExpoCenter Airport	20,000	57,000

Status: 1.1.2014

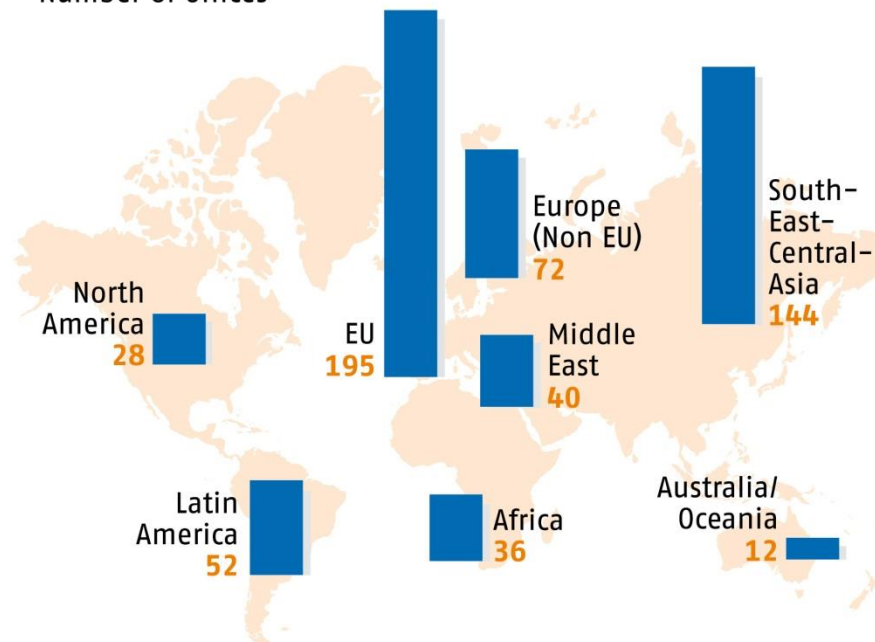
* Locations with at least one event
according to AUMA category international and national events

** As of May 2014 capacity expansion to 170,000 sq. m.

Trade Fairs in Germany 2013



Information Network
Number of Offices



Regional Trade Fairs and Exhibitions 2013



**Development of the 148 events
in comparison to the respective previous events**

AUMA category regional



Exhibitors 51,558

-0.6%



Visitors 5,991,975

+1.0%



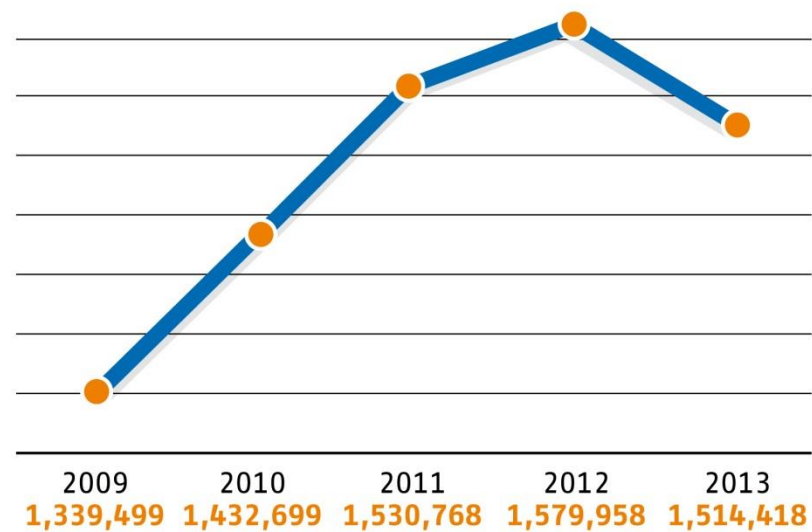
Exhibitor stand space 1,514,418 sq. m.

+1.0%

Regional Trade Fairs and Exhibitions*



Exhibitor stand space in sq. m.
AUMA category regional

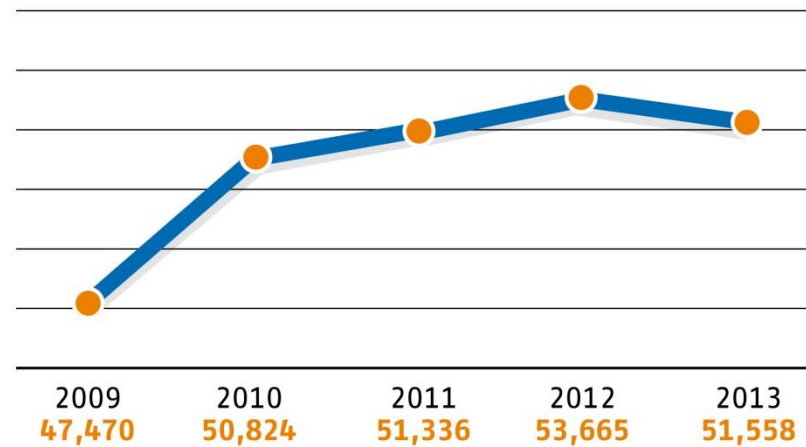


* until 2009 including specialized trade fairs

Regional Trade Fairs and Exhibitions*



Number of exhibitors
AUMA category regional

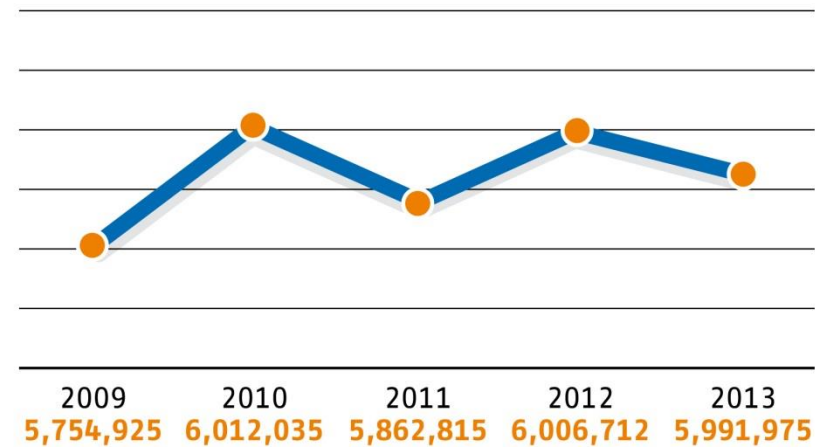


* until 2009 including specialized trade fairs

Regional Trade Fairs and Exhibitions*



Number of visitors
AUMA category regional

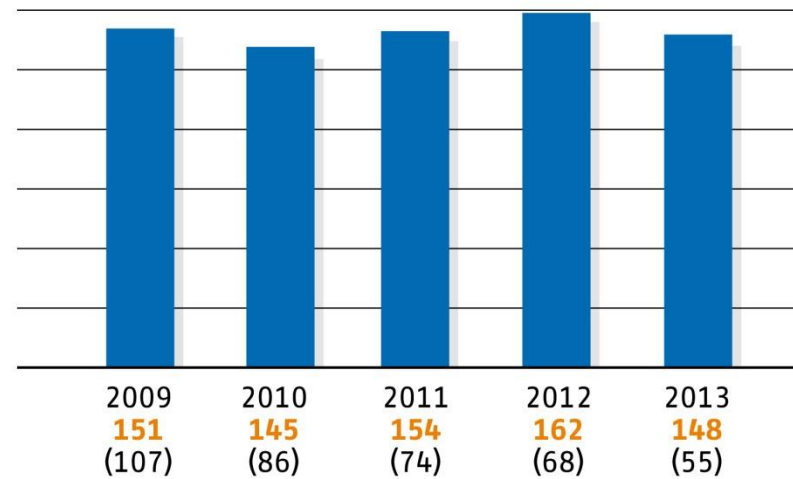


* until 2009 including specialized trade fairs

Regional Trade Fairs and Exhibitions*



Number of events
AUMA category regional
(FKM certified)

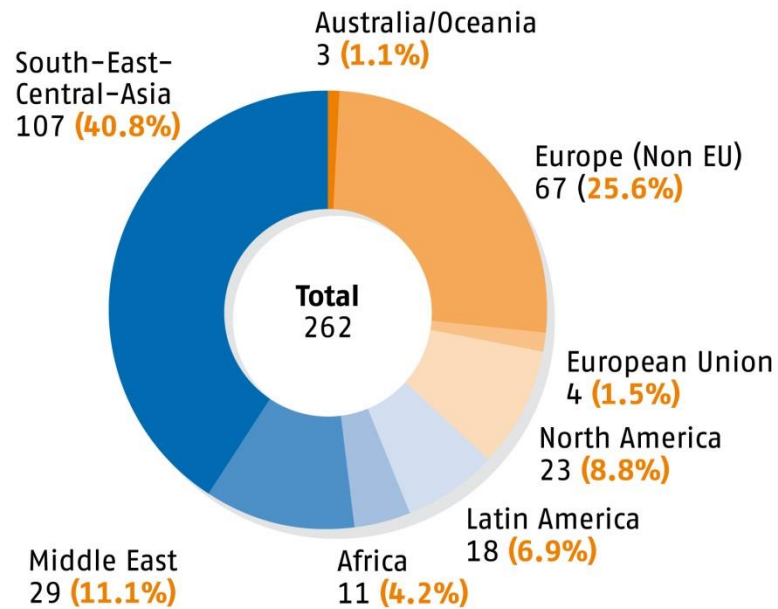


* until 2009 including specialized trade fairs

German Foreign Trade Fair Programme 2013



Participations by the Federal Ministry
for Economic Affairs and Energy

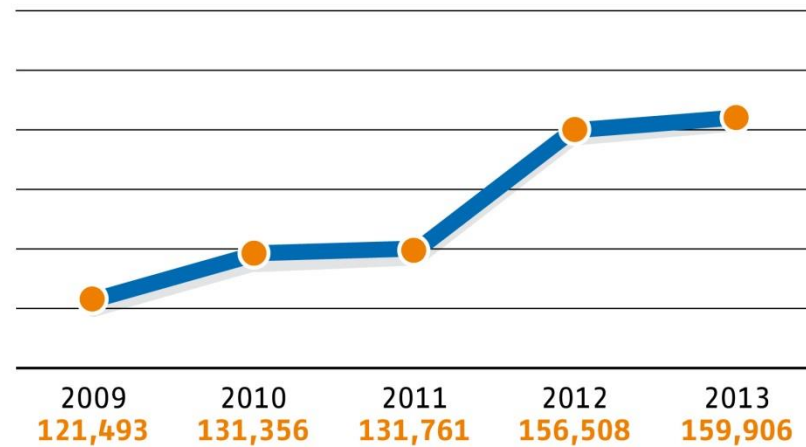


German Foreign Trade Fair Programme



Occupied Space in sq. m.

German Pavilions by the Federal Ministry
for Economic Affairs and Energy



German Foreign Trade Fair Programme



Number of Participants

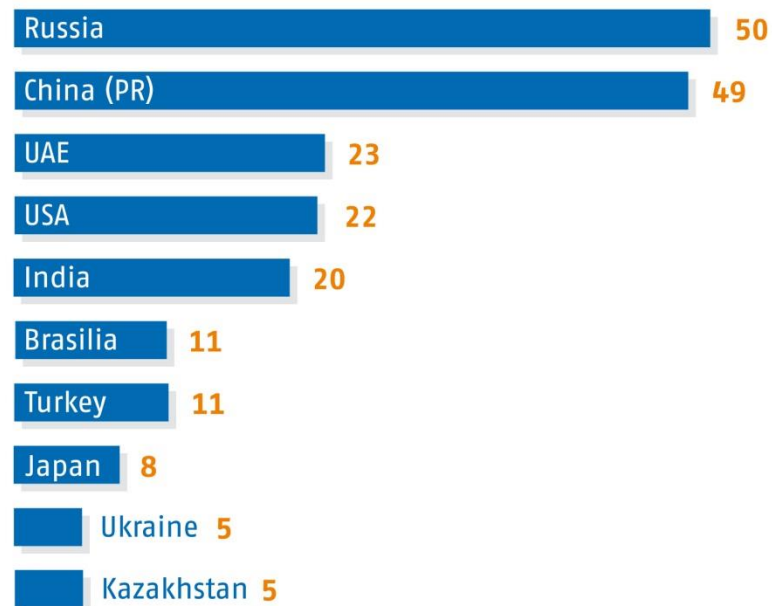
German Pavilions by the Federal Ministry
for Economic Affairs and Energy



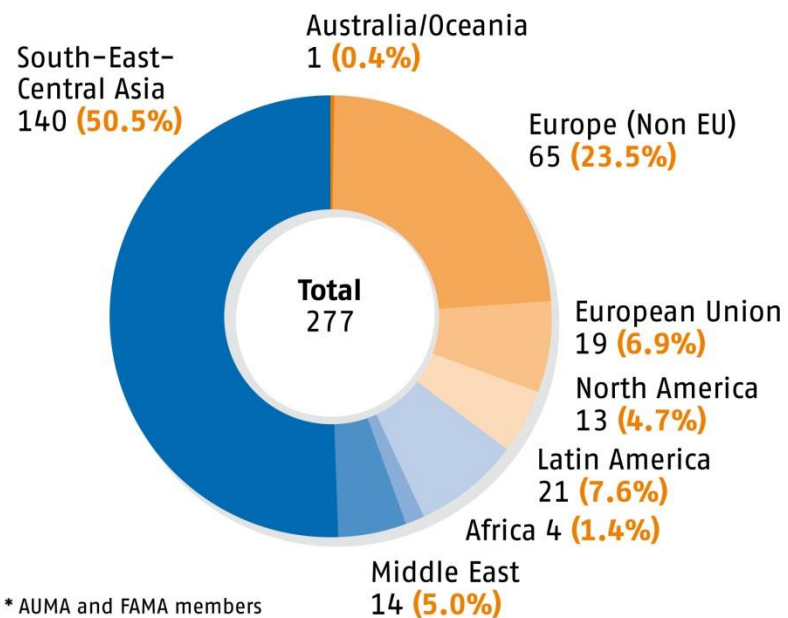
German Foreign Trade Fair Programme 2013



Countries hosting the most German Pavilions
by the Federal Ministry for Economic Affairs and Energy

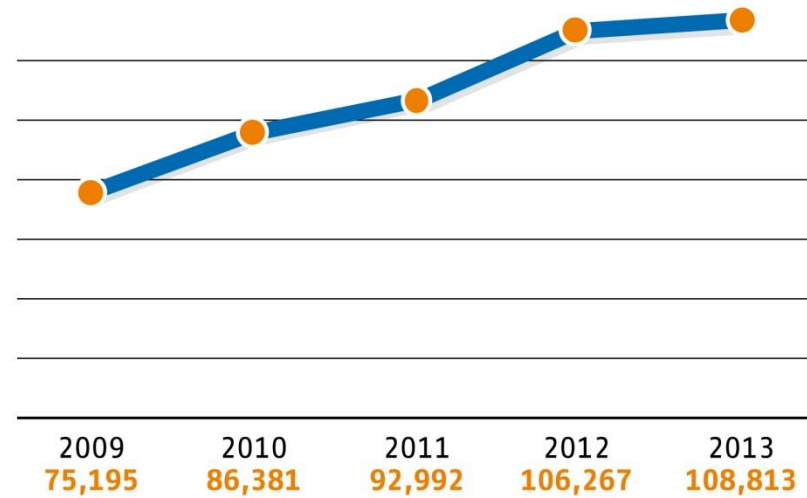


Trade Fairs Abroad by German Organisers* 2013



Trade Fairs Abroad by German Organisers*

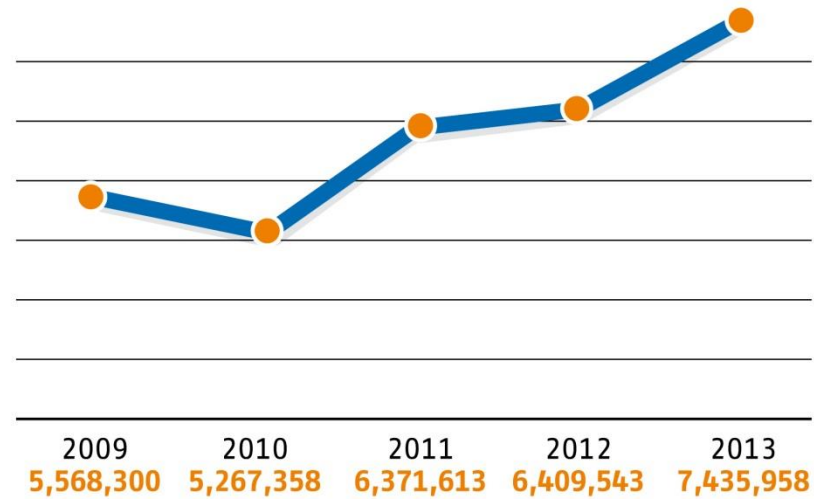
Number of exhibitors



* AUMA and FAMA members

Trade Fairs Abroad by German Organisers*

Number of visitors

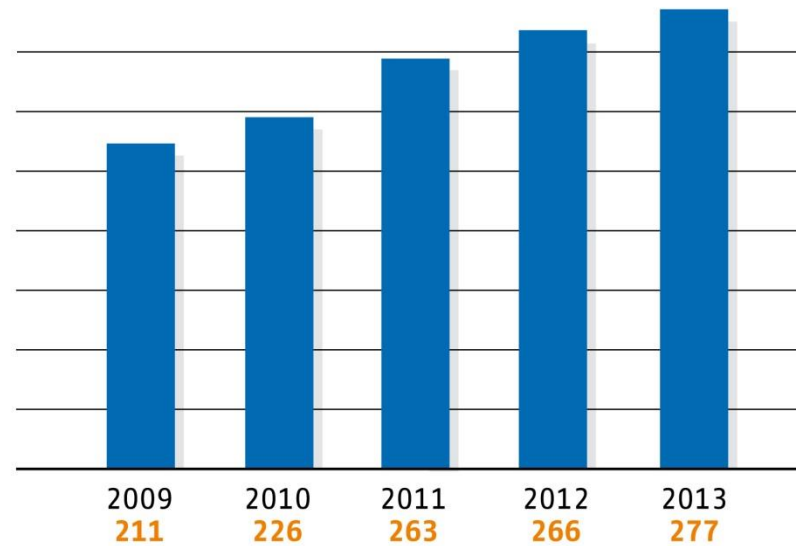


* AUMA and FAMA members

Trade Fairs Abroad by German Organisers*



Number of events



* AUMA and FAMA members

Trade Fairs in Germany 2014



Exhibition capacities*

gross in sq. m.

Location	Hall	Outdoor
Hanover	448,900	58,070
Frankfurt/M.	358,913	96,078
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Saarbrücken	24,600	27,400
Offenburg	22,570	37,877
Freiburg	21,500	80,000
Offenbach	21,000	
Berlin – ExpoCenter Airport	20,000	57,000

Status: 1.1.2014

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

** As of May 2014 capacity expansion to 170,000 sq. m.

Turnover of Exhibition Companies worldwide (more than Euro 100 million)



	2013	2012	2011
Reed Exhibitions (GB)	1,017.0	1,051.0	813.0
GL events (F)	809.1	824.2	782.7
United Business Media (GB)	546.0	538.9	475.3
Messe Frankfurt (D)	544.8	536.9	467.5
MCH Group (CH)	385.5	323.1	266.4
Messe München (D)	353.0	298.4	222.5
Messe Düsseldorf (D)	323.0	380.5	372.7
Deutsche Messe (D)	312.0	251.3	292.8
VIPARIS (F)	297.4	327.6	299.9
Koelnmesse (D)	280.6	227.4	235.3
Fiera Milano (I)	258.1	263.4	278.0
ITE Group (GB)	229.4	216.5	180.5
Informa (GB)	196.0	179.0	158.3
NürnbergMesse (D)	192.8	236.0	173.3
Messe Berlin (D)	190.0 *	246.8	182.1
HKTDC (HK)	163.4	155.7	141.6
Coex (ROK)	n/a	n/a	160.0
NEC Birmingham (GB)	148.6	133.0	n/a
i2i Events Group (GB)	145.3	124.3	111.1
Jaarbeurs Utrecht (NL)	140.9	149.2	152.9
Tokyo Big Sight (JP)	140.8	176.1	194.7
Emerald Expositions (USA)	132.9	138.4	138.2
Fira Barcelona (E)	117.8	115.1	114.7
Comexposium (F)	117.5	145.8	201.2
Amsterdam RAI (NL)	116.6	134.7	133.9
BolognaFiere (I)	109.9	114.0	101.4
dmg :: events (GB)	103.8	111.8	153.2
Landesmesse Stuttgart (D)	98.8	129.0	99.0
IFEMA Madrid (E)	88.9	100.0	107.1
Svenska Mässan Göteborg (S)	88.0	104.6	90.5

* preliminary

Exhibition Centres Worldwide 2014



Exhibition capacities

gross in sq. m.

Location	Hall
Hannover Exhibition grounds	448,900
Frankfurt/Main Exhibition grounds	358,913
Fiera Milano	345,000
China Import & Export Fair Complex Guangzhou	340,000
Cologne Exhibition grounds	284,000
Duesseldorf Exhibition grounds	262,407
Paris-Nord Villepinte	242,582
McCormick Place Chicago	241,549
Fira Barcelona - Gran Vía	240,000
Feria Valencia	230,837
Paris Porte de Versailles	227,380
Crocus Expo IEC Moskau	226,399
Chongqing International Expo Centre	204,000
The NEC Birmingham	201,634
BolognaFiere	200,000
IFEMA Feria de Madrid	200,000
SNIEC Shanghai	200,000
Orange County Convention Center Orlando	190,875
Las Vegas Convention Center	184,456
Munich Exhibition grounds	180,000
Nuremberg Exhibition grounds	170,000
Berlin ExpoCenter City	158,000
Veronafiere	151,536
Wuhan International Expo Center	150,000
Messe Basel	141,000
IMPACT Muang Thong Thani Bangkok	140,000

Location	Hall
VVC Moskau	132,720
Georgia World Congress Center Atlanta	130,112
BVV Veletrhy Brno	121,314
Reliant Park Houston	120,402
Fiera del Levante Bari	120,000
Yiwu International Expo Center	120,000
Fiera Roma	118,910
Fira Barcelona - Montjuic	115,211
Brussels Expo	114,445
EUREXPO Lyon	114,275
Leipzig Exhibition grounds	111,300
Essen Exhibition grounds	110,000
Singapore Expo	109,187
Rimini Fiera	109,000
KINTEX Goyang/Seoul	108,049
BEC Bilbao Exhibition Centre	108,000
Palexpo Genf	108,000
Poznan International Fair	107,654
New China International Exhibition Center Beijing	106,800
Messe Stuttgart	105,200
Shenyang International Exhibition Center	105,200
Shenzhen Convention & Exhibition Center	105,000
Ernest N. Morial Convention Center New Orleans	102,230
ExCeL London	100,000
Fiere di Parma	100,000
Jaarbeurs Utrecht	100,000

Status: 1.1.2014