

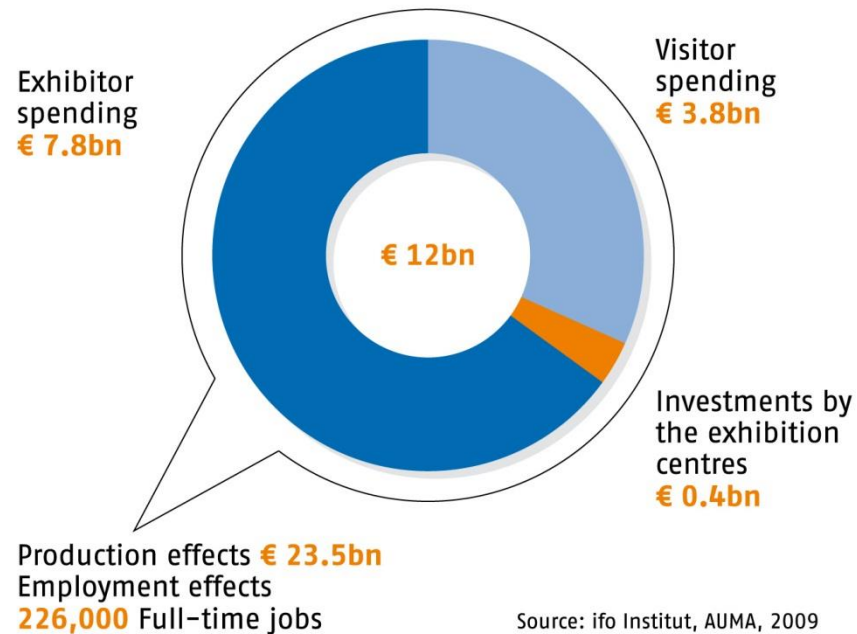
German trade fair industry: Review 2012

Keyfigures

The German Trade Fair Industry



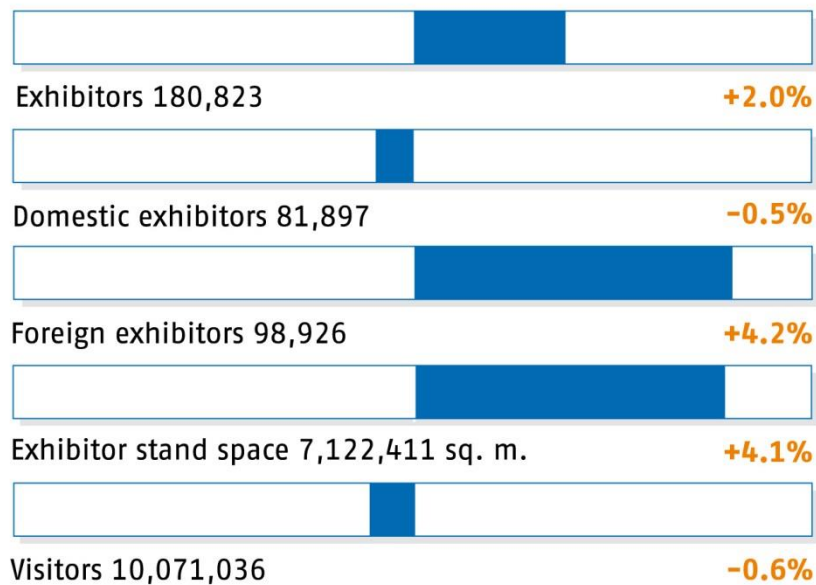
Economic impact based on a multiplier analysis
Average trade fair year (period 2005 to 2008)



Trade Fairs in Germany 2012



**The 160 international / national events in comparison
to the respective previous events**



Trade Fairs in Germany 2012



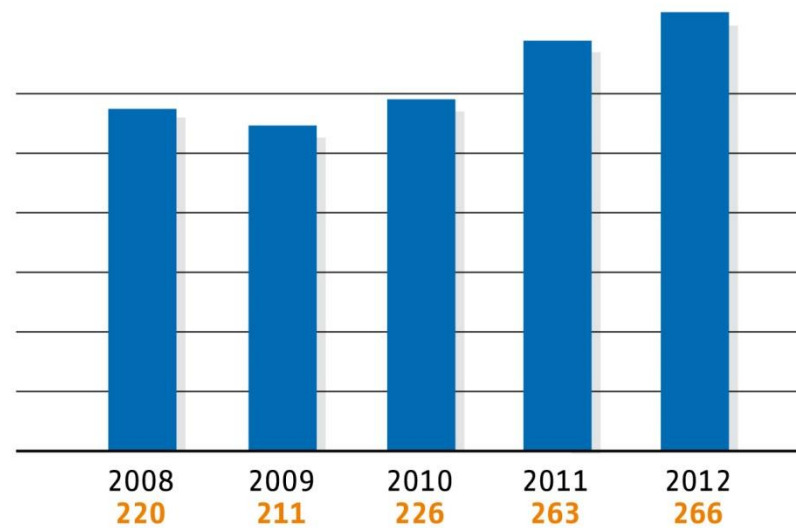
The 160 international / national events in comparison to the respective previous events

	Number of events	Total	Exhibitors		Visitors Total	Exhibitor stand space Total
			Domestic	Foreign		
Total	160	+2.0%	-0,5%	+4.2%	-0.6%	+4.1%
Investment goods trade fairs	89	+3.3%	+2.0%	+6.0%	-0.1%	+7.0%
Consumer goods fairs directed to trade visitors	46	+0.9%	-4.1%	+3.5%	-2.6%	+0.2%
Consumer goods fairs directed to the public	17	-0.3%	-1.4%	+1.5%	-0.3%	+0.1%
Trade fairs presenting services	8	-1.4%	-1.2%	-1.5%	+3.5%	-0.1%

Trade Fairs Abroad by German Organisers*



Number of events



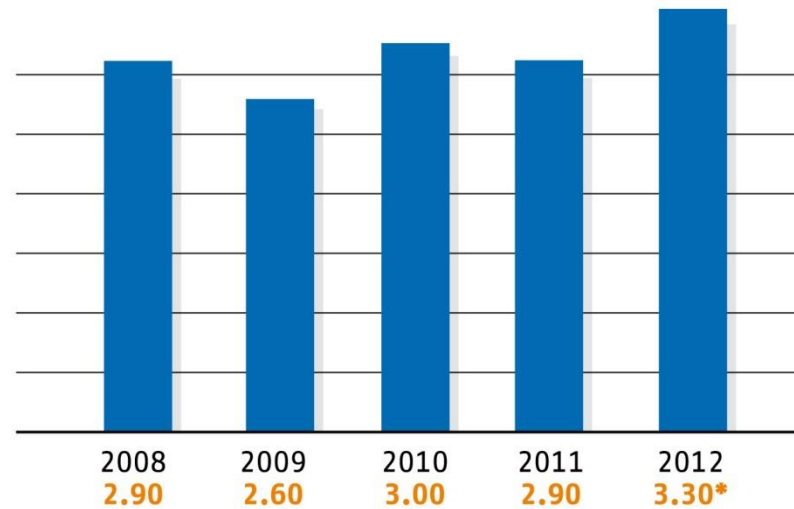
* AUMA and FAMA members

The German Trade Fair Industry



Turnover of Exhibition Companies (€ billion)

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



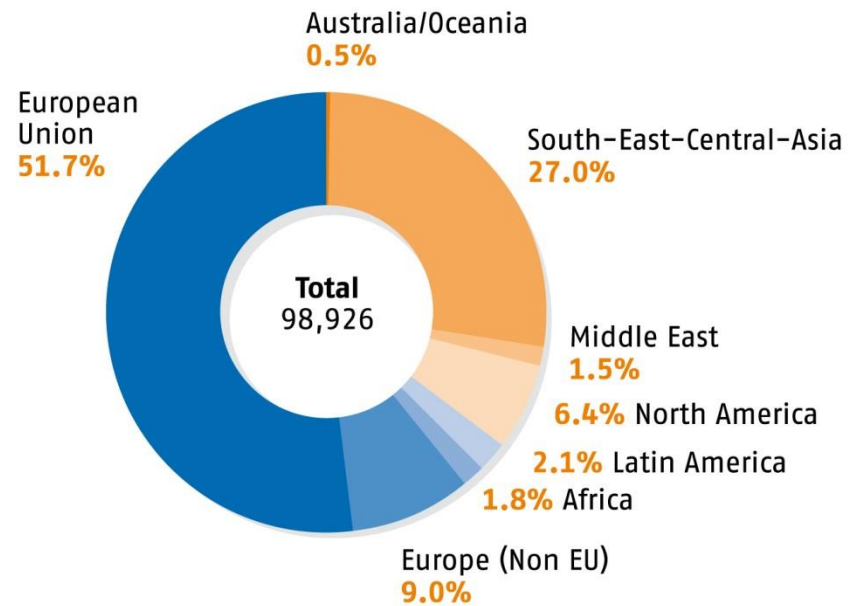
* preliminary

Trade Fairs in Germany 2012



Foreign exhibitors

AUMA category international and national events

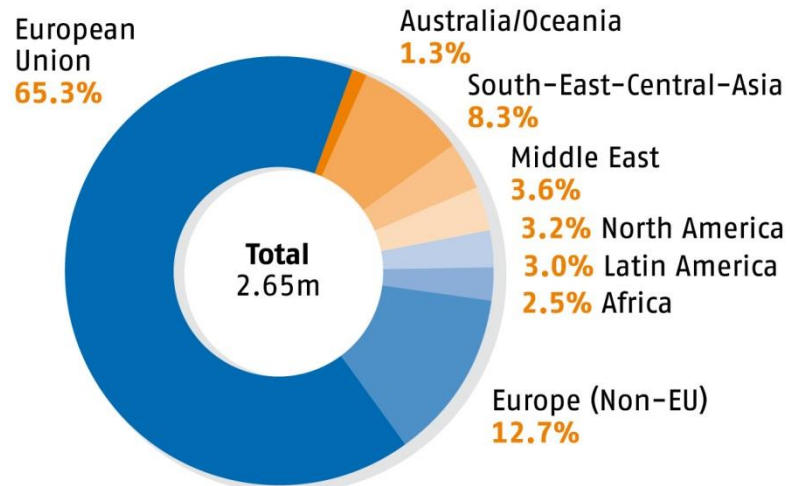


Trade Fairs in Germany 2012



Foreign visitors

AUMA category international and national events

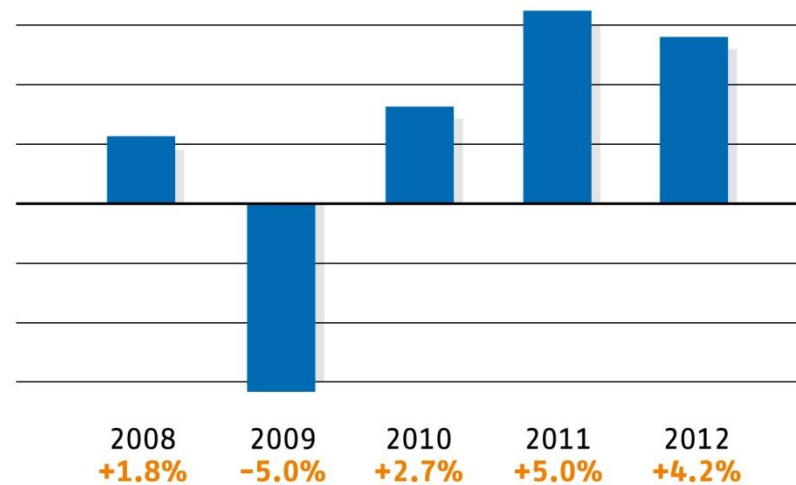


Trade Fairs in Germany



Number of foreign exhibitors

AUMA category international and national events



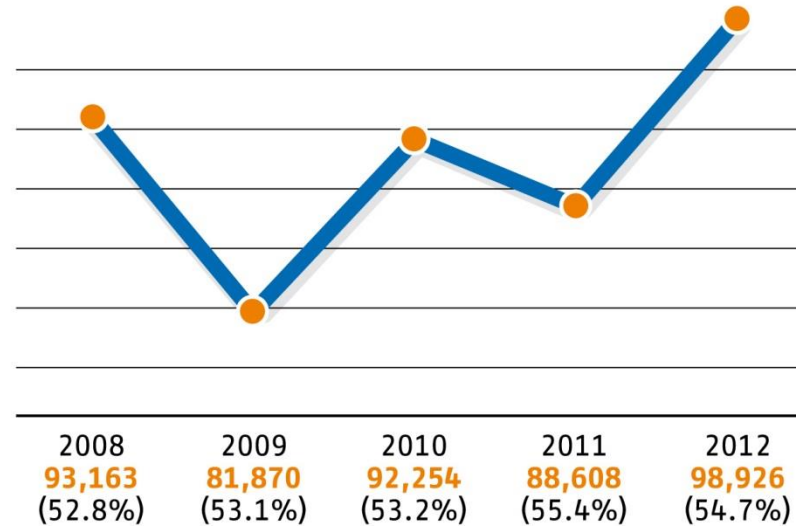
Development of one year's trade fairs
in comparison to the respective previous events

Trade Fairs in Germany



Number of foreign exhibitors

AUMA category international and national events

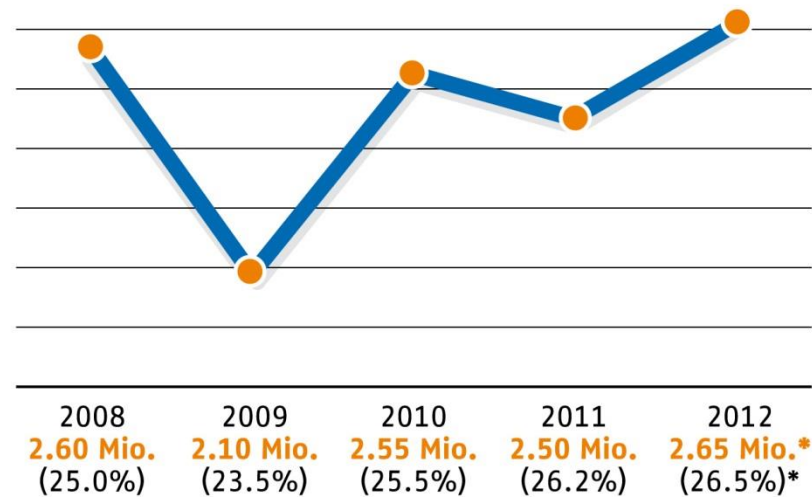


Trade Fairs in Germany



Number of foreign visitors

AUMA category international and national events



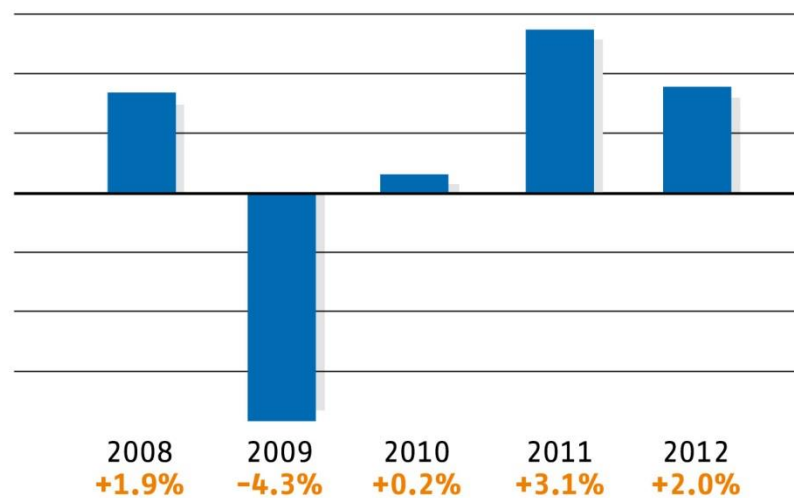
* preliminary

Trade Fairs in Germany



Numbers of exhibitors

AUMA category international and national events



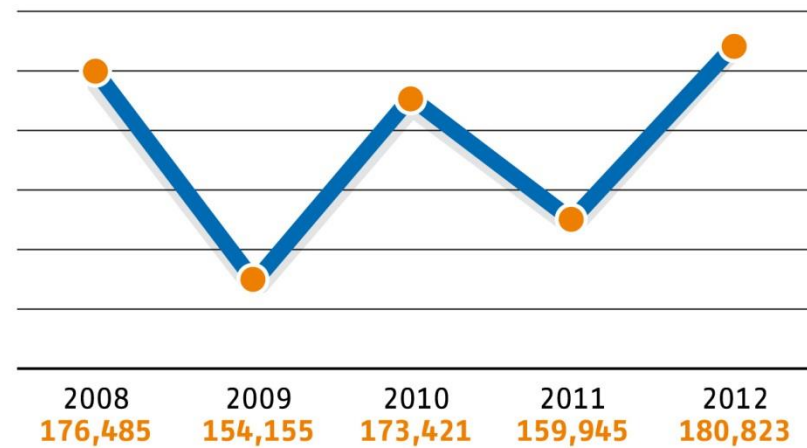
Development of one year's trade fairs
in comparison to the respective previous events

Trade Fairs in Germany



Number of exhibitors

AUMA category international and national events

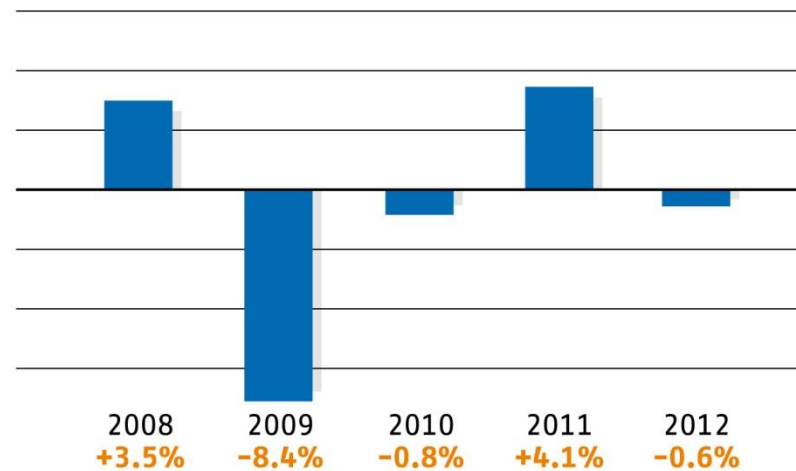


Trade Fairs in Germany



Number of visitors

AUMA category international and national events



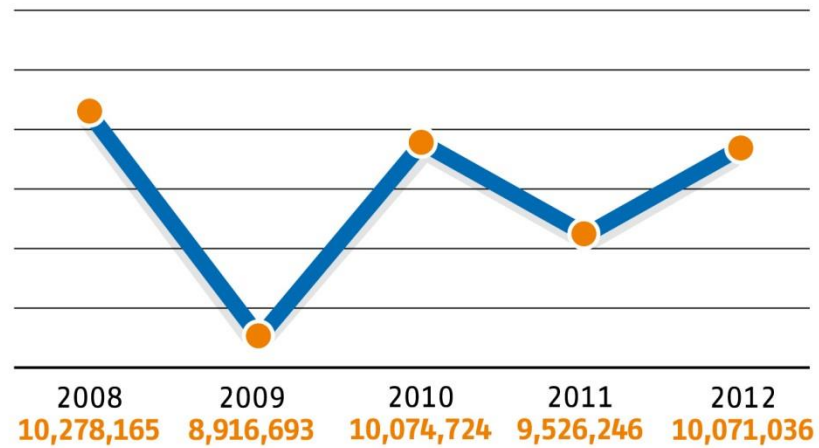
Development of one year's trade fairs
in comparison to the respective previous events

Trade Fairs in Germany



Number of visitors

AUMA category international and national events

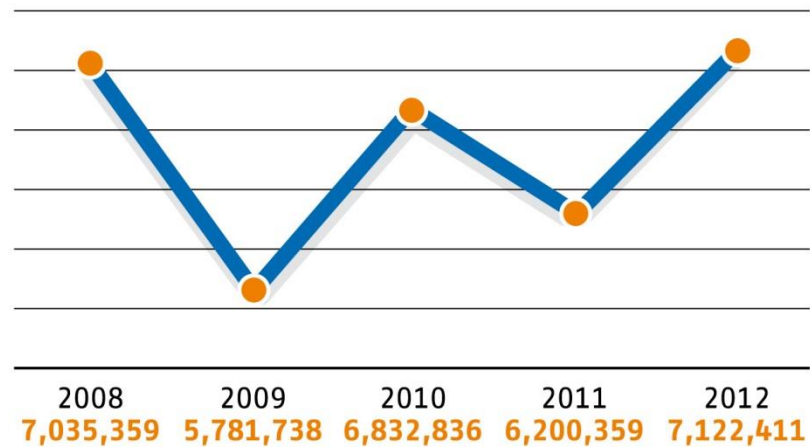


Trade Fairs in Germany



Exhibitor stand space in sq. m.

AUMA category international and national events

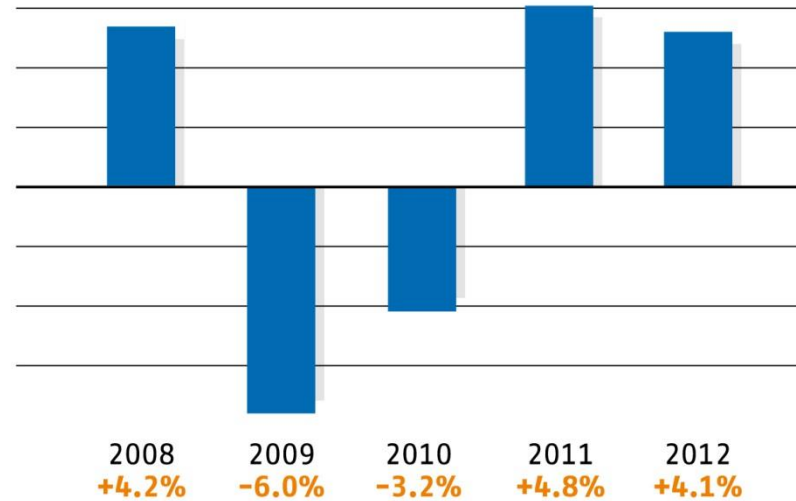


Trade Fairs in Germany



Exhibitor stand space in sq. m.

AUMA category international and national events

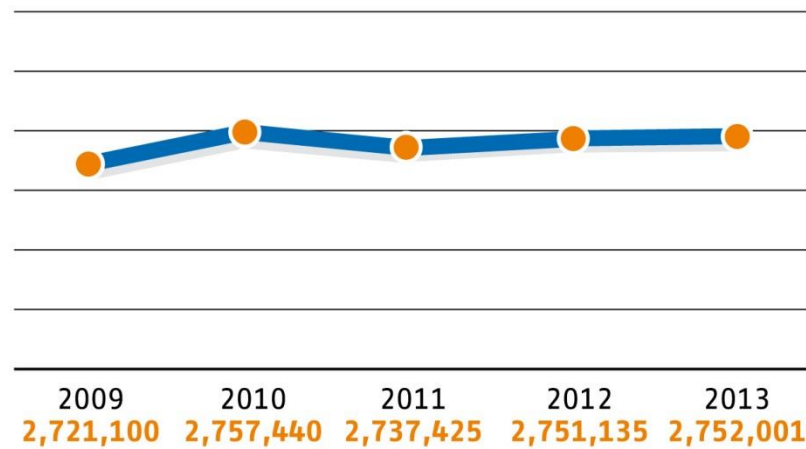


Development of one year's trade fairs
in comparison to the respective previous events

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 2013



Exhibition capacities*

gross in sq. m.

Location	Hall	Outdoor
Hanover	460 437	58 070
Frankfurt/M.	355 535	96 078
Cologne	284 000	100 000
Duesseldorf	262 704	43 000
Munich (Exh. Center)	180 000	425 000
Nuremberg	160 000	50 000
Berlin	155 000	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.)	29 255	
Saarbrücken	24 600	27 400
Offenburg	22 570	37 877
Freiburg	21 500	40 000
Offenbach	21 000	

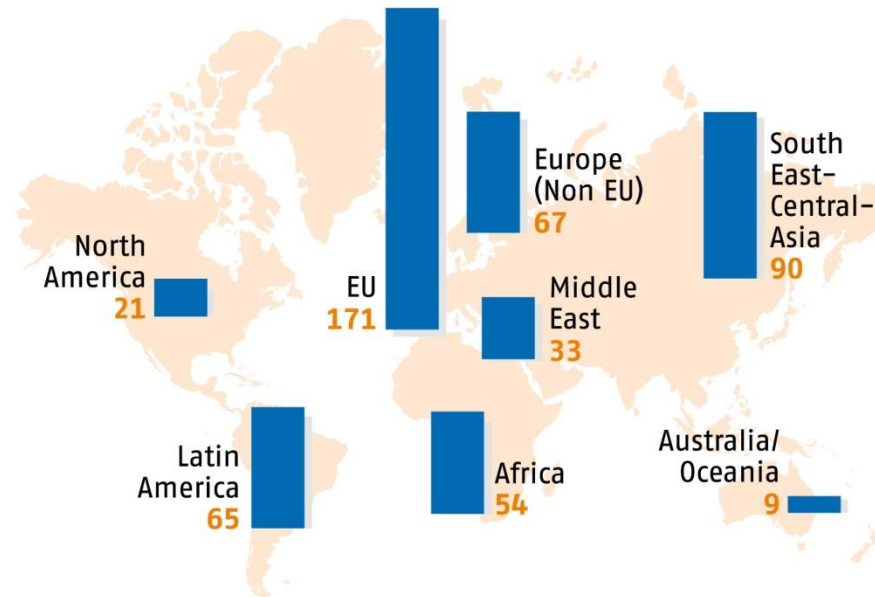
Status: 1.1.2013

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

Trade Fairs in Germany 2012



Information offices abroad

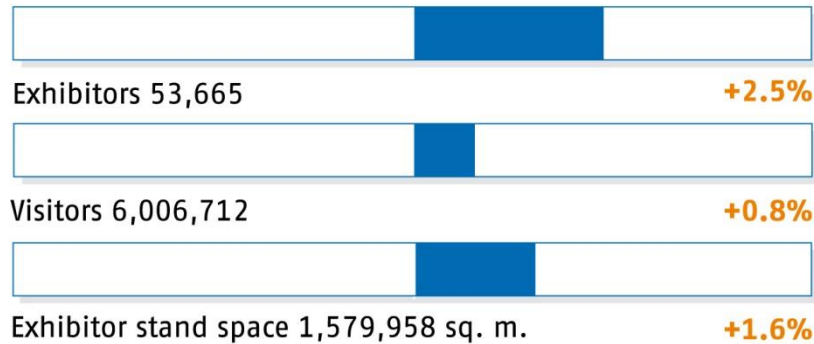


Regional Trade Fairs and Exhibitions 2012



**Development of the 162 events
in comparison to the respective previous events**

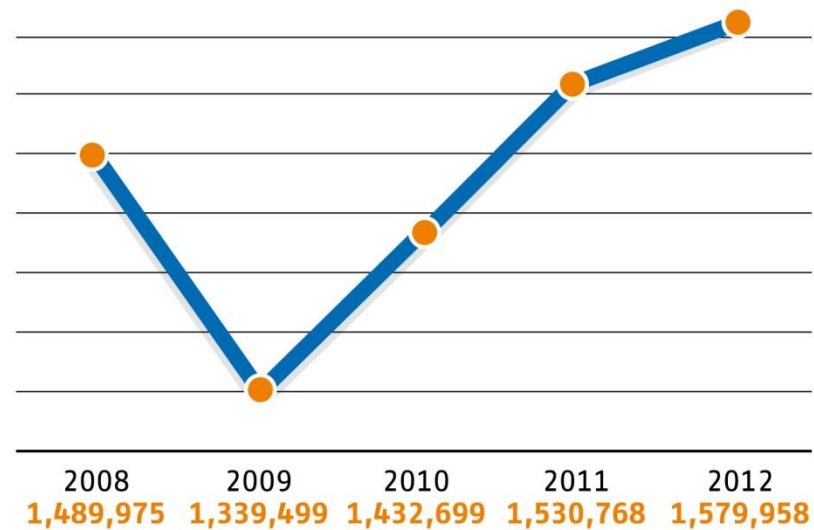
AUMA category regional



Regional Trade Fairs and Exhibitions*



Exhibitor stand space in sq. m.
AUMA category regional

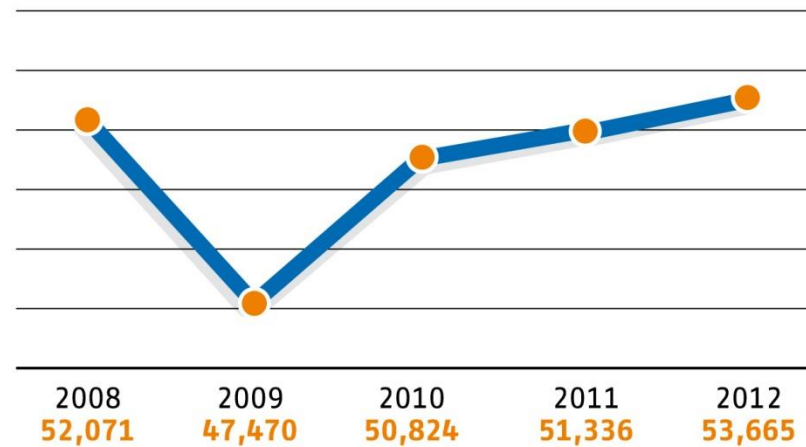


* until 2009 including specialized trade fairs

Regional Trade Fairs and Exhibitions*



Number of exhibitors
AUMA category regional

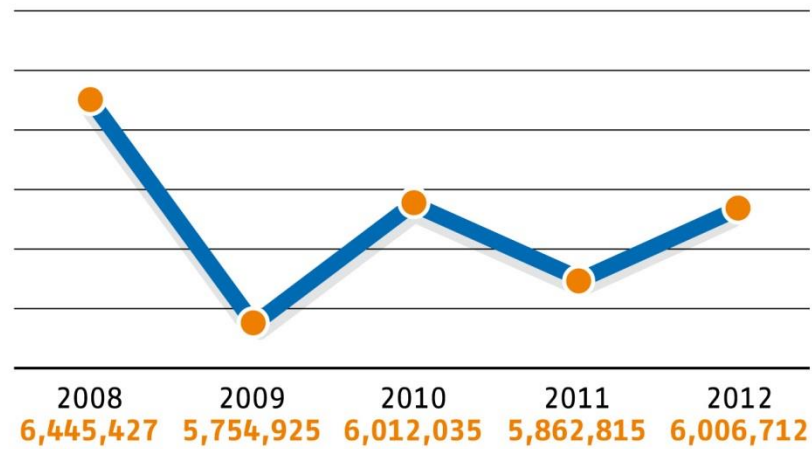


* until 2009 including specialized trade fairs

Regional Trade Fairs and Exhibitions*



Number of visitors
AUMA category regional

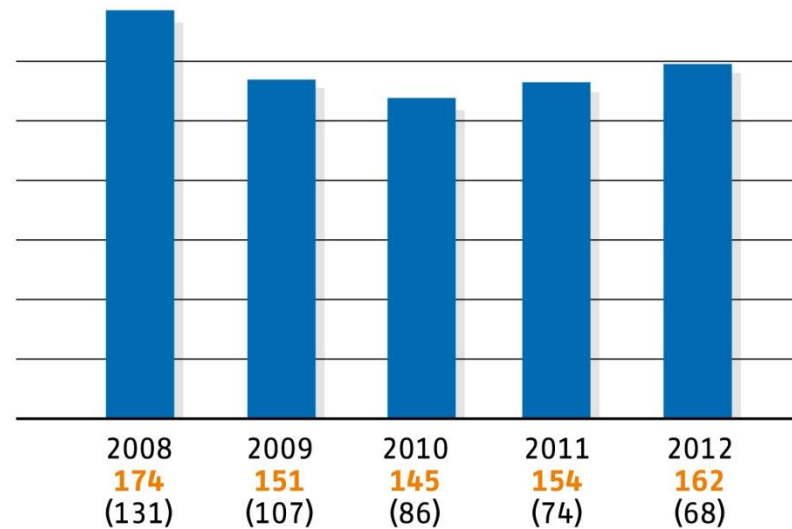


* until 2009 including specialized trade fairs

Regional Trade Fairs and Exhibitions*



Number of events
AUMA category regional
(FKM certified)

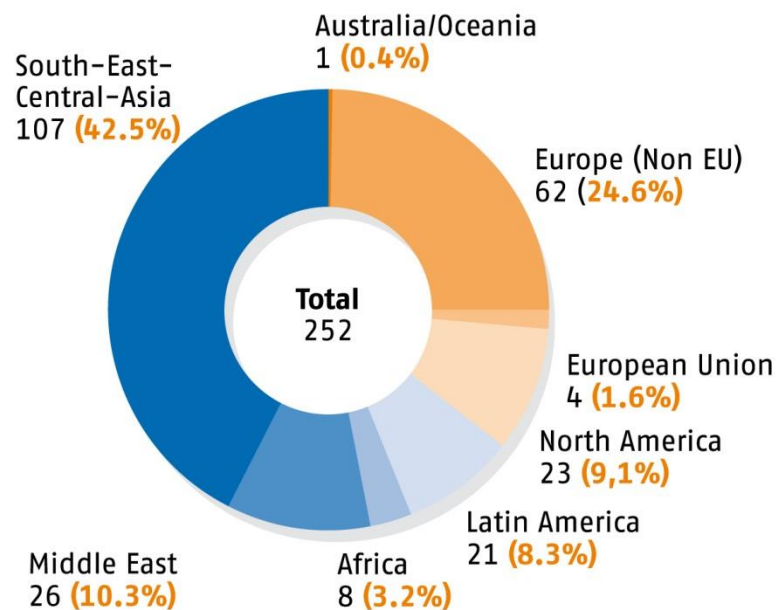


* until 2009 including specialized trade fairs

German Foreign Trade Fair Programme 2012



Participations by the Federal Ministry of
Economics and Technology

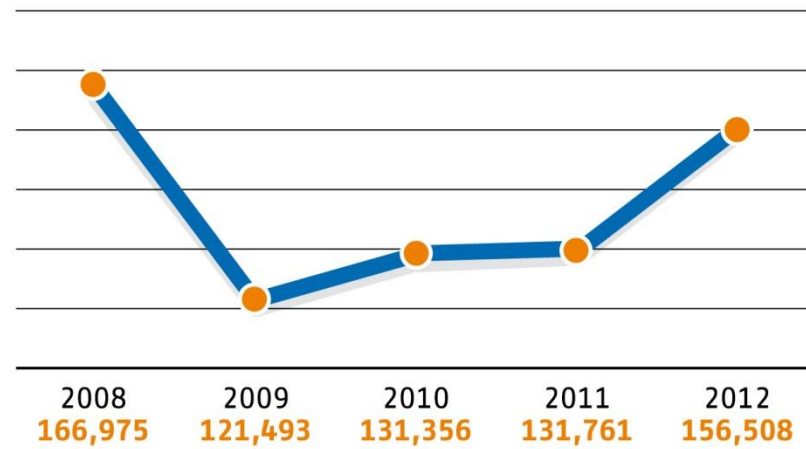


German Foreign Trade Fair Programme



Occupied Space in sq. m.

German Pavilions by the Federal Ministry
of Economics and Technology

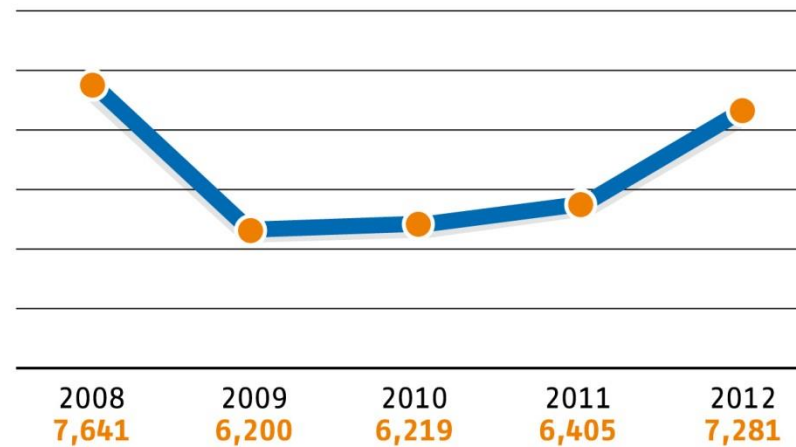


German Foreign Trade Fair Programme



Number of Participants

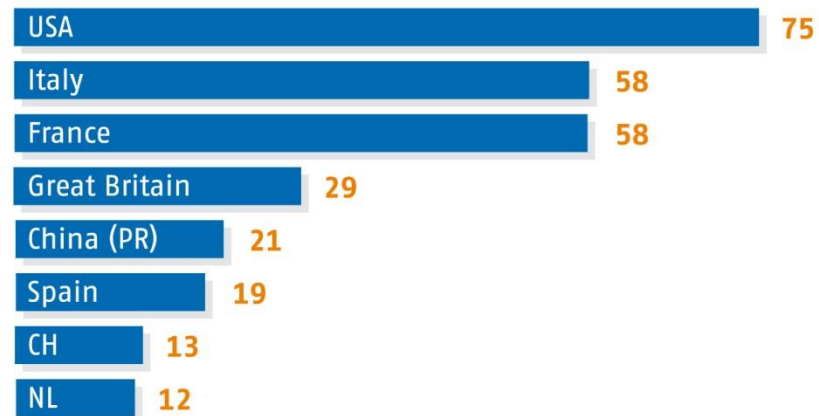
German Pavilions by the Federal Ministry
of Economics and Technology



Foreign Trade Fairs

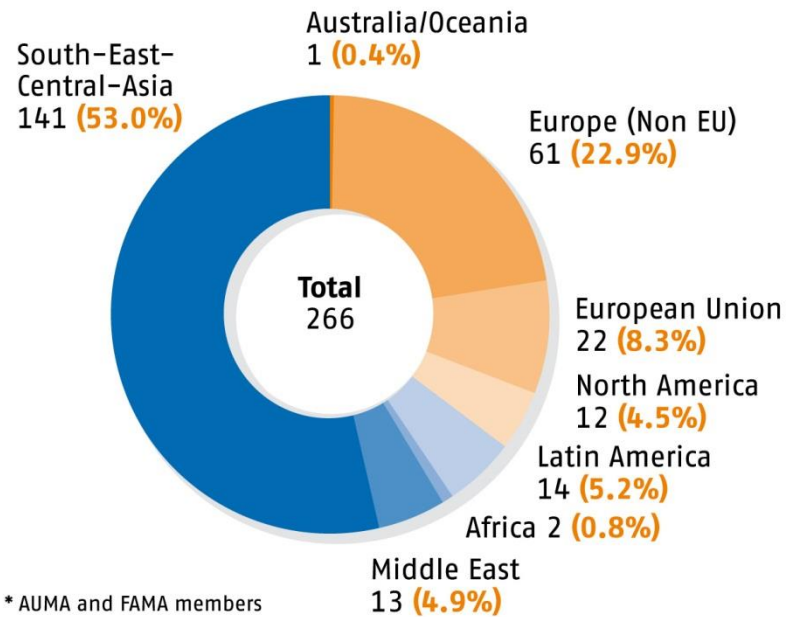


Number of competitors to international trade fairs in Germany*



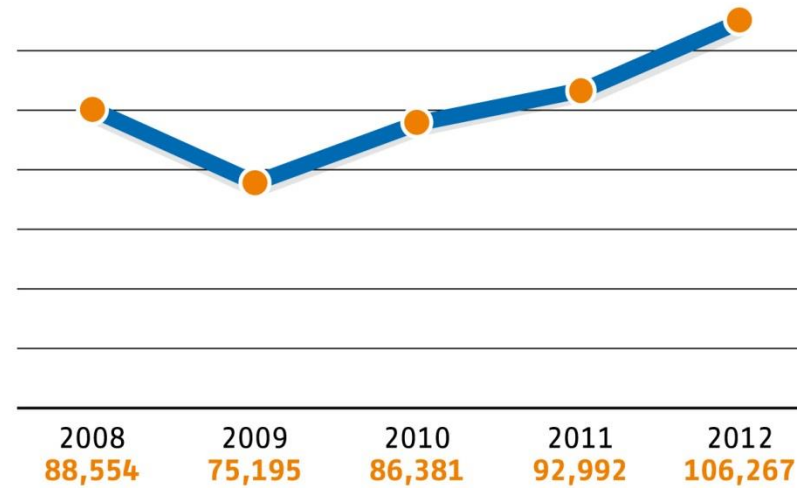
* Survey among German organisers;
a maximum of three competing events could be specified per trade fair in Germany

Trade Fairs Abroad by German Organisers* 2012



Trade Fairs Abroad by German Organisers*

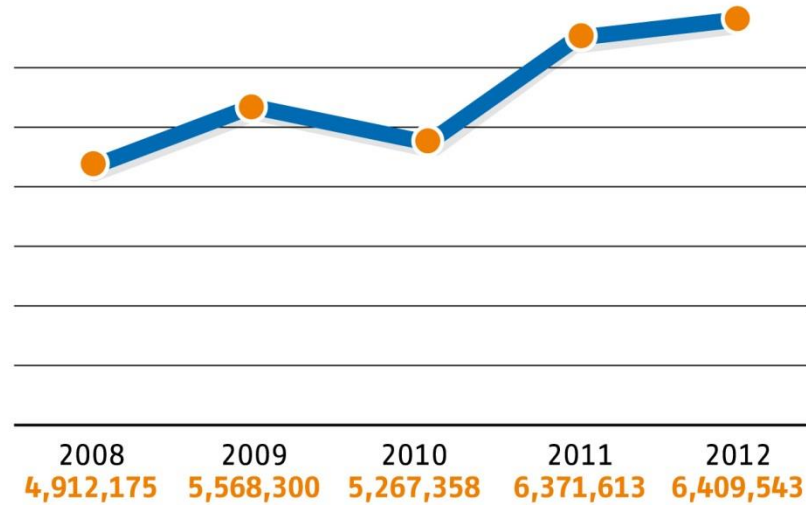
Number of exhibitors



* AUMA and FAMA members

Trade Fairs Abroad by German Organisers*

Number of visitors

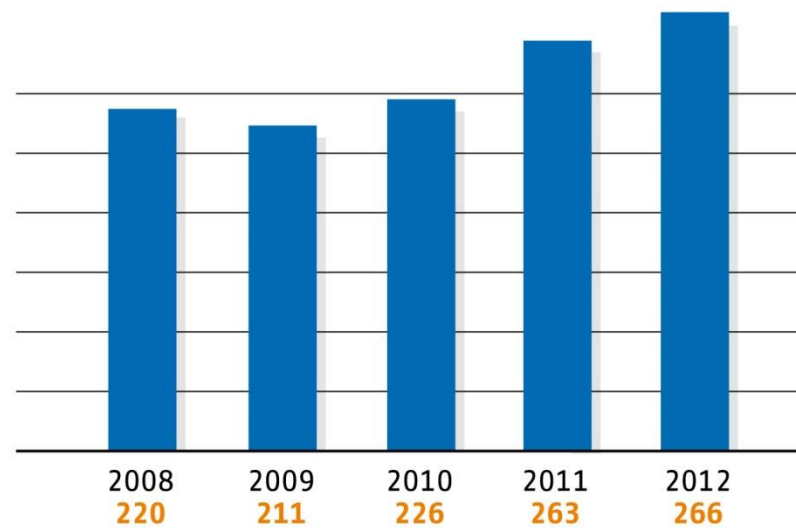


* AUMA and FAMA members

Trade Fairs Abroad by German Organisers*



Number of events



* AUMA and FAMA members

Exhibition Centres Worldwide 2013



Exhibition capacities

gross in sq. m.

Location	Hall
Hannover Exhibition grounds	460,437
Frankfurt/Main Exhibition grounds	355,535
Fiera Milano	345,000
China Import & Export Fair Complex Guangzhou	340,000
Cologne Exhibition grounds	284,000
Duesseldorf Exhibition grounds	262,704
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	160,000
Berlin ExpoCenter City	155,000
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
Poznan International Fair	107,654
New China International Exhibition Center Beijing	106,800
Stuttgart Exhibition grounds	105,200
Shenyang International Exhibition Center	105,200
Shenzhen Convention & Exhibition Center	105,000
Geneva Palexpo	102,470
Ernest N. Morial Convention Center New Orleans	102,230
ExCeL London	100,000
Fiere di Parma	100,000
Jaarbeurs Utrecht	100,000

Status: 1.1.2013

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



(€ million)

	2012	2011	2010
Reed Exhibitions (GB)	1,051.0	813.0	811.0
GL events (F)	824.2	782.7	727.2
United Business Media (GB)	538.9	475.3	360.0
Messe Frankfurt (D)	536.9	467.5	448.3
Messe Düsseldorf (D)	380.5	372.7	335.0
VIPARIS (F)	327.6	299.9	299.1
MCH Group (CH)	323.1	266.4	294.4
Messe München (D)	298.4	222.5	301.8
Comexposium (F)	291.6	201.2	208.0
Fiera Milano (I)	263.4	278.0	248.4
Deutsche Messe (D)	251.3	292.8	212.0
Messe Berlin (D)	246.8	182.1	217.4
NürnbergMesse (D)	236.0	173.3	204.8
Koelnmesse (D)	227.4	235.3	237.0
ITE Group (GB)	216.5	180.5	132.2
Informa (GB)	179.0	158.3	124.7
Tokyo Big Sight (JP)	176.1	194.7	184.5
Coex (ROK)	n/a	160.0	156.5
HKTDC (HK)	155.7	141.6	138.4
Jaarbeurs Utrecht (NL)	149.2	152.9	155.5
Nielsen Expositions (USA)	138.4	138.2	125.5
Amsterdam RAI (NL)	134.7	133.9	125.0
NEC Birmingham (GB)	133.0	n/a	123.2
Landesmesse Stuttgart (D)	129.0	99.0	110.0
Fira Barcelona (E)	115.1	114.7	101.6
BolognaFiere (I)	114.0	101.4	109.7
dmg :: events (GB)	111.8	153.2	128.7
IFEMA Madrid (E)	n/a	107.1	116.7
Svenska Mässan Göteborg (S)	104.6	90.5	89.2