

Review 2011: Keyfigures

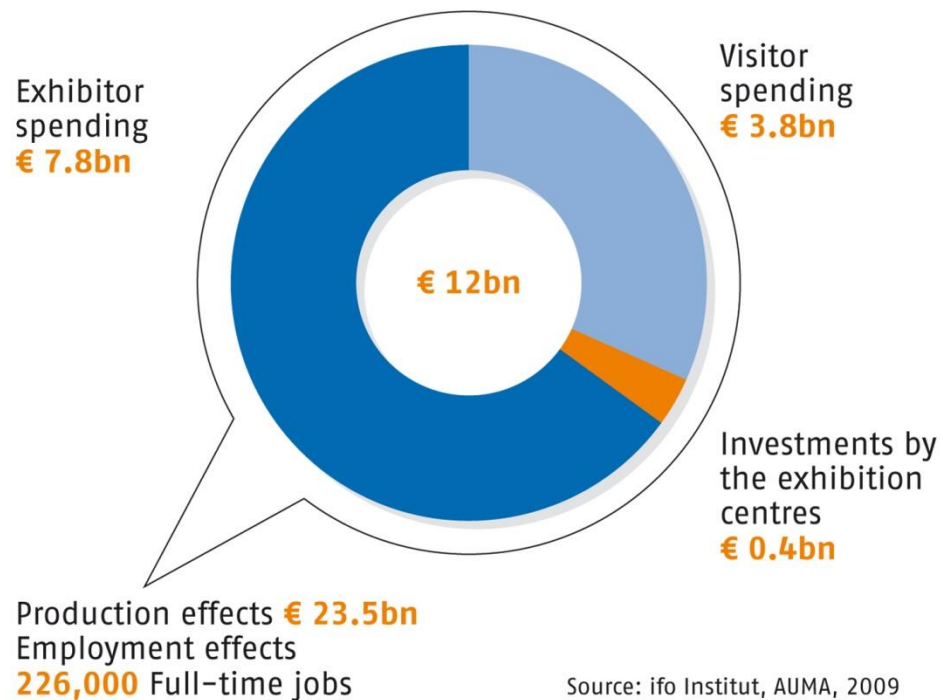
German trade fair industry

Trade Fairs in Germany



Economic impact based on a multiplier analysis

Average trade fair year (period 2005 to 2008)



Source: ifo Institut, AUMA, 2009

Trade Fairs in Germany 2011



The 134 international / national events in comparison
to the respective previous events

Exhibitors 159,945 **+3.1%**

Domestic exhibitors 70,754 **±0.0%**

Foreign exhibitors 88,608 **+5.0%**

Exhibitor stand space 6,200,359 sq. m. **+4.8%**

Visitors 9,526,246 **+4.1%**

Trade Fairs in Germany 2011



The 134 international / national events in comparison to the respective previous events

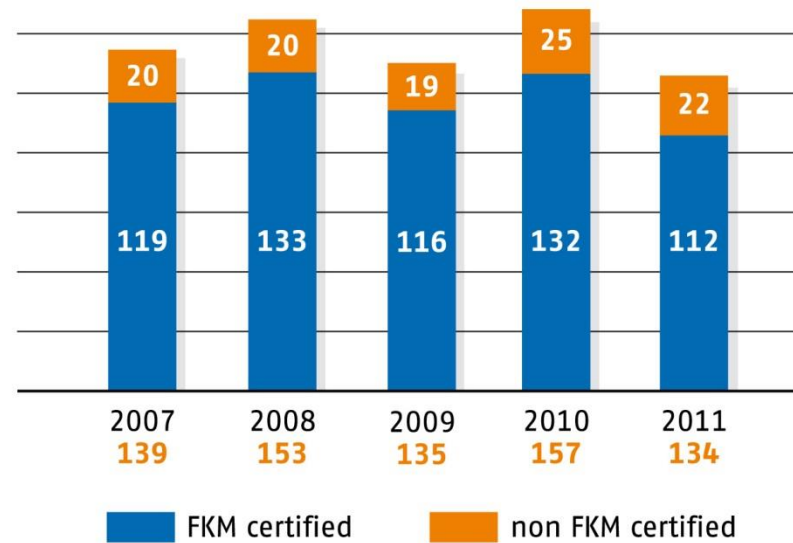
	Number of events	Total	Exhibitors		Visitors Total	Exhibitor stand space Total
			Domestic	Foreign		
Total	134	+3.1%	±0%	+5.0%	+4.1%	+4.8%
Investment goods trade fairs	71	+4.3%	+0.4%	+7.2%	+3.2%	+5.5%
Consumer goods fairs directed to trade visitors	41	+2.0%	-0.6%	+3.1%	+5.2%	+2.6%
Consumer goods fairs directed to the public	17	+2.0%	-0.3%	+4.9%	+4.8%	+7.6%
Trade fairs presenting services	5	+1.8%	+0.7%	+2.4%	-1.7%	+1.0%

Trade Fairs in Germany



Number of events

AUMA category international and national events

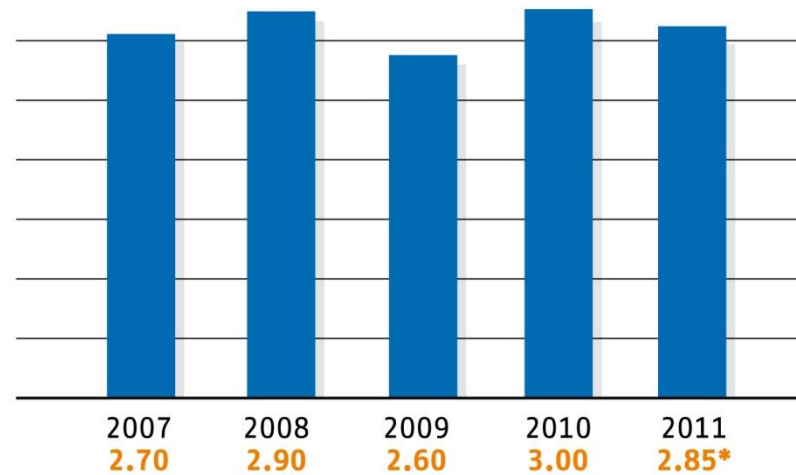


Trade Fairs in Germany



Turnover of Exhibition Companies (€ billion)

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



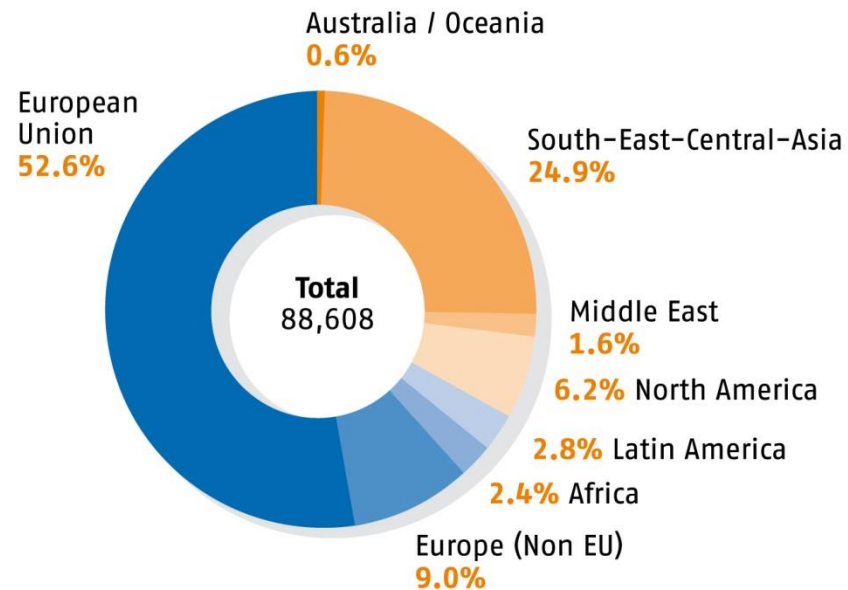
* preliminary

Trade Fairs in Germany 2011



Foreign exhibitors

AUMA category international and national events

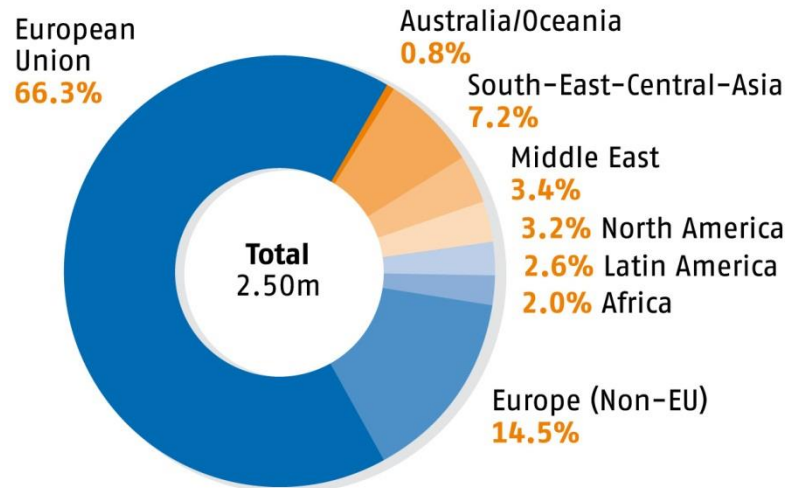


Trade Fairs in Germany 2011



Foreign visitors

AUMA category international and national events

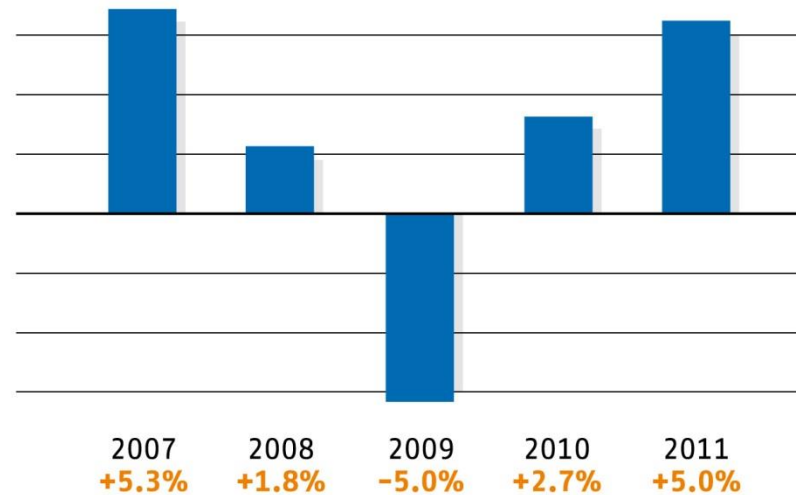


Trade Fairs in Germany



Number of foreign exhibitors

AUMA category international and national events



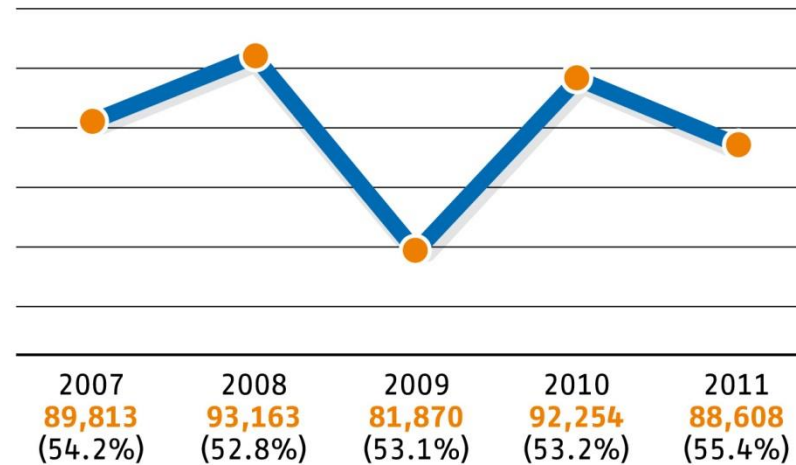
Development of one year's trade fairs
in comparison to the respective previous events

Trade Fairs in Germany



Number of foreign exhibitors

AUMA category international and national events

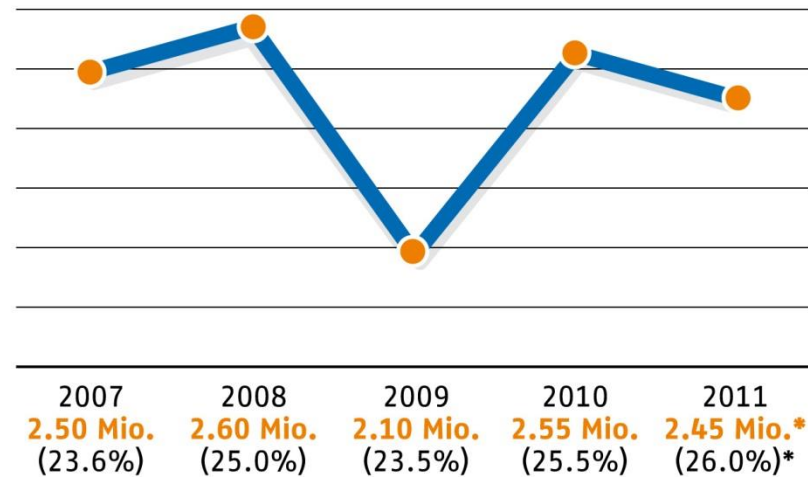


Trade Fairs in Germany



Number of foreign visitors

AUMA category international and national events



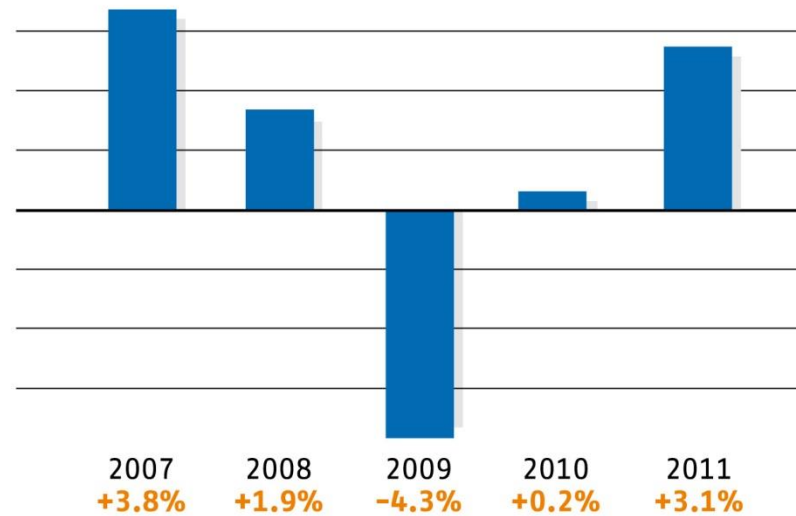
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Trade Fairs in Germany



Numbers of exhibitors

AUMA category international and national events



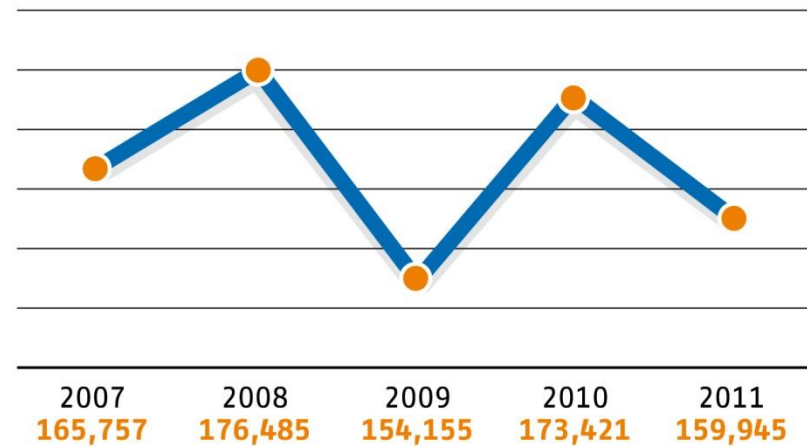
Development of one year's trade fairs
in comparison to the respective previous events

Trade Fairs in Germany



Number of exhibitors

AUMA category international and national events

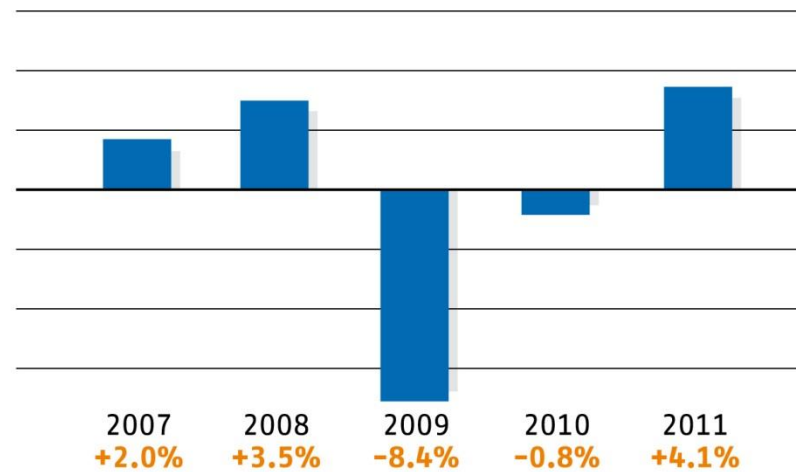


Trade Fairs in Germany



Number of visitors

AUMA category international and national events



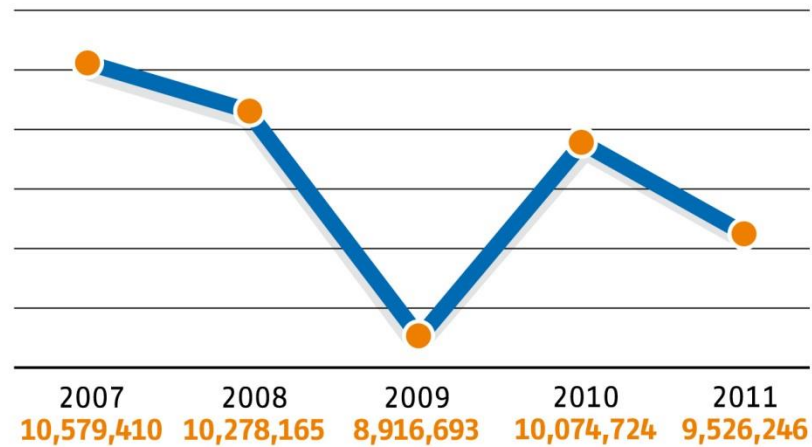
Development of one year's trade fairs
in comparison to the respective previous events

Trade Fairs in Germany



Number of visitors

AUMA category international and national events

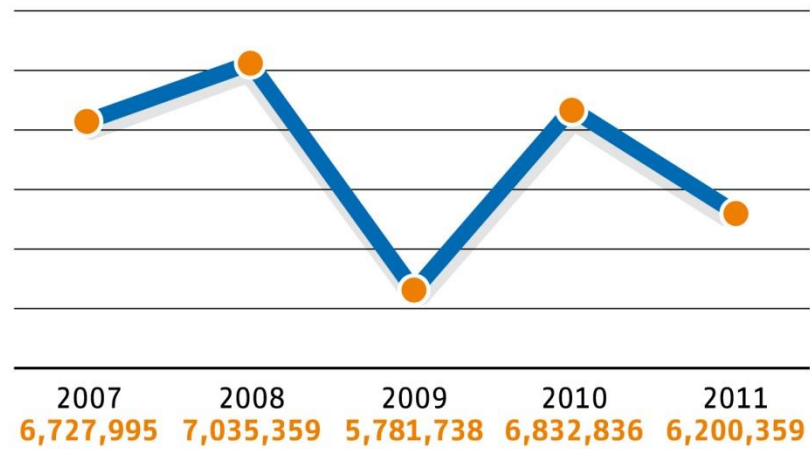


Trade Fairs in Germany



Exhibitor stand space in sq. m.

AUMA category international and national events

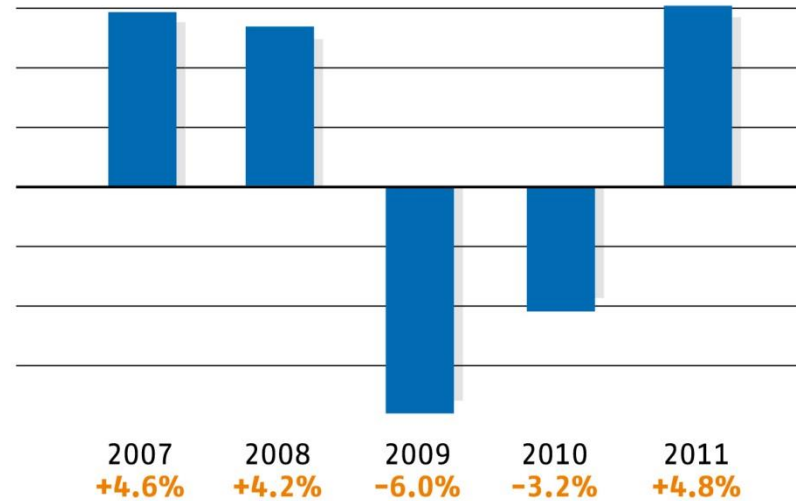


Trade Fairs in Germany



Exhibitor stand space in sq. m.

AUMA category international and national events

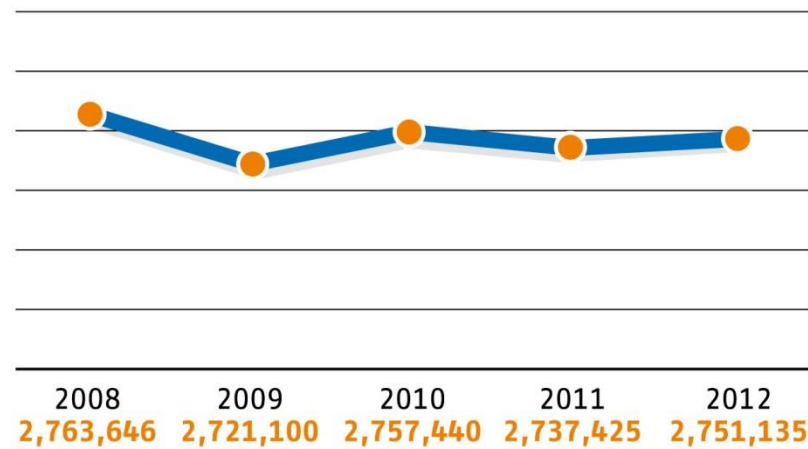


Development of one year's trade fairs
in comparison to the respective previous events

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 2012



Exhibition capacities*

gross in sq. m.

Location	Halls	Outdoor
Hanover	470 167	58 070
Frankfurt/M.	355 586	96 078
Cologne	284 000	100 000
Duesseldorf	262 704	43 000
Munich (Exh. Center)	180 000	360 000
Berlin	160 000	100 000
Nuremberg	160 000	50 000
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	65 195	4 000
Dortmund	59 535	
Karlsruhe (New Exh. Center)	52 000	62 000
Augsburg	48 000	10 000
Bremen	39 000	100 000
Munich (M, O, C.)	29 113	
Saarbrücken	24 600	27 400
Freiburg	21 500	80 000
Offenburg	22 570	37 877
Offenbach	18 000	400

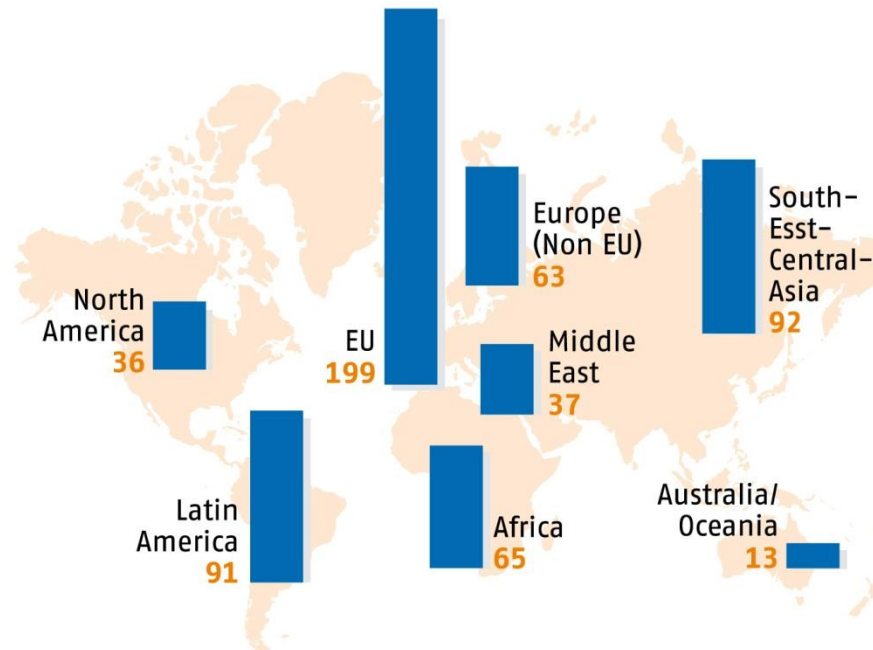
Status: 1.1.2012

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

Trade Fairs in Germany 2011



Information offices abroad



Regional Trade Fairs and Exhibitions 2011



**Development of the 154 events
in comparison to the respective previous events**

AUMA category regional

Exhibitors 51,336 **+2.9%**

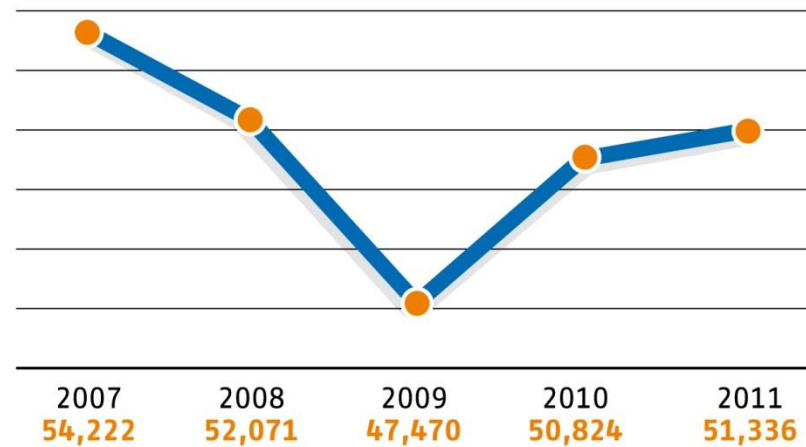
Visitors 5,862,815 **-0.8%**

Exhibitor stand space 1,530,768 m² **+7.9%**

Regional Trade Fairs and Exhibitions*



Number of exhibitors
AUMA category regional

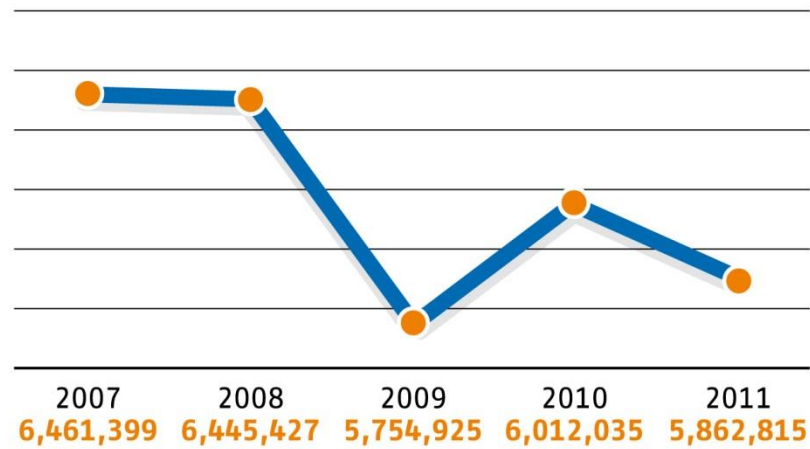


* until 2009 including specialized trade fairs

Regional Trade Fairs and Exhibitions*



Number of visitors
AUMA category regional

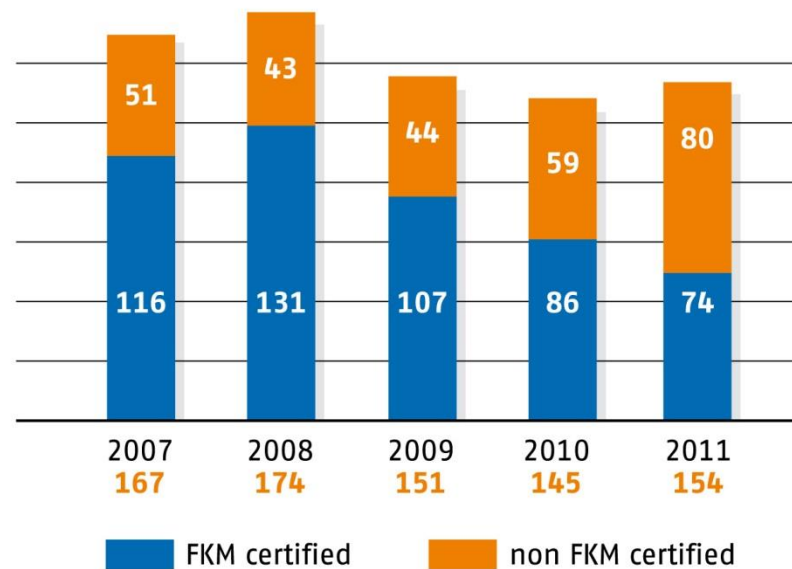


* until 2009 including specialized trade fairs

Regional Trade Fairs and Exhibitions*



Number of events
AUMA category regional

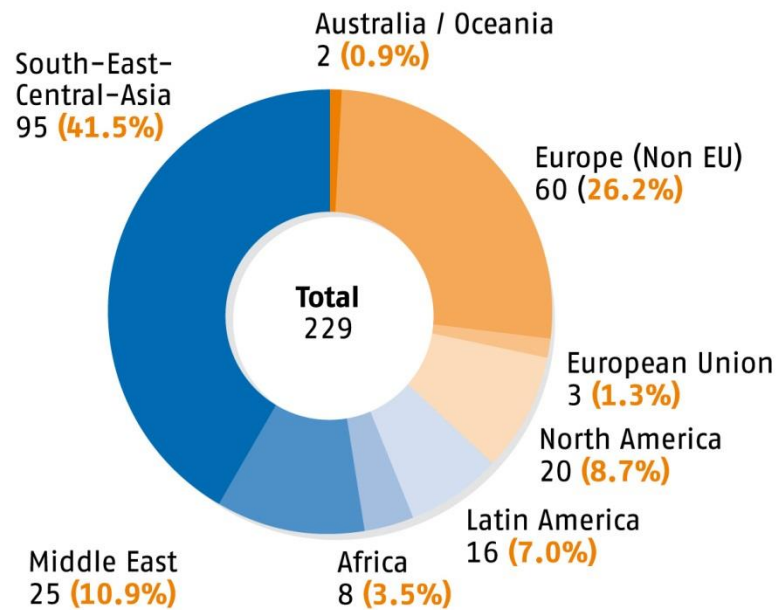


* until 2009 including specialized trade fairs

German Foreign Trade Fair Programme 2011



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

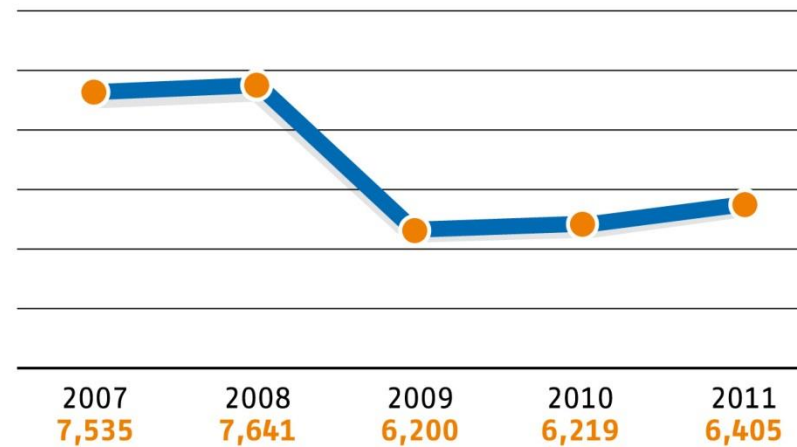


German Foreign Trade Fair Programme



Number of Participants

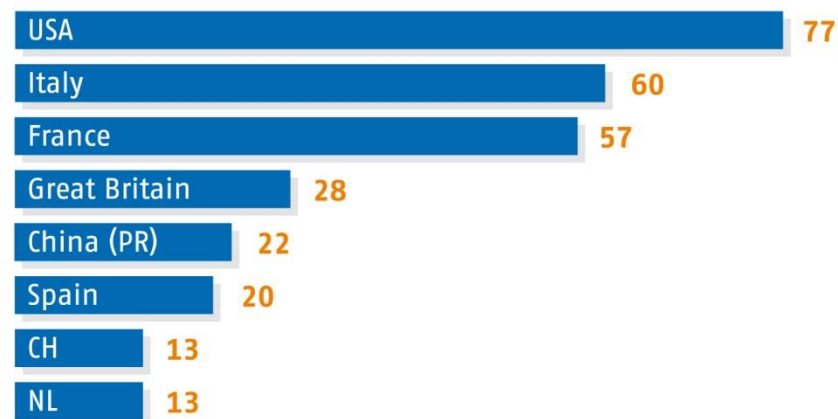
German Pavilions by the Federal Ministry
of Economics and Technology



Foreign Trade Fairs



Number of competitors to international trade fairs in Germany*

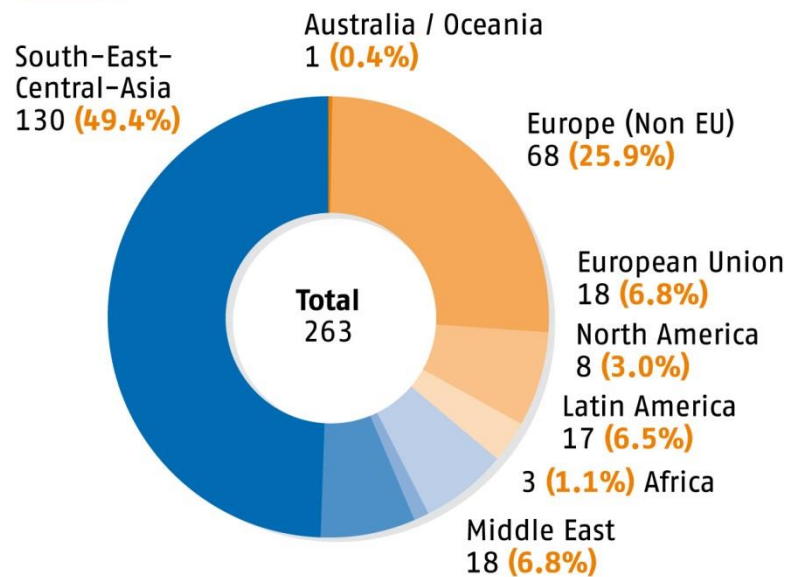


* Survey among German organisers;
a maximum of three competing events could be specified per trade fair in Germany

Trade Fairs Abroad by German Organisers* 2011



GTQ



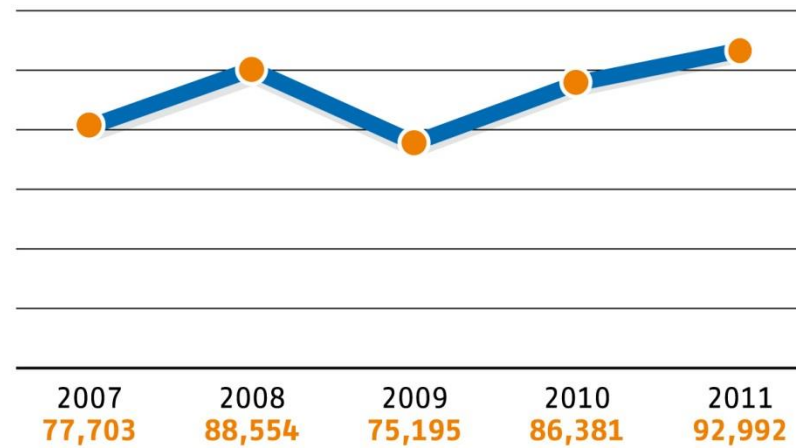
* AUMA and FAMA members

Trade Fairs Abroad by German Organisers*

Number of exhibitors



GTQ



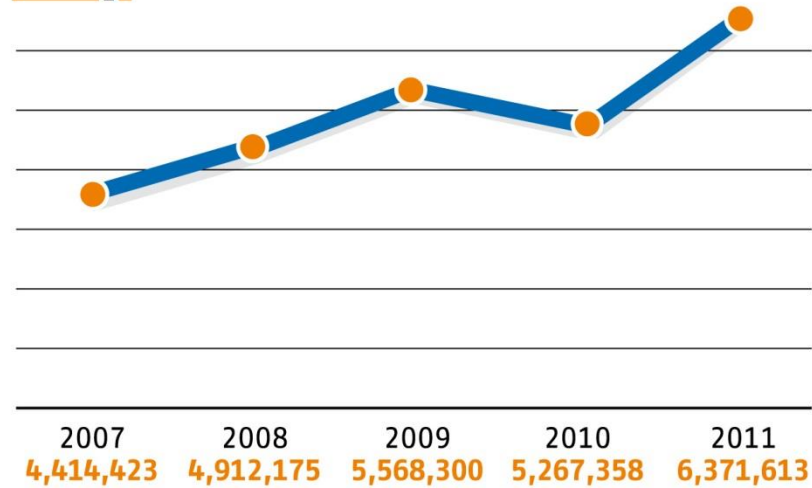
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Trade Fairs Abroad by German Organisers*

Number of visitors



GTQ



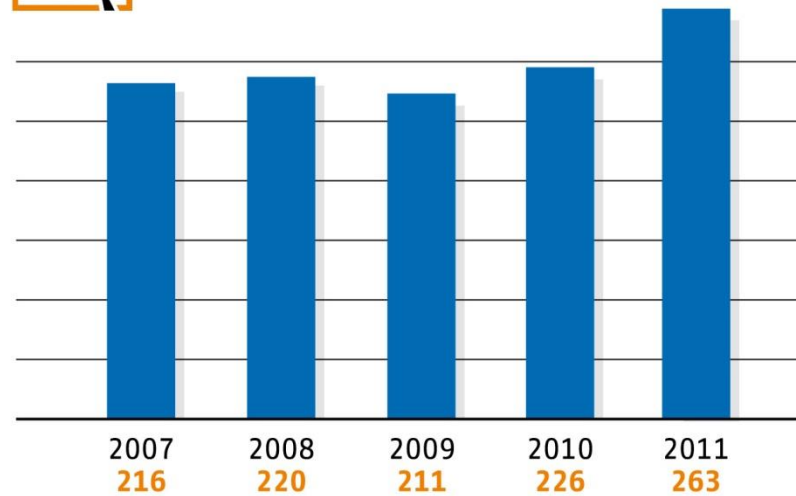
* AUMA and FAMA members

Trade Fairs Abroad by German Organisers*



Number of events

GTQ



* AUMA and FAMA members

Exhibition Centres Worldwide 2012

Exhibition capacities

gross in sq. m.



Location	Hall
Hanover Exhibition grounds	470 167
Frankfurt/Main Exhibition grounds	355 678
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
The NEC Birmingham	201 634
BolognaFiere	200 000
IFEMA Feria de Madrid, Parque Ferial Juan Carlos I	200 000
SNIEC Shanghai	200 000
Orange County Convention Center Orlando	190 875
Las Vegas Convention Center	184 456
Munich (New Exhibition Center)	180 000
Messe Basel	162 000
Berlin Exhibition grounds	160 000
Nuremberg Exhibition grounds	160 000
Wuhan International Expo Center	150 000
IMPACT Muang Thong Thani Bangkok	140 000
VVC Moskau	132 720
Georgia World Congress Center Atlanta	130 112

Location	Halle
Veronafiere	122 000
Reliant Park Houston	120 402
Fiera del Levante Bari	120 000
Yiwu International ExpoCenter	120 000
BVV Velethry Brno	119 281
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
Nanjing International Expo Center	110 000
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
Singapore Expo	100 000
Jaarbeurs Utrecht	100 000

Status: 1.1.2012

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



(€ million)

	2011	2010	2009
Reed Exhibitions (GB)	813,0	811,0	715,0
GL events (F)	782,7	727,2	581,4
United Business Media (GB)	475,3	360,0	324,5
Messe Frankfurt (D)	467,5	448,3	423,8
Messe Düsseldorf (D)	372,7	335,0	255,5
VIPARIS (F)	299,9	299,1	285,3
Deutsche Messe (D)	292,8	212,0	222,0
Fiera Milano (I)	278,0	248,4	297,1
MCH Group (CH)	266,4	294,4	190,9
Koelnmesse (D)	235,3	237,0	229,0
Messe München (D)	222,5	301,8	215,2
Comexposium (F)	201,2	208,0	195,7
Tokyo Big Sight (JP)	194,7	184,5	157,5
Messe Berlin (D)	182,1	217,4	157,5
ITE Group (GB)	180,5	132,2	128,3
Nürnberg Messe (D)	165,0	204,8	132,7
Coex (ROK)	160,0	156,5	139,6
Informa (GB)	158,3	124,7	100,8
dmg :: events (GB)	153,2	128,7	192,4
Jaarbeurs Utrecht (NL)	152,9	155,5	152,0
HKTDC (HK)	141,6	138,4	99,6
Nielsen Expositions (USA)	138,2	125,5	125,6
Amsterdam RAI (NL)	133,9	125,0	108,2
NEC Birmingham (GB)	n/a	123,2	139,0
IFEMA Madrid (E)	n/a	116,7	116,5
Fira Barcelona (E)	n/a	101,6	116,1
BolognaFiere (I)	101,4	109,7	105,0