

# UFI Global Exhibition Barometer

**32<sup>nd</sup> Edition**

Report based on the results of a survey concluded in January 2024



Global



Mexico



Myanmar



Southern Africa



Argentina



Saudi Arabia



Brazil



Panama



Singapore



Italy



Indonesia



US



United Kingdom



Uruguay



Greece



Spain



Australia



Thailand



Asia



Hong Kong



France



Peru



India



Central & South America



Japan



Colombia



Macau



South Korea



Malaysia



## Global Reports



Analysing the global exhibition industry with global comparisons.

**Global Barometer** – Bi-annual report on industry developments.

**World Map of Venues** – Report on trends in venue space and project developments globally.

**Economic Impact Study** – Report on the value of exhibitions globally and regionally.

**United Nations Sustainable Development Goals** – Report on the economic, social & environmental impacts of a number of exhibition industry projects.

## Regional Reports



Regular market overviews on UFI's chapter regions.

**Euro Fair Statistics** – Annual list of certified data for Europe by country.

**The Trade Fair Industry in Asia** – Annual analysis of market developments for Asia/Pacific by country.

**The Exhibition Industry in MEA** – Overview of the exhibition market in the MEA region.

**The Exhibition Industry in Latin America** – The first comprehensive overview by UFI of the exhibition industry Latin America.

## Topical Reports



Focused reports on challenges and developments within the exhibition industry.

**Global Visitor Insights & Global Exhibitor Insights** – Data driven research reports on visitor feedback and exhibitor expectations.

**Best Practices Compendiums** – Case studies of successful industry developments.

**Special Industry Topics** – A wide ranging selection of bespoke reports into specific industry topics.

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Welcome to the 32nd edition of the “UFI Global Exhibition Barometer” survey. This study is based on a global survey that was concluded in January 2024. It represents up-to-date information on the status and outlook of the global exhibition industry as well as on 19 specific markets and regions.

The UFI Global Exhibition Barometer was launched as a response to the 2008 global financial crisis. Since then, it has tracked industry development through various external shocks (the most recent one being the COVID-19 pandemic), and several data sets refer to the year 2019, which represents the best year for the industry before the pandemic. As a globally trusted, independently run research project, this latest edition again identifies and lists today’s and tomorrow’s industry challenges.

The Barometer has a truly global reach, with 419 companies participating from 61 countries and regions.

We wish to thank the following associations, whose participation made this global collaboration possible: AAXO (The Association of African Exhibition Organizers) and EXSA (Exhibition and Events Association of Southern Africa) in South Africa, ABEOC (Associação Brasileira de Empresas de Eventos) and UBRAFE (União Brasileira dos Promotores Feiras) in Brazil, AEFI (Italian Exhibition & Trade Fair Association) in Italy, AEO (Association of Event Organisers) in the UK, AFE (Spanish Trade Fairs Association) in Spain, AFECA (Asian Federation of Exhibition & Convention Associations) in Asia, AFEP (Asociación de Ferias del Peru) in Peru, AFIDA (Asociación Internacional de Ferias de América) in Central & South America, AIFEC (Asociación Colombiana de la Industria de Ferias, Congresos, Convenciones y Actividades Afines) in Colombia, AKEI (The Association of Korean Exhibition Industry) in South Korea, AMEREF (Asociación Mexicana de Recintos Feriales) and AMPROFEC (Asociación Mexicana de Profesionales de Ferias y Exposiciones y Convenciones) in

Mexico, AOCA (Asociación Argentina de Organizadores y Proveedores de Exposiciones, Congresos, Eventos y de Burós de Convenciones) in Argentina, APPCE (Asociación Panameña de Profesionales en Congresos, Exposiciones y Afines) in Panama, AUDOCA (Asociación Uruguaya de Organizadores de Congresos y Afines) in Uruguay, EEAA (The Exhibition and Event Association of Australasia) in Australasia, HKECIA (Hong Kong Exhibition and Convention Industry Association) in Hong Kong, IECA/ ASPERAPI (Indonesia Exhibition Companies Association) in Indonesia, IEIA (Indian Exhibition Industry Association) in India, JEXA (Japan Exhibition Association) in Japan, MFTA (Macau Fair & Trade Association) in Macau, MACEOS (Malaysian Association of Convention and Exhibition Organisers and Suppliers) in Malaysia, MECA (Myanmar Exhibition and Conference Association) in Myanmar, SCEGA (Saudi Conventions & Exhibitions General Authority) in Saudi Arabia, SECB (Singapore Exhibition & Convention Bureau) in Singapore, SISO (Society of Independent Show Organizers) for the US, SOKEE (Greek Exhibition Industry Association) in Greece, TEA (Thai Exhibition Association) in Thailand, and UNIMEV (French Meeting Industry Council) in France.

## Important remarks

- The number of responses to the current survey (419 in total from 61 countries and regions - see the full list at the end of the document) provides representative results. However, the consolidated regional results may not reflect the situation of specific countries in that region. This is why the report also includes a set of detailed results for the 19 markets where a significant number of answers were obtained.
- Due to decimal rounding, the percentage values indicated in some charts may not exactly sum up to 100%.

Questions related to this survey can be sent to [research@ufi.org](mailto:research@ufi.org)  
This research is available online at [www.ufi.org/research](http://www.ufi.org/research)



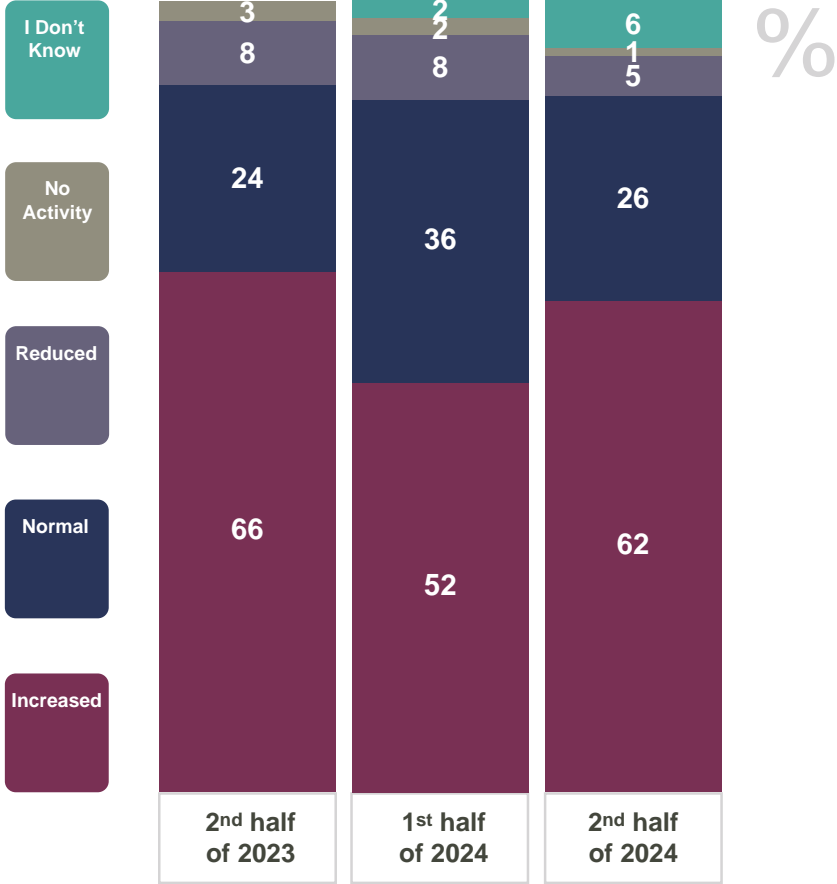
The 32nd Barometer surveyed participants' operations for their company for the 2nd half of 2023 (when compared to the year before), qualifying their level of activity as “increased”, “normal”, “reduced” or “no activity”. It also gauged their predicted level of activity for the two halves of 2024.

The level of operations has clearly picked up in the second half of 2023, with a large majority of companies from all regions (77% in the Middle East and Africa to 57% in North America) declaring an increase.

This trend will continue in 2024 with, on average, a percentage of companies reporting an increased activity ranging from 66% in North America to 64% in the Middle East and Africa, 55% in Asia/Pacific and 54% in Central and South America and Europe respectively.



## Situation of the industry operations in the 2<sup>nd</sup> half of 2023, and current predictions for 2024





The 32nd Barometer asked participants for their company's gross turnover for 2023, and their expectations for 2024, compared to 2019. The survey also aimed to gather insights on the progression of operating profits for 2023 compared to 2019 as well as the preceding year. It shall be noted that the results do not consider inflation that varies from one country to another.

## The following charts present:

- Revenues from 2023 and projections for 2024 compared to 2019, on average for all companies, and also broken down per level of revenue (less than 50% compared to 2019 revenues, between 50 and 75%, etc.).
- The evolution of 2023 operating profits compared to those for 2019 and 2022 respectively.

The year 2023 witnessed the full recovery of exhibitions, with revenues reaching a comparable level to 2019, on average. The outlook is very positive, with 2024 revenues expected to grow by an average of 15%.

These general trends vary from one country to another:

- Revenues from 2023 compared to 2019 vary from 127% in India, 120% in Spain, and 110% in Italy, to 88% in Colombia and 85% in South Africa, or to 82% in Germany and 80% in Thailand

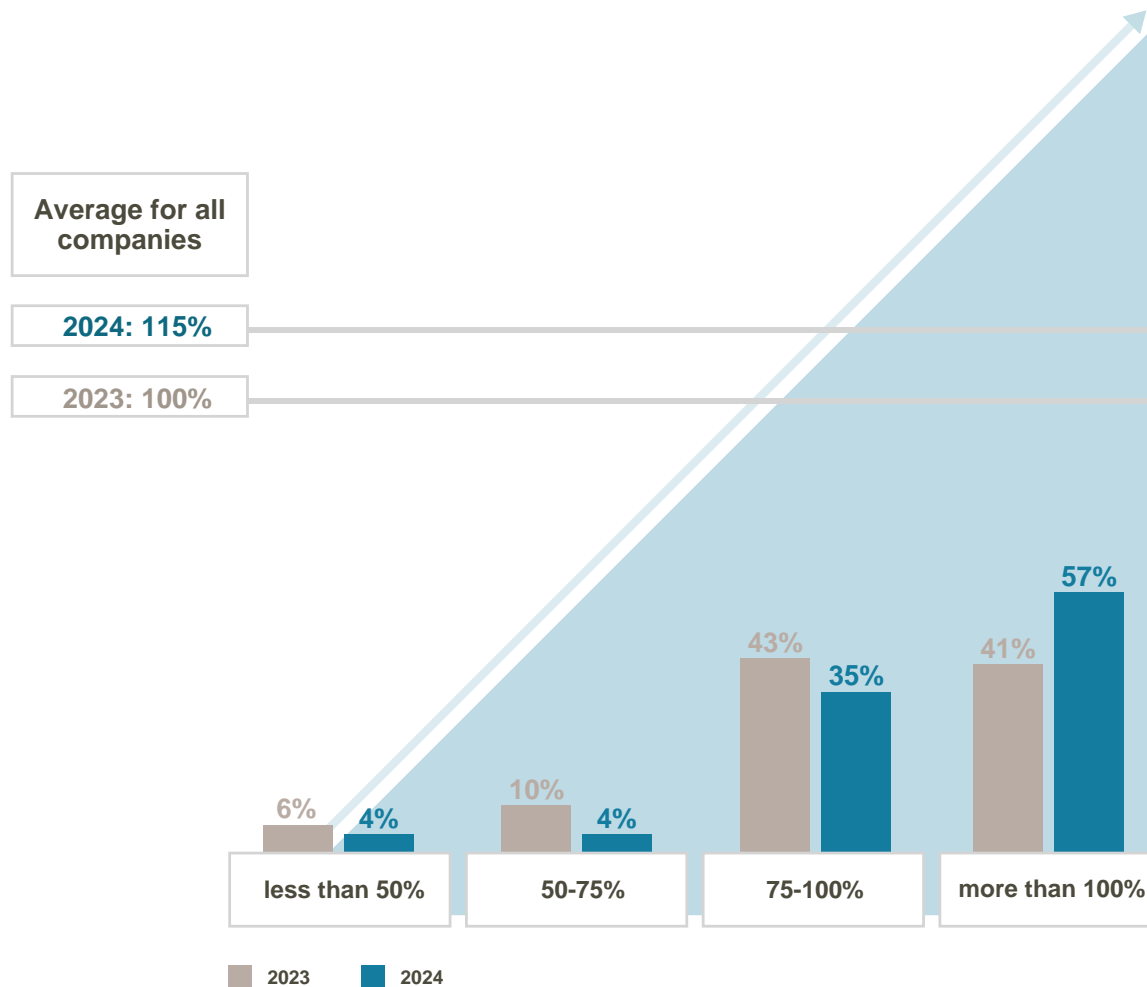
- Revenues from 2024 compared to 2019 vary from 154% in India 151% in Greece to 99% in China and 94% in South Africa.

In terms of operating profits compared to 2019 levels, around half of the companies are declaring an increase of more than 10% for 2023, and one in four a stable one. Compared to 2022, six companies out of ten are declaring an increase of more than 10%.

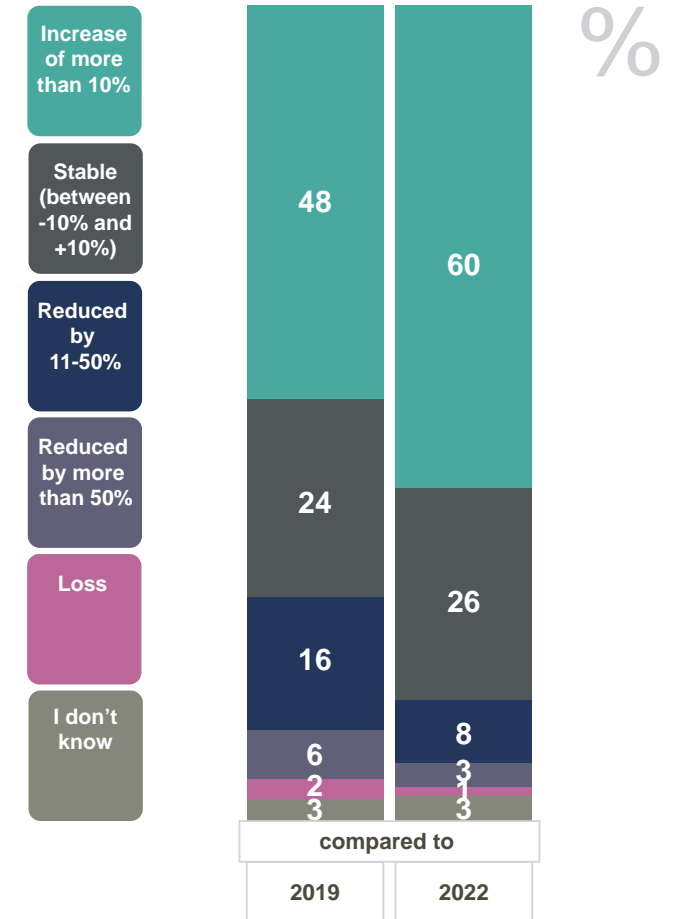
The highest proportion of companies expecting a profit increase of more than 10% when compared to 2019 are in the UAE (91%), Saudi Arabia (80%), India (71%), Brazil (67%), and Mexico (64%).



## Revenue compared to 2019



## 2023 Operating profit compared to 2019 and previous year







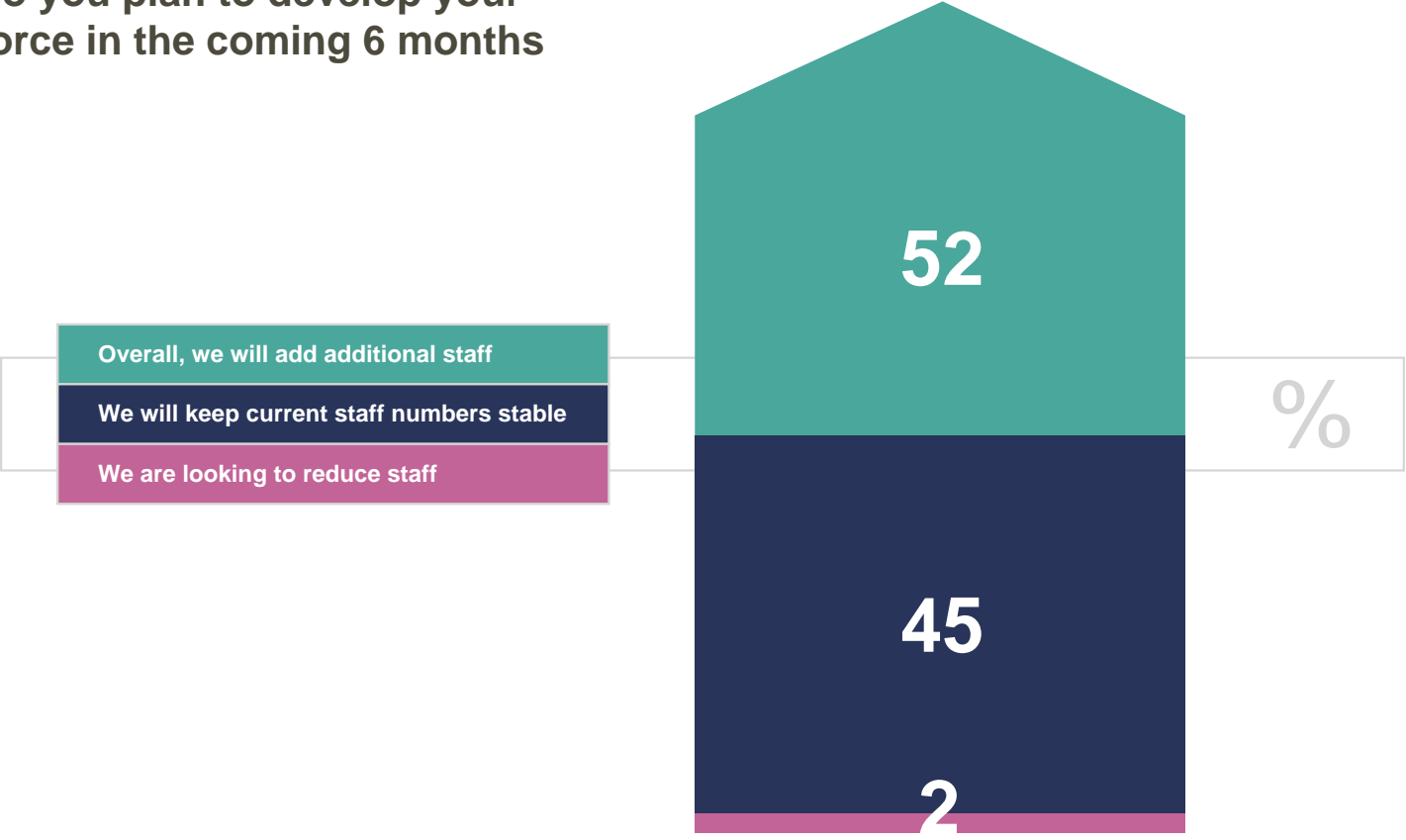
The 32nd Barometer asked companies their plans in terms of workforce development in the coming 6 months.

Globally, 52% of companies declare that they plan to increase their staff numbers, and 45% declare that they will keep current staff numbers stable.

The highest proportion of companies planning to add staff are identified in Saudi Arabia (100%), the UAE (82%), India (80%), Greece (73%) and Malaysia (67%).



## How do you plan to develop your workforce in the coming 6 months



# Most Important Business Issues World



The 32nd Barometer asked companies to select the most important issues for their business in the coming year from a pre-defined list of ten issues, which, for the first time, included “Geopolitical challenges”. Companies could list a multitude of issues.

The following pages present the results and include an analysis of the trend of answers to this question over the last 7 years.

This edition highlights significant shifts when compared to the previous edition of the Barometer released six months ago:

- The most pressing business issue declared in this edition is “State of the economy in home market” (22% of answers globally - compared with 14% six months ago - and the main issue in all regions, and most markets).
- Overall, “Global economic developments” come in as the second most important issue globally (17% of answers, compared to 12% six months ago), followed by “Geopolitical challenges” (12%).
- “Internal management challenges” (10%) and “Impact of digitalisation” (6%), which were the top 2 issues six months ago (with 21% and 17% of answers respectively), are now also preceded by “Competition from within the exhibition industry” (11%) and “Sustainability / Climate” (10%).

An analysis by industry segment (organiser, venue only and service provider) shows no differences regarding the three most pressing issues for organisers and service providers, which remain “State of the economy in home market”, “Global economic developments” and

“Geopolitical challenges”. For venues, “Geopolitical challenges” are preceded by “Internal management challenges” and “Competition from within the exhibition industry”.

The analysis of the trend around top business issues over the 2016-2024 period identifies several important shifts:

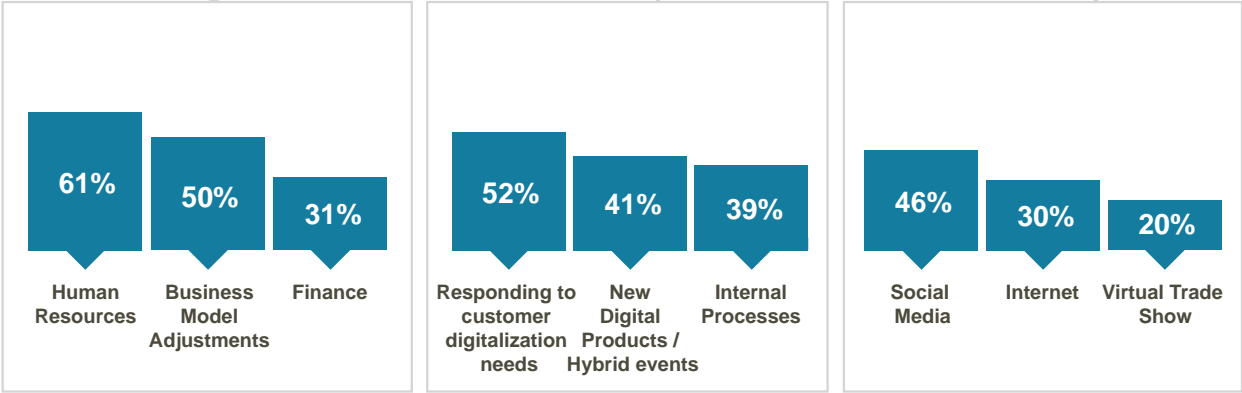
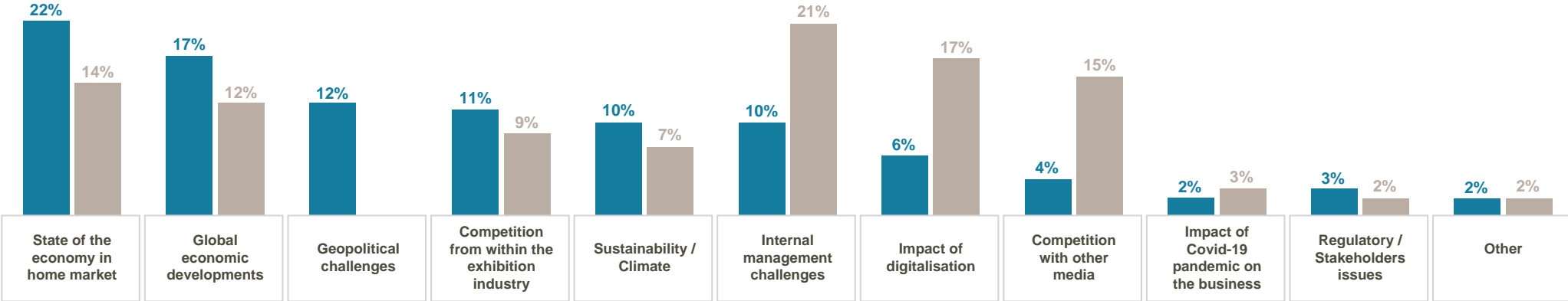
- “Global economic developments” & “State of the economy in the home market” are back as the main issue, with 40% of answers.
- “Geopolitical challenges”, aggregated with “Impact of COVID-19 pandemic on the business”, that both were not in the initial list of issues in 2016 appear, combined, in second position, with 15% of answers.
- “Sustainability / Climate” combined with “Other stakeholders’ issues” is the fastest growing issue, having tripled from 4% of answers in 2016 to 13% in 2024.
- “Competition from within the exhibition industry” (11% in 2024) has gone up slightly again since 2021 but remains less than half of what it represented in 2016 (24%).
- “Internal management challenges” now stands next, with 10% of answers, half of what it represented in the last 2 years.
- “Impact of digitalisation” & “Competition with other media” combined has dropped from 30% or more in the last 2 years to 10% in 2024.

# Most Important Business Issues World



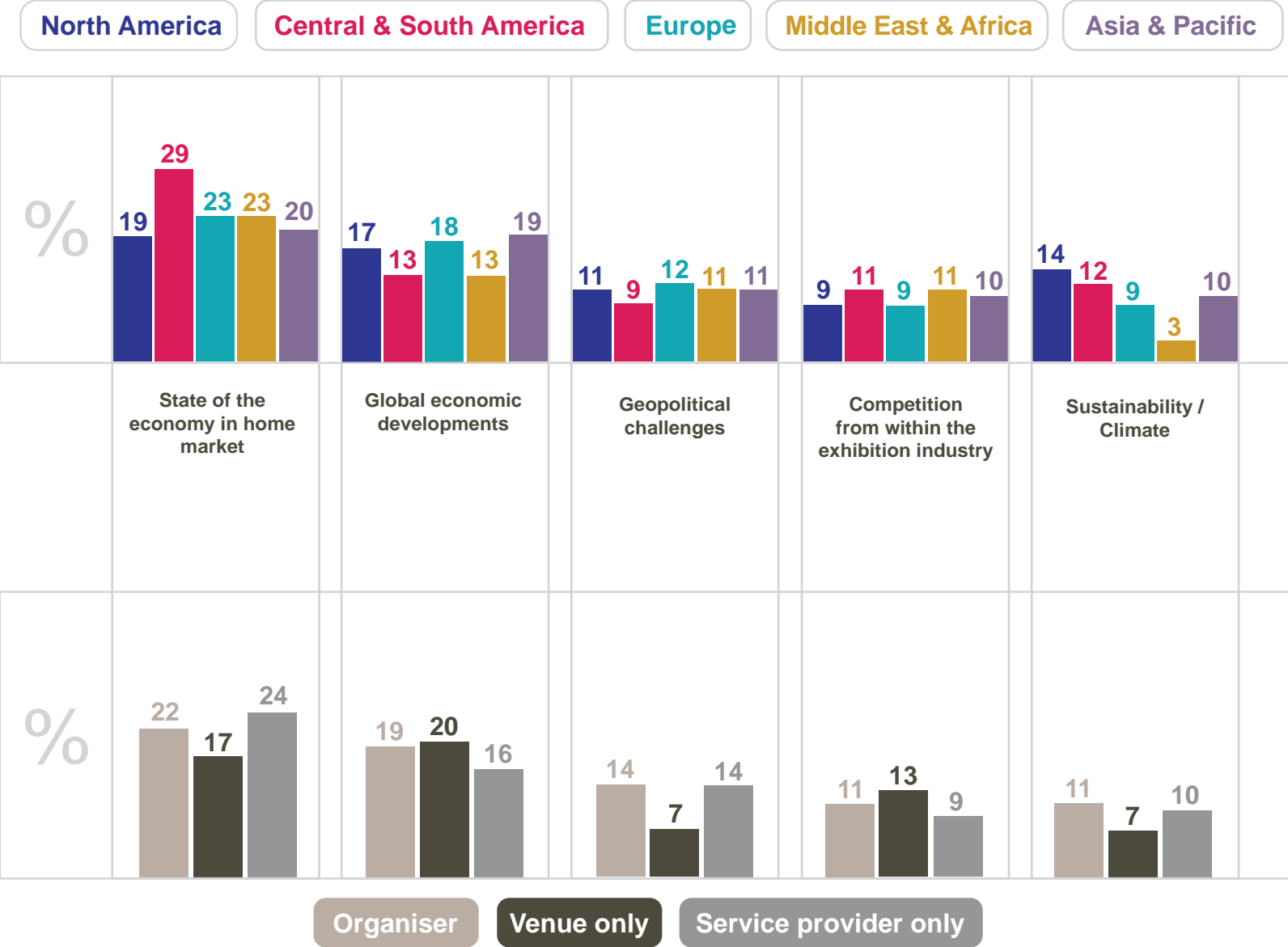
Results from current survey – January 2024

Results from previous survey – June 2023



(multiple answers possible)

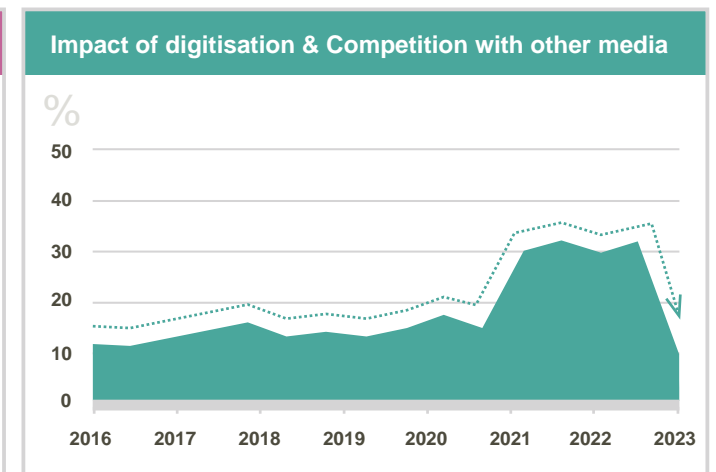
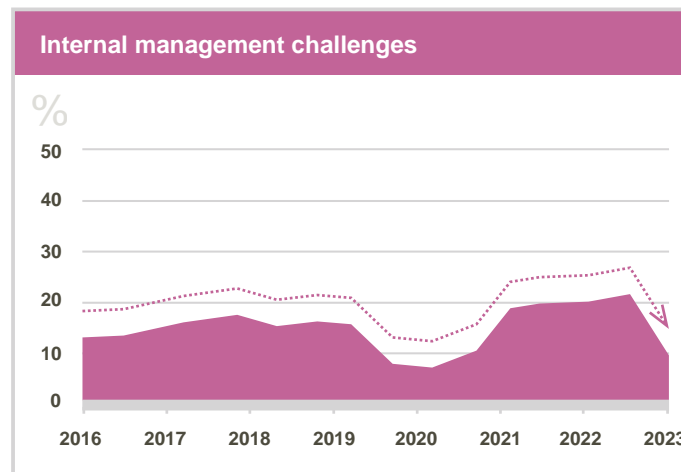
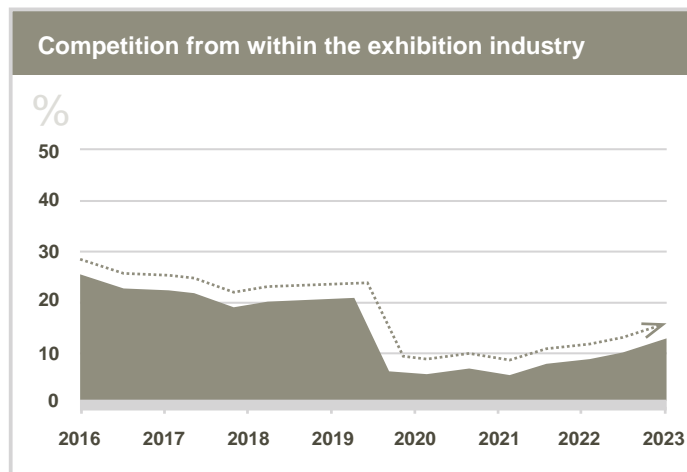
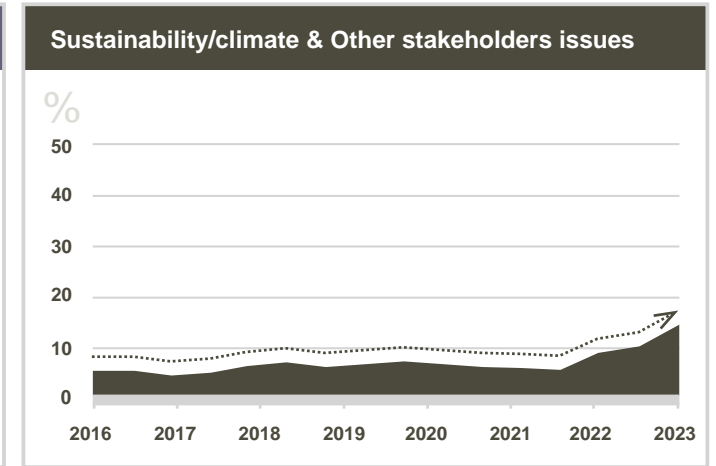
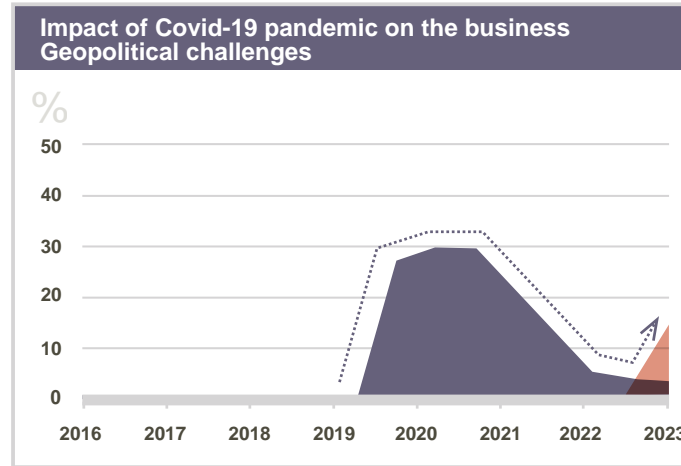
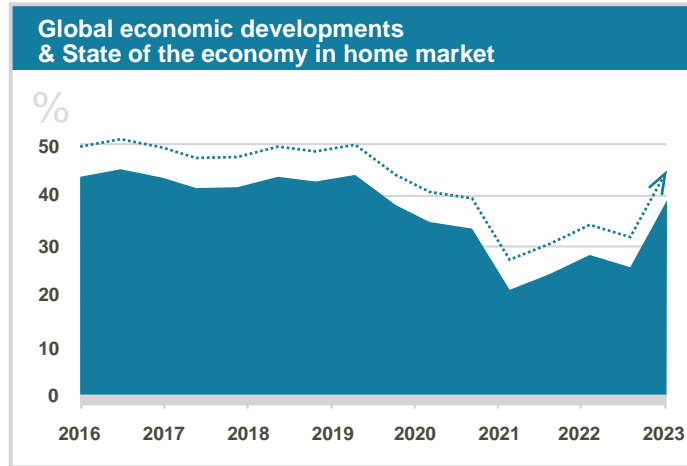
# Most important issues: detail by region and type of activity for the five top issues identified globally



# Most Important Business Issues World



## Most important business issues: 2016 - 2024 trends





For a second time, the 32nd Barometer survey asked a specific question on the impact of generative AI on the exhibition industry, to shed light on this emerging digital transformation. The survey aimed to assess the current utilisation of AI across various business functions and gauge future expectations.

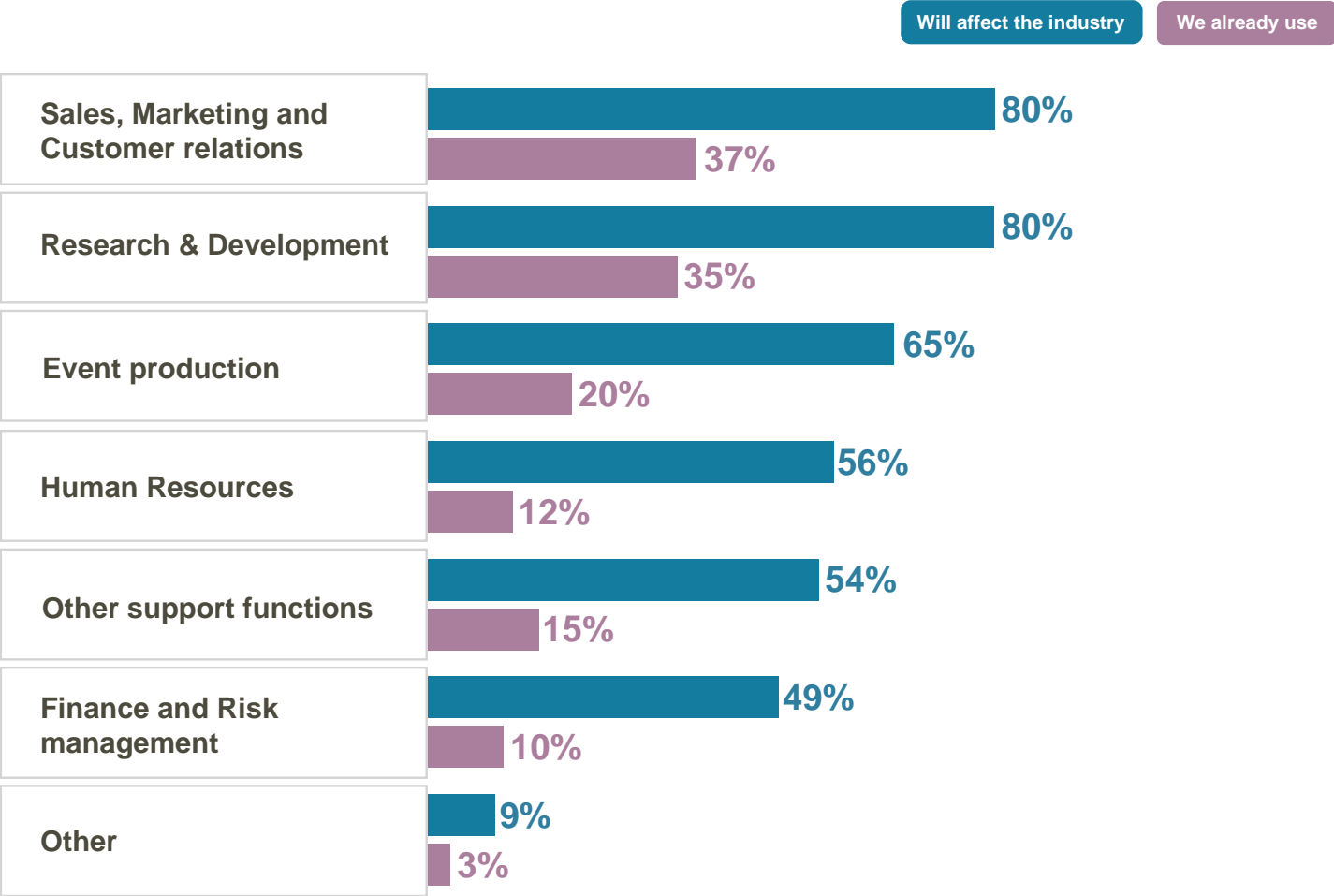
Globally, there is an overwhelming consensus that AI will affect the industry, with 91% of companies stating this, up from 87% in the previous edition.

The areas expected to be most affected by the development of AI are: “Sales, Marketing and Customer relations”, “Research & Development” (both 80%) and “Event production” (65%).

These are precisely the areas where generative AI applications are mostly used already (37%, 35%, and 20% respectively).



## Potential impact on exhibitions and current use of “generative AI” applications like ChatGPT and others





# Part 2: Detailed results for 5 regions and 19 markets

## North America:

Mexico  
US

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## Central & South America:

Argentina  
Brazil  
Colombia

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## Europe:

France  
Germany  
Greece  
Italy  
Spain  
United Kingdom

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## Middle East & Africa:

Saudi Arabia  
UAE  
South Africa

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## Asia-Pacific:

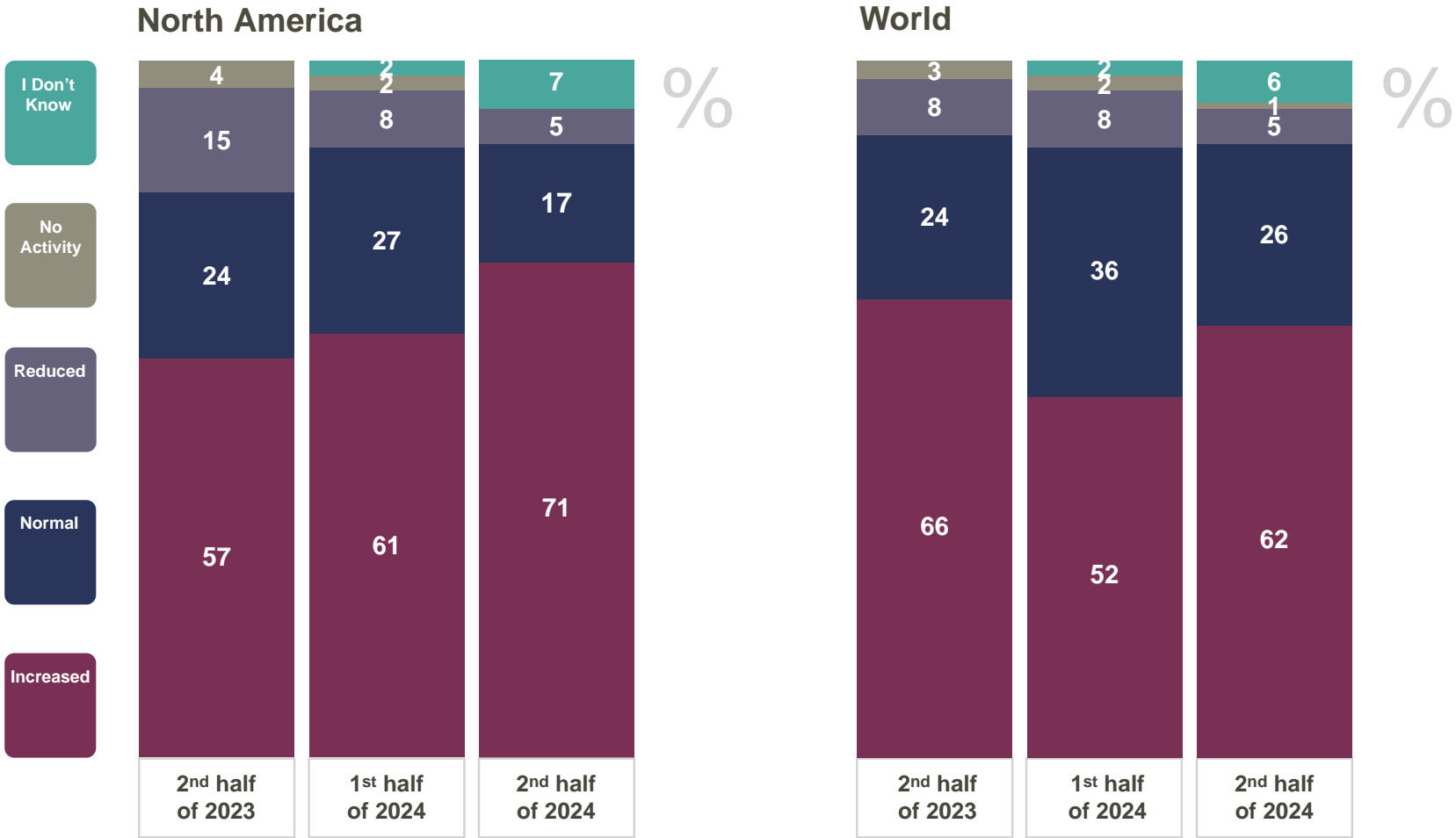
Australia  
China  
India  
Malaysia  
Thailand

A network diagram consisting of several circular nodes connected by thin lines, set against a solid red background. The nodes are arranged in a roughly diagonal line from the top-left towards the bottom-right, with some branching connections. The nodes have a 3D effect with highlights and shadows.

North America

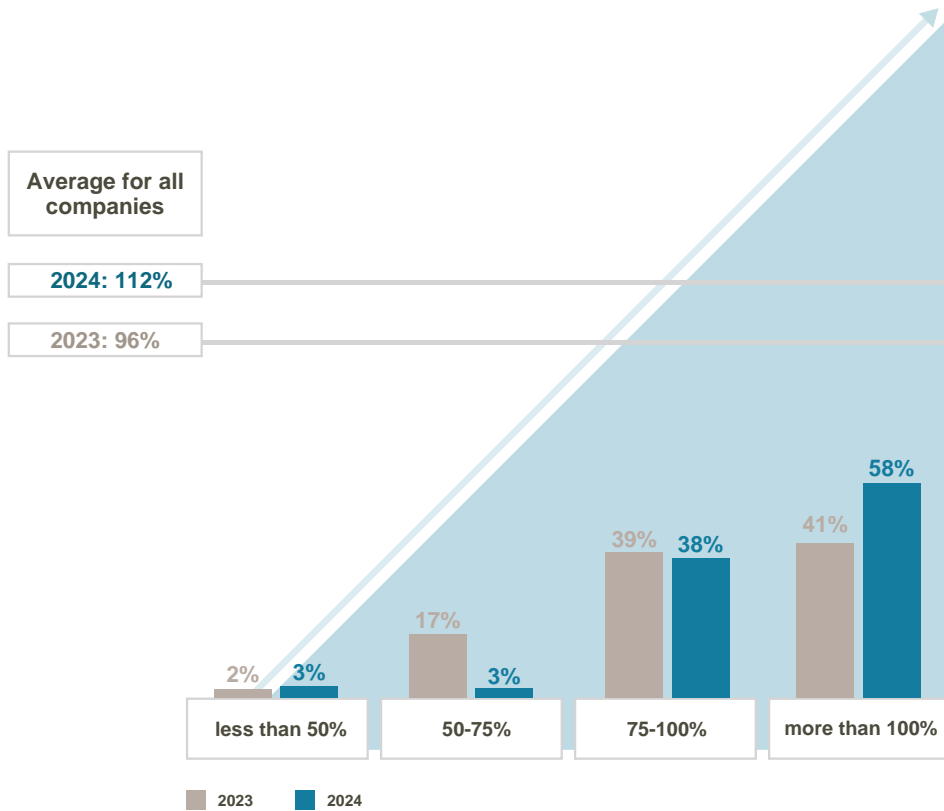


## Situation of the industry operations in the 2<sup>nd</sup> half of 2023, and current predictions for 2024

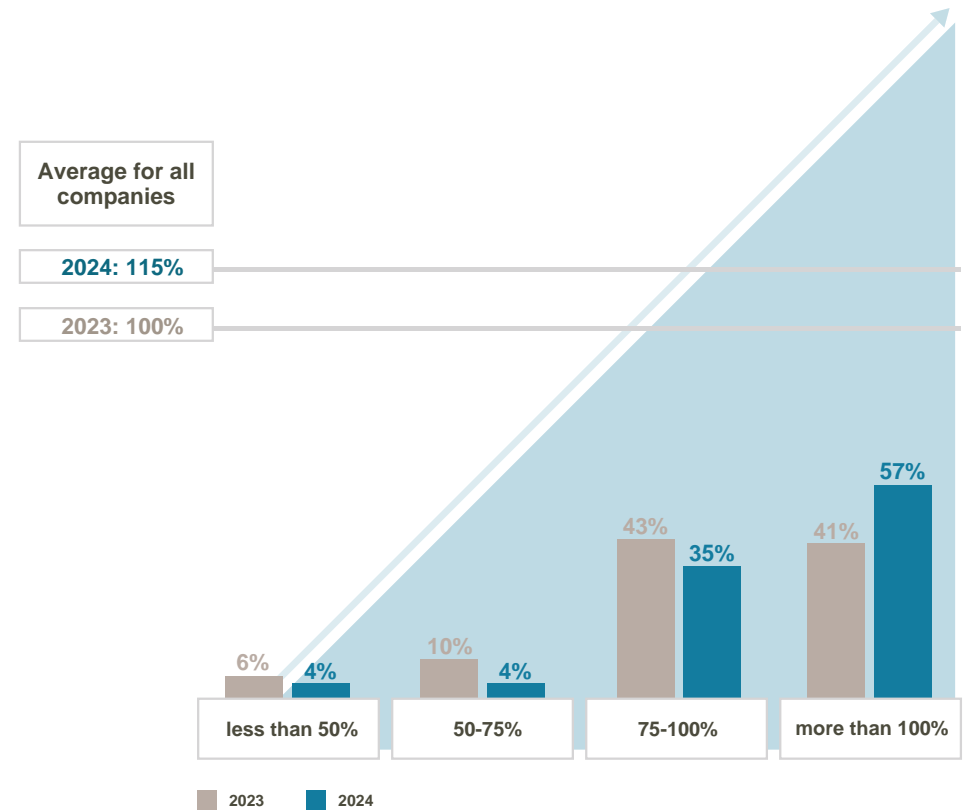


## Revenue compared to 2019

### North America



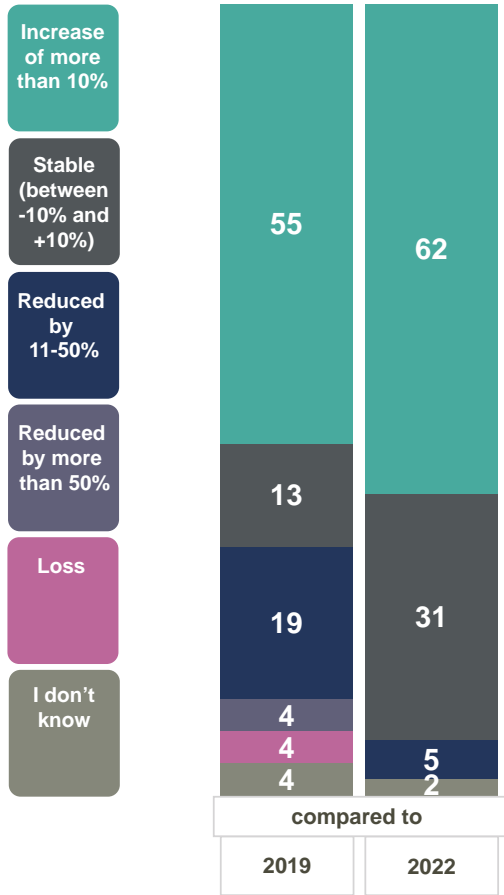
### World



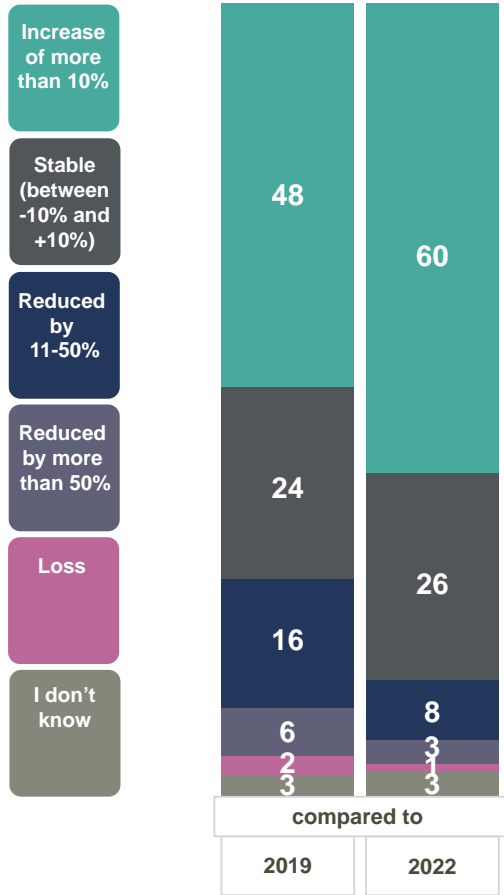


## 2023 Operating profit compared to 2019 and previous year

### North America

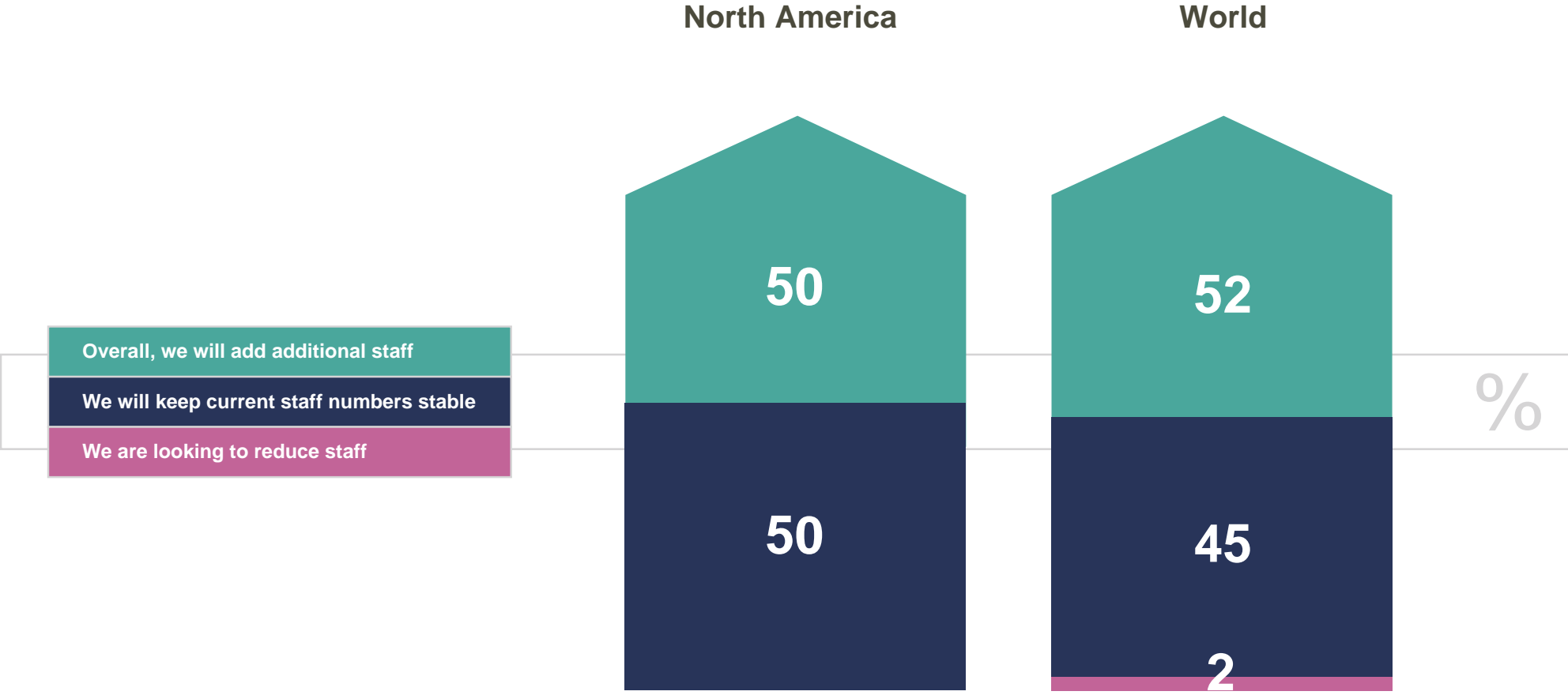


### World





## How do you plan to develop your workforce in the coming 6 months

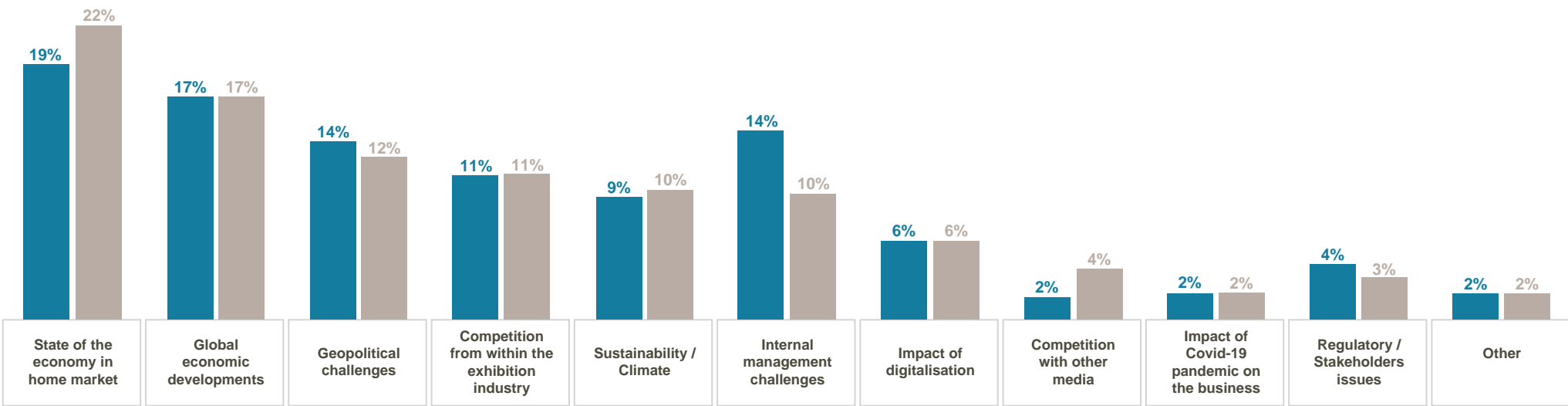


# Most Important Business Issues - Key Factors for Business Development - North America



## Most important business issues in the exhibition industry right now

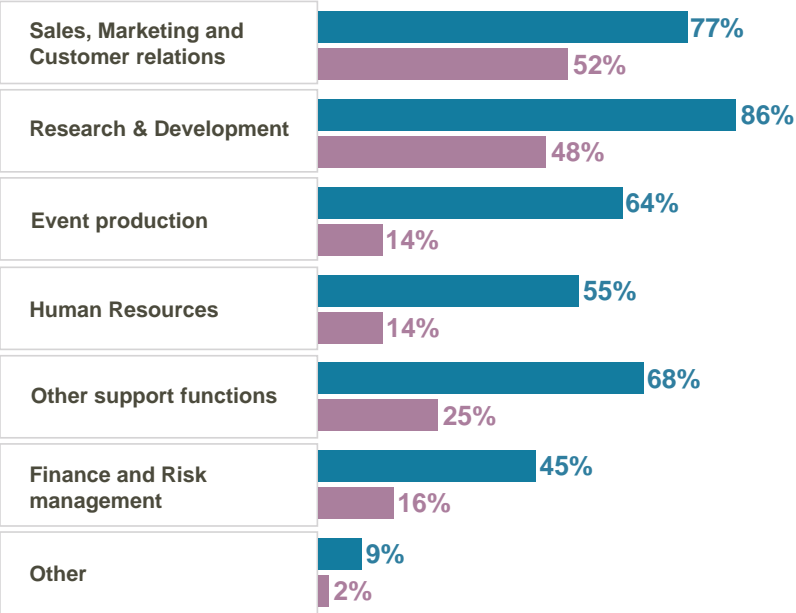
**North America** Global



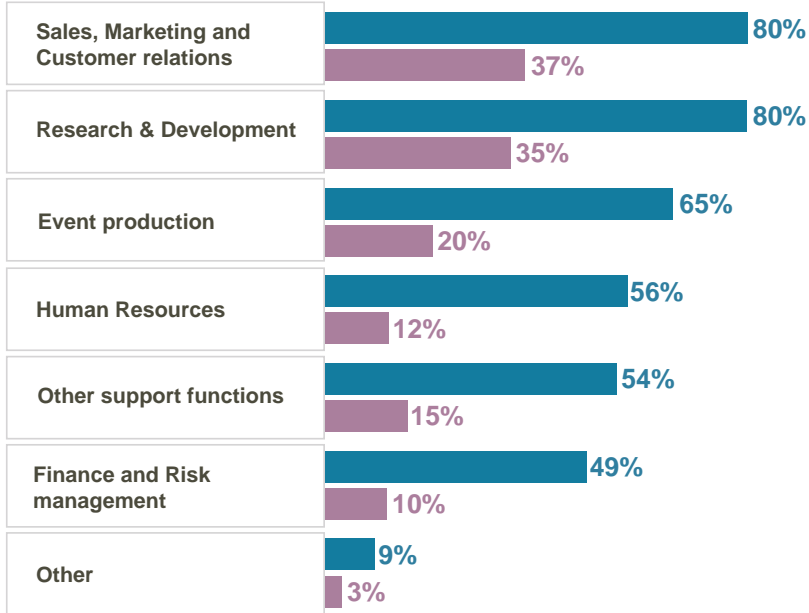
## Potential impact on exhibitions and current use of “generative AI” applications like ChatGPT and others

Will affect the industry      We already use

### North America



### World

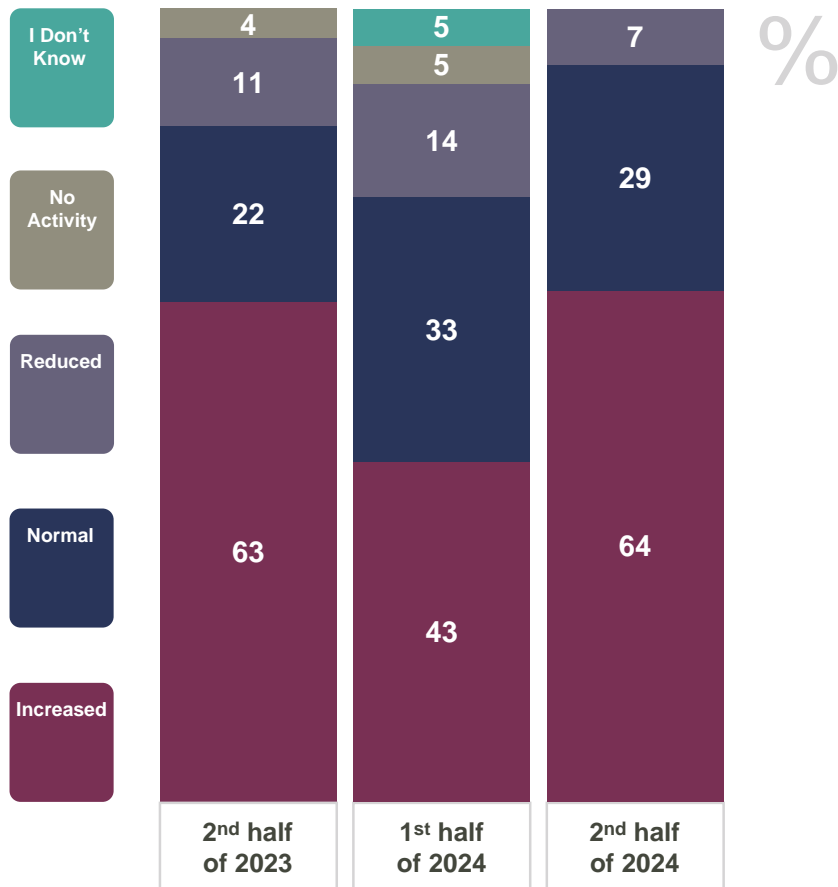




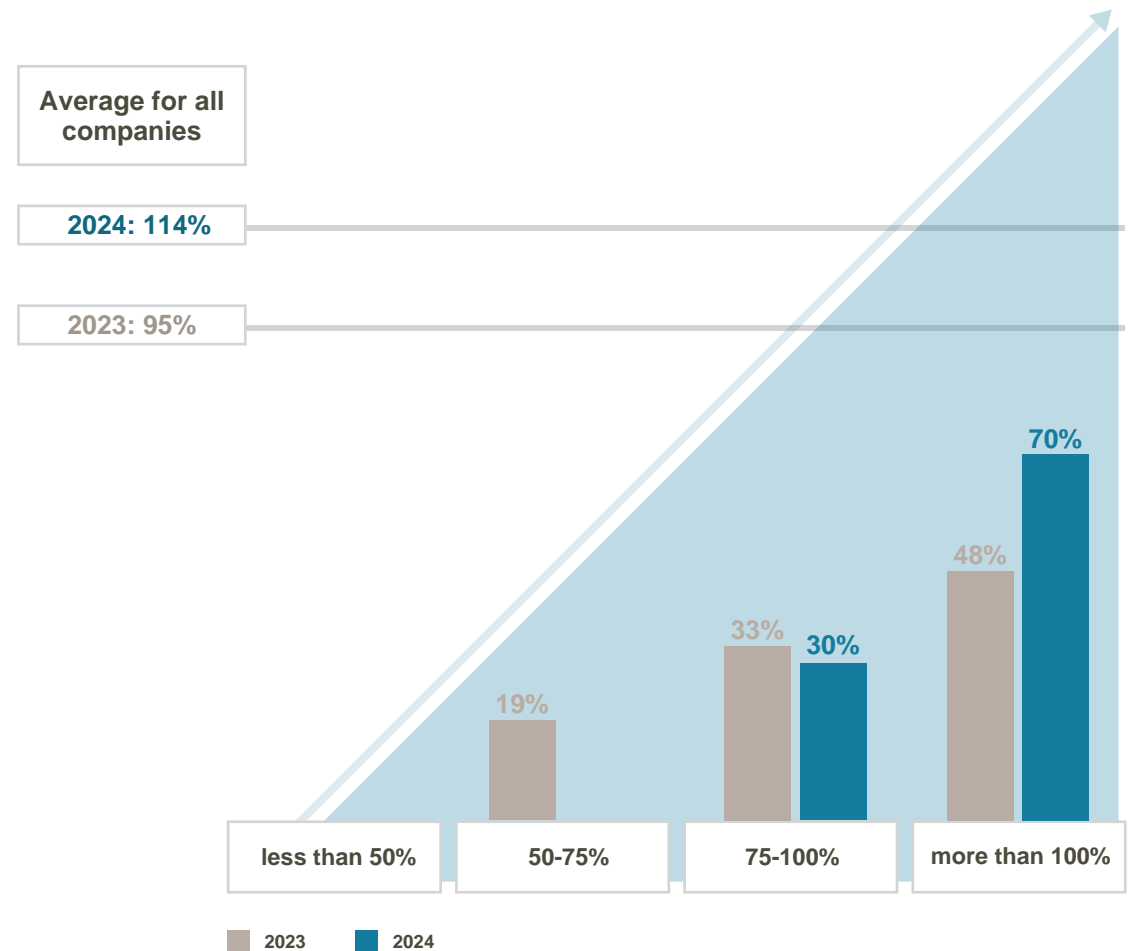
# Detailed results for Mexico



## Situation of the industry operations in the 2<sup>nd</sup> half of 2023, and current predictions for 2024



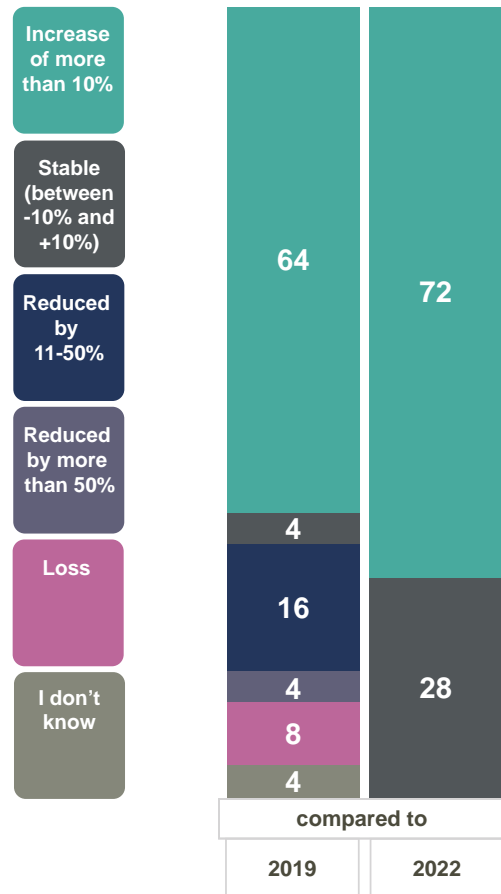
## Revenue compared to 2019



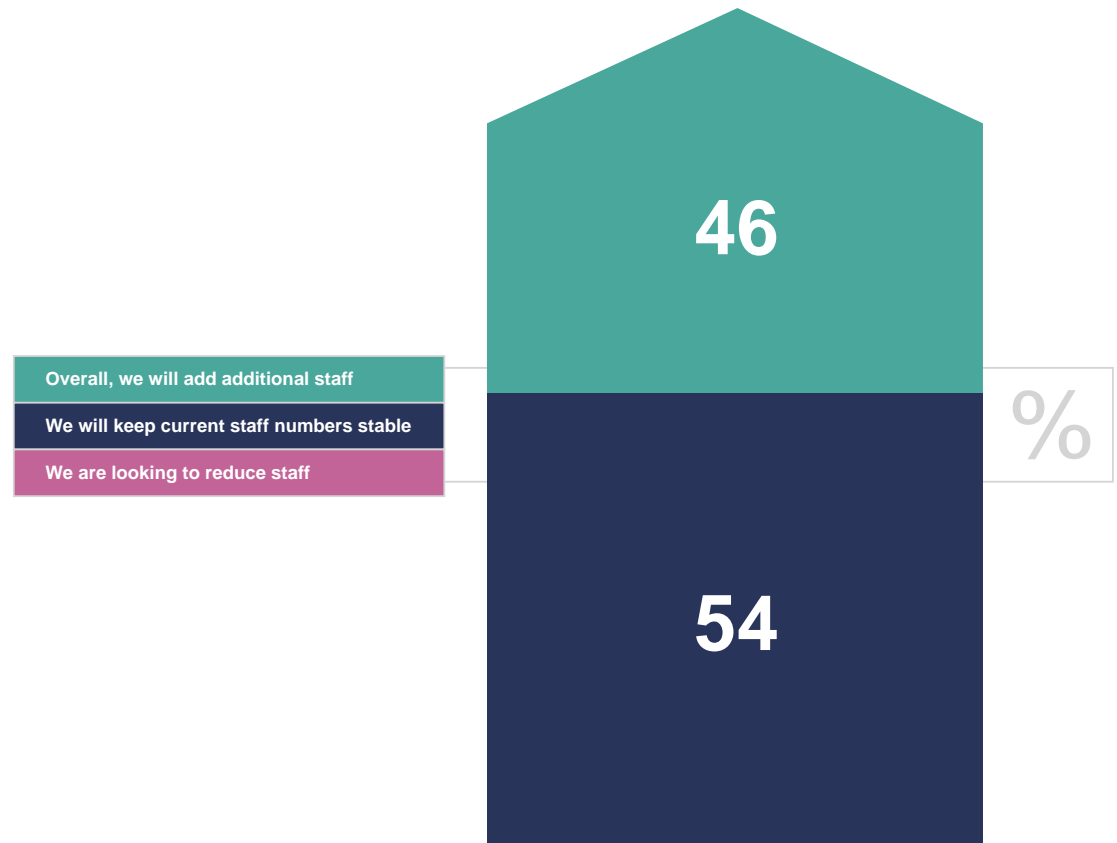


## 2023 Operating profit compared to 2019 and previous year

%



## How do you plan to develop your workforce in the coming 6 months

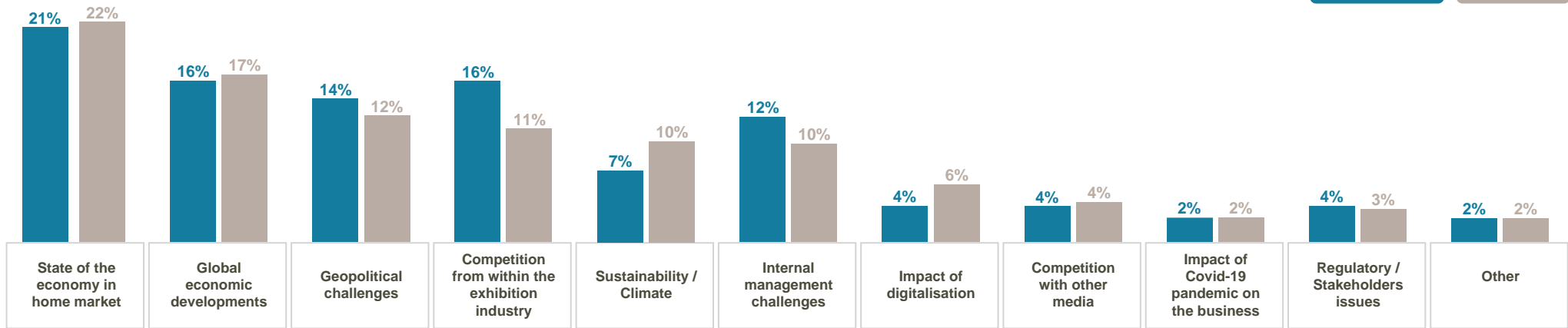


# Detailed results for Mexico



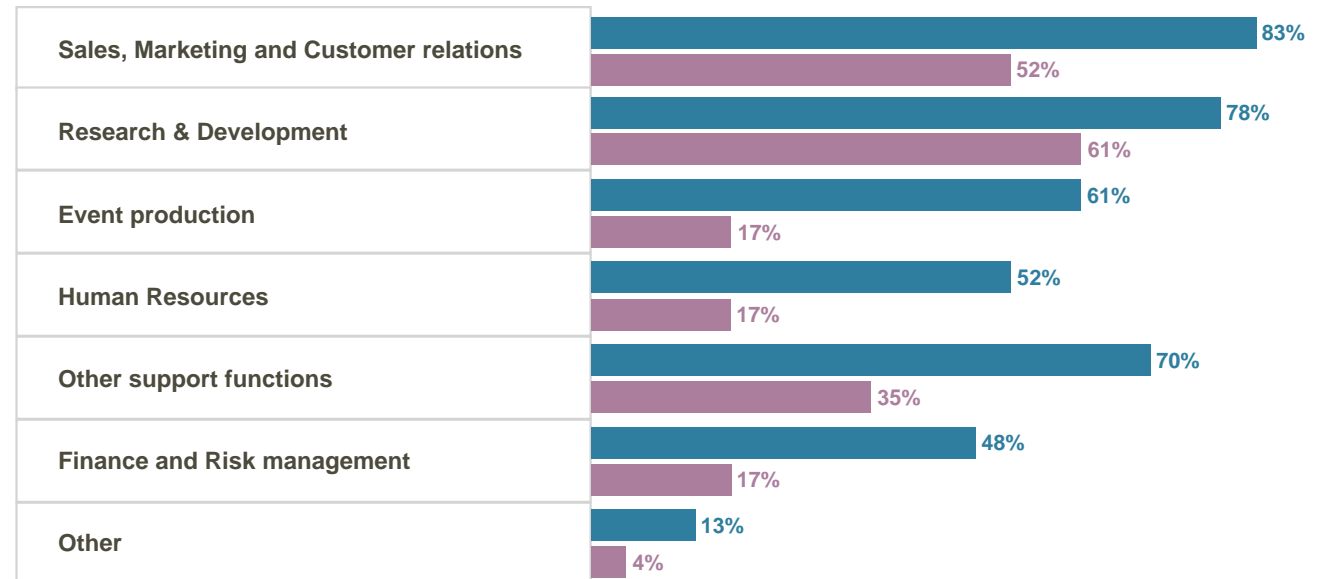
## Most important business issues in the exhibition industry right now

Mexico Global



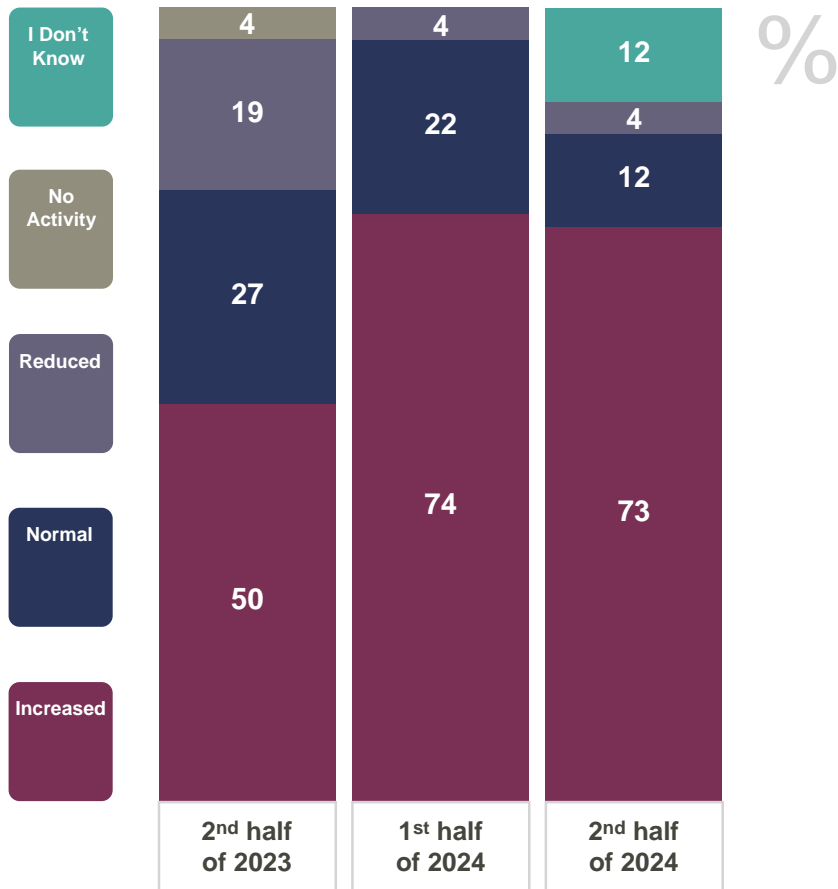
## Potential impact on exhibitions and current use of “generative AI” applications like ChatGPT and others

Will affect the industry We already use

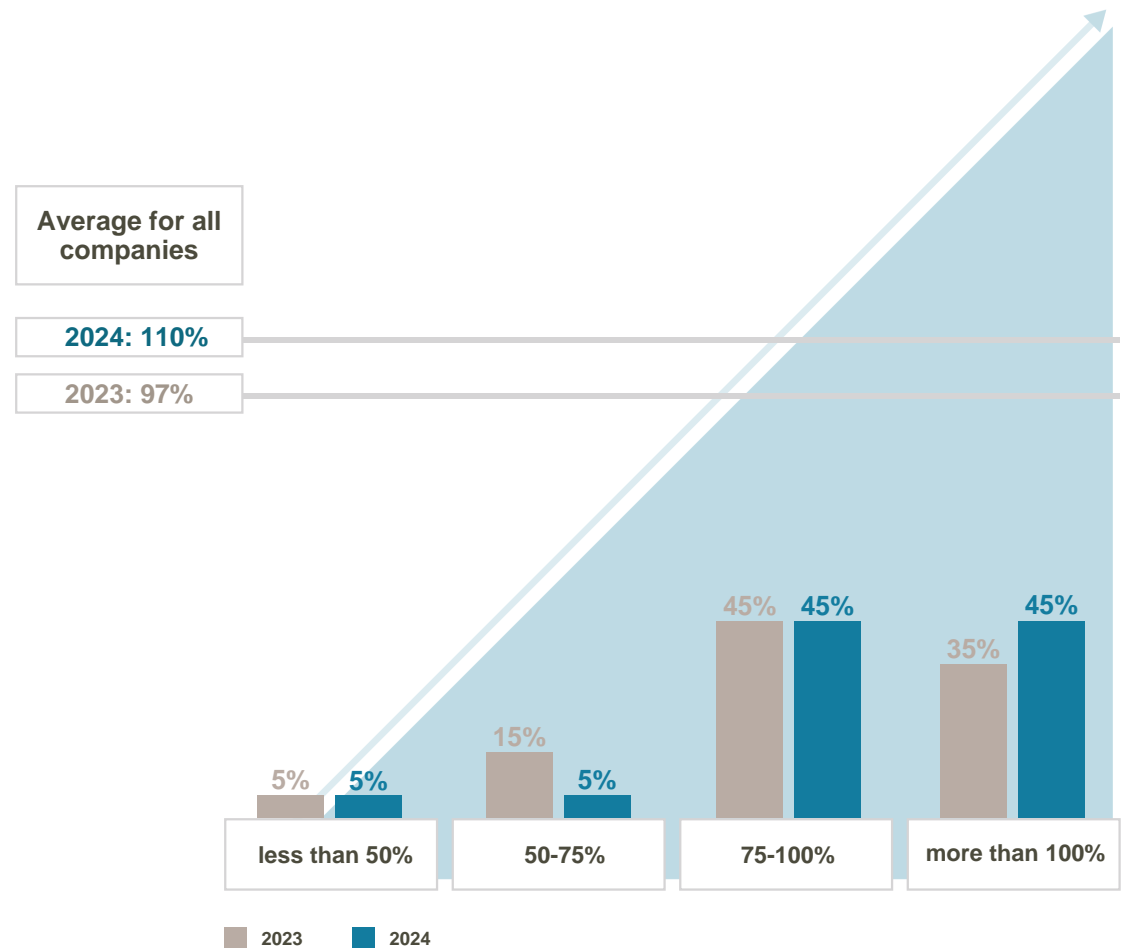




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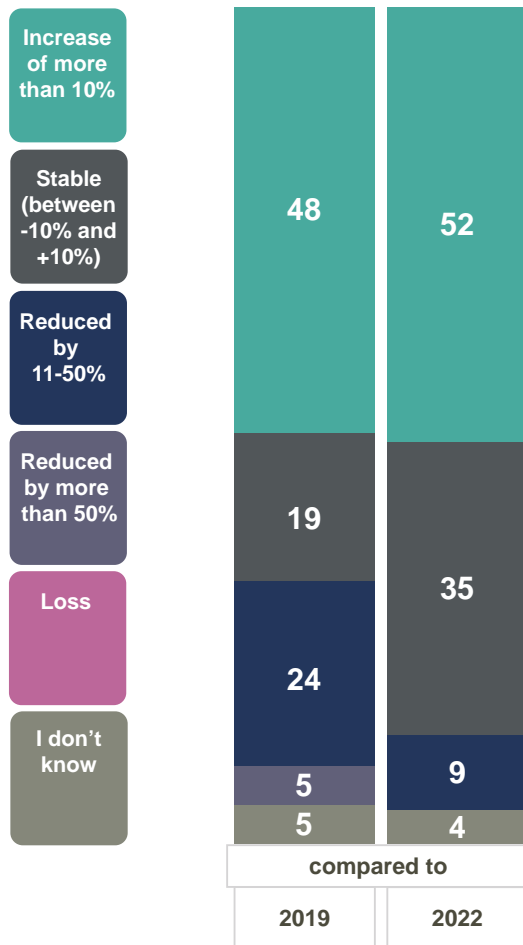
## Revenue compared to 2019



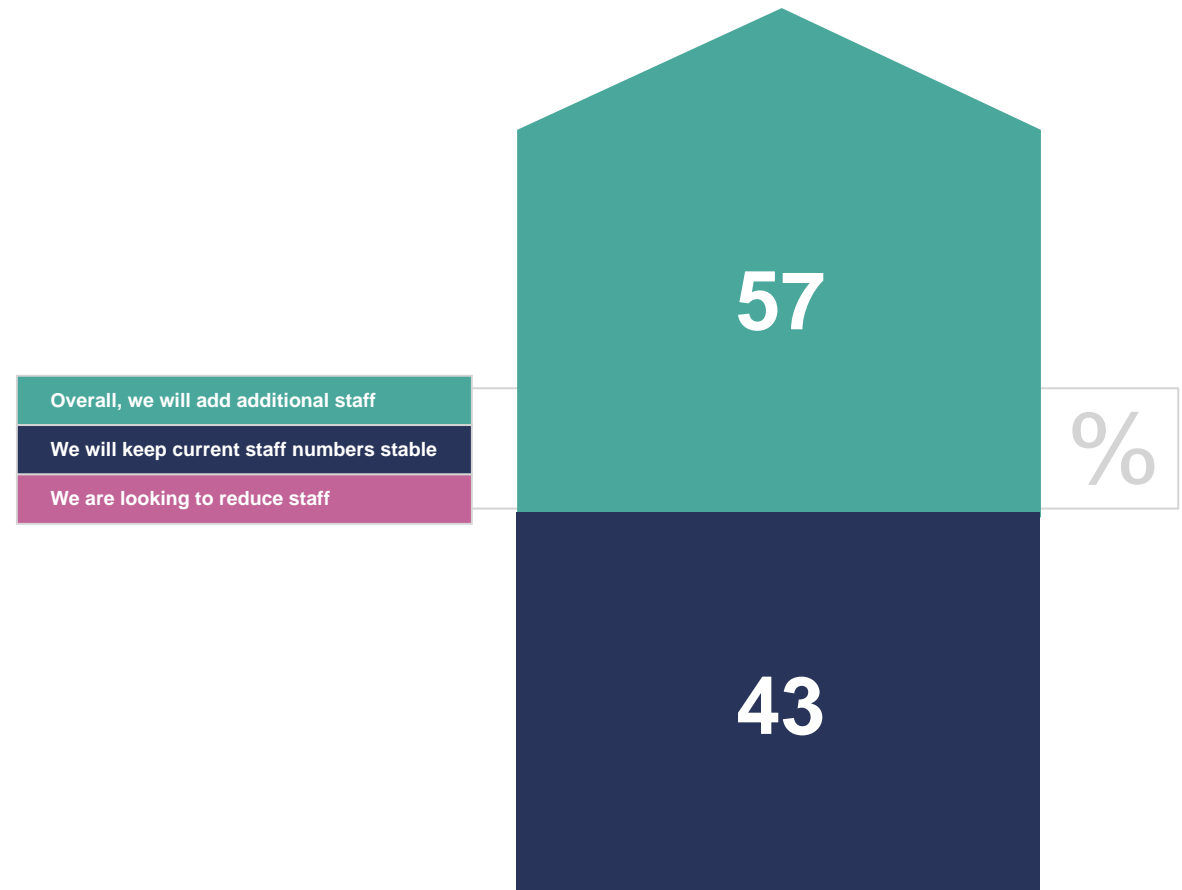


## 2023 Operating profit compared to 2019 and previous year

%



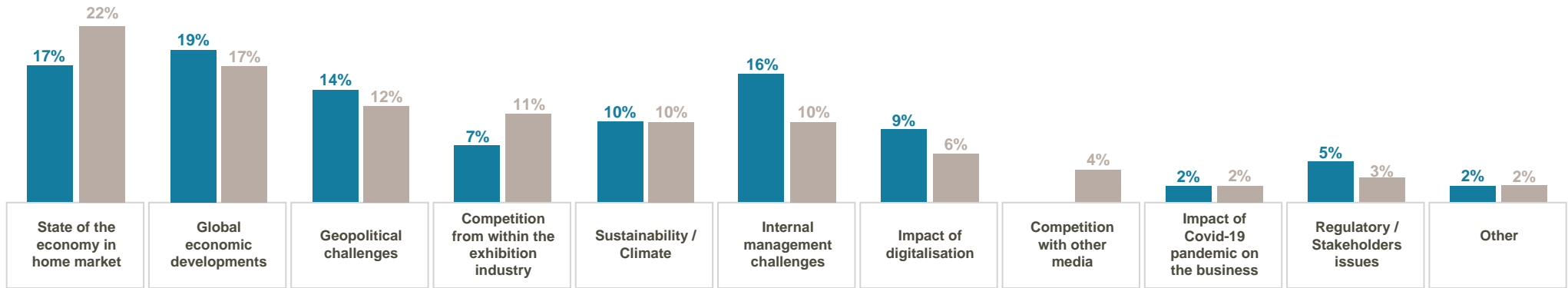
## How do you plan to develop your workforce in the coming 6 months





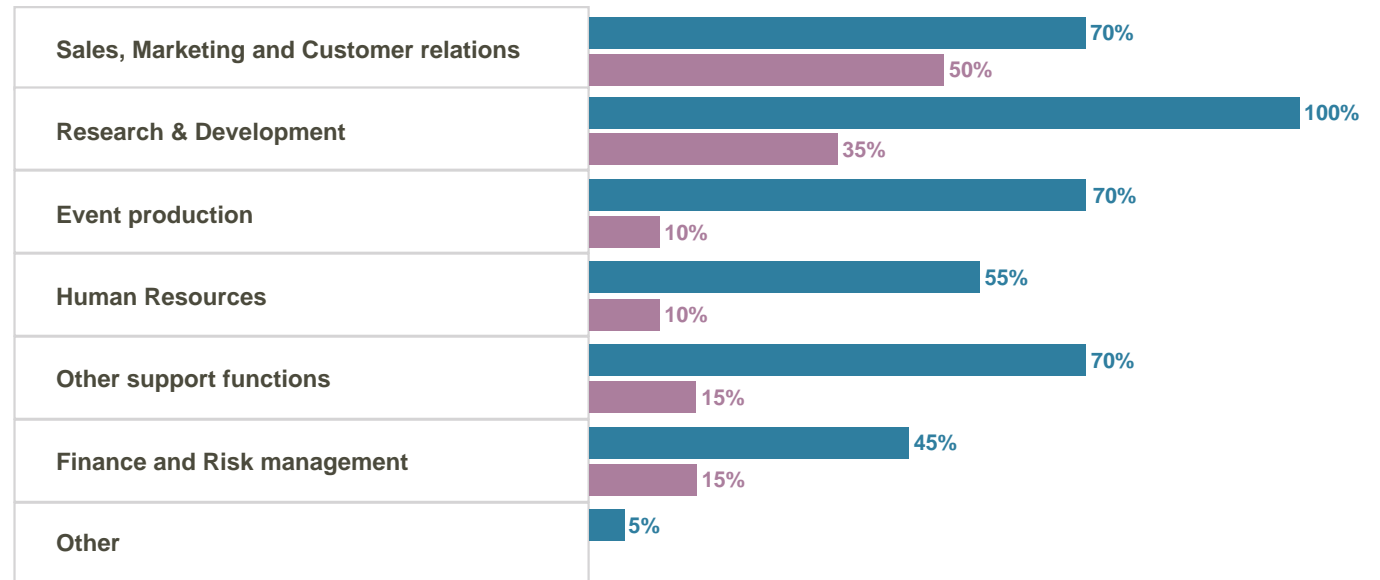
## Most important business issues in the exhibition industry right now

**USA** Global



## Potential impact on exhibitions and current use of “generative AI” applications like ChatGPT and others

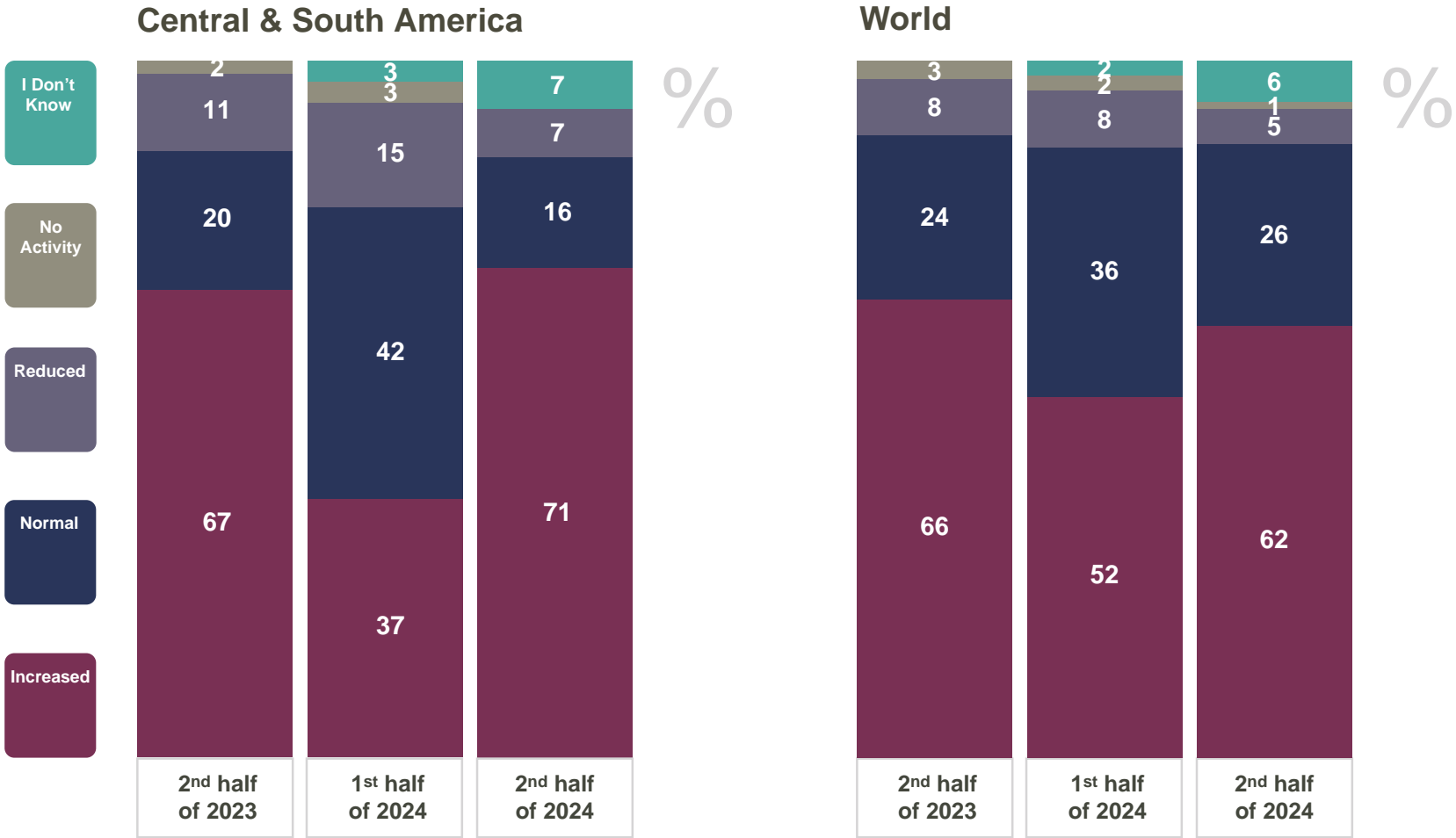
**Will affect the industry** **We already use**



A network diagram consisting of several circular nodes connected by thin lines, set against a solid red background. The nodes are arranged in a roughly diagonal line from the top-left towards the bottom-right, with some branching connections. The nodes have a 3D effect with highlights and shadows.

# Central & South America

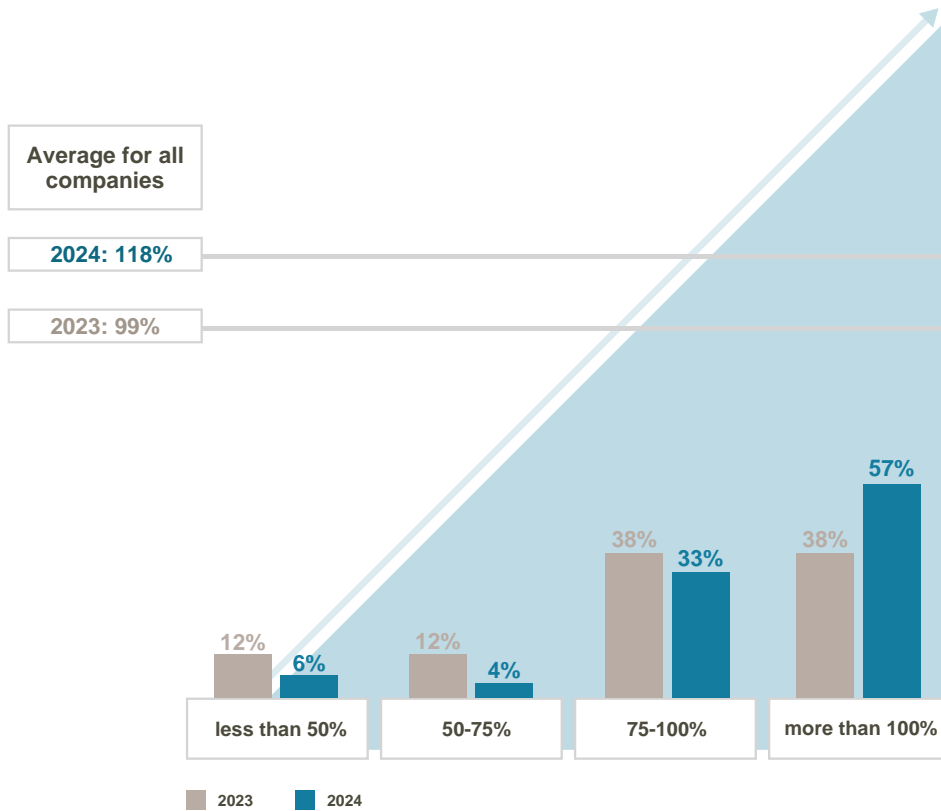
Situation of the industry operations in the 2<sup>nd</sup> half of 2023, and current predictions for 2024



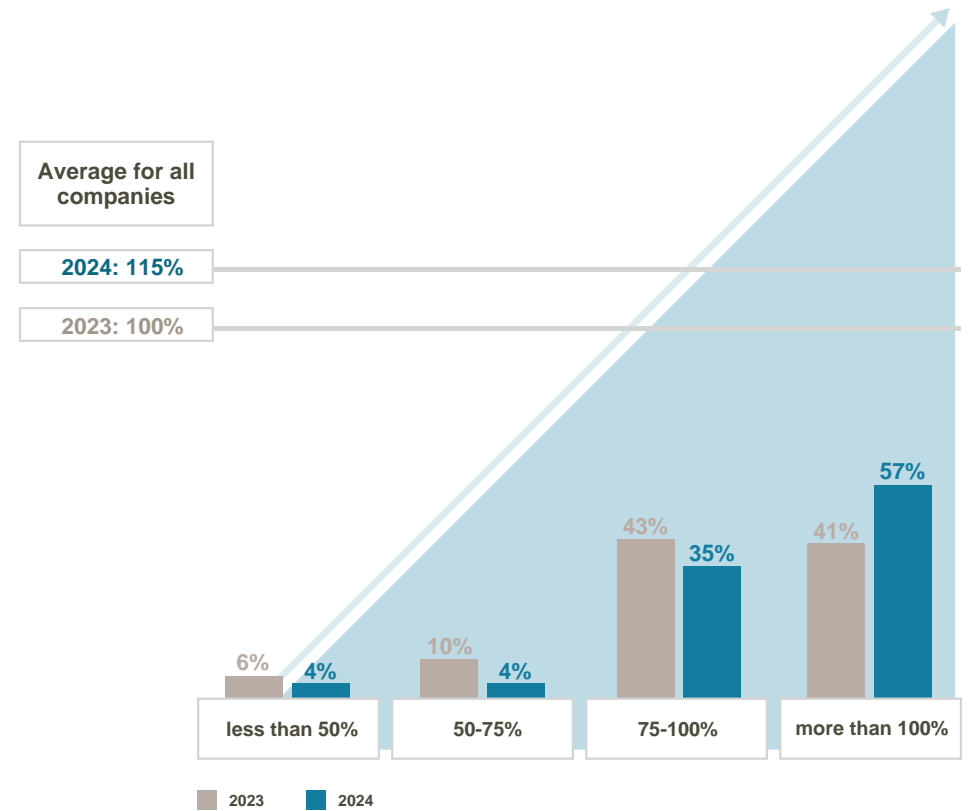


## Revenue compared to 2019

### Central & South America



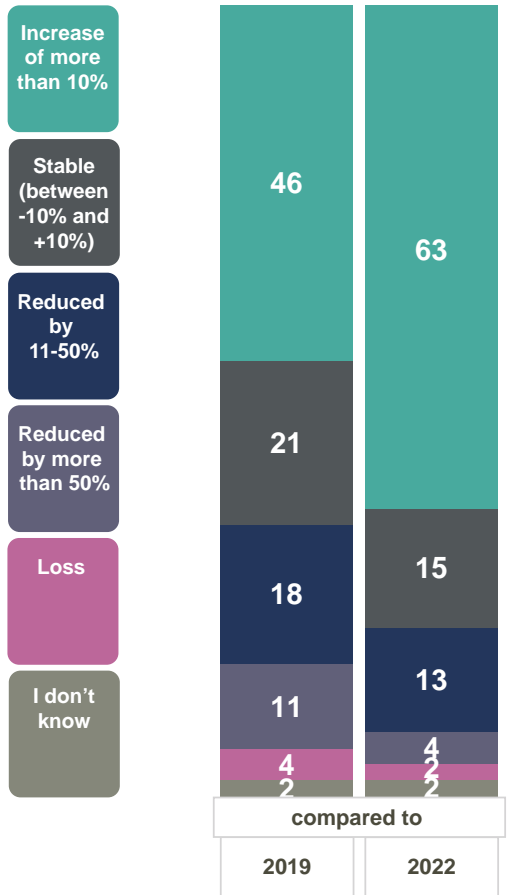
### World



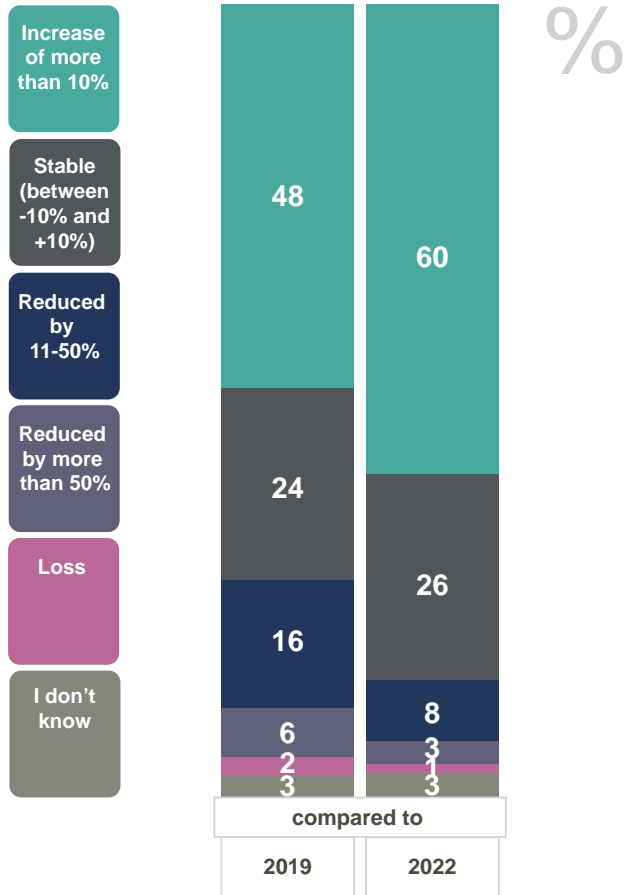
# Operating Profits Central & South America

## 2023 Operating profit compared to 2019 and previous year

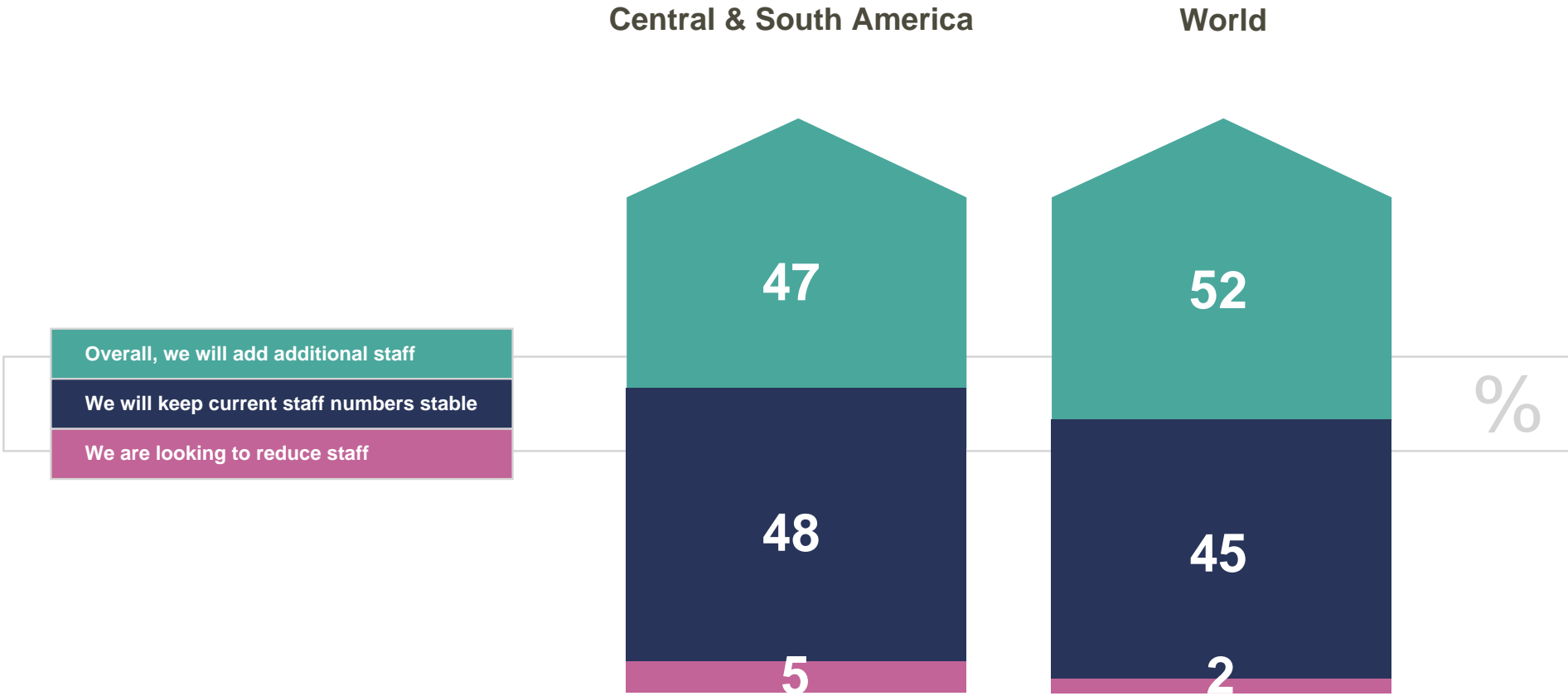
### Central & South America



### World



## How do you plan to develop your workforce in the coming 6 months

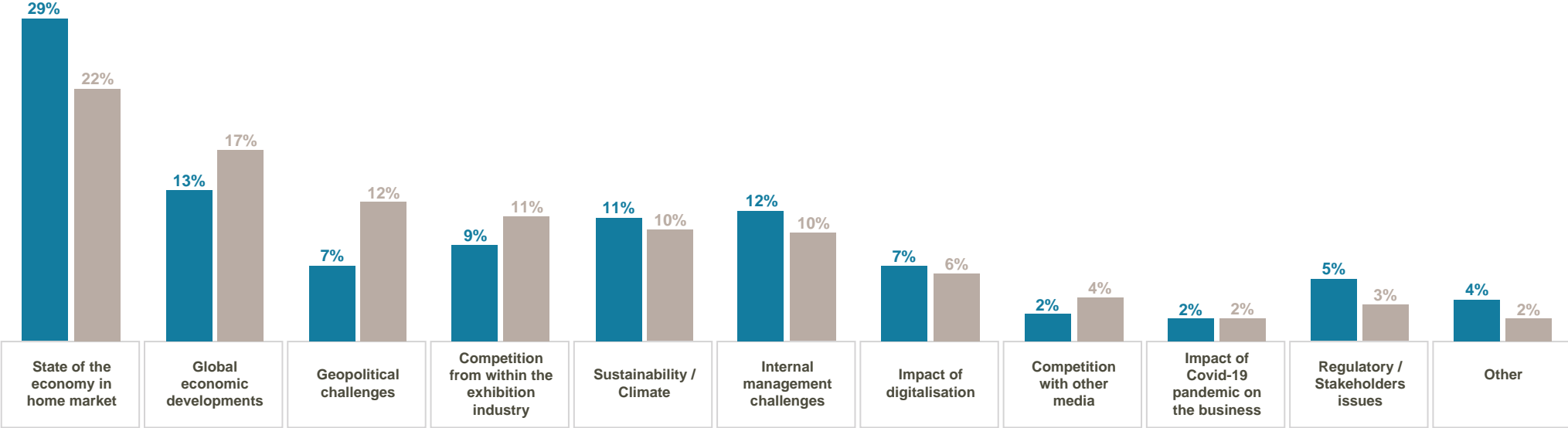


# Most Important Business Issues - Key Factors for Business Development - Central & South America



Most important business issues in the exhibition industry right now

Central & South America Global

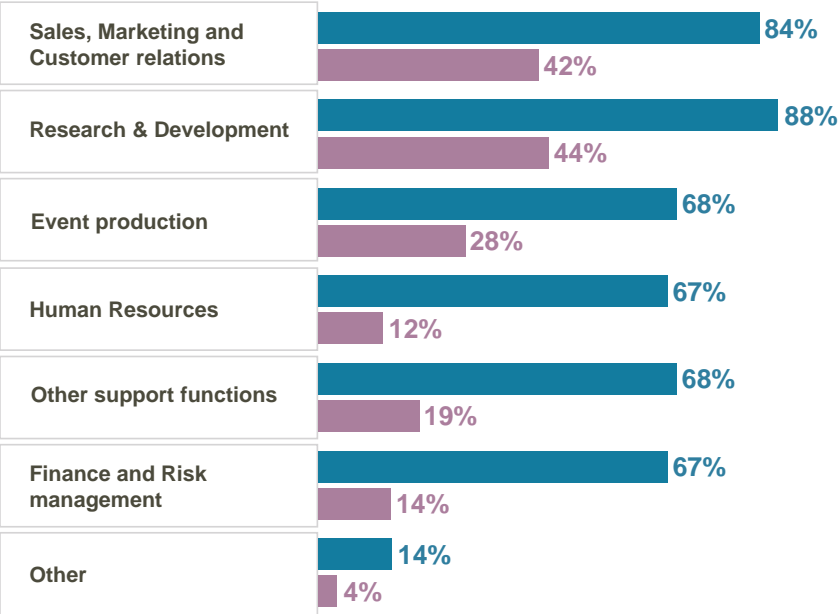


# Generative AI Applications Central & South America

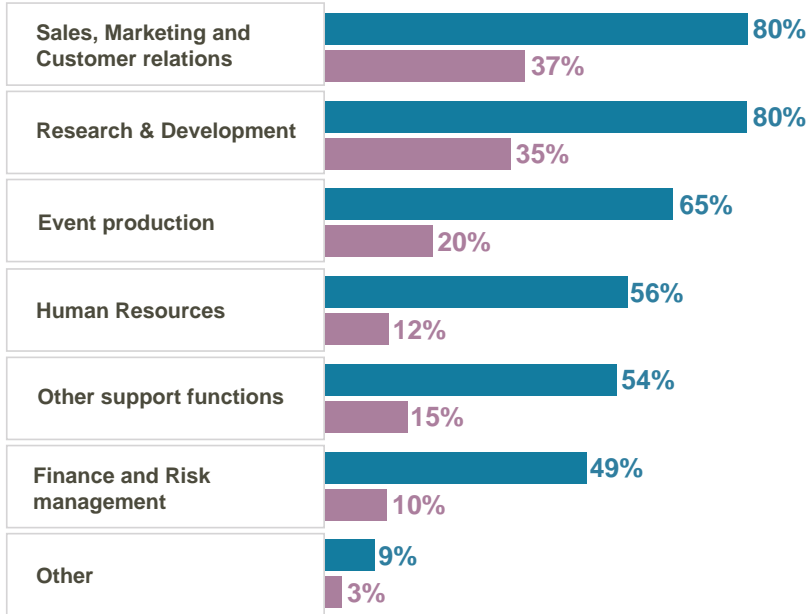
## Potential impact on exhibitions and current use of “generative AI” applications like ChatGPT and others

Will affect the industry      We already use

### Central & South America

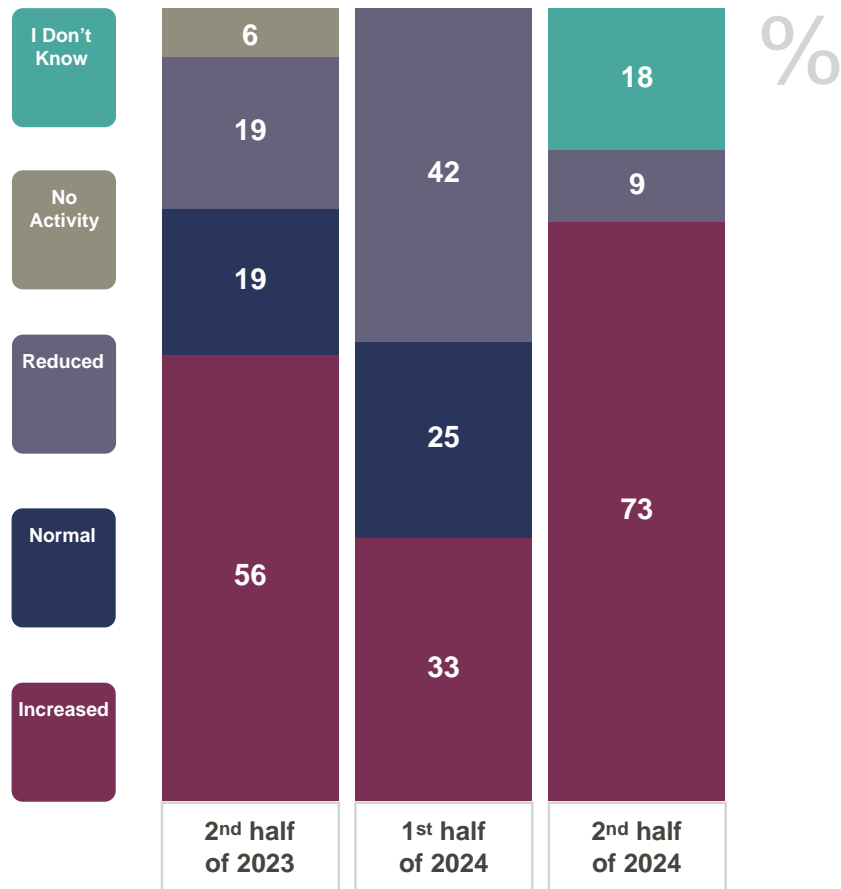


### World

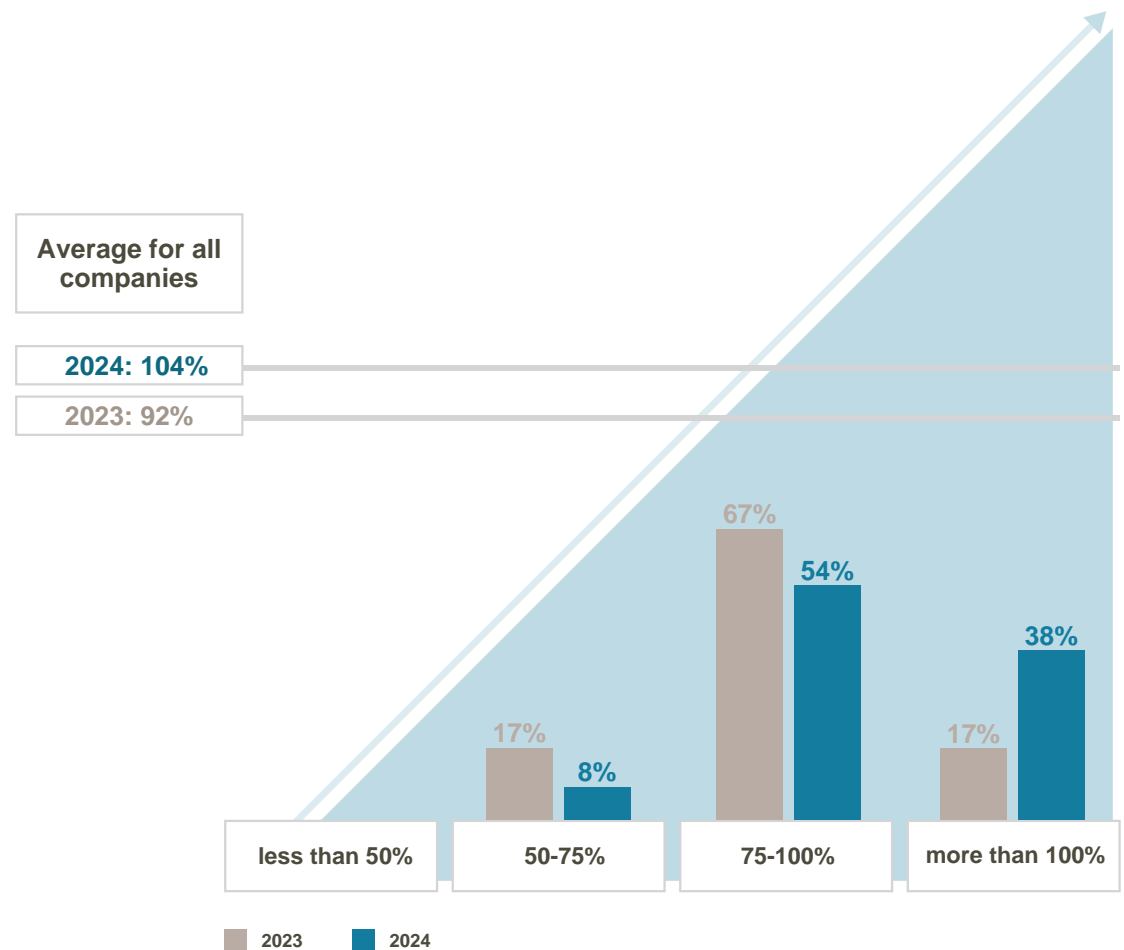




## Situation of the industry operations in the 2<sup>nd</sup> half of 2023, and current predictions for 2024



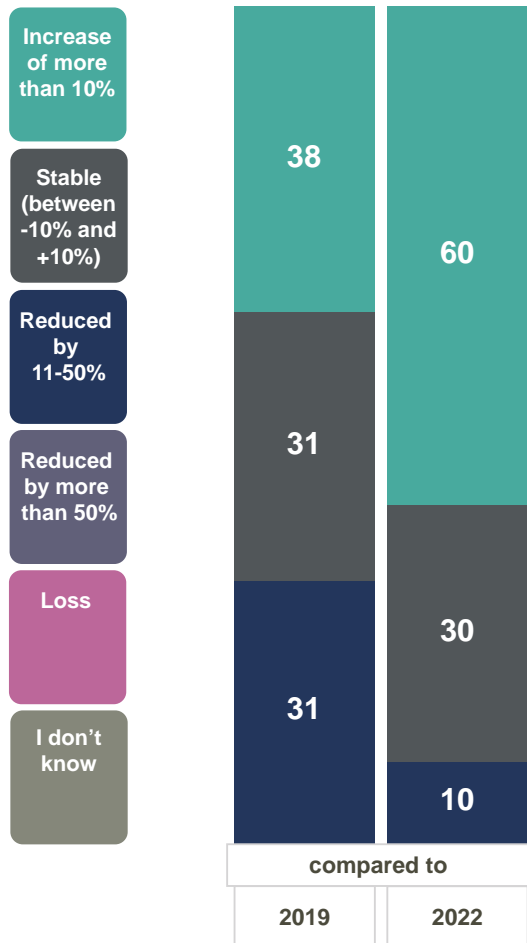
## Revenue compared to 2019



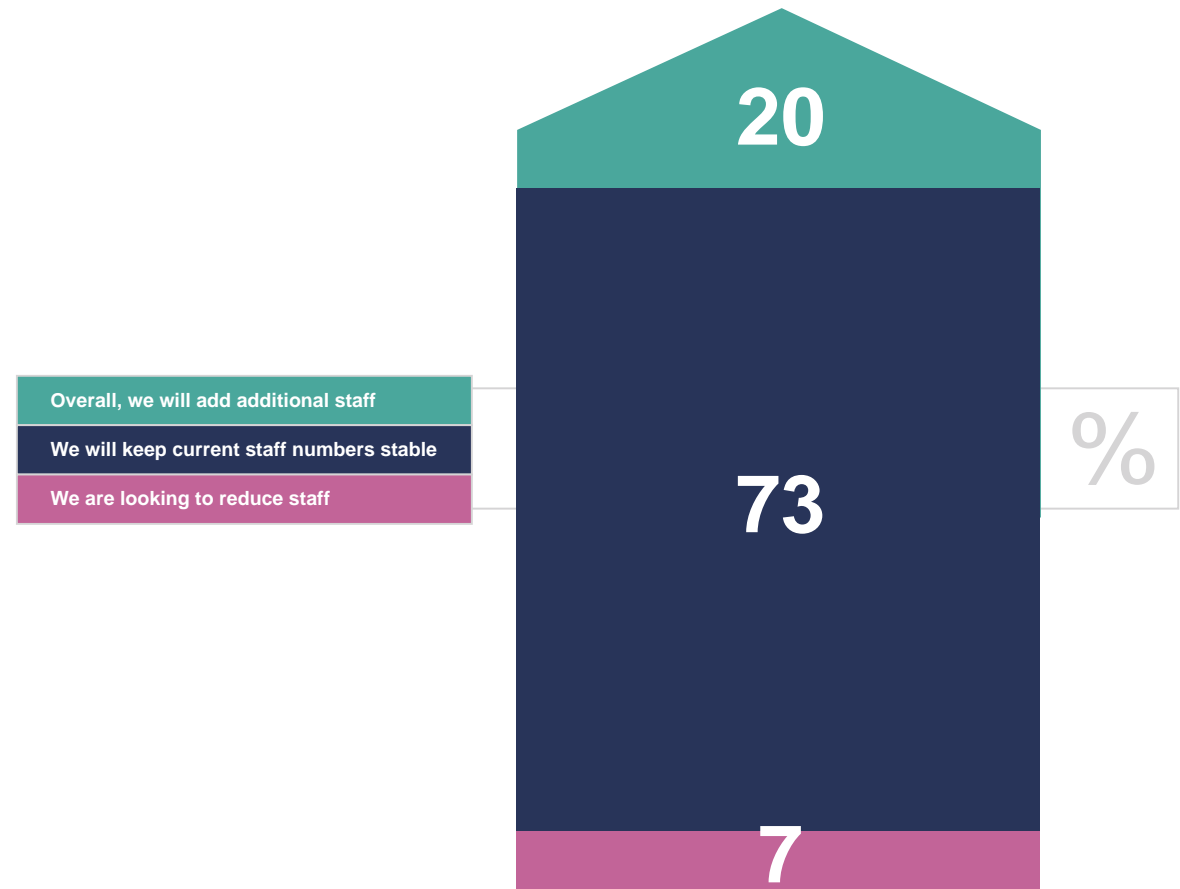


## 2023 Operating profit compared to 2019 and previous year

%



## How do you plan to develop your workforce in the coming 6 months

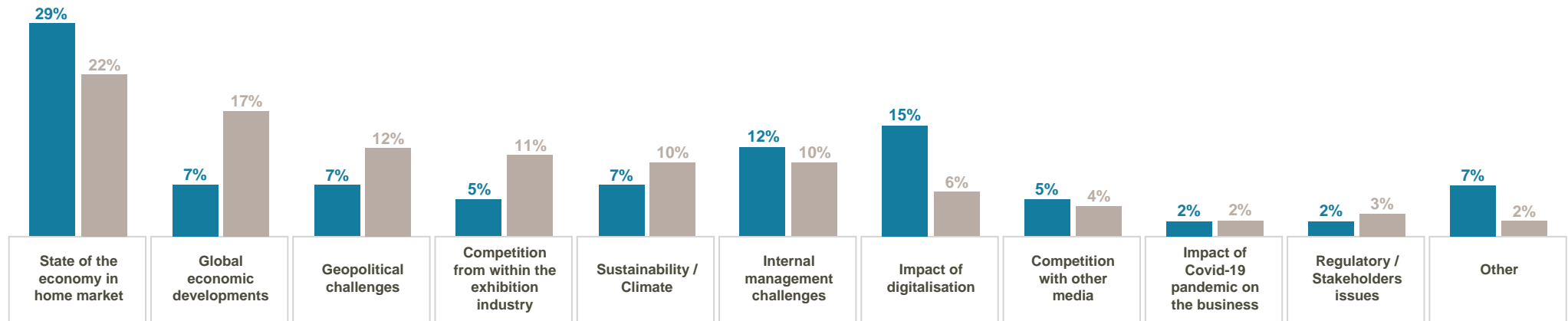


# Detailed results for Argentina



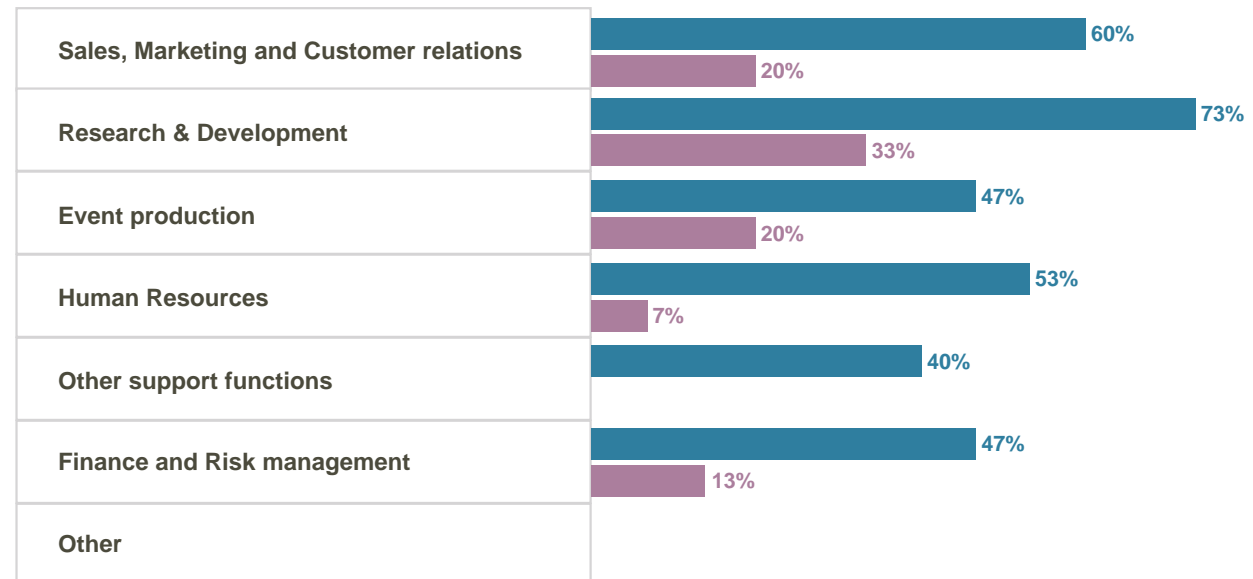
## Most important business issues in the exhibition industry right now

Argentina Global



## Potential impact on exhibitions and current use of “generative AI” applications like ChatGPT and others

Will affect the industry We already use

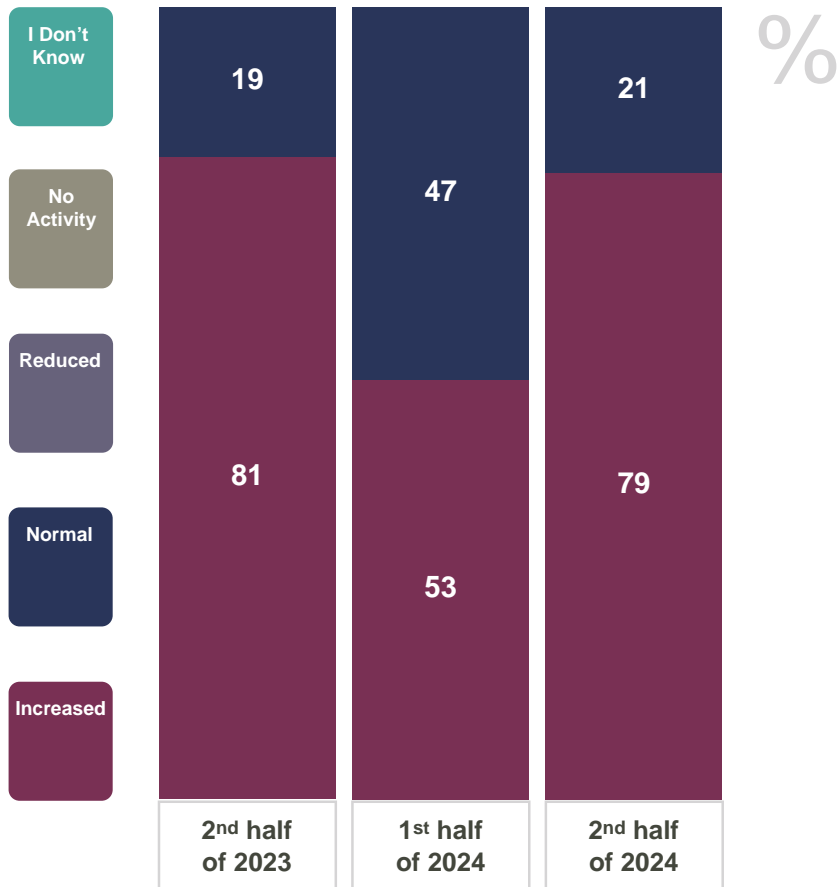




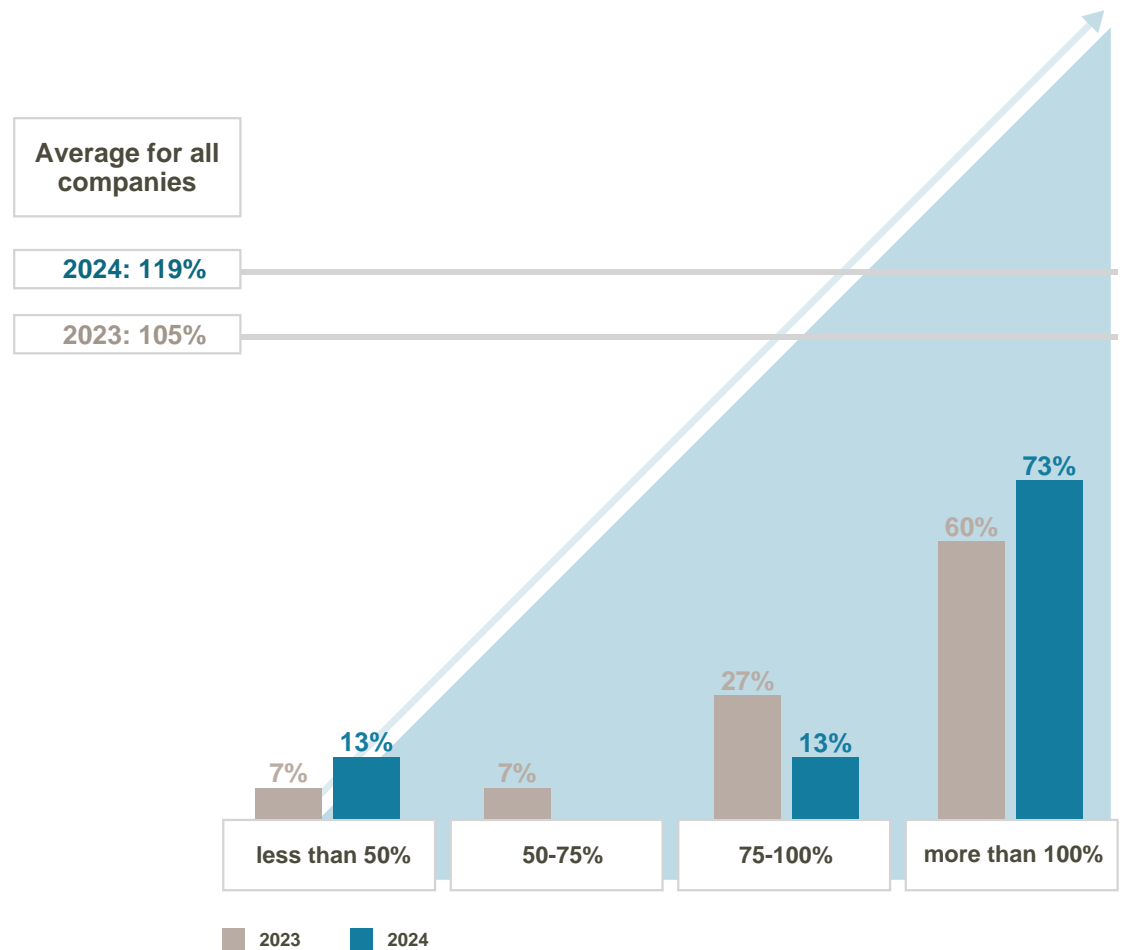
# Detailed results for Brazil



## Situation of the industry operations in the 2<sup>nd</sup> half of 2023, and current predictions for 2024



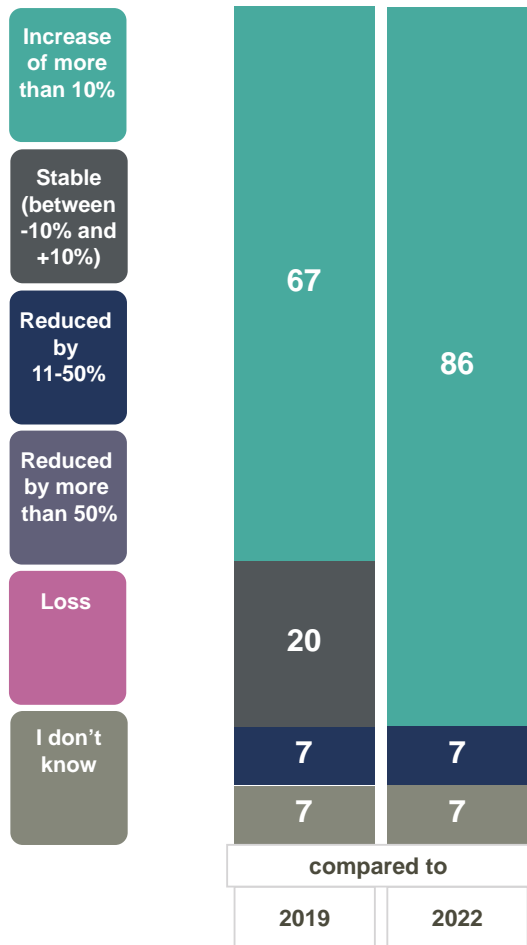
## Revenue compared to 2019



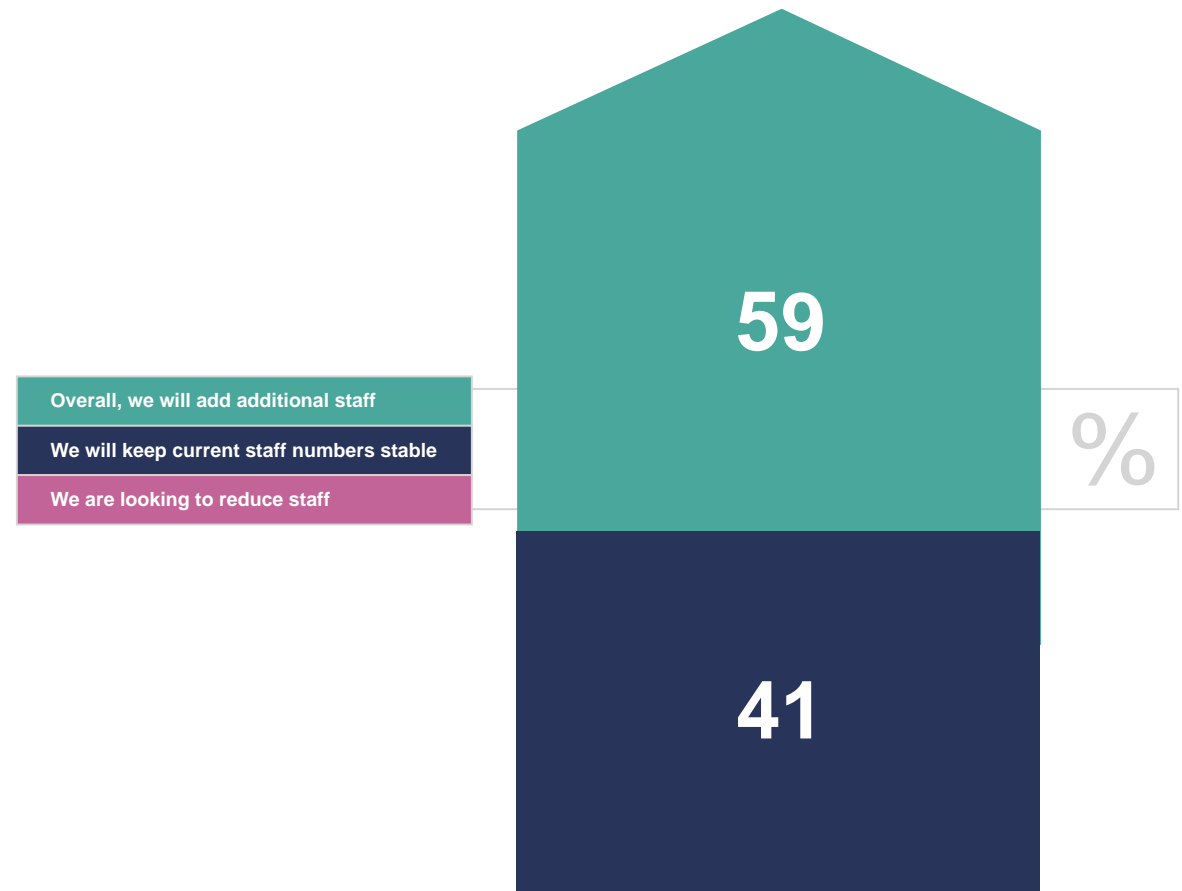


## 2023 Operating profit compared to 2019 and previous year

%



## How do you plan to develop your workforce in the coming 6 months

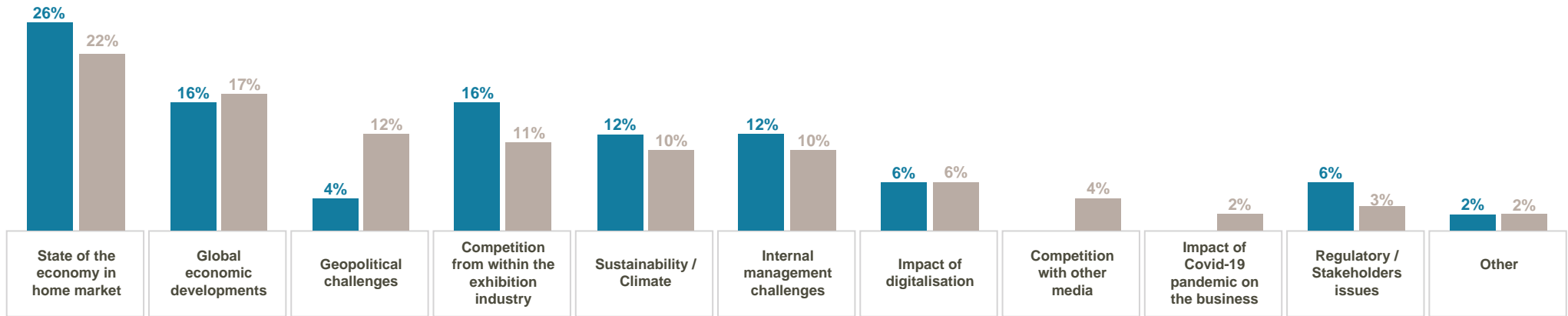


# Detailed results for Brazil



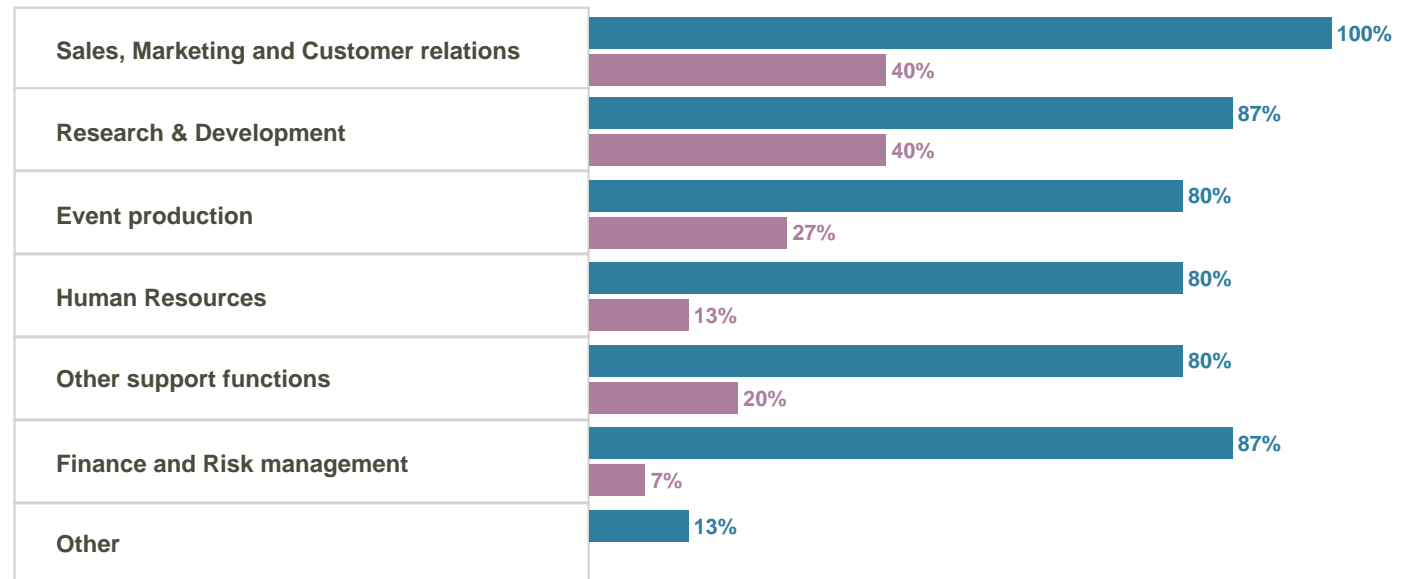
## Most important business issues in the exhibition industry right now

**Brazil** Global



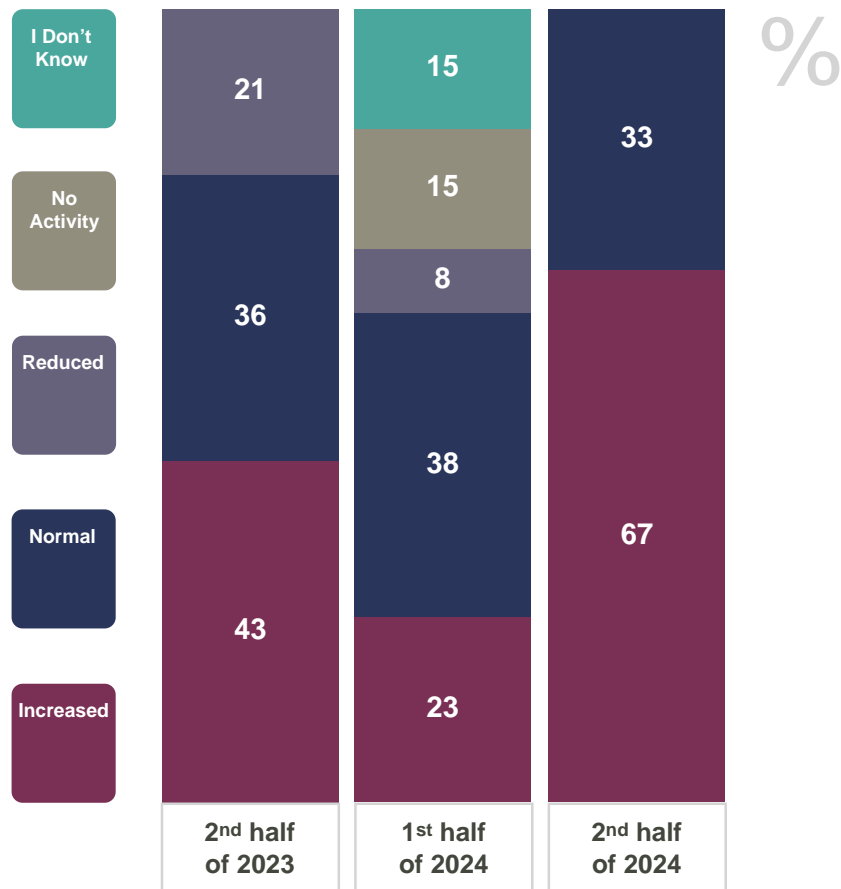
## Potential impact on exhibitions and current use of “generative AI” applications like ChatGPT and others

**Will affect the industry** **We already use**

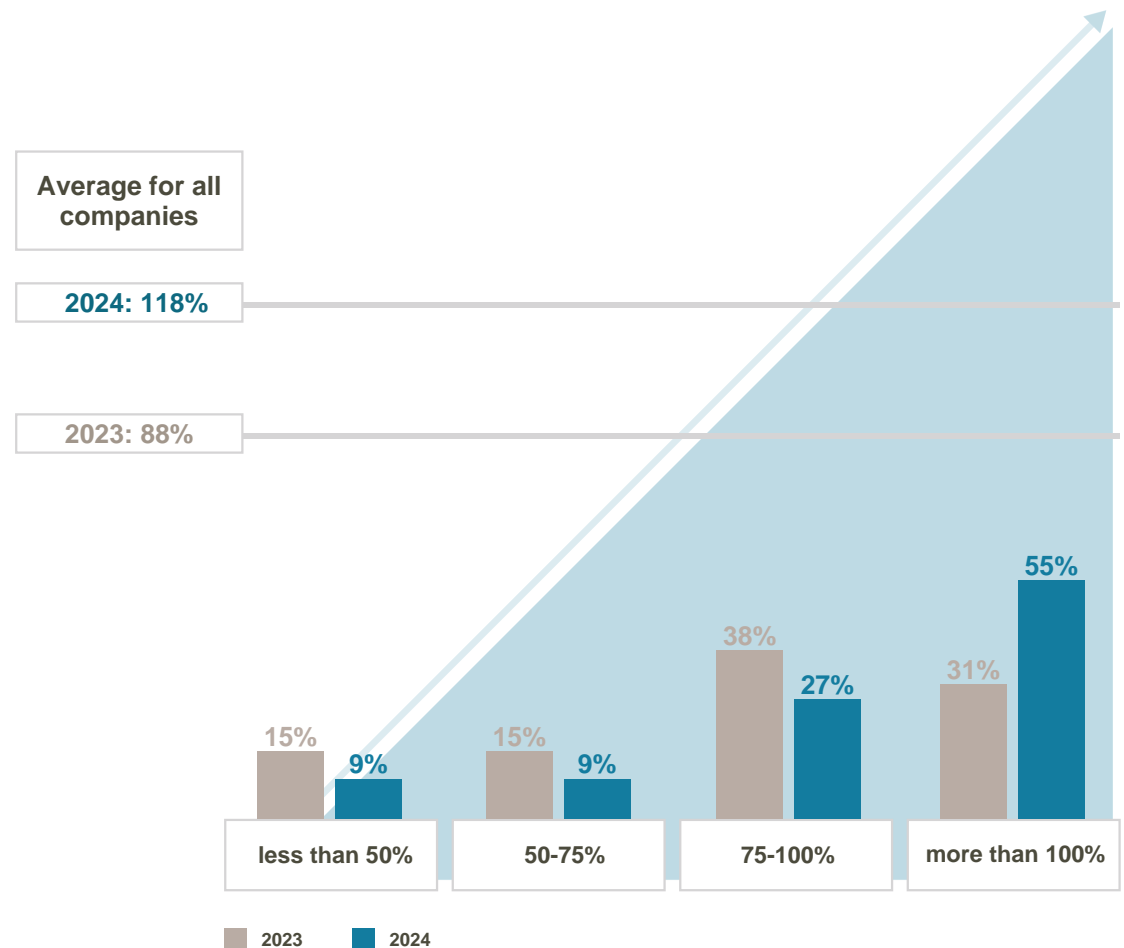




## Situation of the industry operations in the 2<sup>nd</sup> half of 2023, and current predictions for 2024



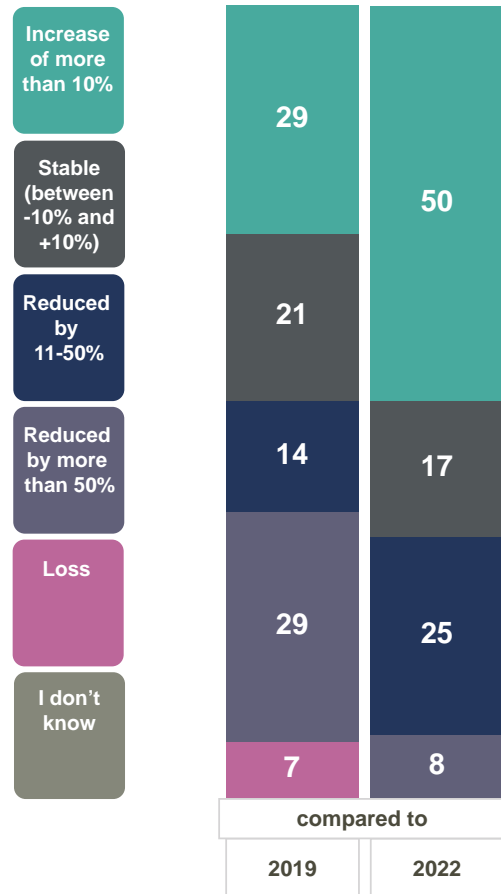
## Revenue compared to 2019



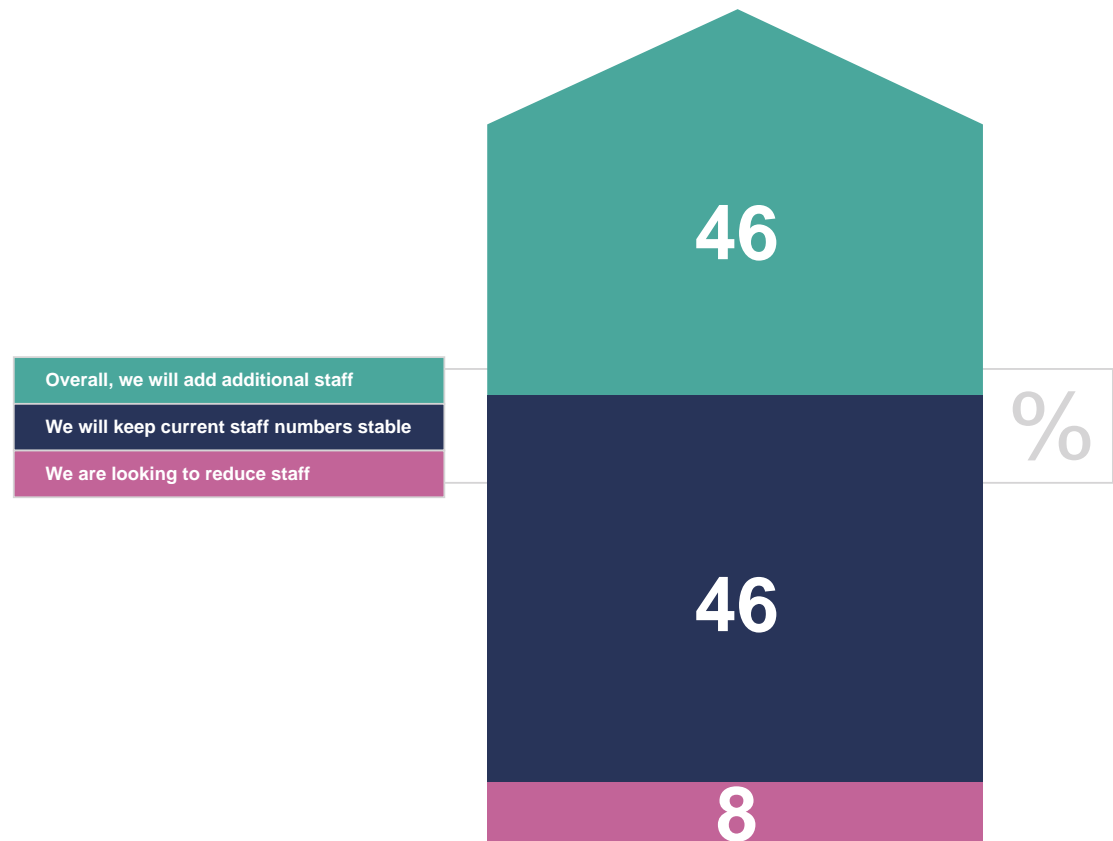


## 2023 Operating profit compared to 2019 and previous year

%



## How do you plan to develop your workforce in the coming 6 months

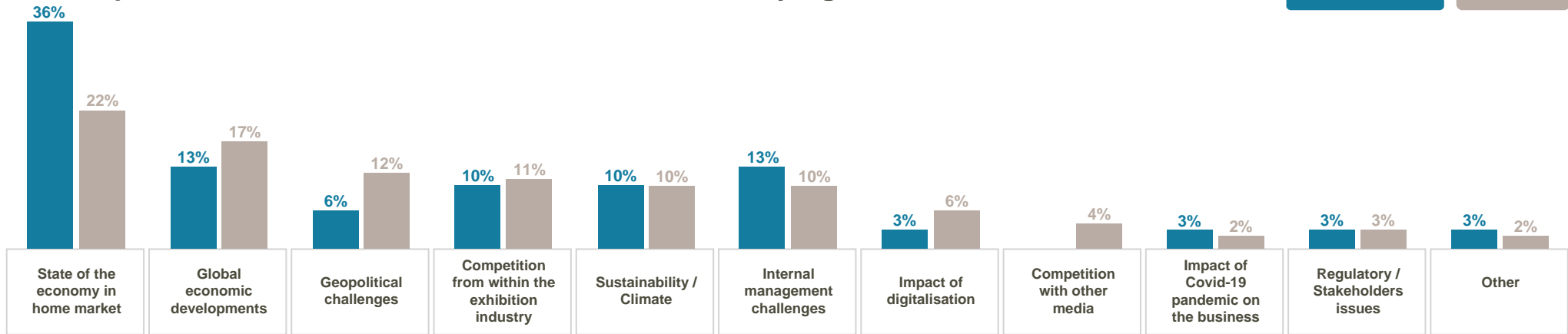


# Detailed results for Colombia



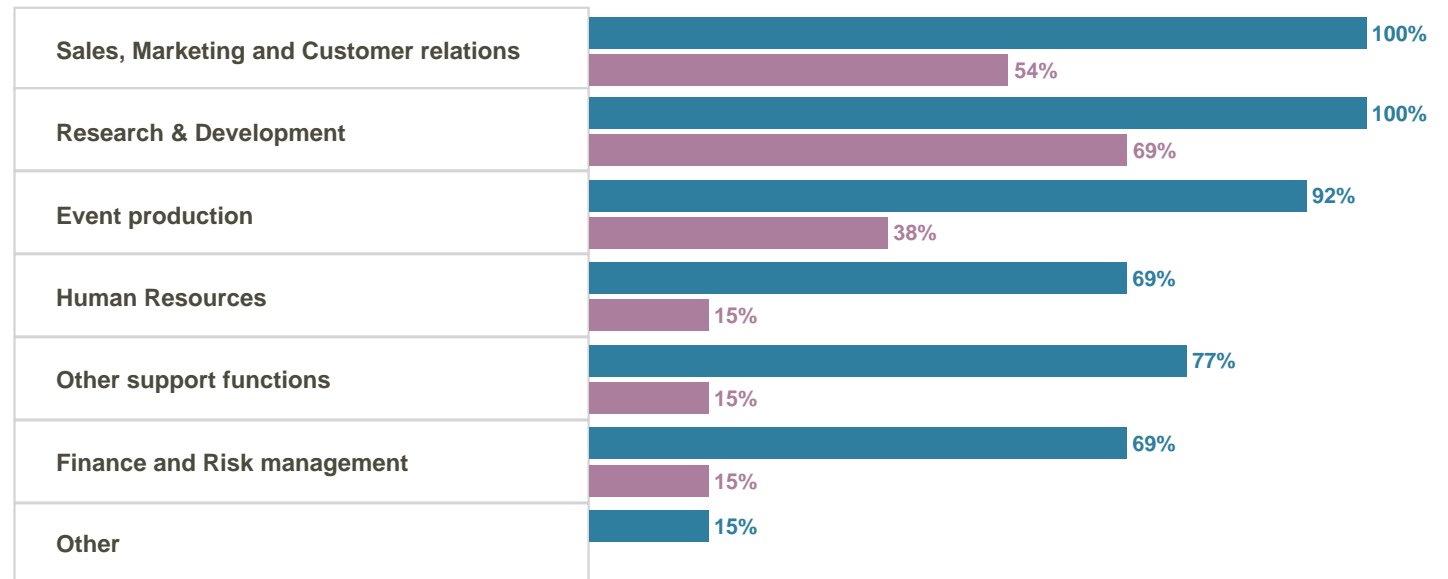
## Most important business issues in the exhibition industry right now

Colombia Global



## Potential impact on exhibitions and current use of “generative AI” applications like ChatGPT and others

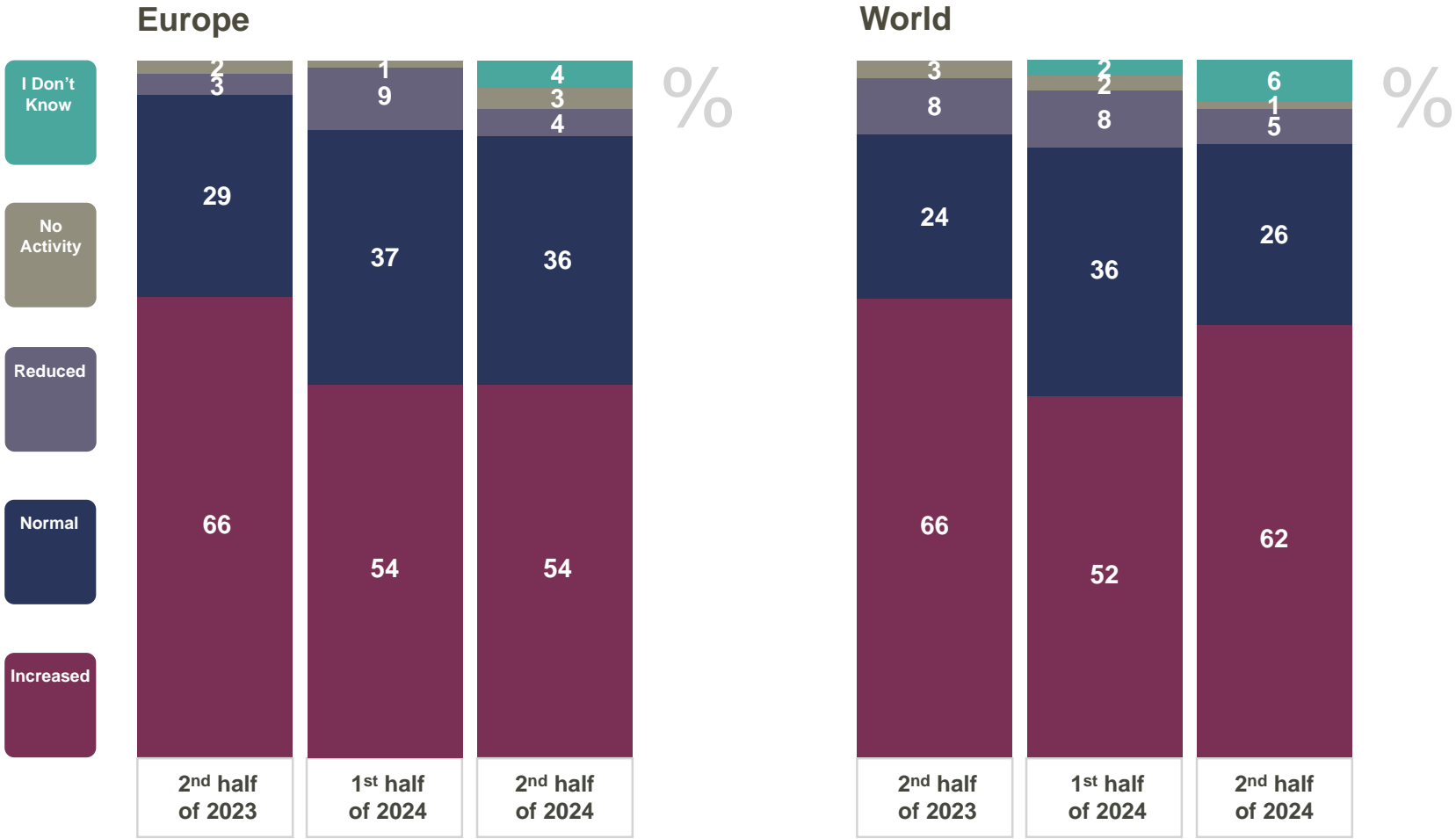
Will affect the industry We already use



A network of interconnected nodes and lines, resembling a molecular structure or a data network, is overlaid on a teal background. The nodes are circular and connected by thin lines, forming a complex, branching structure that extends across the frame.

Europe

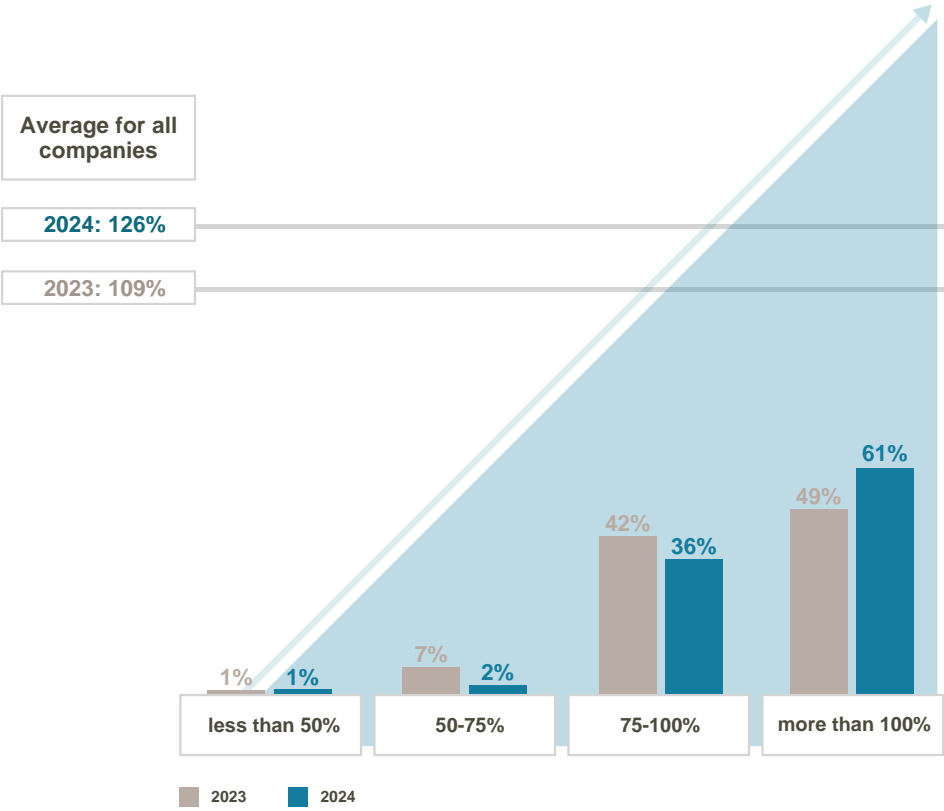
## Situation of the industry operations in the 2<sup>nd</sup> half of 2023, and current predictions for 2024



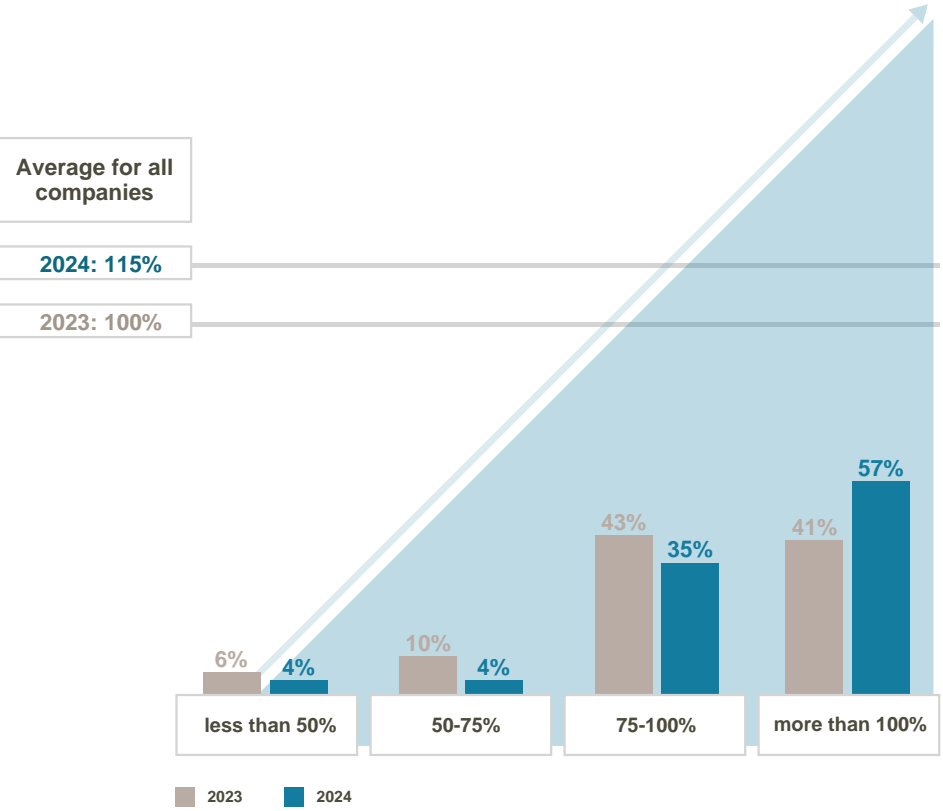


## Revenue compared to 2019

### Europe

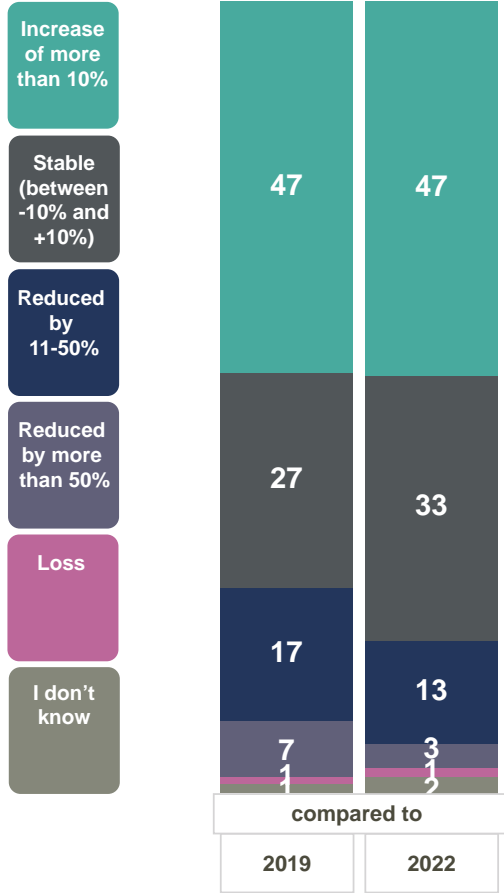


### World

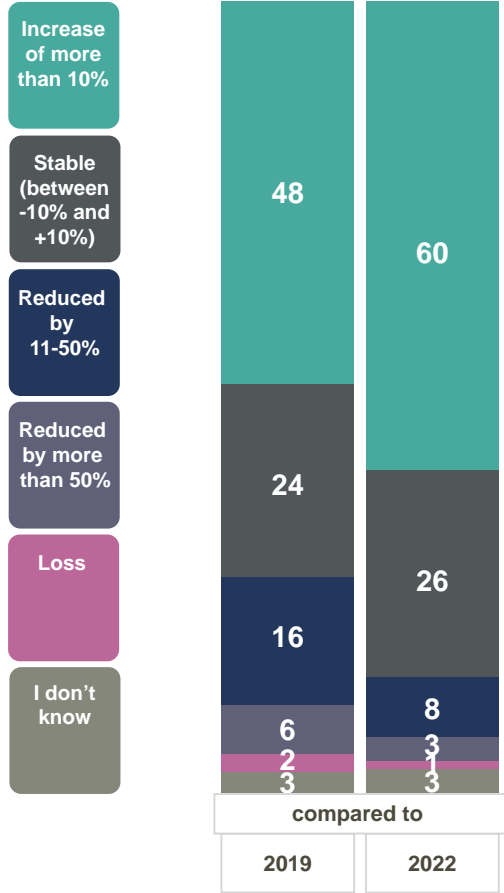


## 2023 Operating profit compared to 2019 and previous year

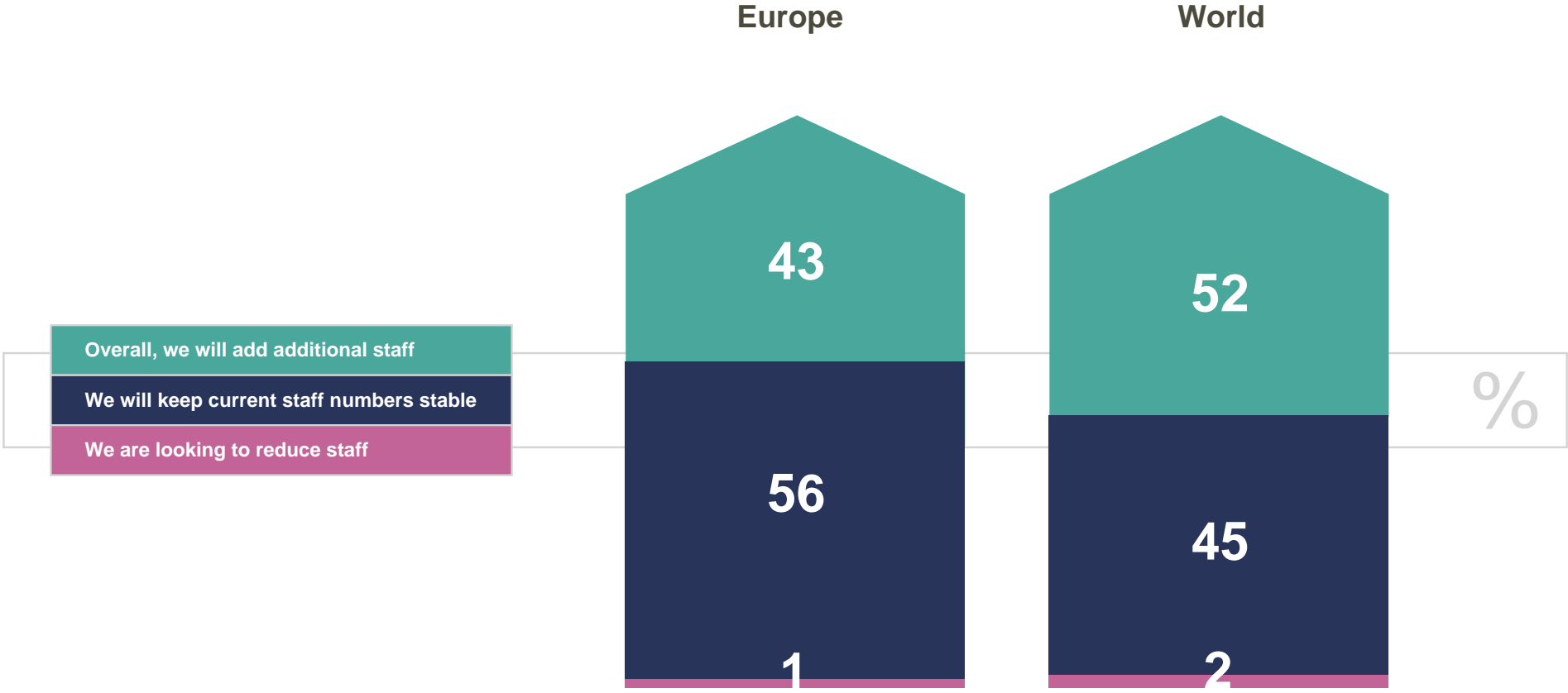
### Europe



### World



## How do you plan to develop your workforce in the coming 6 months

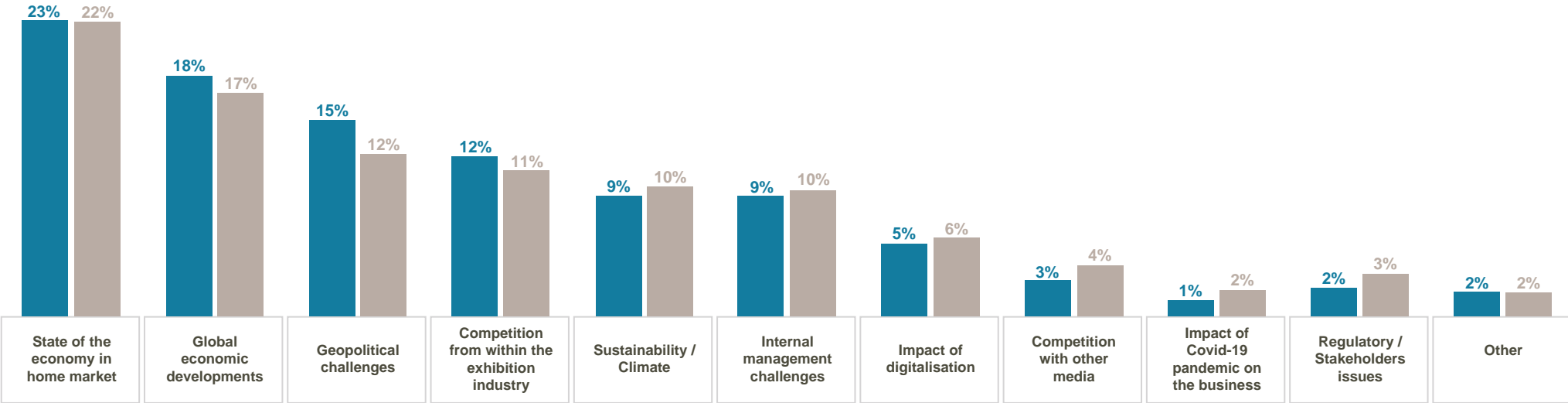


# Most Important Business Issues - Key Factors for Business Development - Europe



## Most important business issues in the exhibition industry right now

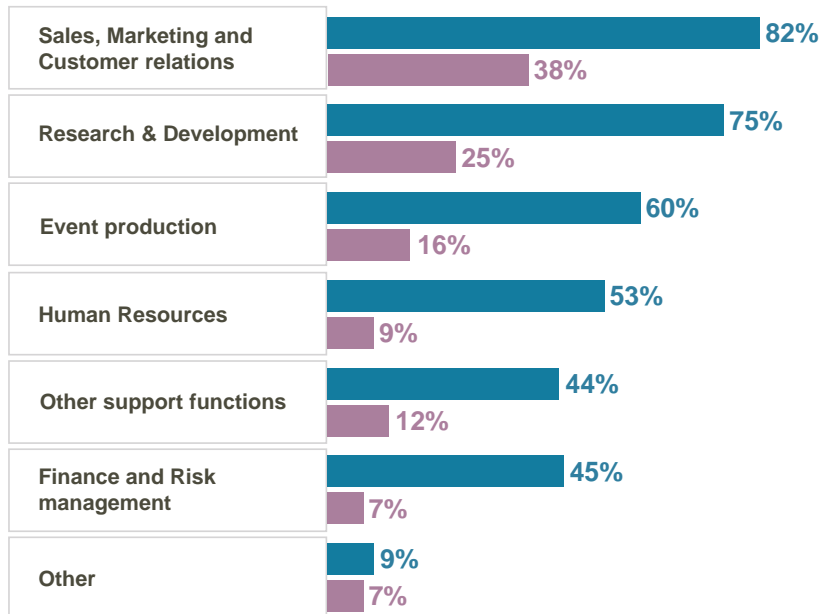
Europe Global



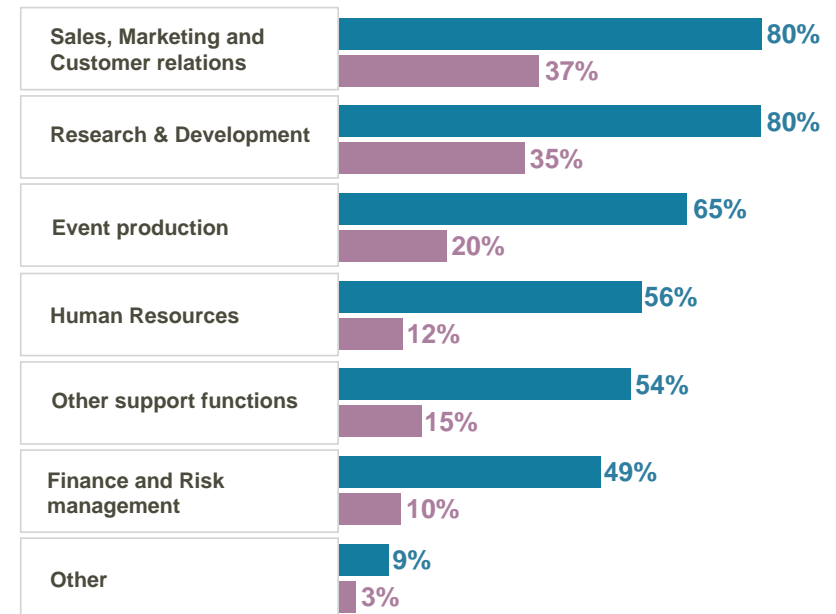
## Potential impact on exhibitions and current use of “generative AI” applications like ChatGPT and others

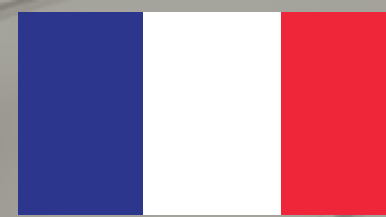
Will affect the industry      We already use

### Europe

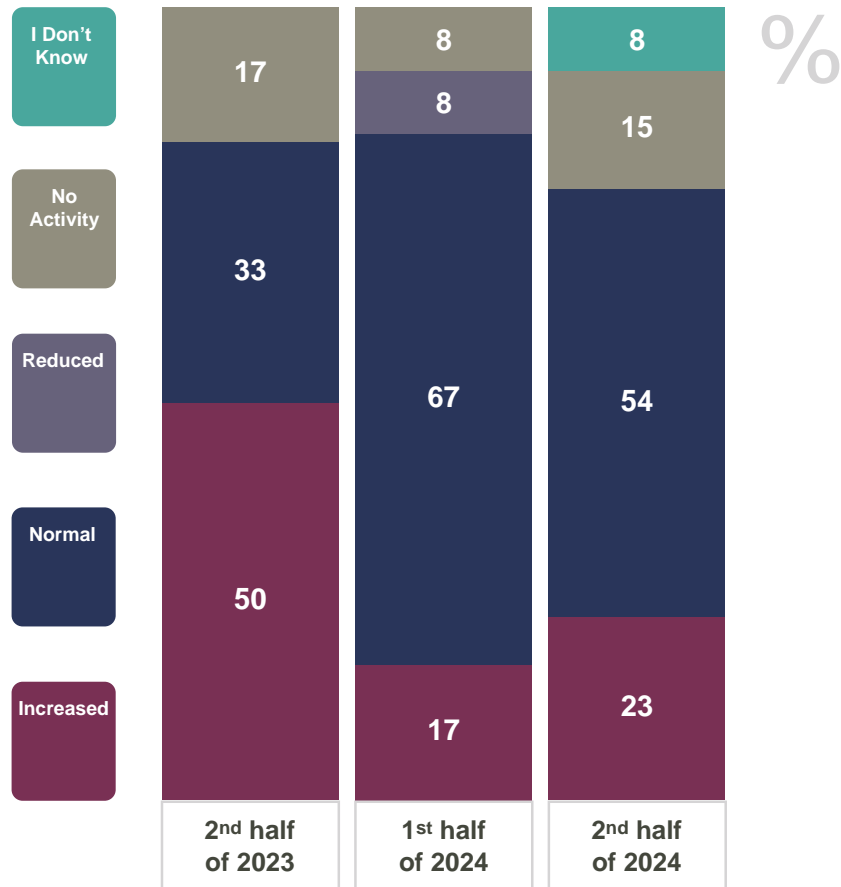


### World

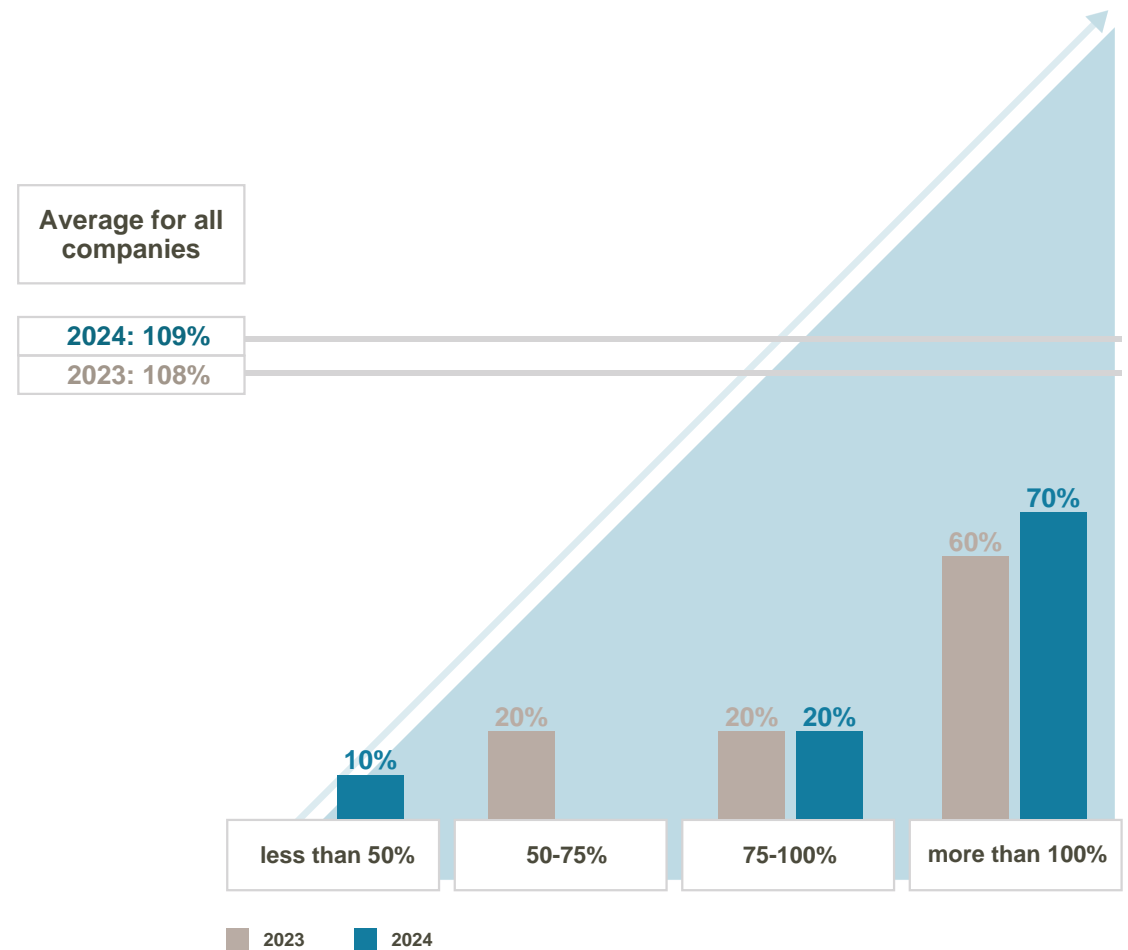


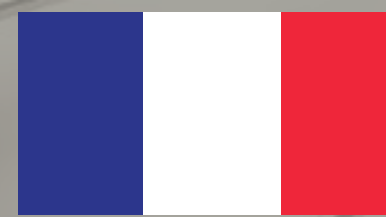


## Situation of the industry operations in the 2<sup>nd</sup> half of 2023, and current predictions for 2024



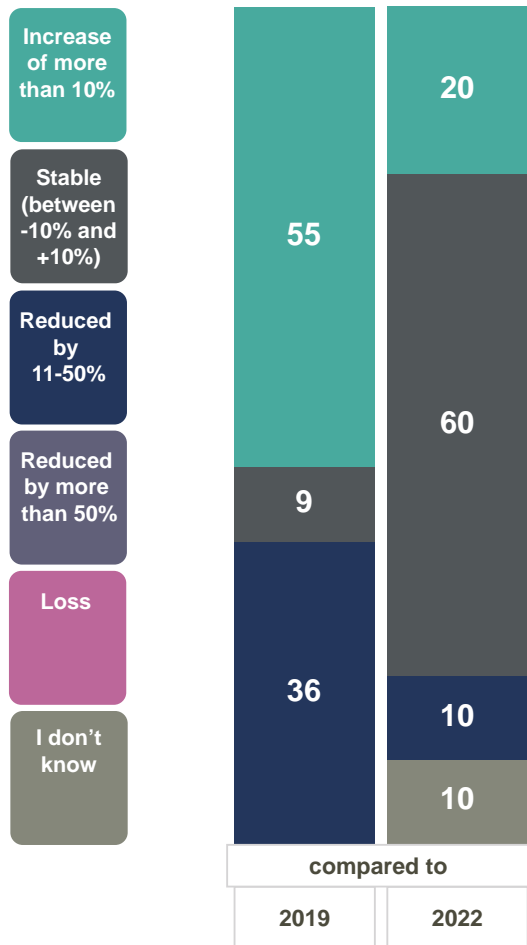
## Revenue compared to 2019



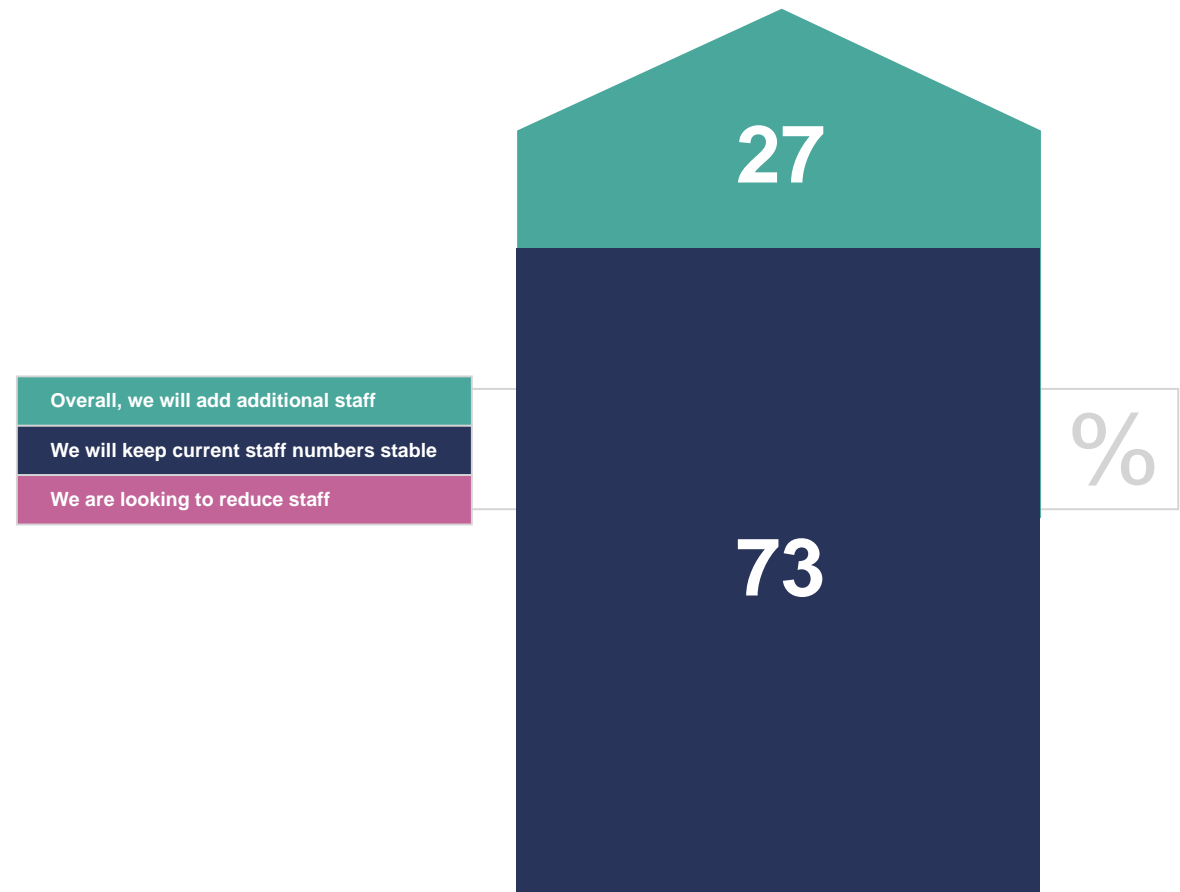


## 2023 Operating profit compared to 2019 and previous year

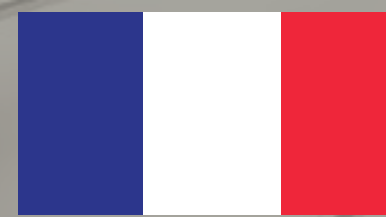
%



## How do you plan to develop your workforce in the coming 6 months

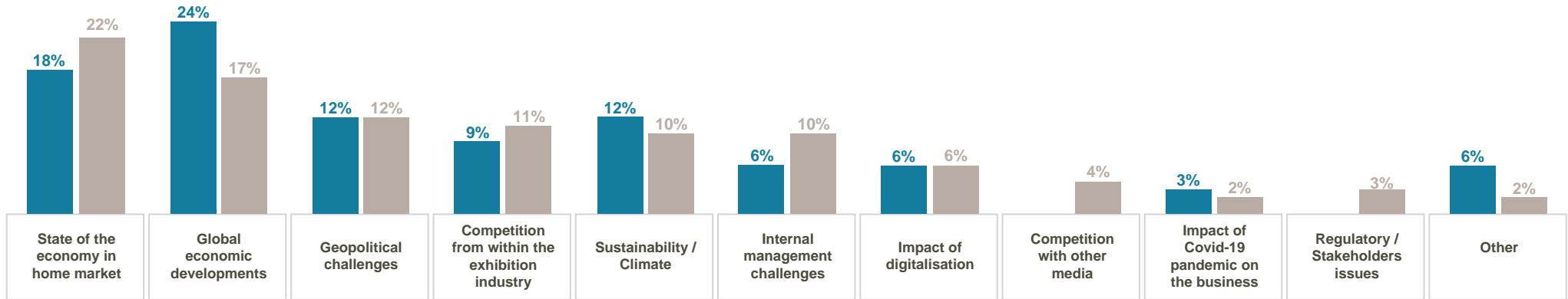


# Detailed results for France



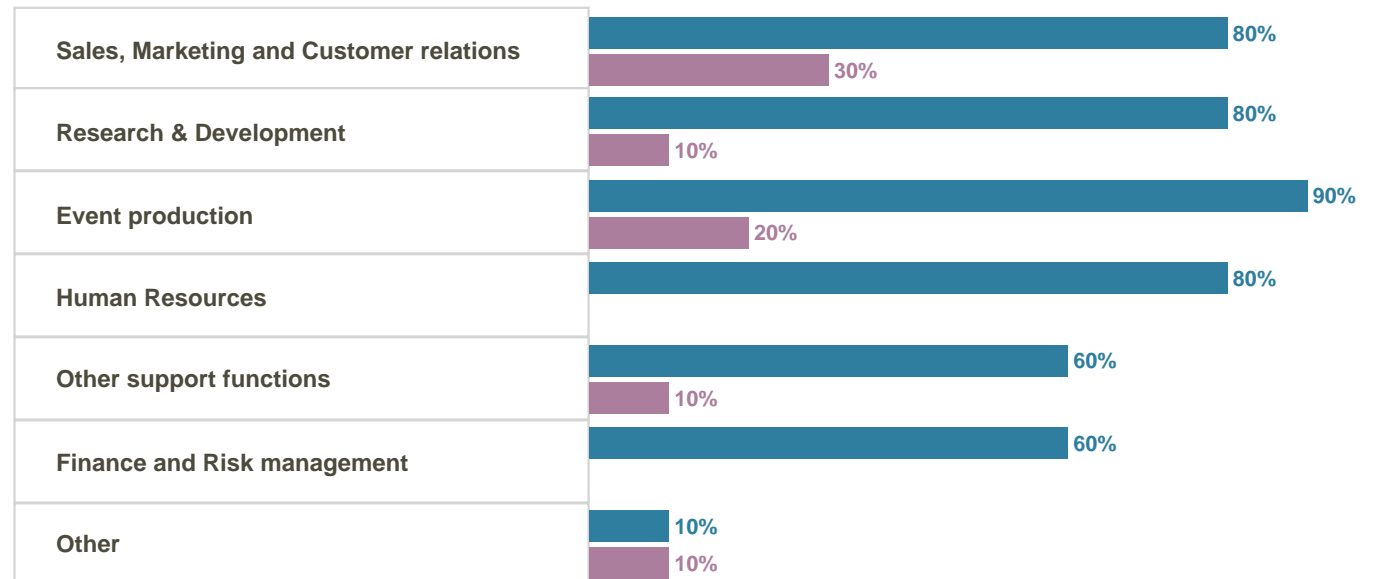
## Most important business issues in the exhibition industry right now

France Global



## Potential impact on exhibitions and current use of “generative AI” applications like ChatGPT and others

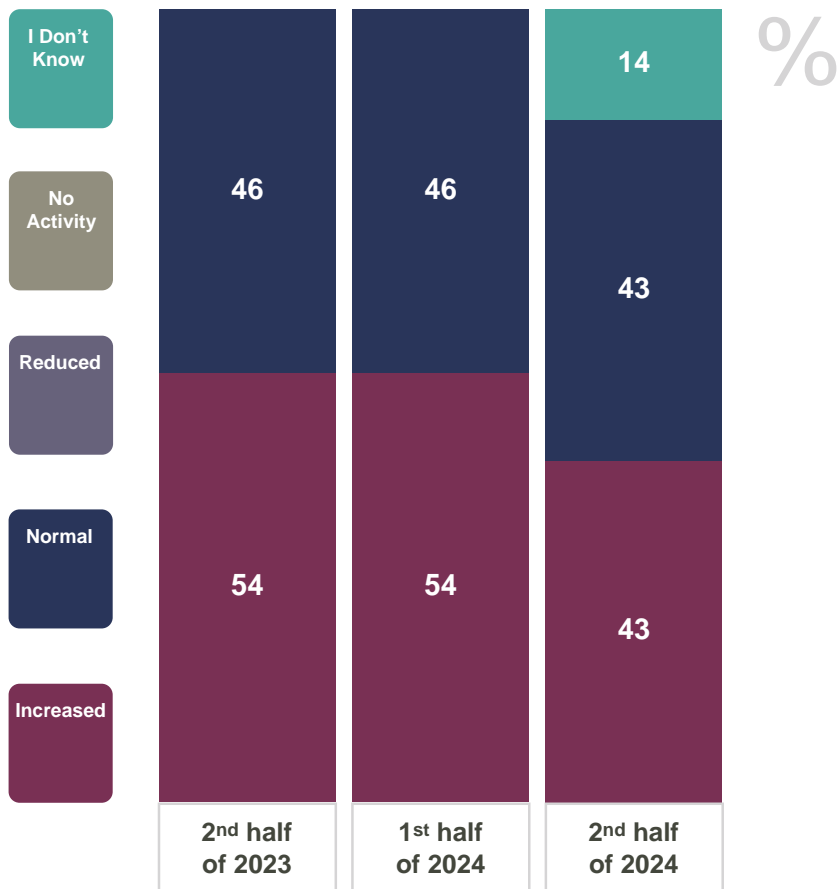
Will affect the industry We already use



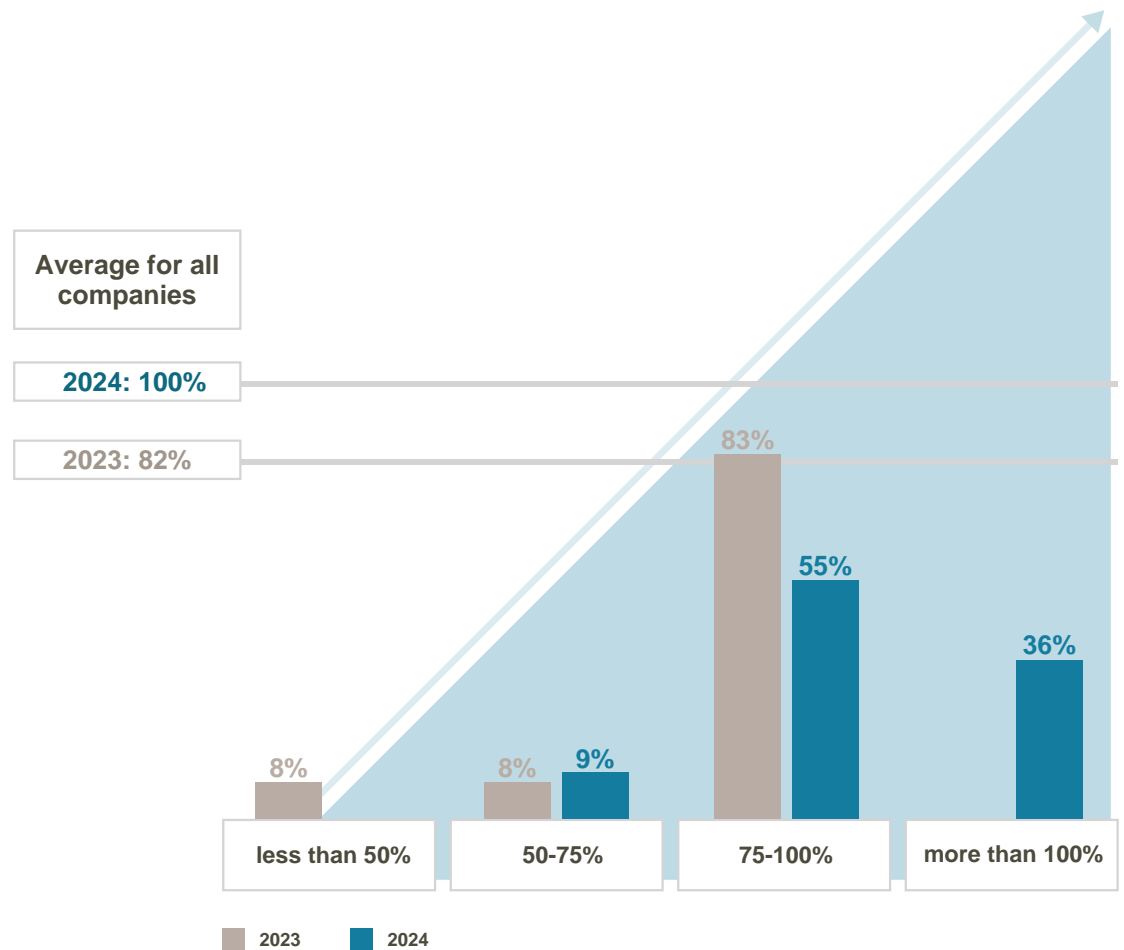




## Situation of the industry operations in the 2<sup>nd</sup> half of 2023, and current predictions for 2024



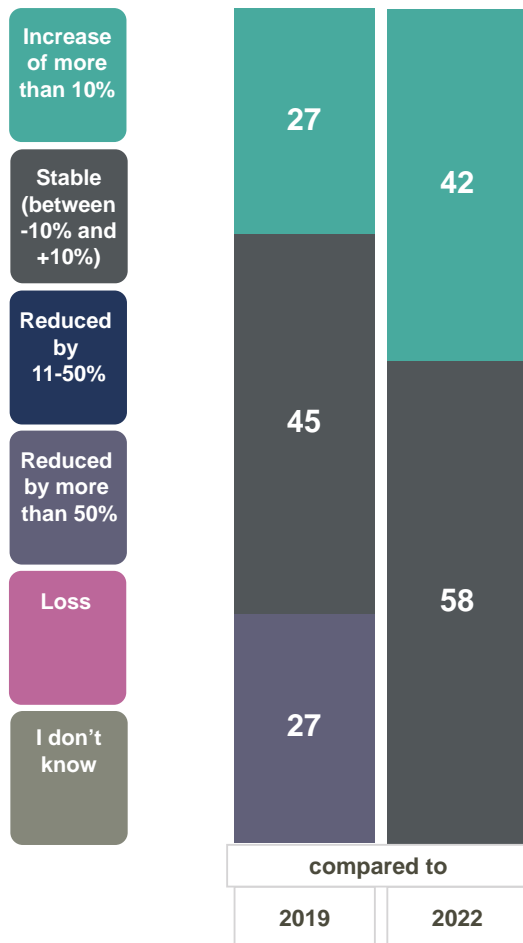
## Revenue compared to 2019



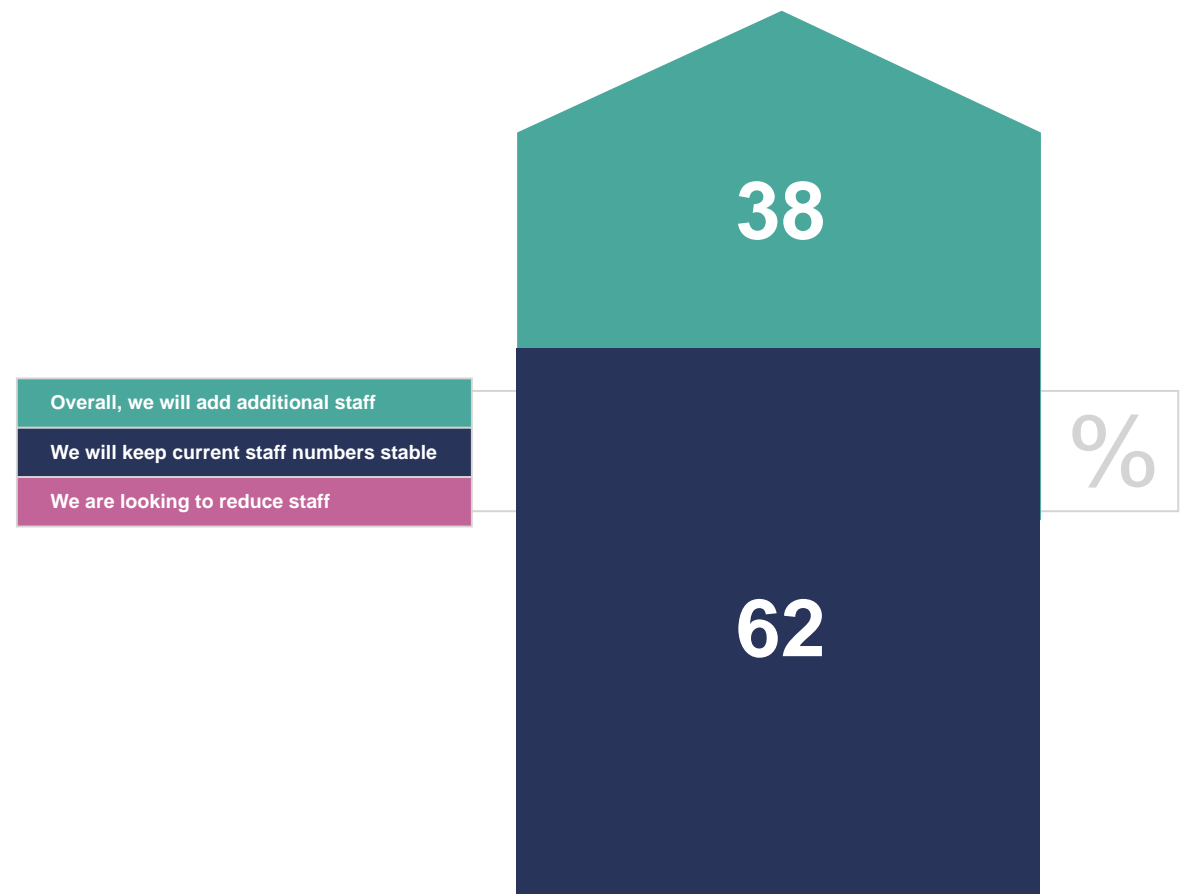


## 2023 Operating profit compared to 2019 and previous year

%



## How do you plan to develop your workforce in the coming 6 months



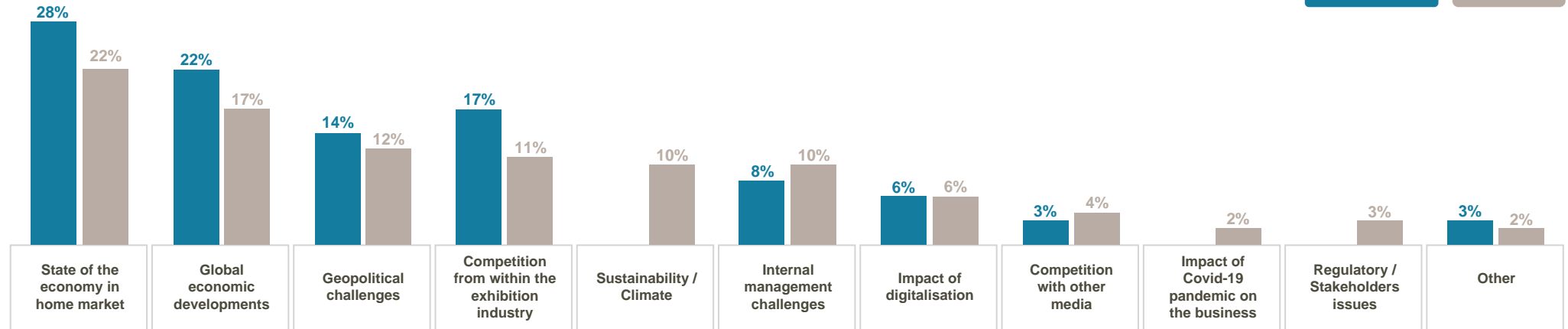
# Detailed results for Germany



## Most important business issues in the exhibition industry right now

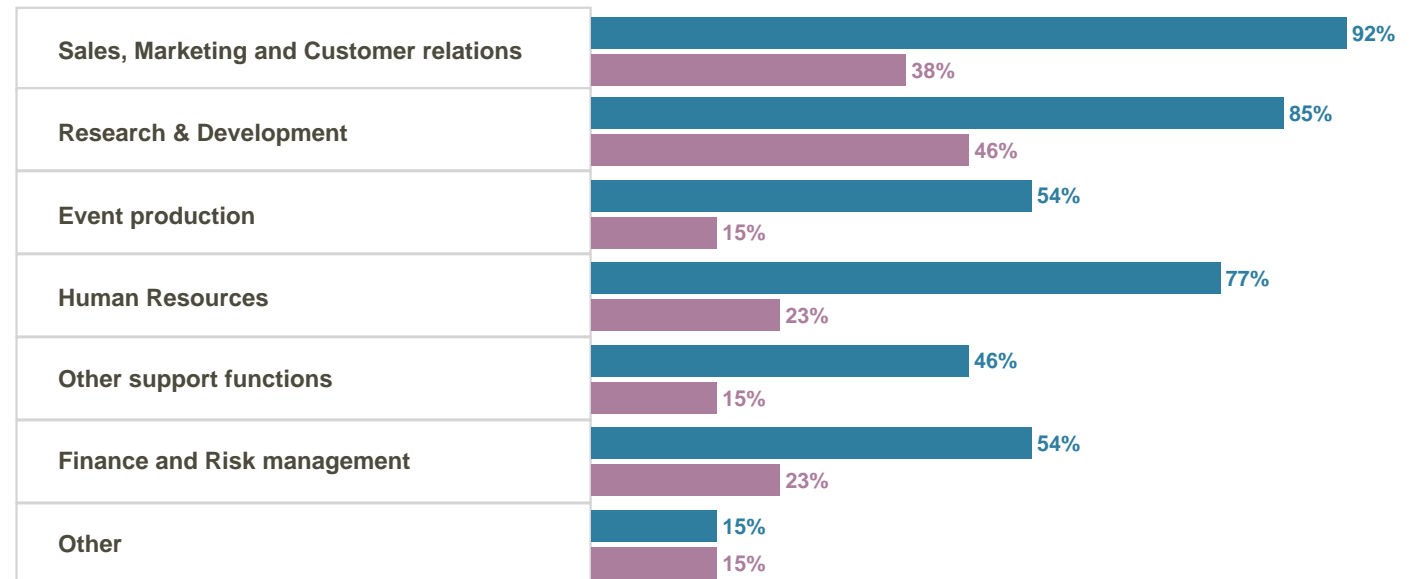
Germany

Global



## Potential impact on exhibitions and current use of “generative AI” applications like ChatGPT and others

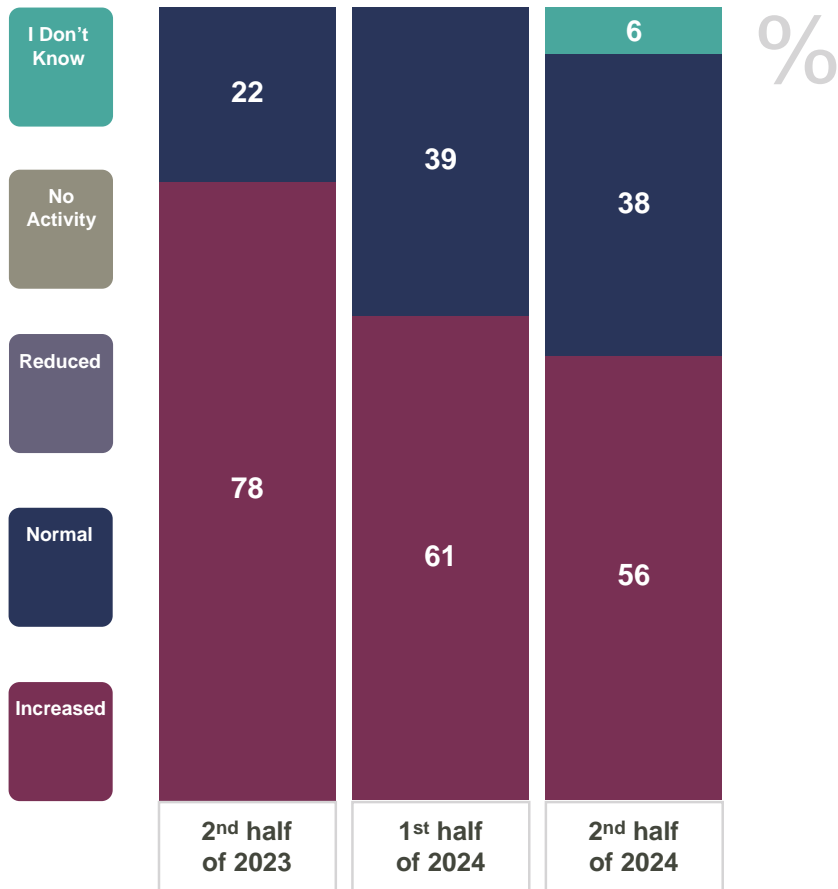
Will affect the industry    We already use



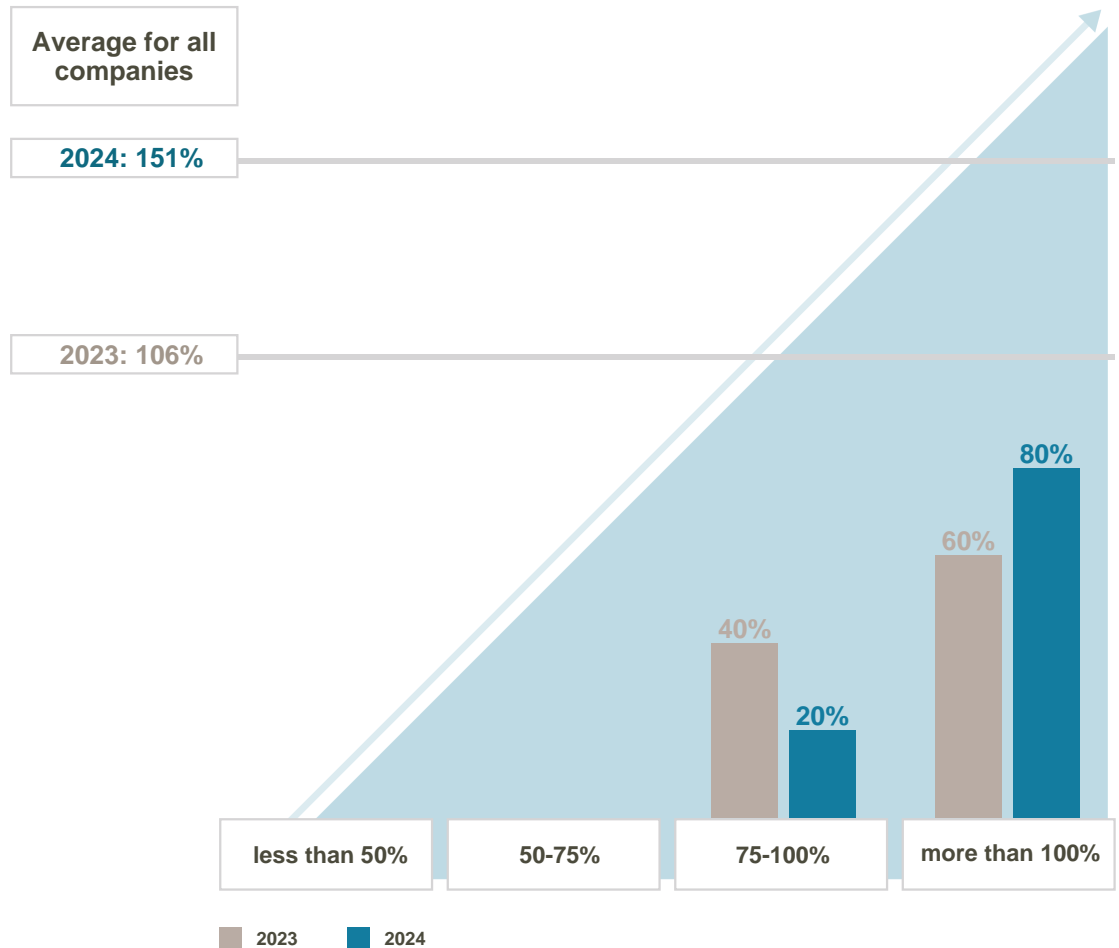
# Detailed results for Greece



## Situation of the industry operations in the 2<sup>nd</sup> half of 2023, and current predictions for 2024



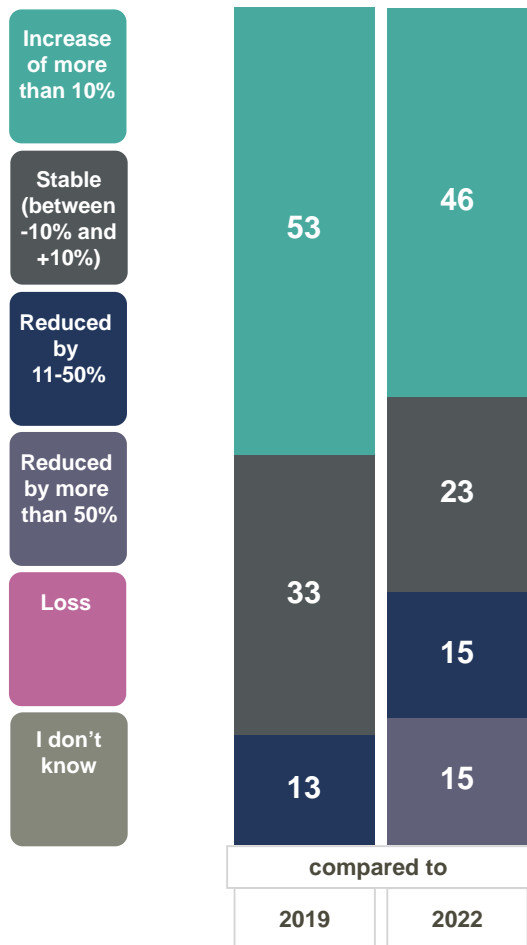
## Revenue compared to 2019



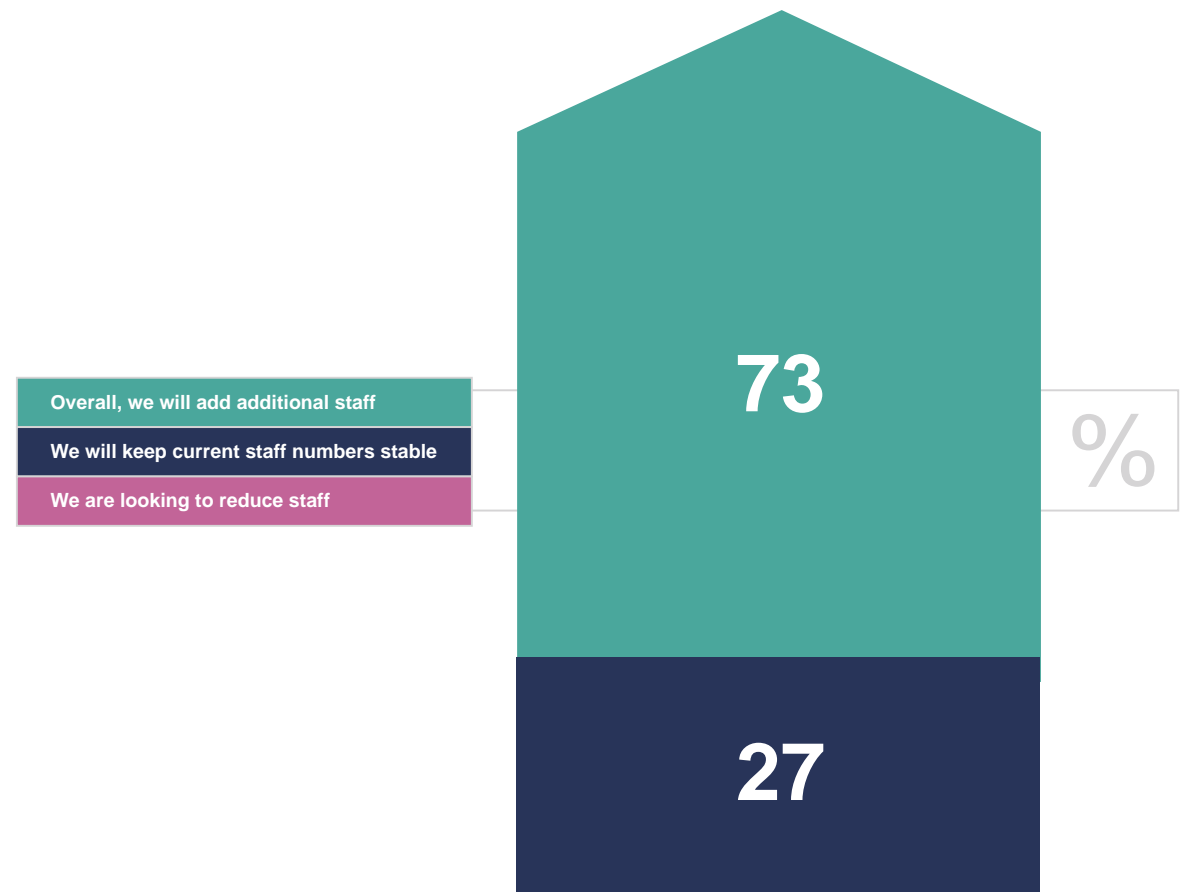


## 2023 Operating profit compared to 2019 and previous year

%



## How do you plan to develop your workforce in the coming 6 months

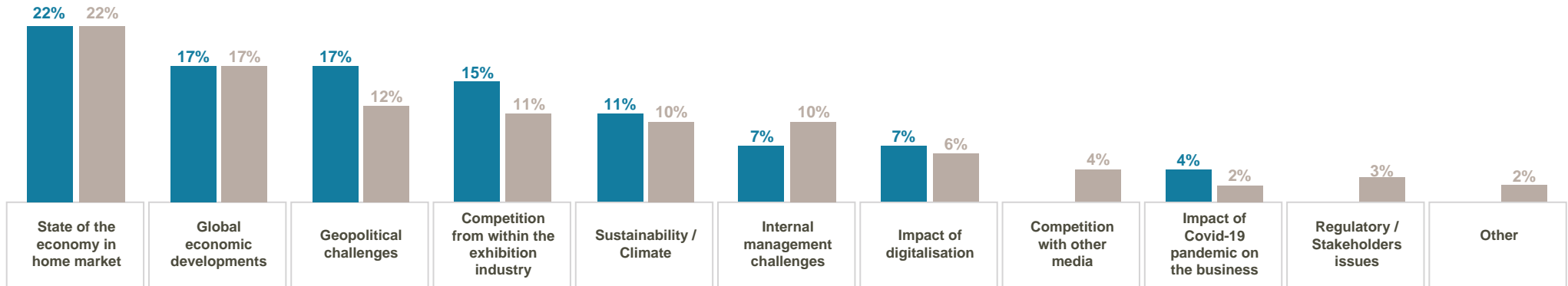


# Detailed results for Greece



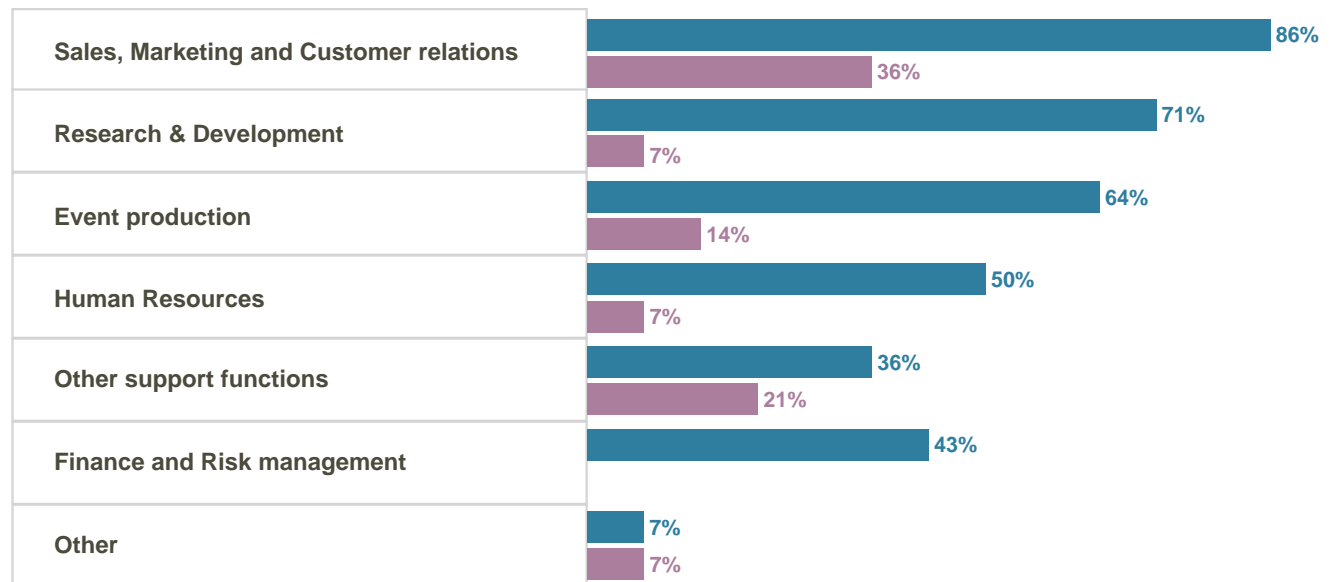
## Most important business issues in the exhibition industry right now

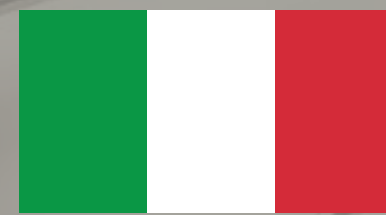
Greece Global



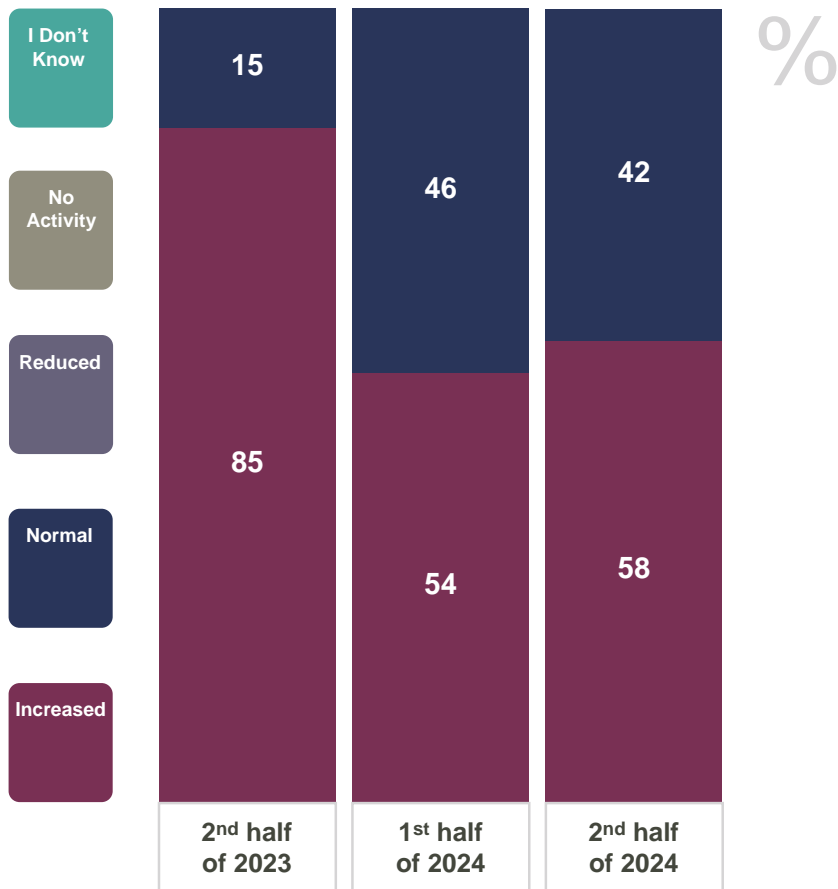
## Potential impact on exhibitions and current use of “generative AI” applications like ChatGPT and others

Will affect the industry We already use

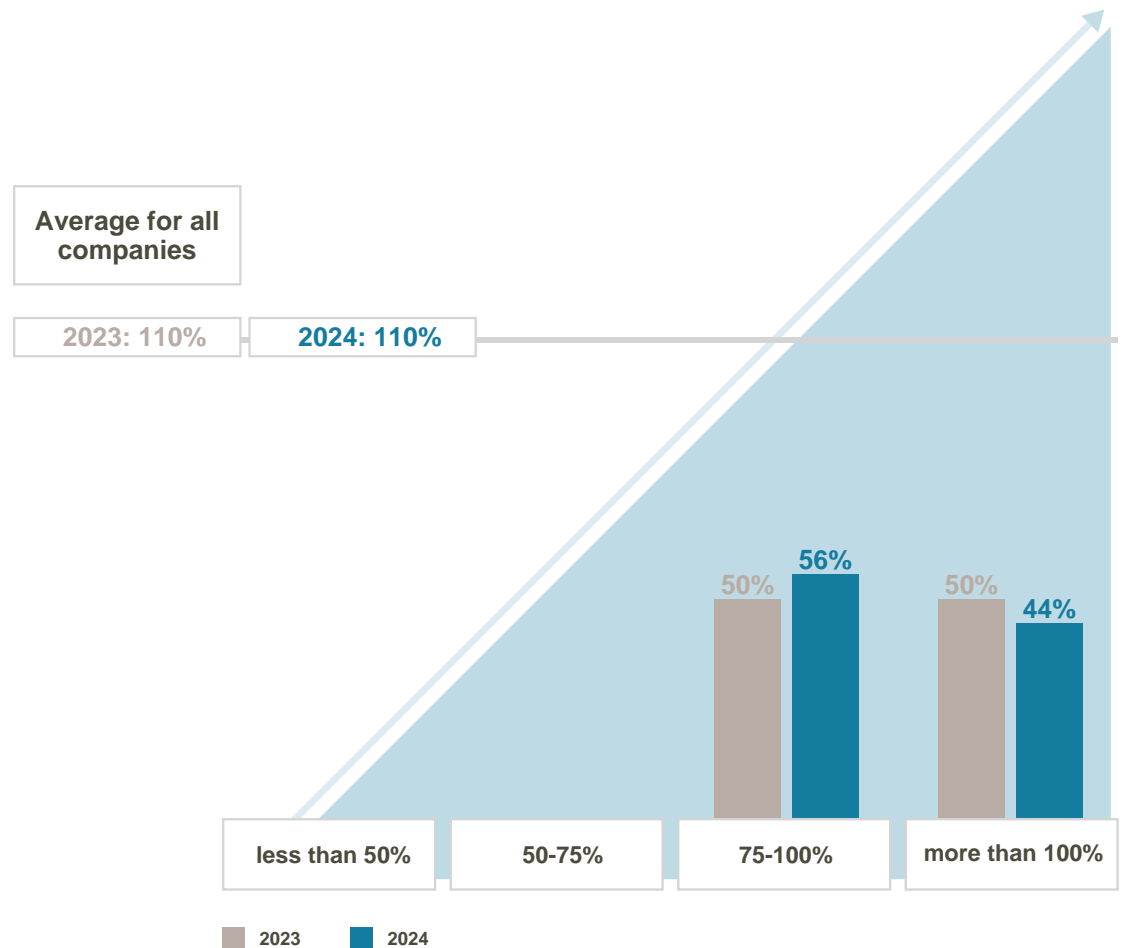


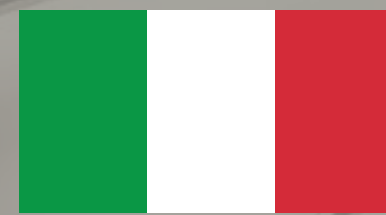


## Situation of the industry operations in the 2<sup>nd</sup> half of 2023, and current predictions for 2024



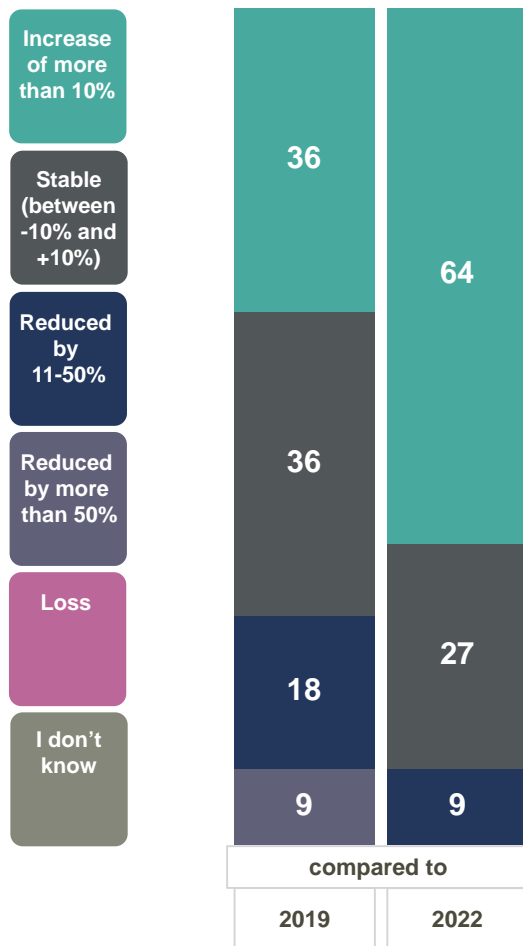
## Revenue compared to 2019



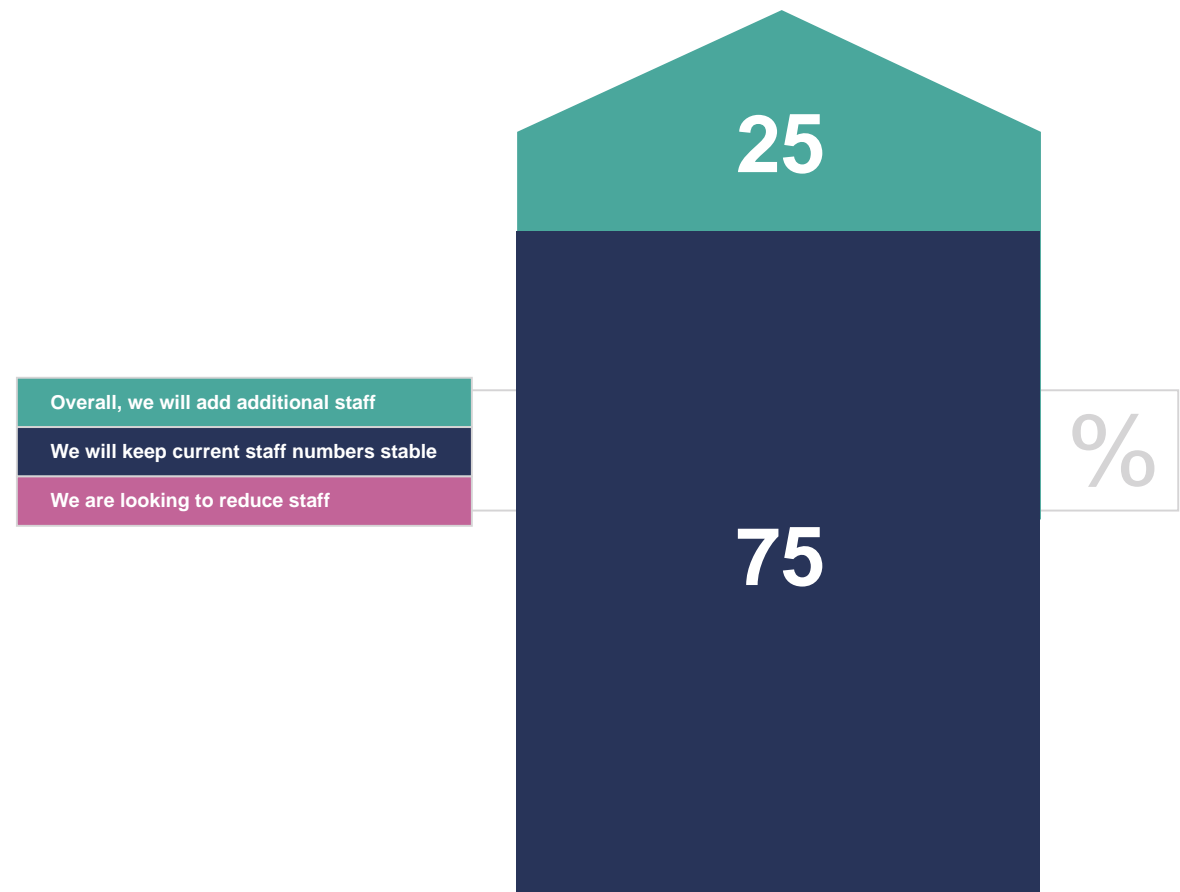


## 2023 Operating profit compared to 2019 and previous year

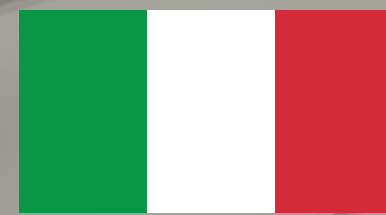
%



## How do you plan to develop your workforce in the coming 6 months

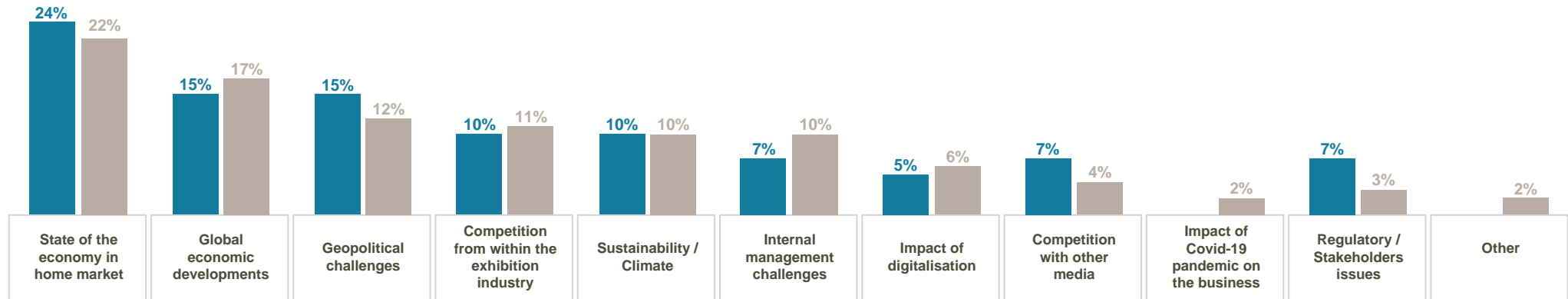






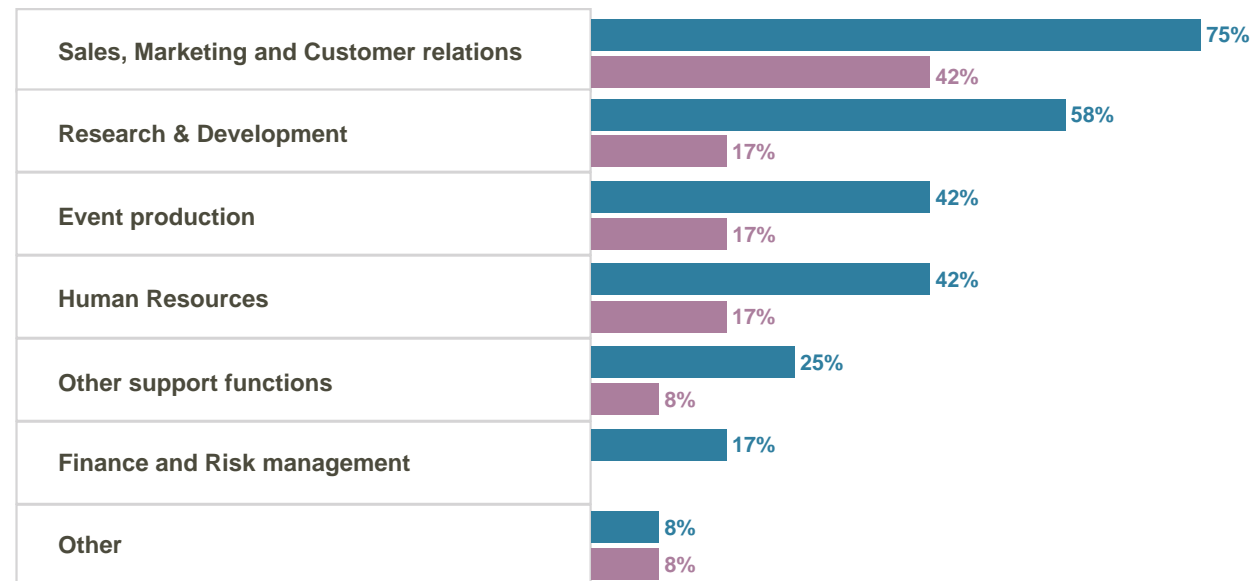
## Most important business issues in the exhibition industry right now

**Italy** Global



## Potential impact on exhibitions and current use of “generative AI” applications like ChatGPT and others

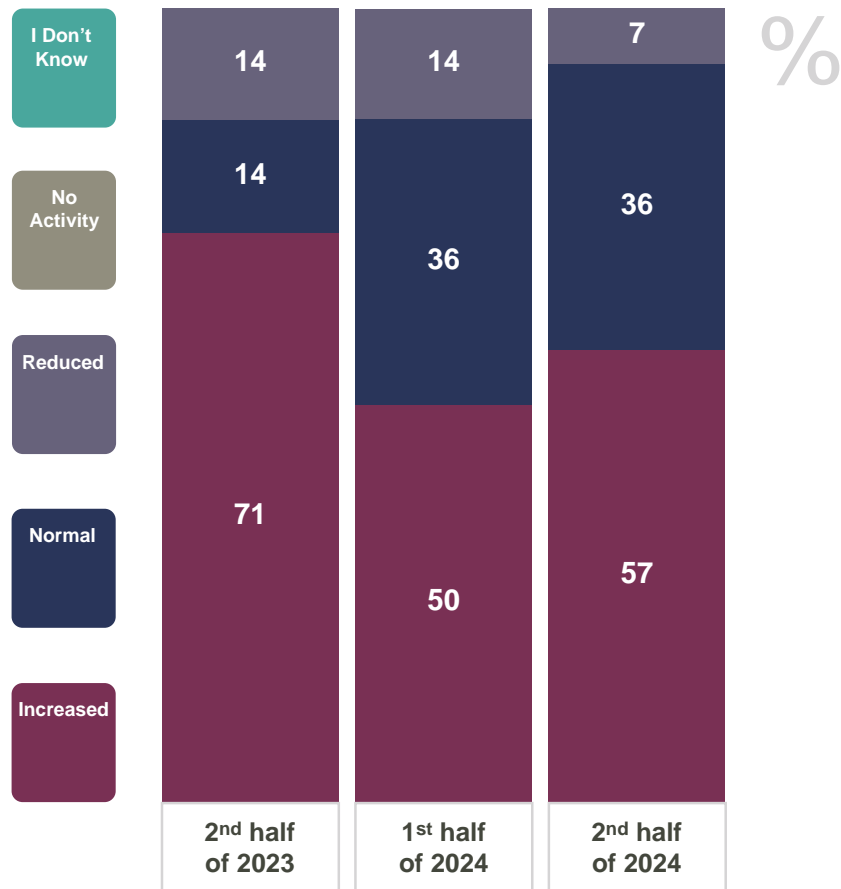
**Will affect the industry** We already use



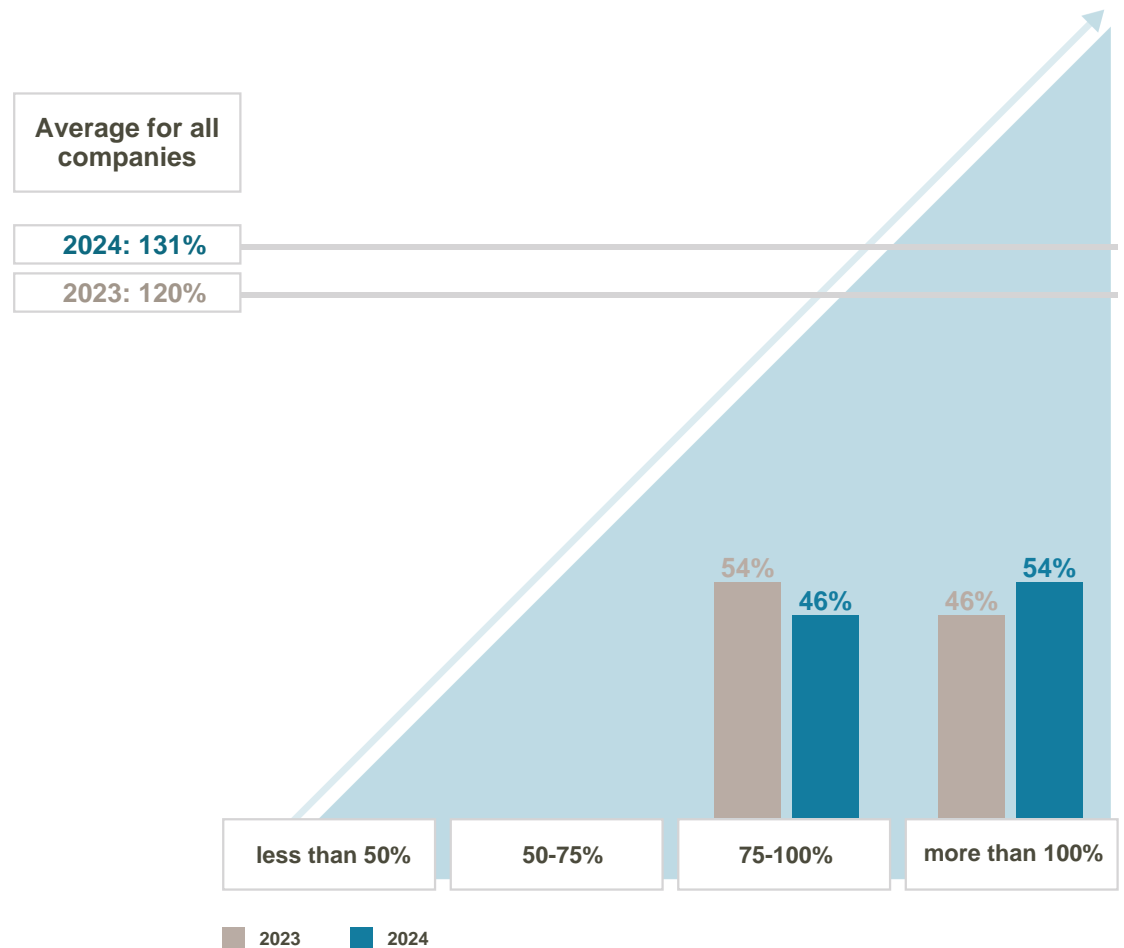
# Detailed results for Spain



## Situation of the industry operations in the 2<sup>nd</sup> half of 2023, and current predictions for 2024



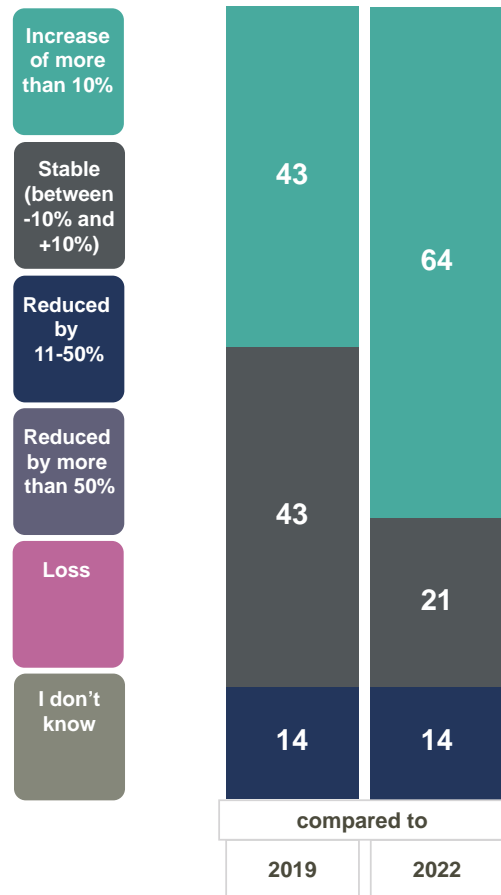
## Revenue compared to 2019



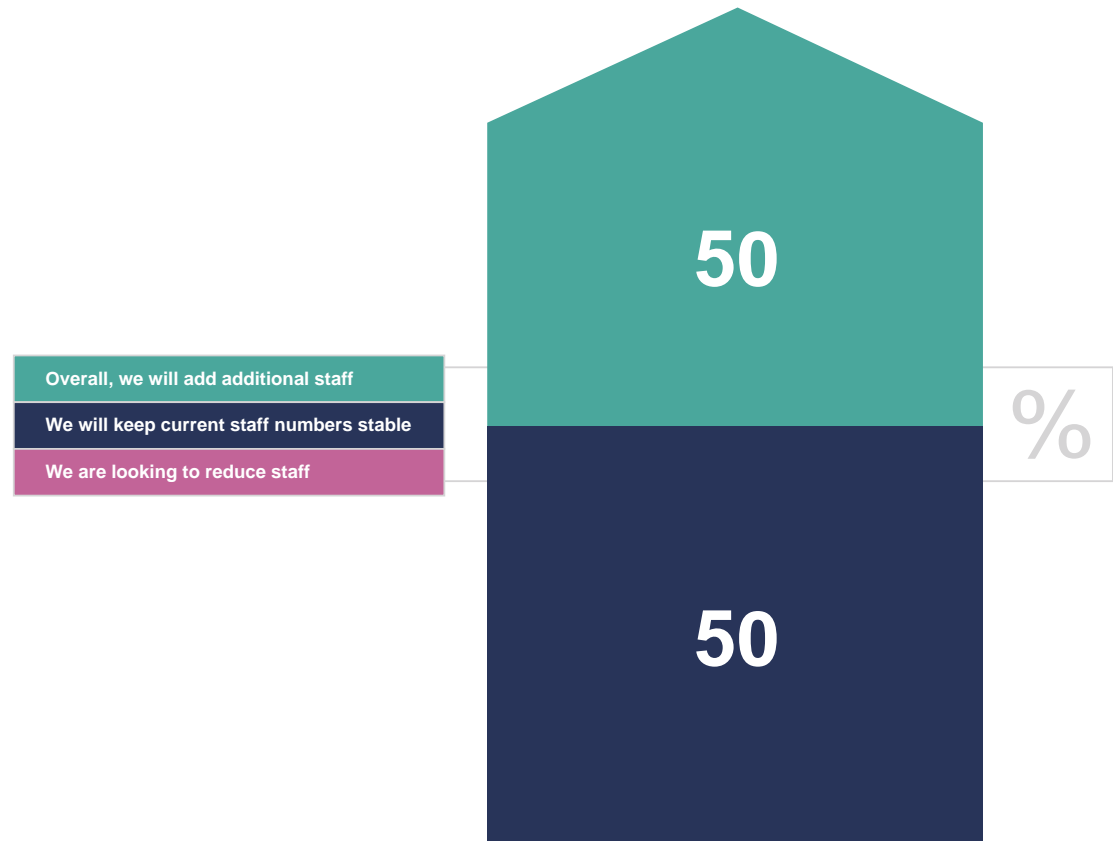


## 2023 Operating profit compared to 2019 and previous year

%



## How do you plan to develop your workforce in the coming 6 months

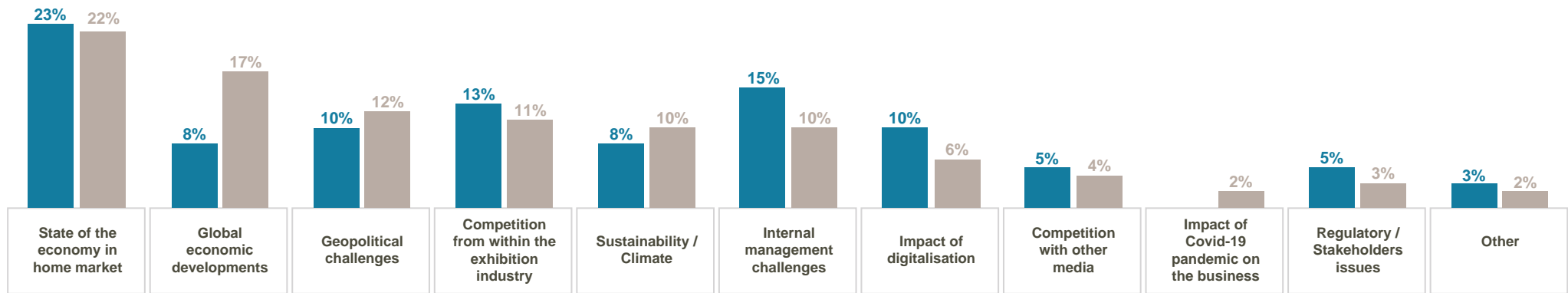


# Detailed results for Spain



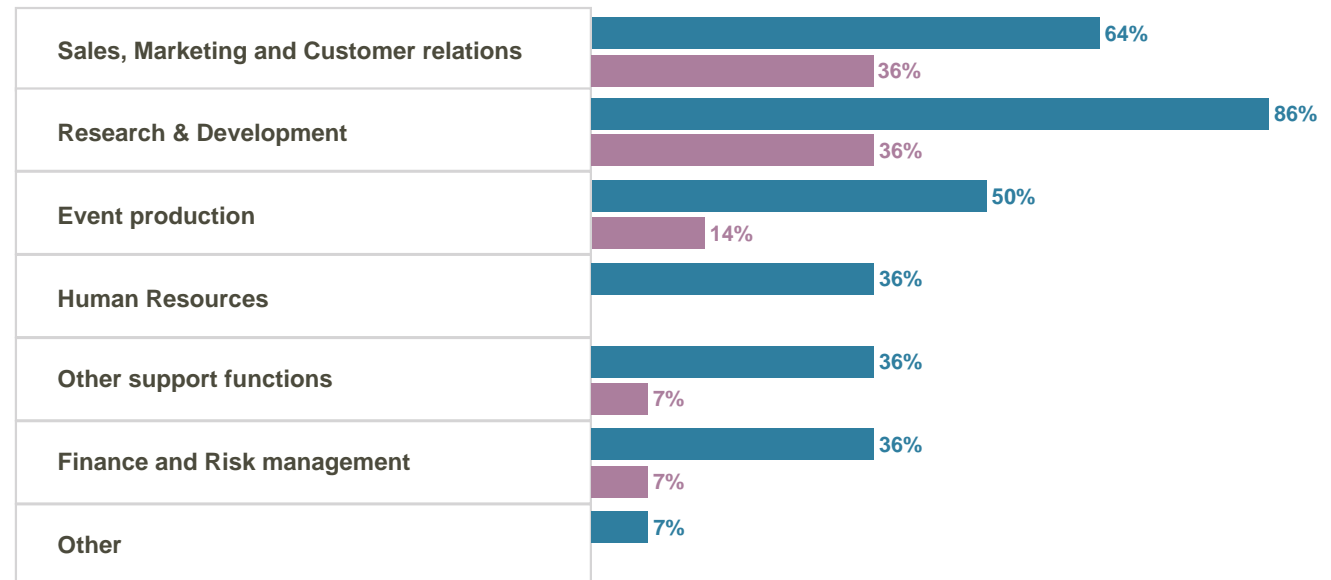
## Most important business issues in the exhibition industry right now

Spain Global



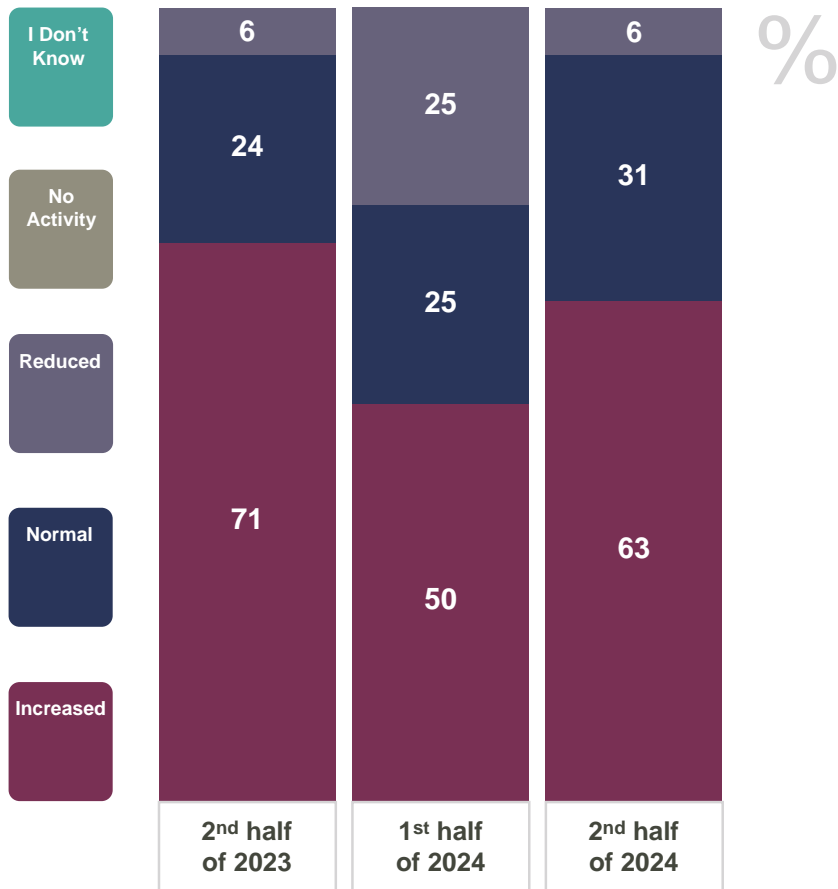
## Potential impact on exhibitions and current use of “generative AI” applications like ChatGPT and others

Will affect the industry We already use

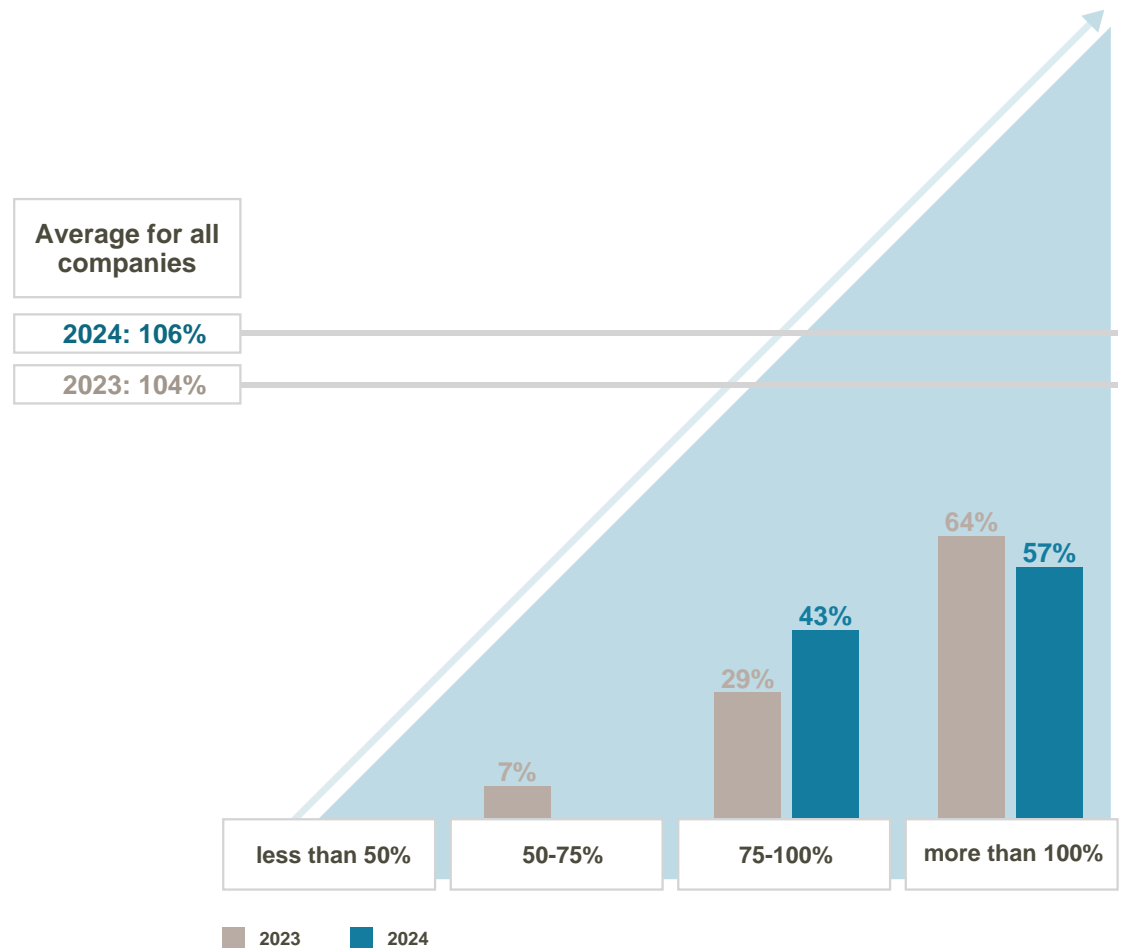


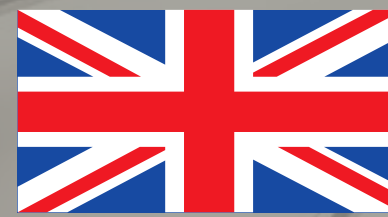


## Situation of the industry operations in the 2<sup>nd</sup> half of 2023, and current predictions for 2024



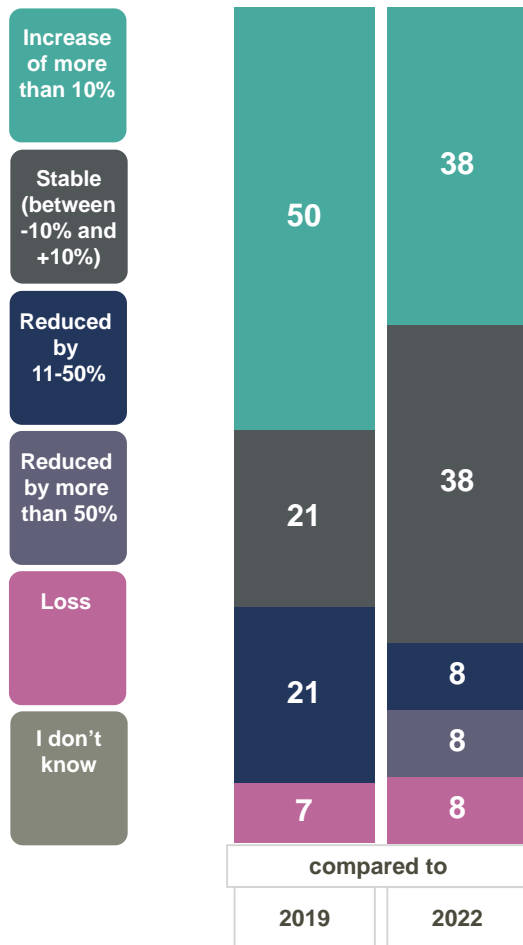
## Revenue compared to 2019



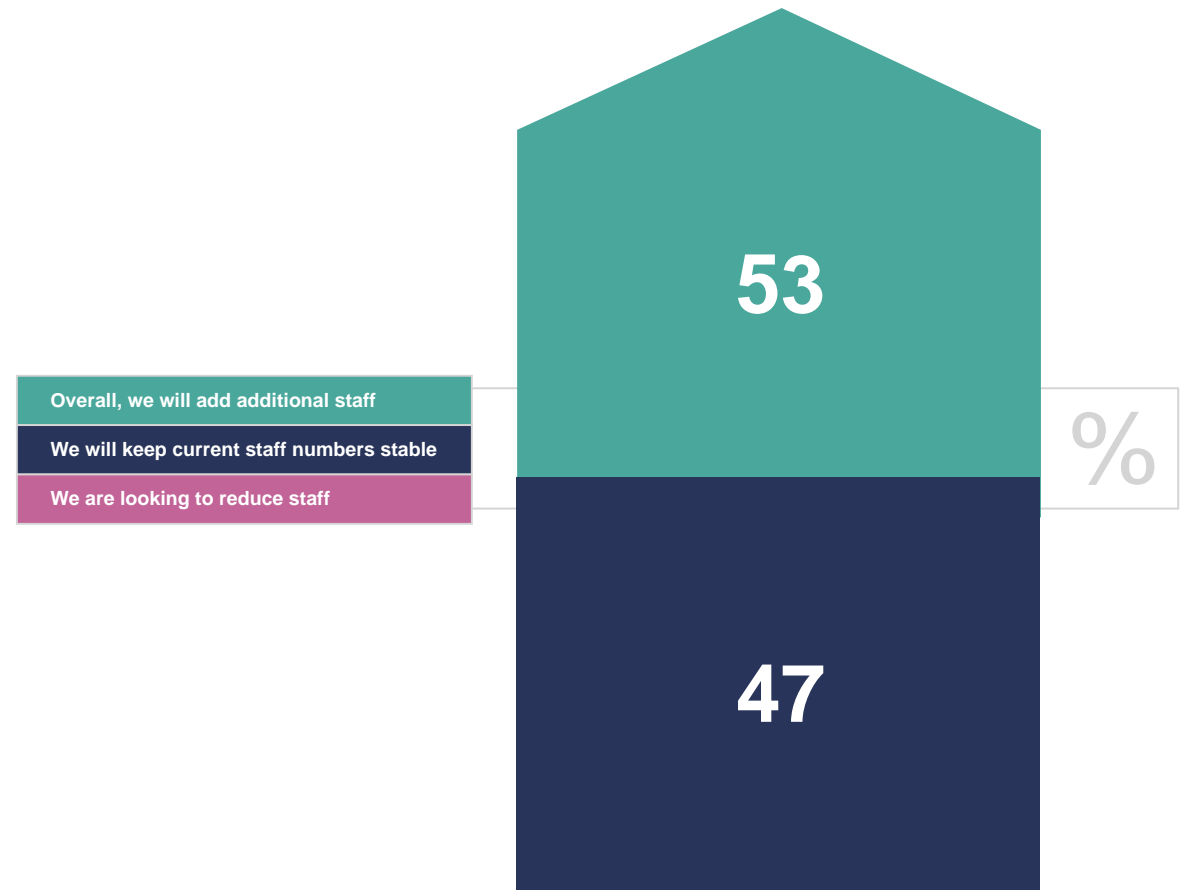


## 2023 Operating profit compared to 2019 and previous year

%



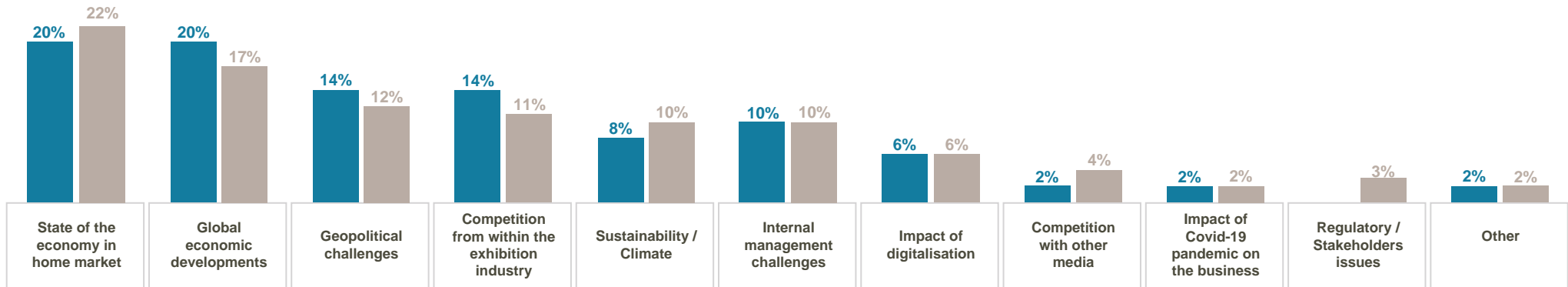
## How do you plan to develop your workforce in the coming 6 months





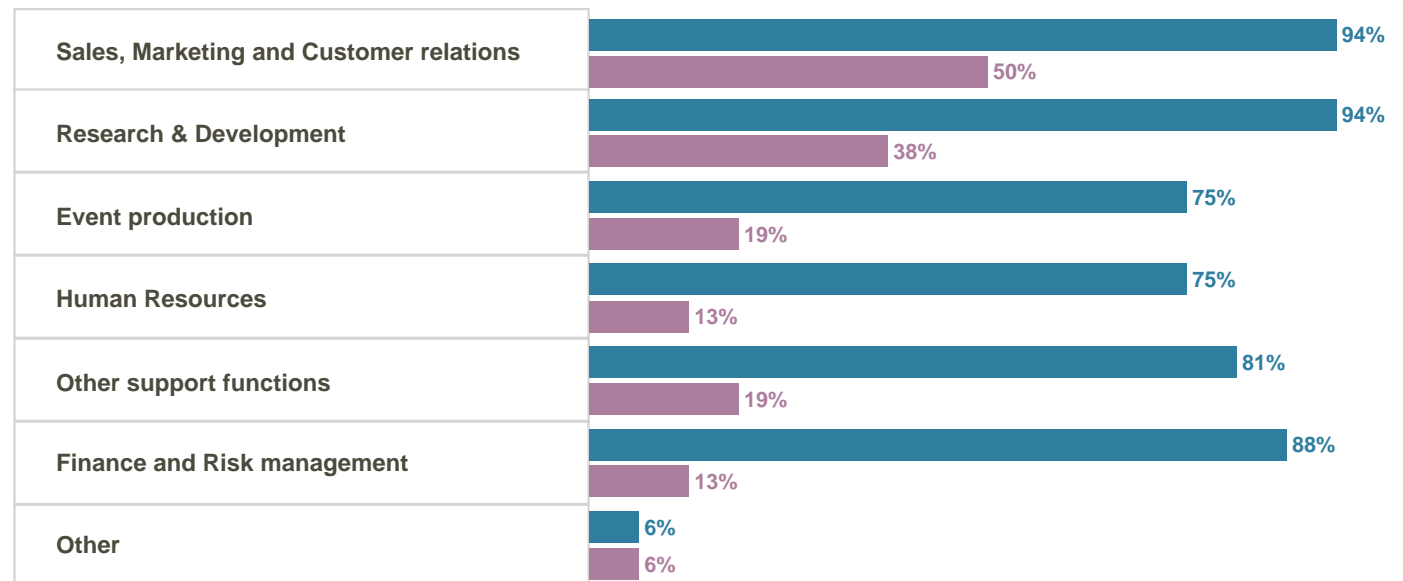
## Most important business issues in the exhibition industry right now

UK Global



## Potential impact on exhibitions and current use of “generative AI” applications like ChatGPT and others

Will affect the industry We already use



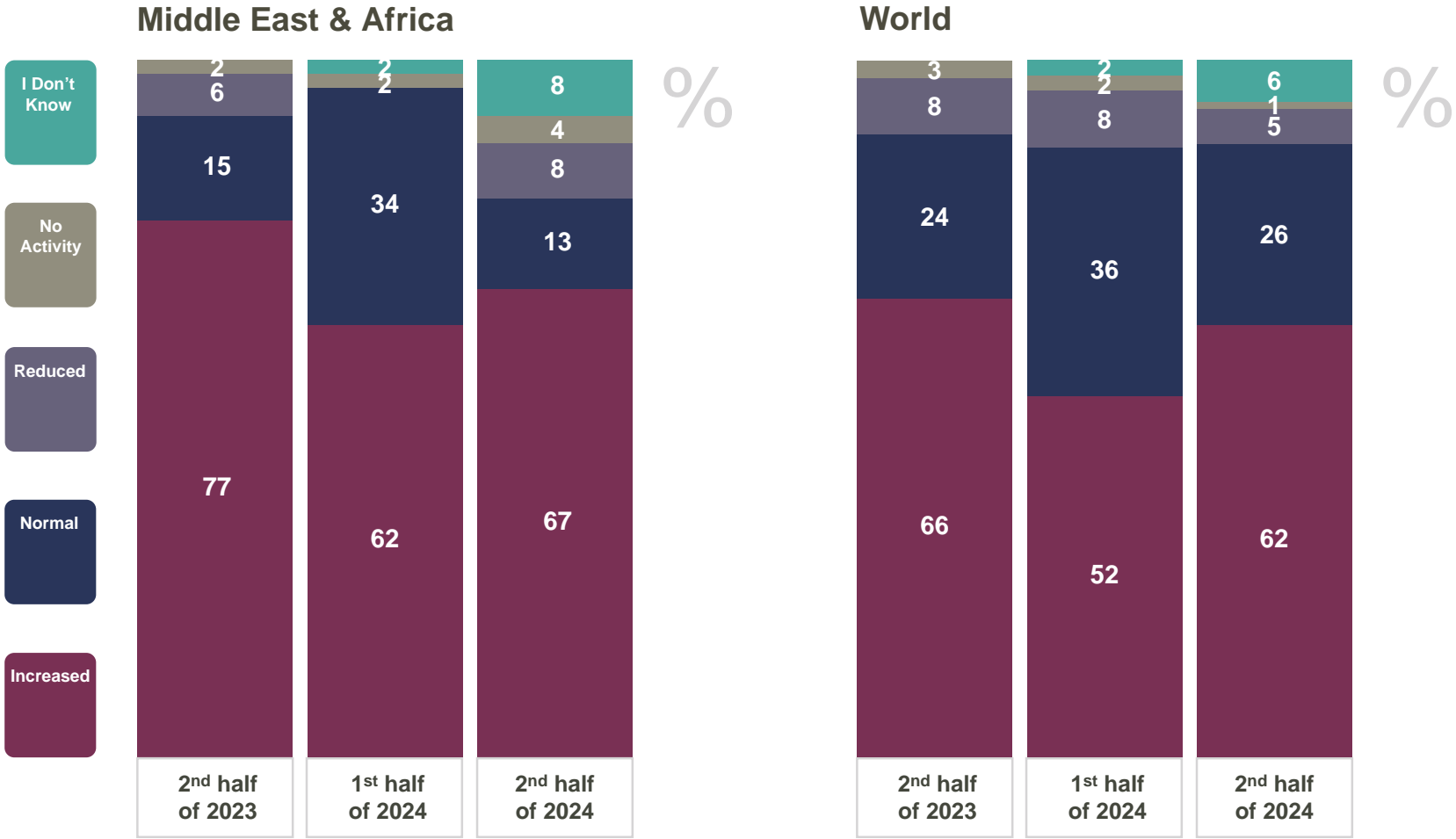
# Middle East & Africa







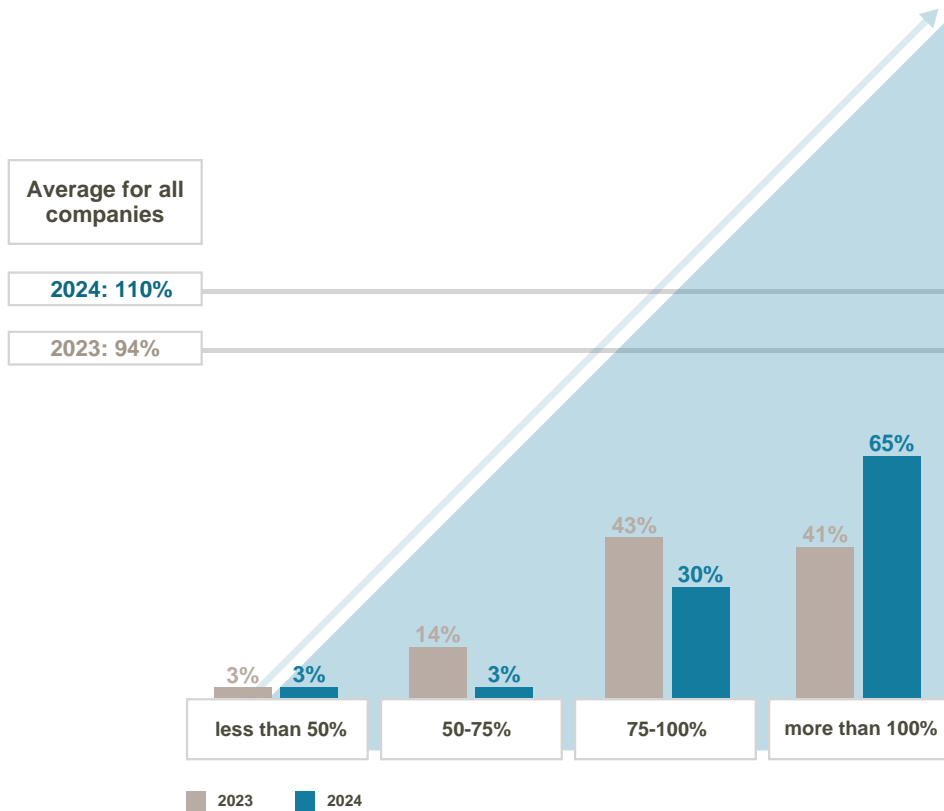
## Situation of the industry operations in the 2<sup>nd</sup> half of 2023, and current predictions for 2024



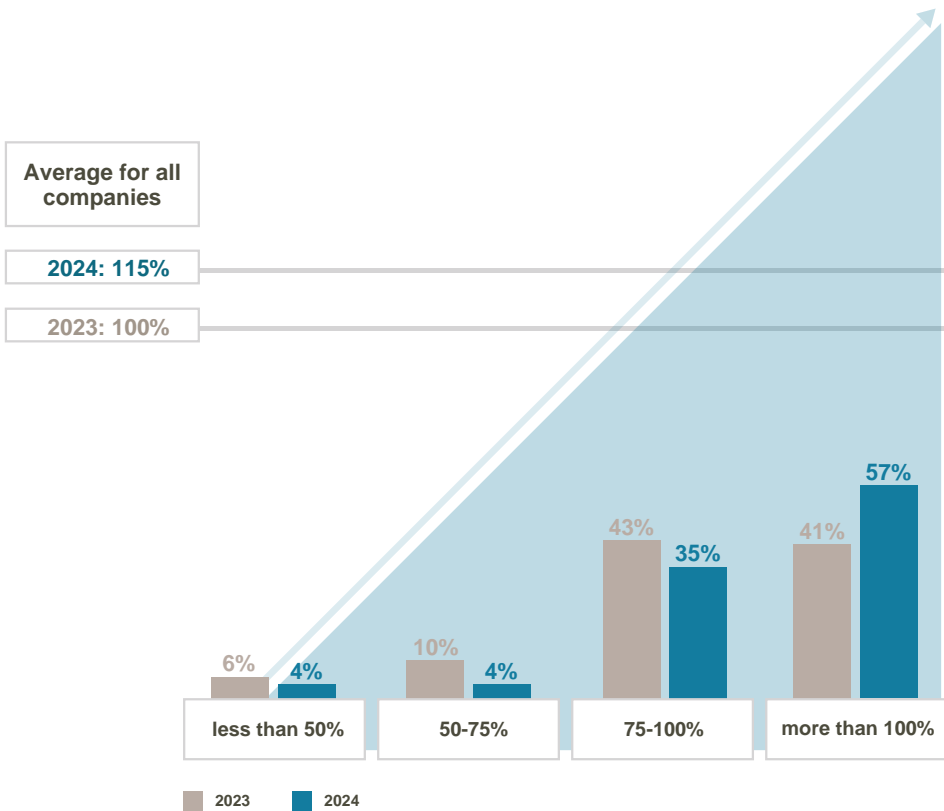


## Revenue compared to 2019

### Middle East & Africa

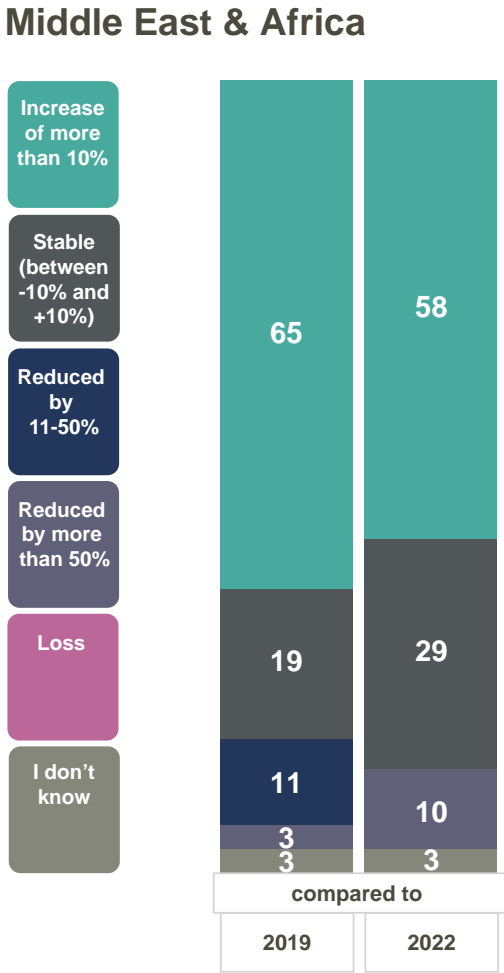


### World

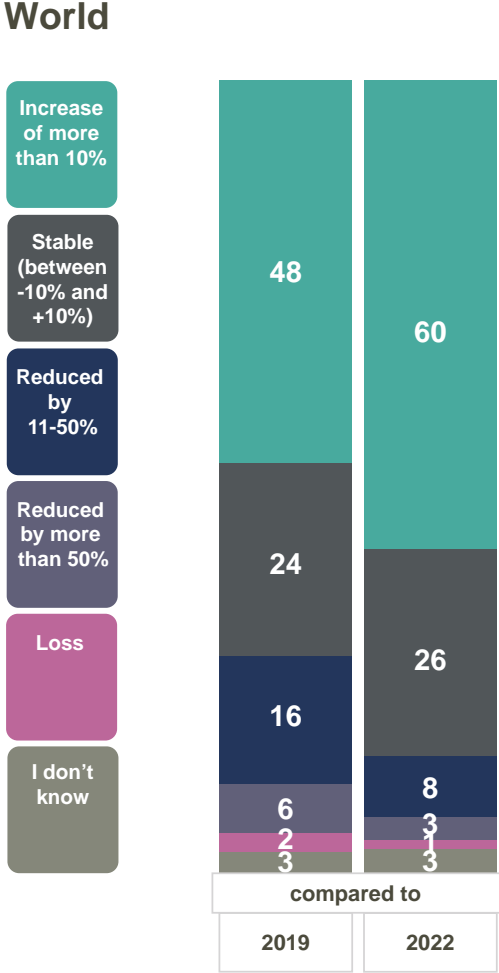




## 2023 Operating profit compared to 2019 and previous year



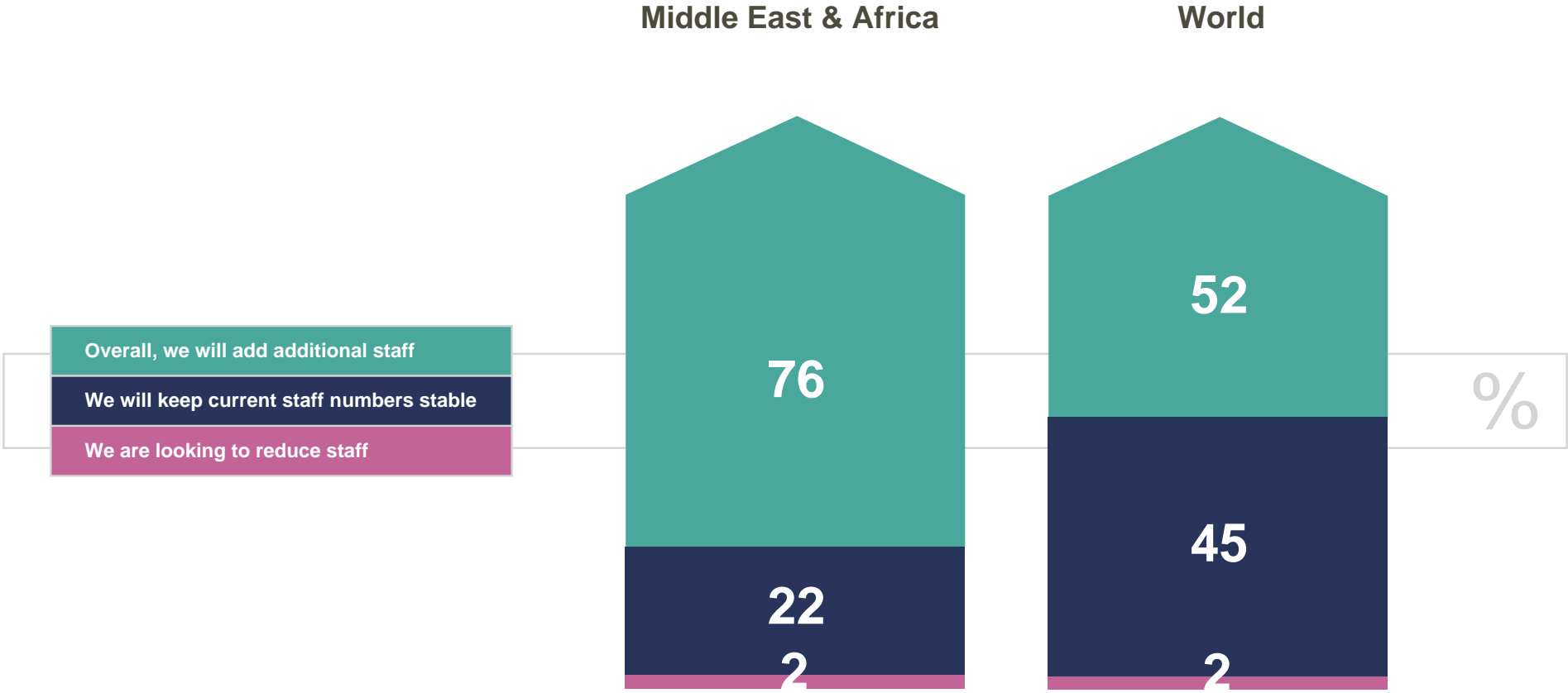
%



%



## How do you plan to develop your workforce in the coming 6 months

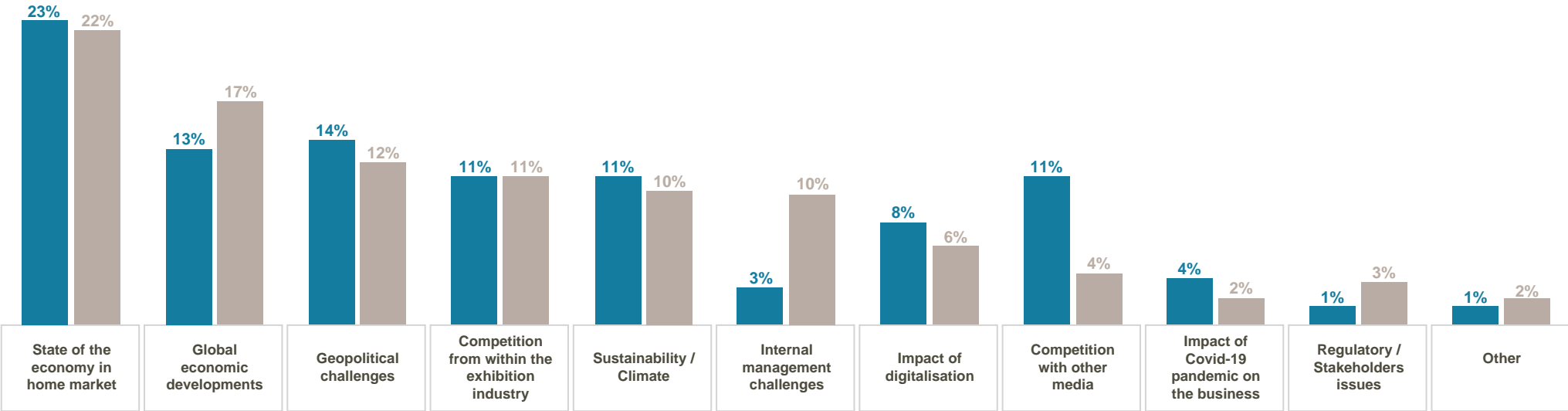


# Most Important Business Issues - Key Factors for Business Development - Middle East & Africa



## Most important business issues in the exhibition industry right now

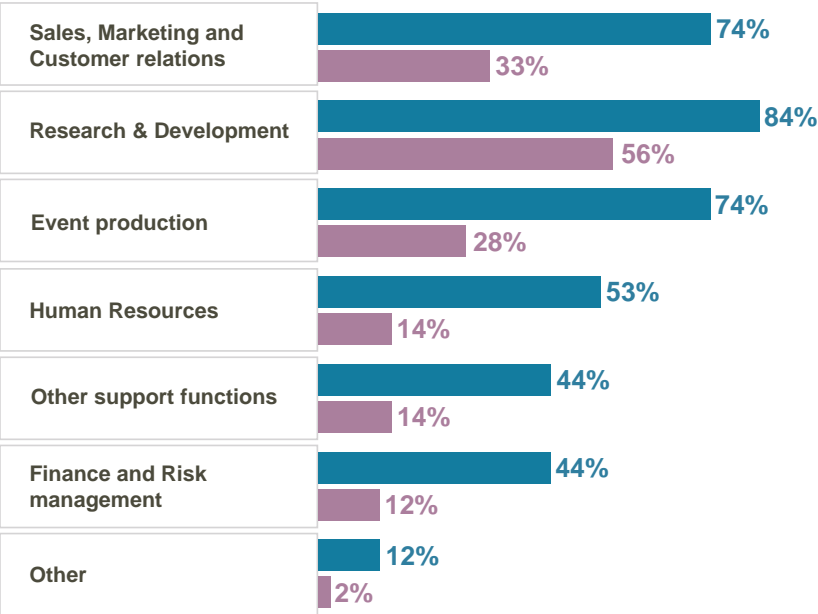
Middle East & Africa Global



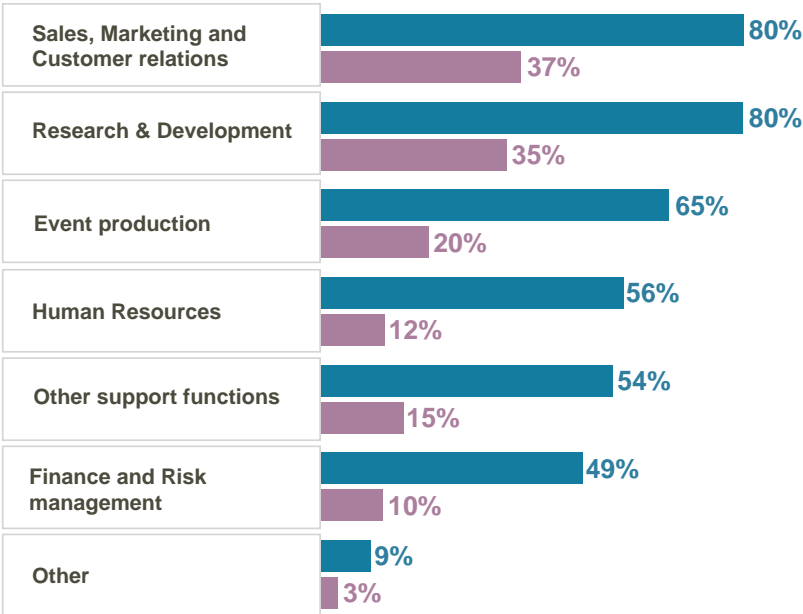


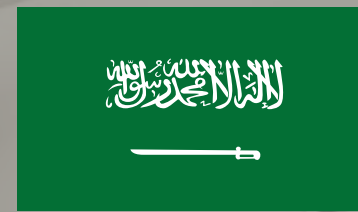
## Potential impact on exhibitions and current use of “generative AI” applications like ChatGPT and others

### Middle East & Africa

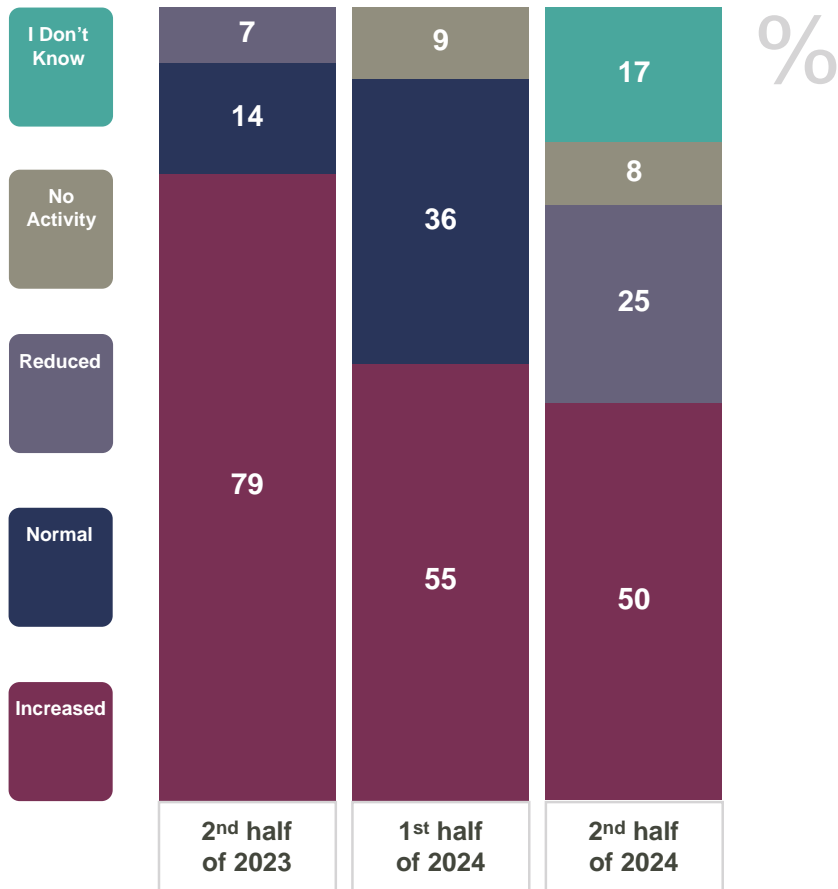


### World

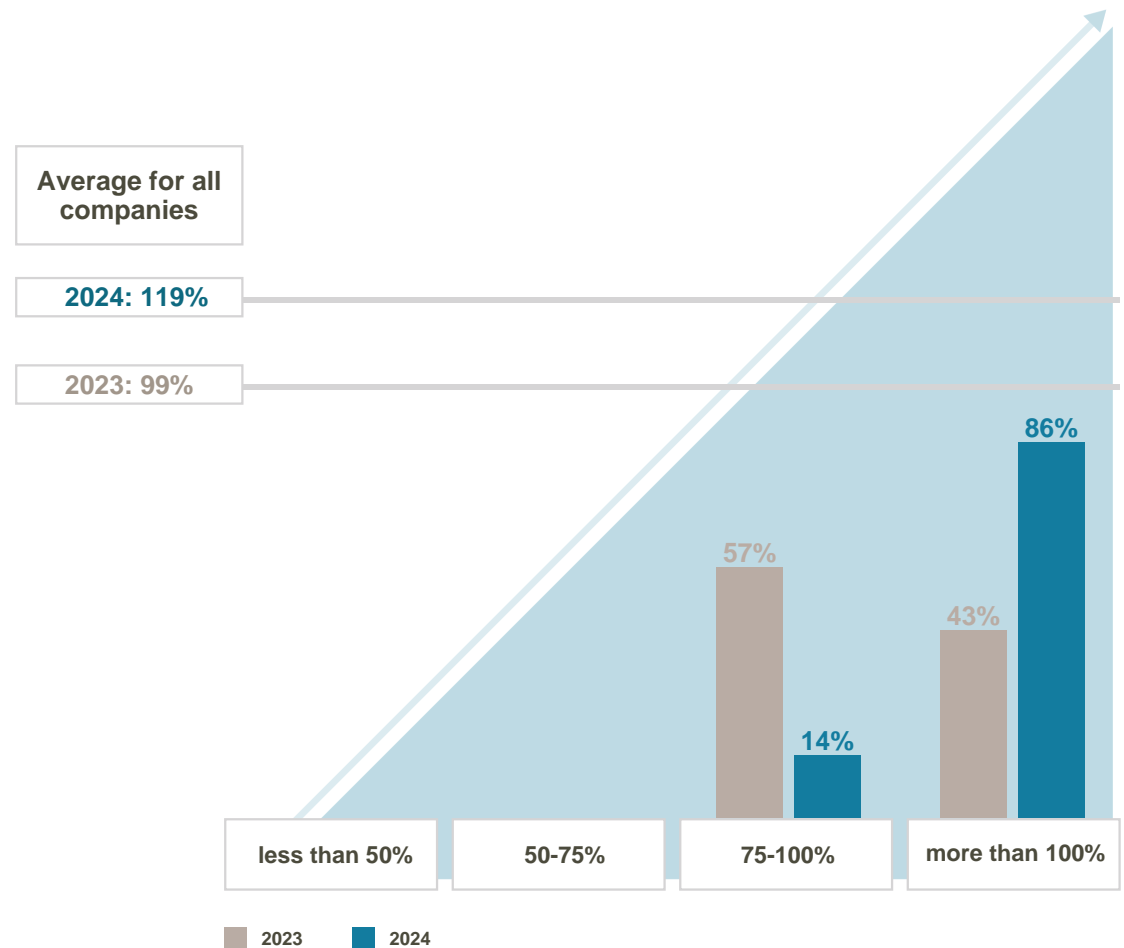


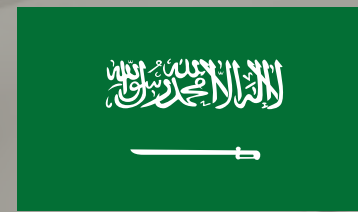


## Situation of the industry operations in the 2<sup>nd</sup> half of 2023, and current predictions for 2024



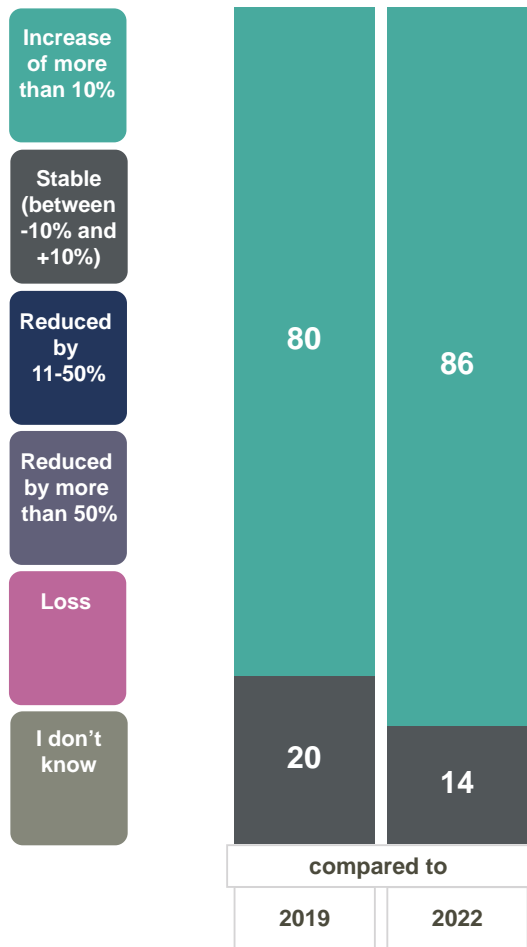
## Revenue compared to 2019



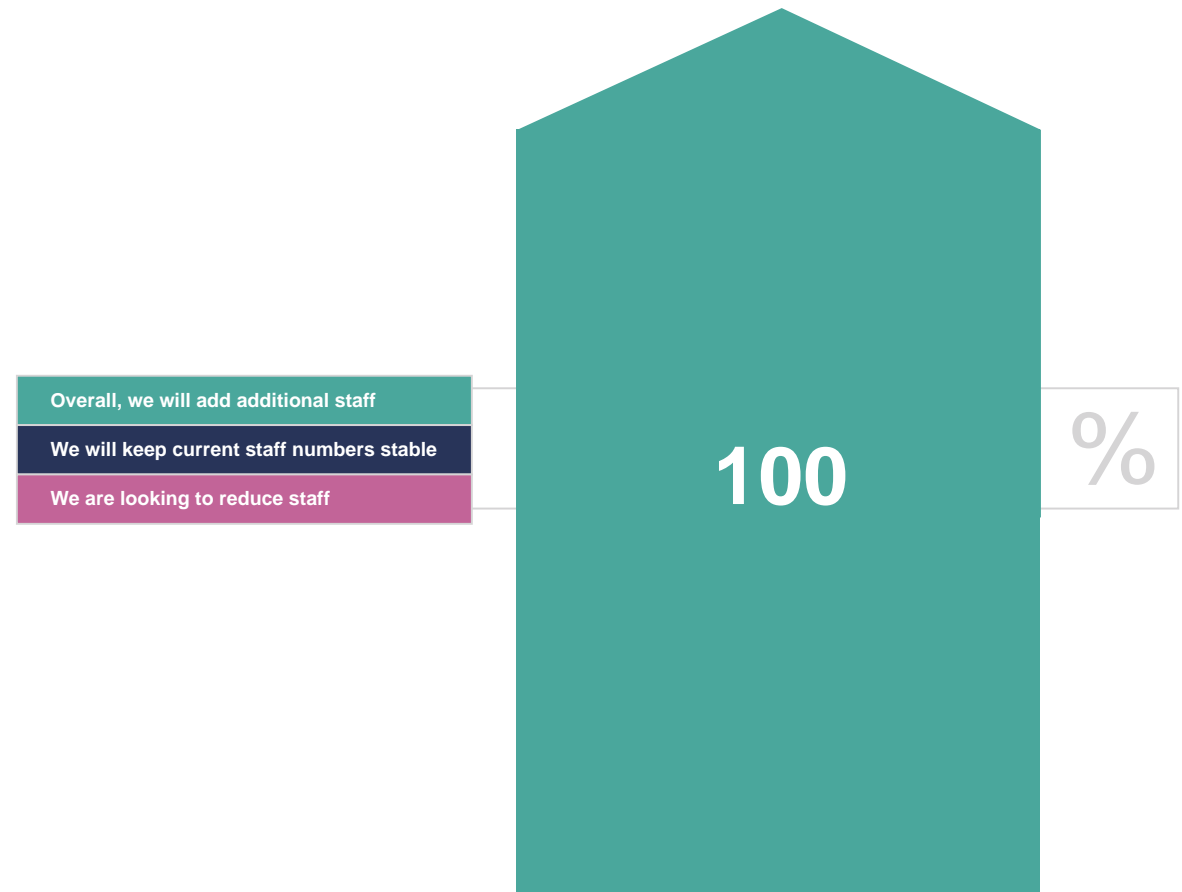


## 2023 Operating profit compared to 2019 and previous year

%

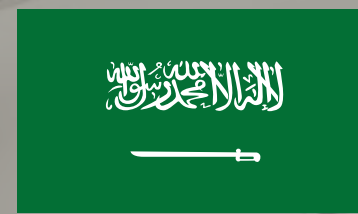


## How do you plan to develop your workforce in the coming 6 months



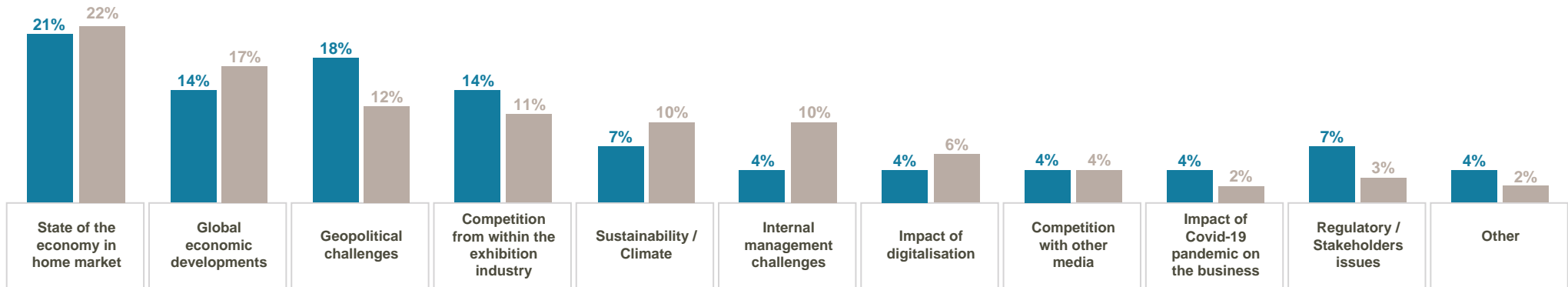


# Detailed results for Saudi Arabia



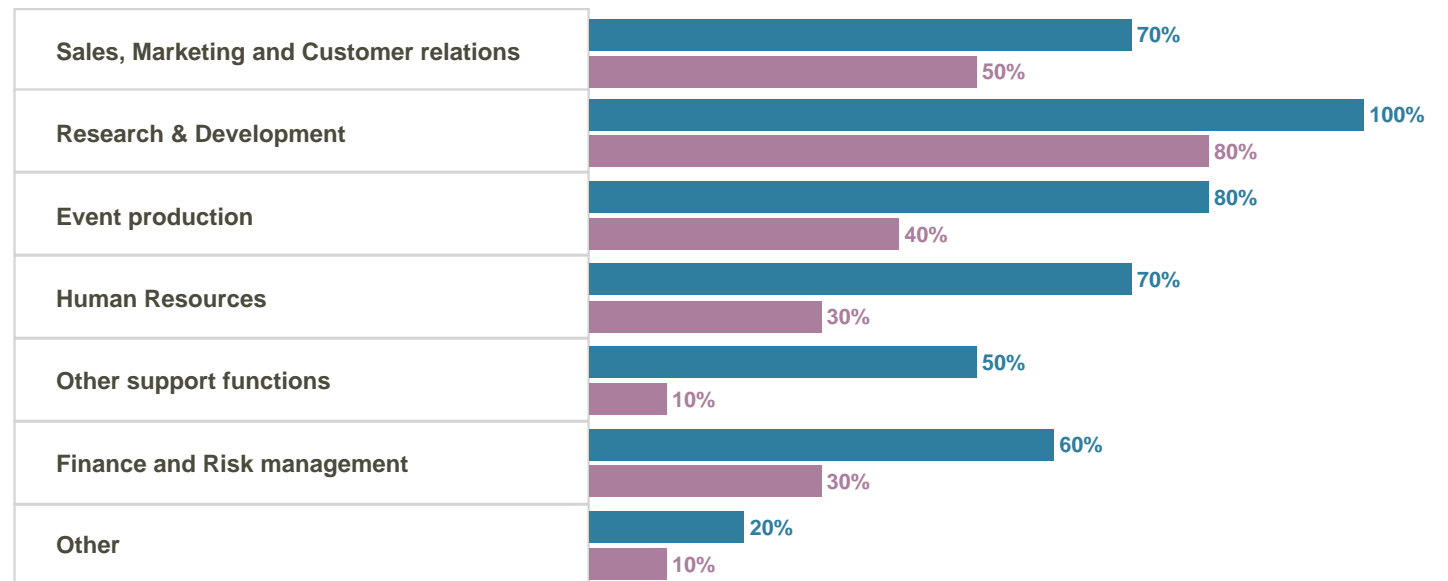
## Most important business issues in the exhibition industry right now

Saudi Arabia Global



## Potential impact on exhibitions and current use of “generative AI” applications like ChatGPT and others

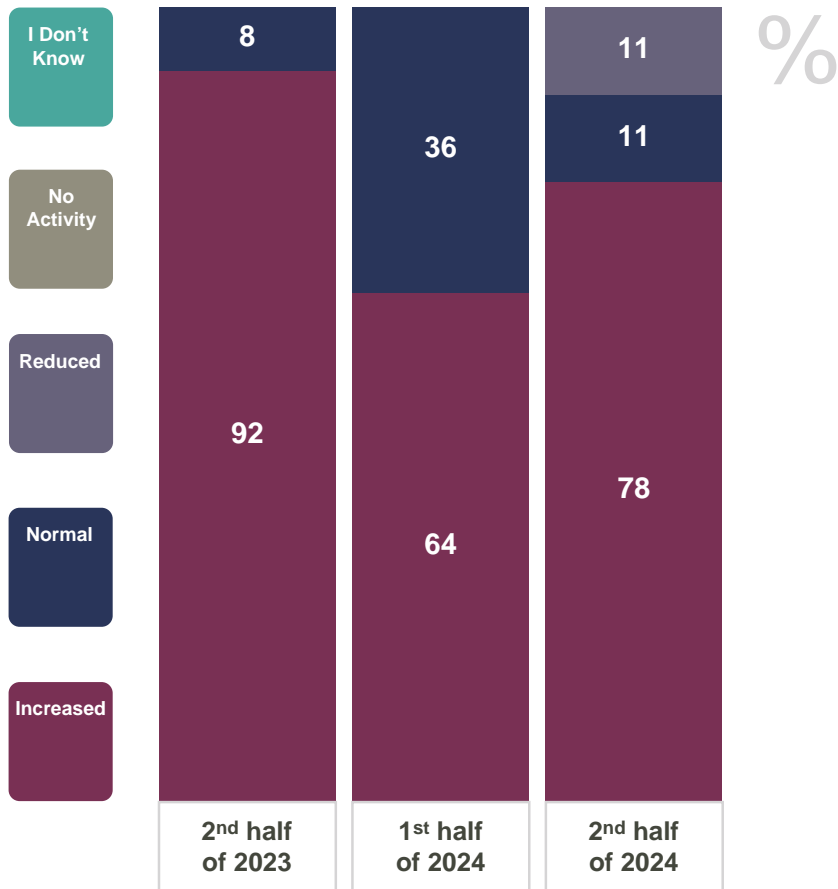
Will affect the industry We already use



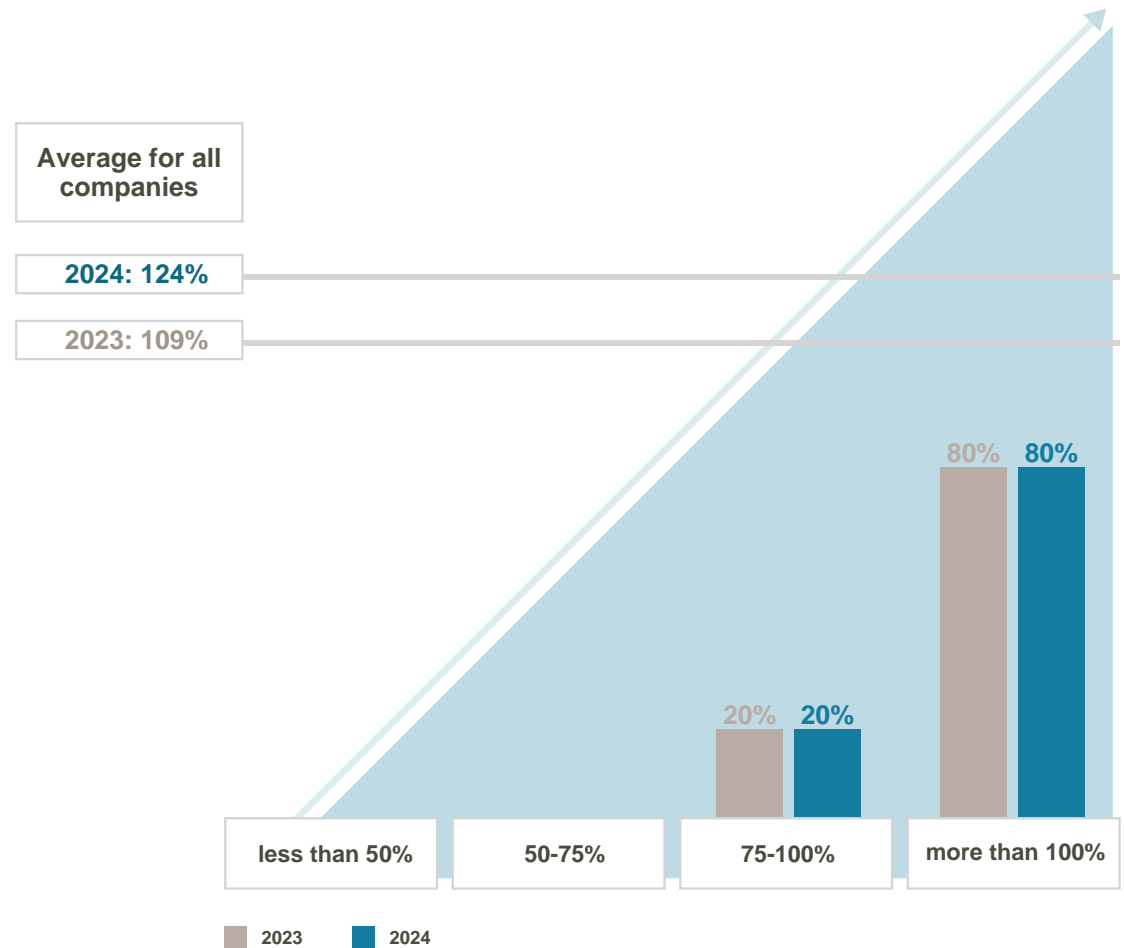
# Detailed results for United Arab Emirates



## Situation of the industry operations in the 2<sup>nd</sup> half of 2023, and current predictions for 2024



## Revenue compared to 2019



# Detailed results for United Arab Emirates

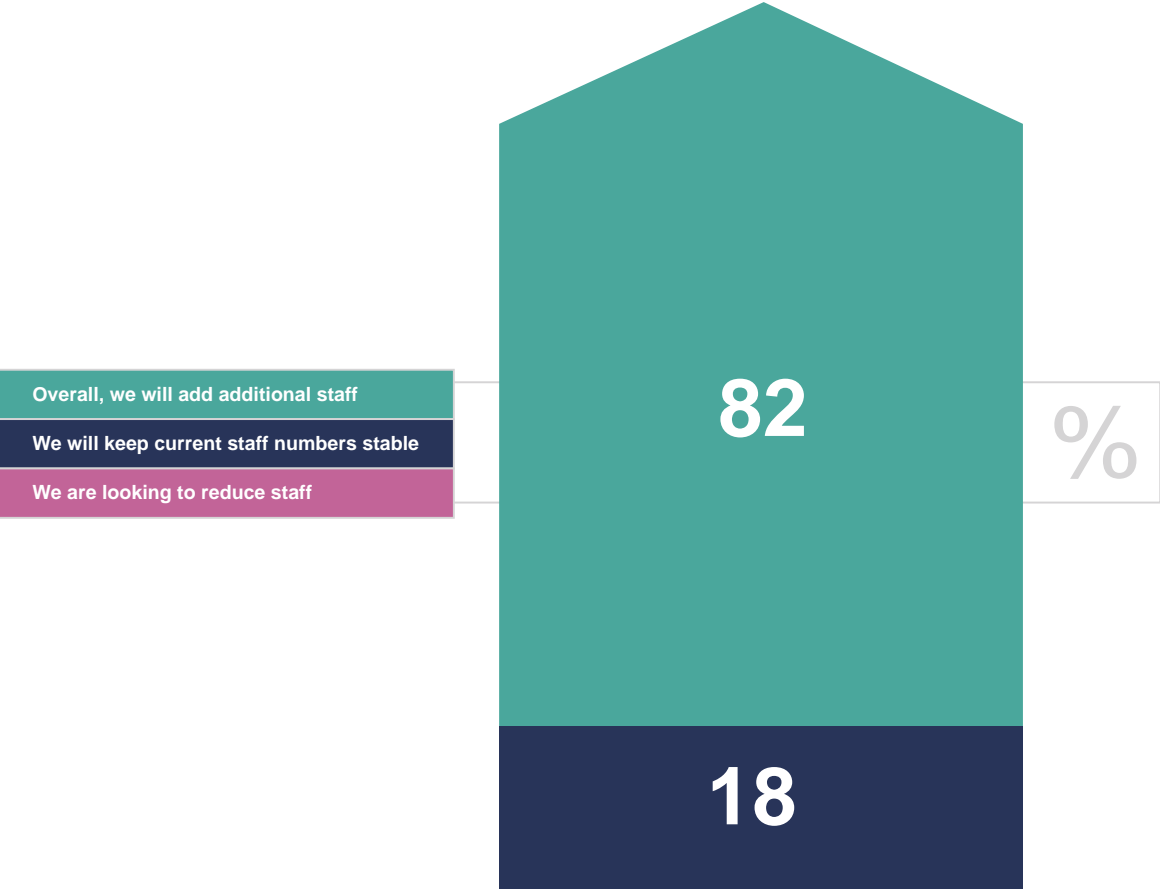


## 2023 Operating profit compared to 2019 and previous year



%

## How do you plan to develop your workforce in the coming 6 months



%

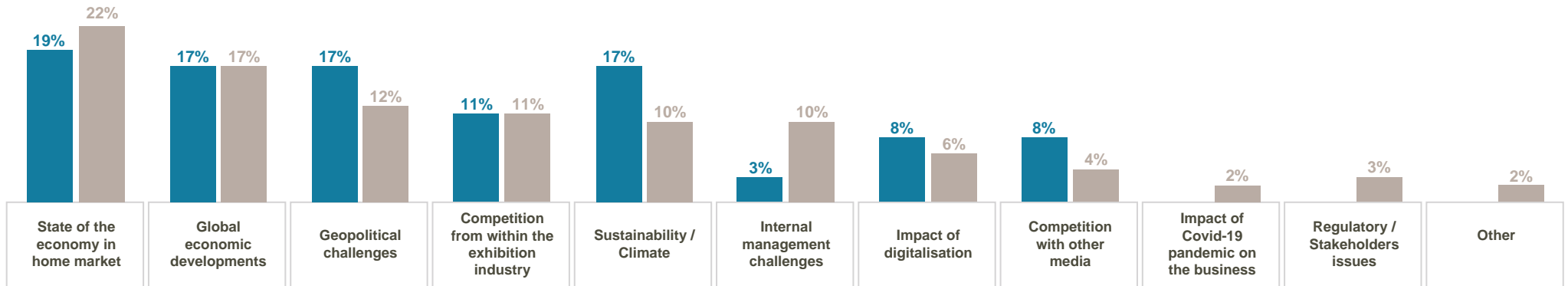
# Detailed results for United Arab Emirates



## Most important business issues in the exhibition industry right now

United Arab Emirates

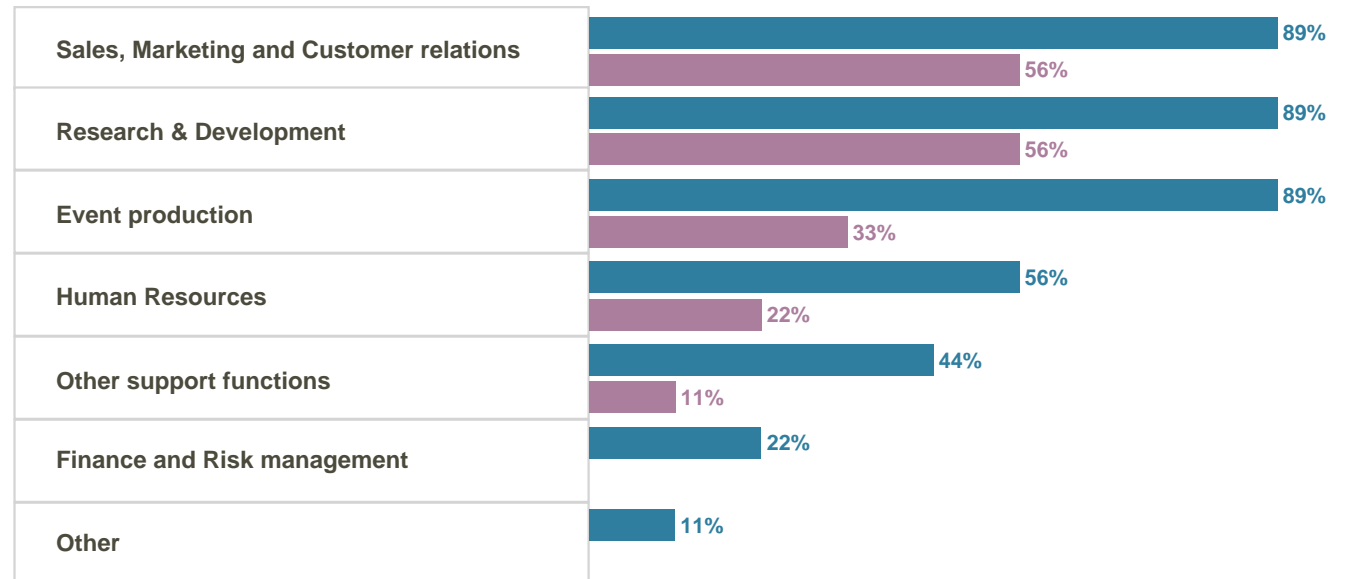
Global



## Potential impact on exhibitions and current use of “generative AI” applications like ChatGPT and others

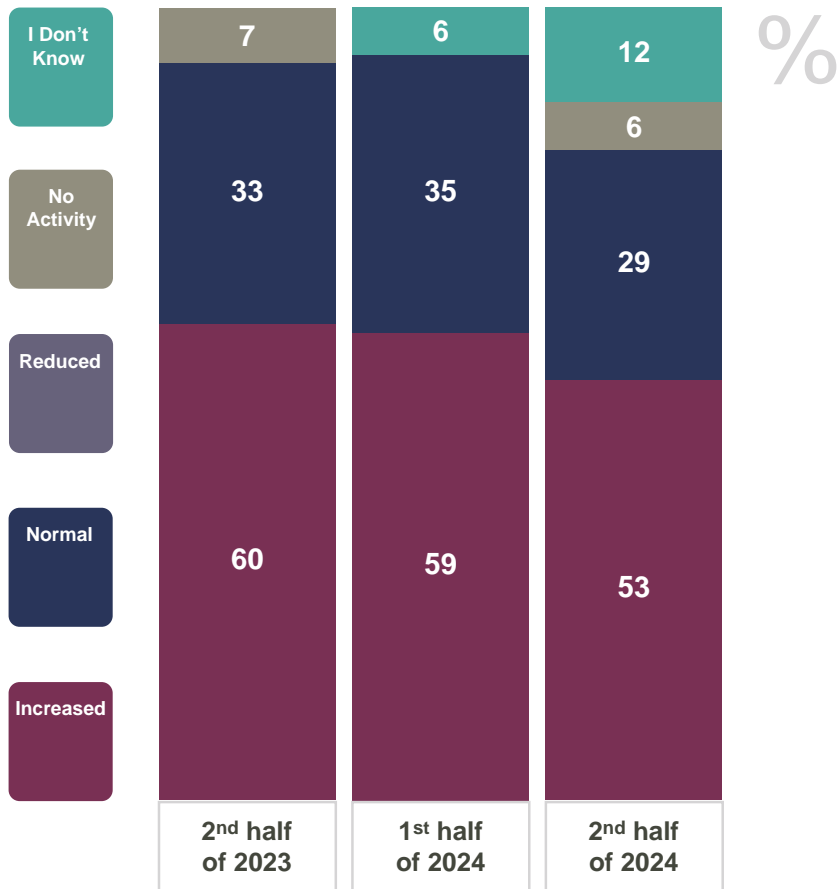
Will affect the industry

We already use

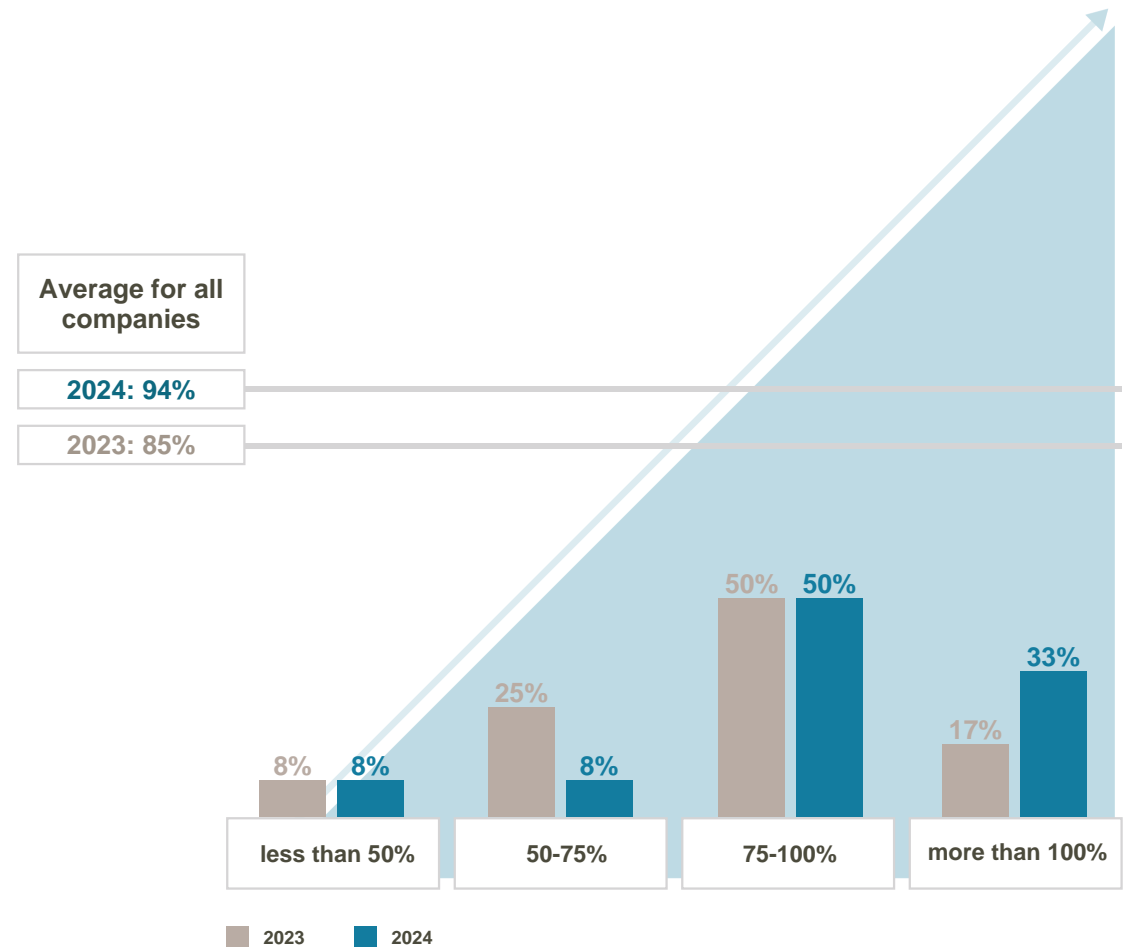




## Situation of the industry operations in the 2<sup>nd</sup> half of 2023, and current predictions for 2024



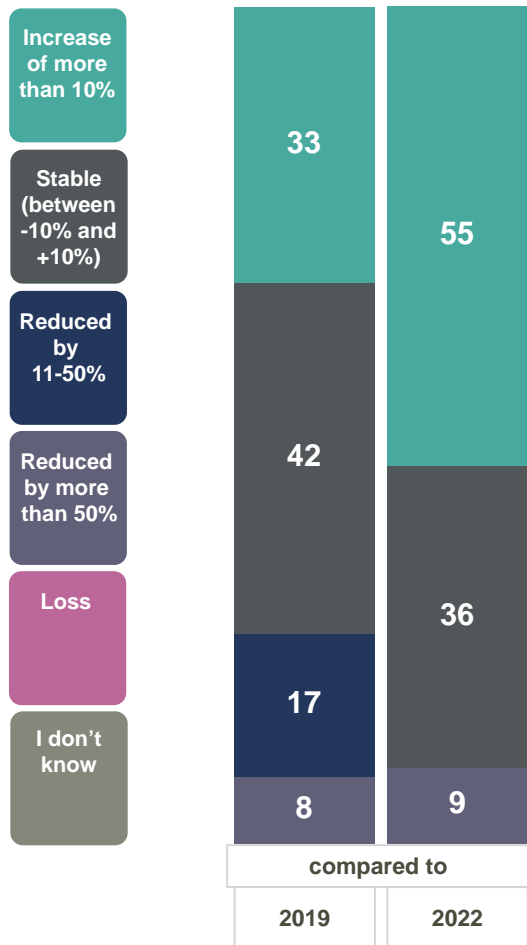
## Revenue compared to 2019



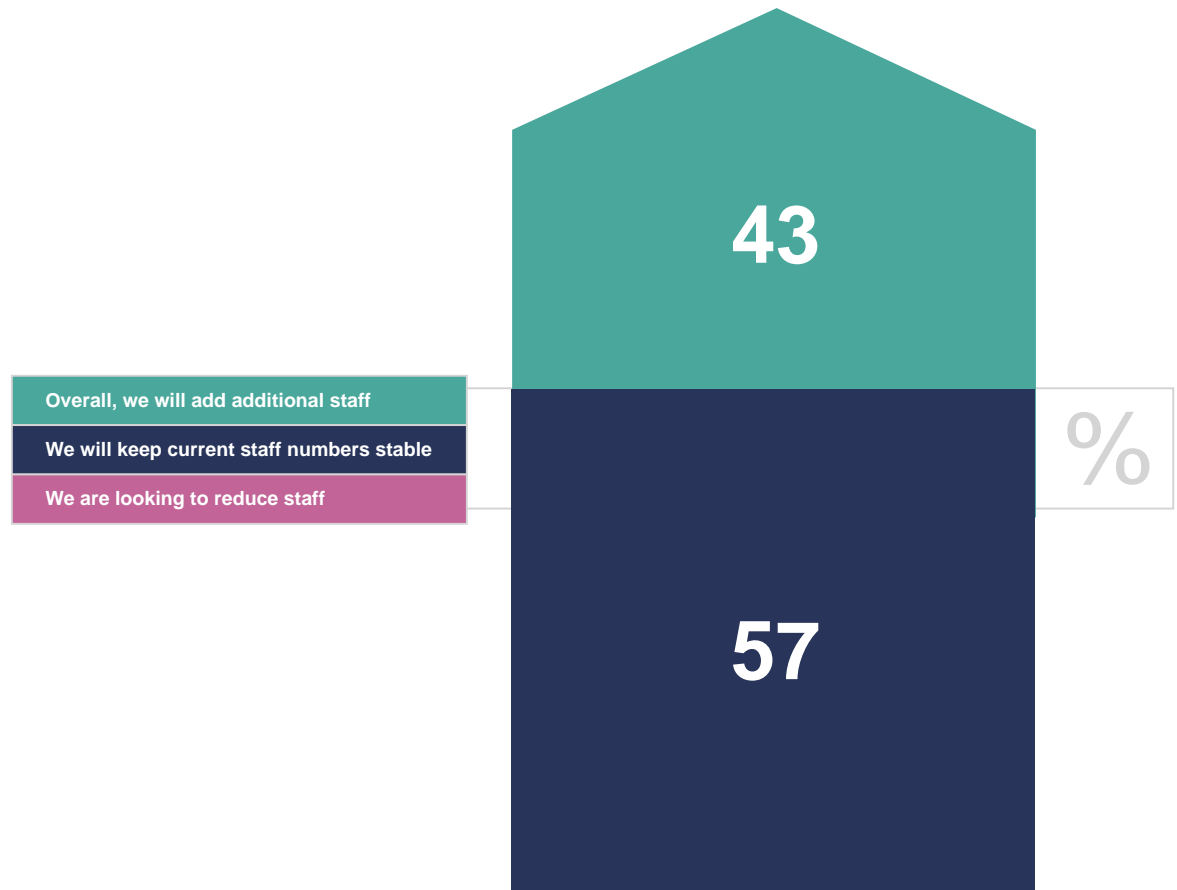


## 2023 Operating profit compared to 2019 and previous year

%



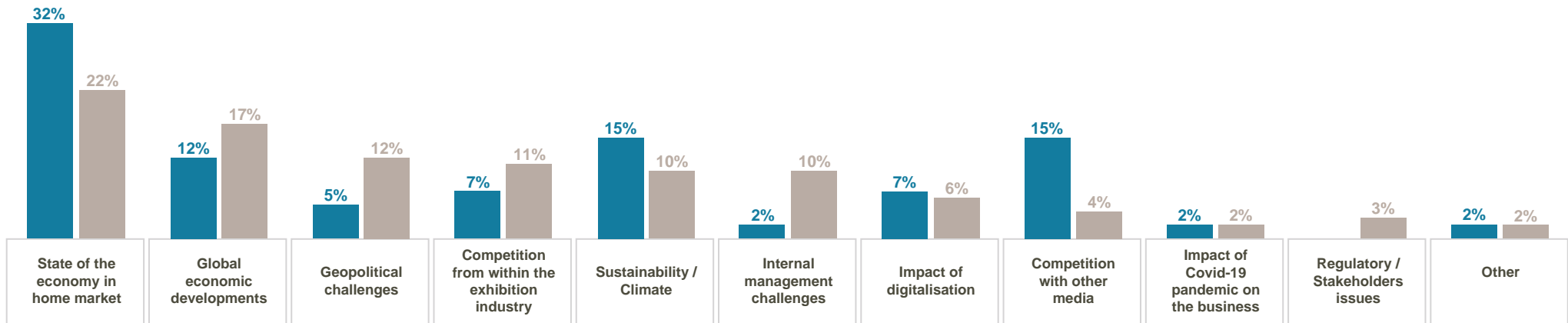
## How do you plan to develop your workforce in the coming 6 months





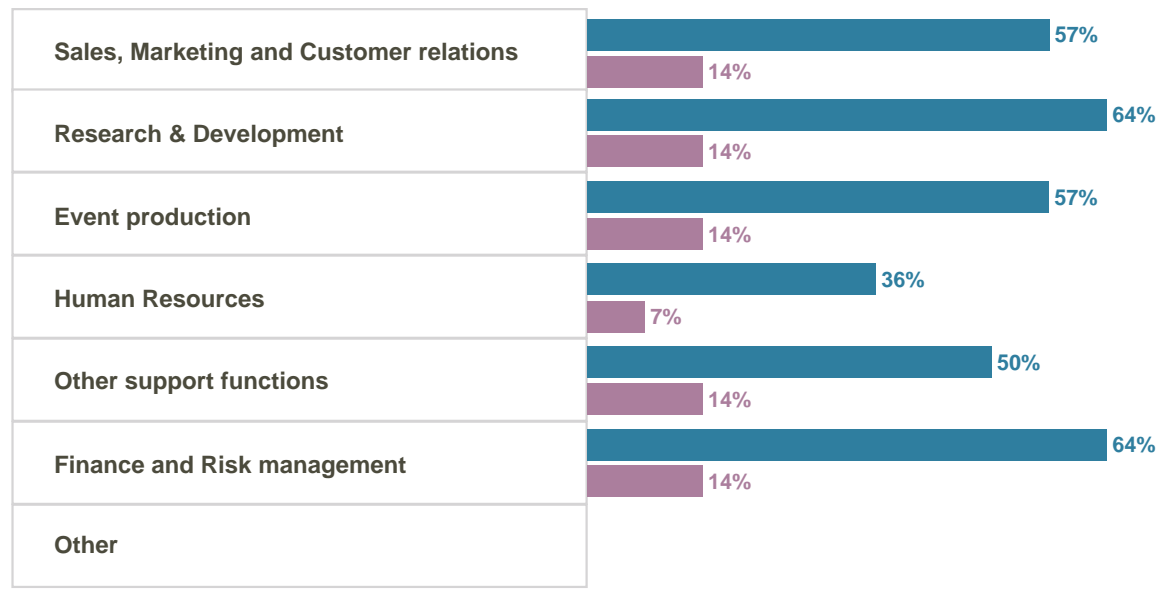
## Most important business issues in the exhibition industry right now

South Africa Global



## Potential impact on exhibitions and current use of “generative AI” applications like ChatGPT and others

Will affect the industry We already use

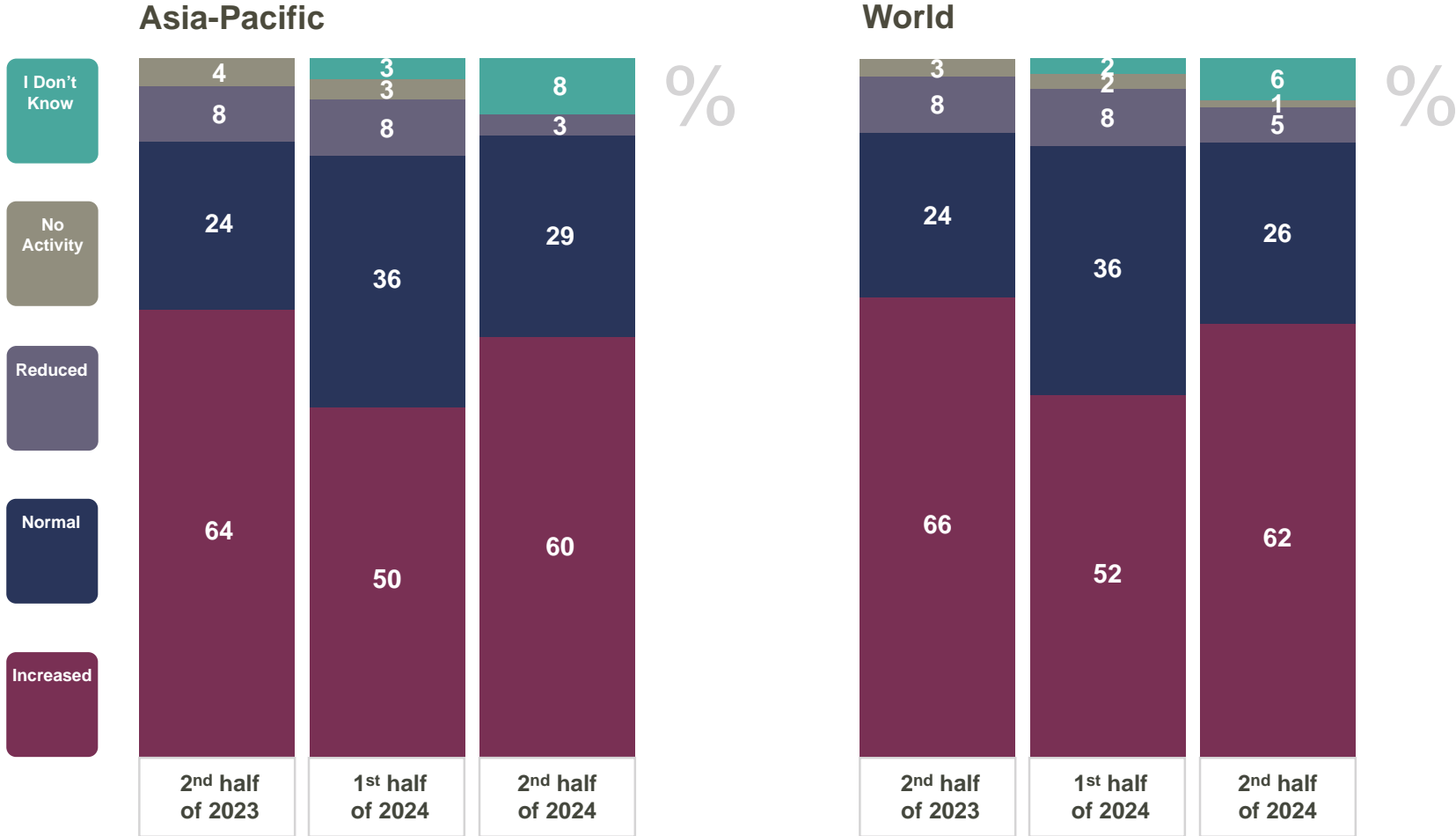


A network diagram consisting of several nodes connected by lines. The nodes are represented as spheres, with one central node highlighted in a vibrant blue color. The other nodes are dark, almost black, with some showing highlights. The connections are thin, light-colored lines. The entire scene is set against a solid, light purple background.

Asia-Pacific

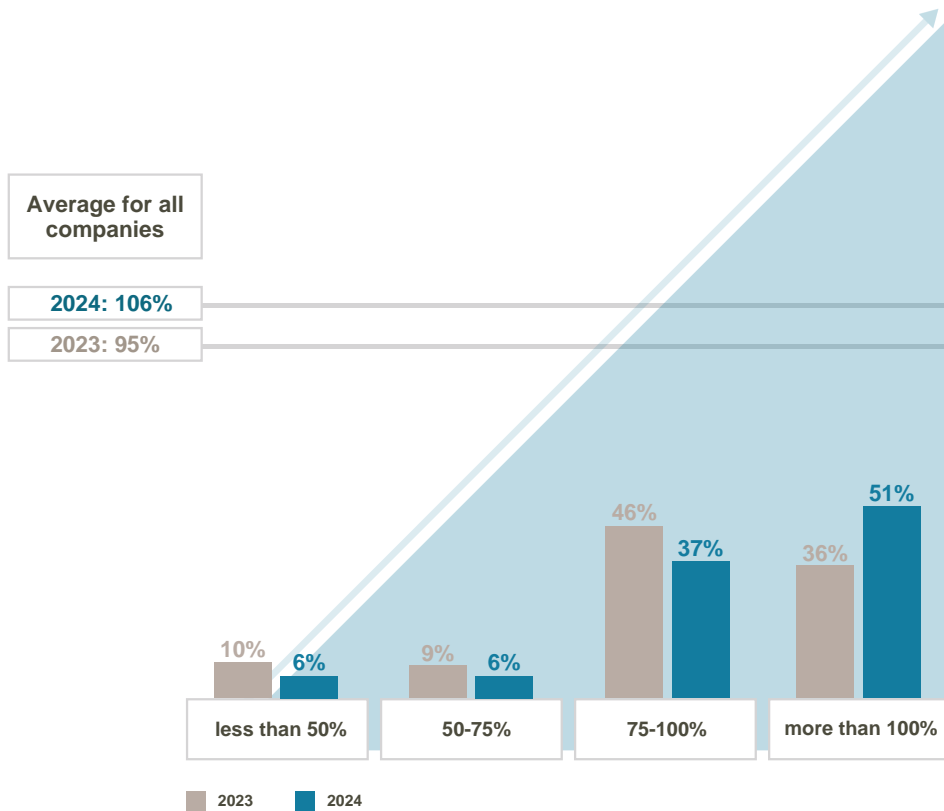


## Situation of the industry operations in the 2<sup>nd</sup> half of 2023, and current predictions for 2024

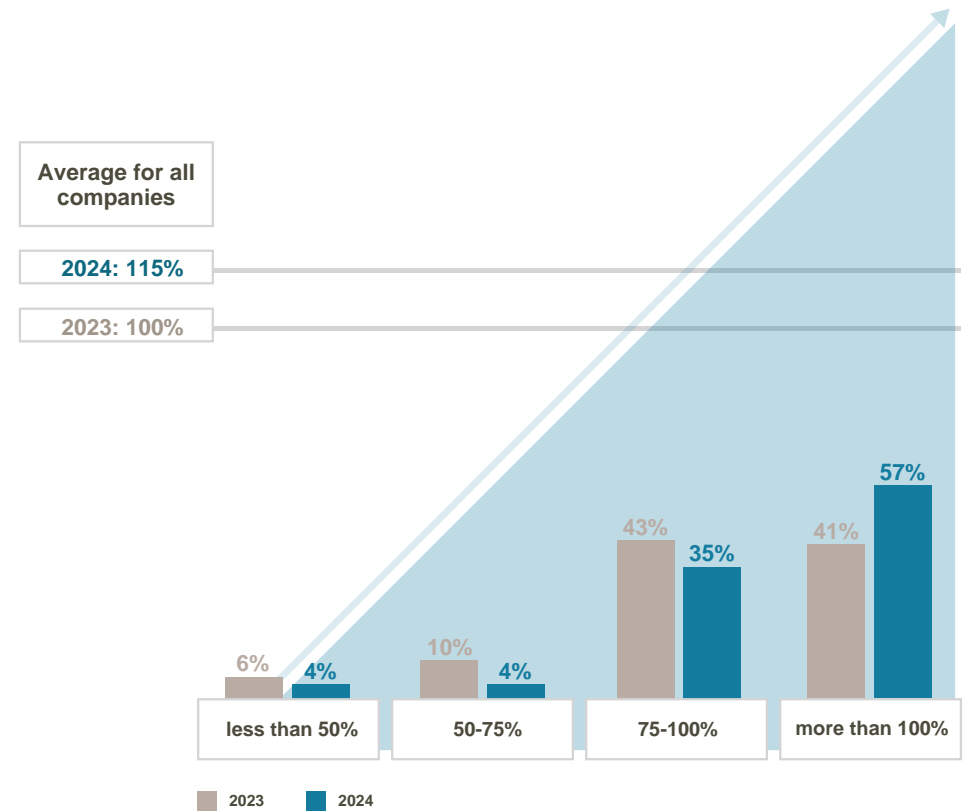


## Revenue compared to 2019

### Asia-Pacific

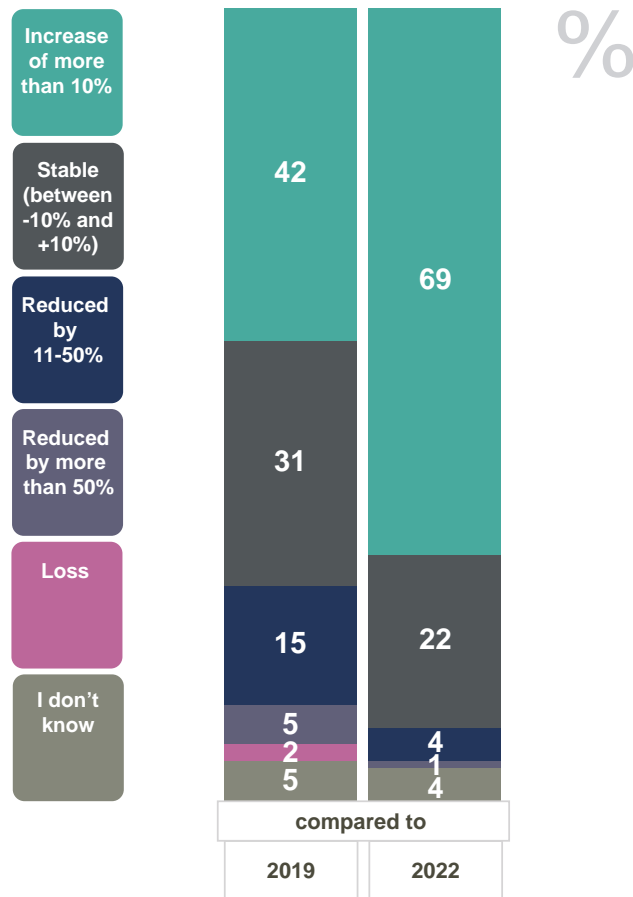


### World

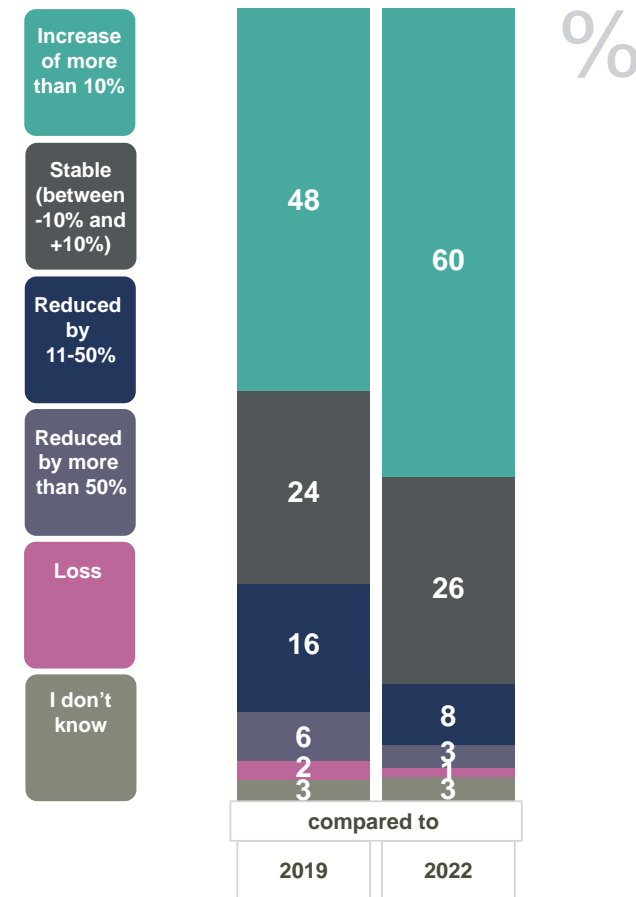


## 2023 Operating profit compared to 2019 and previous year

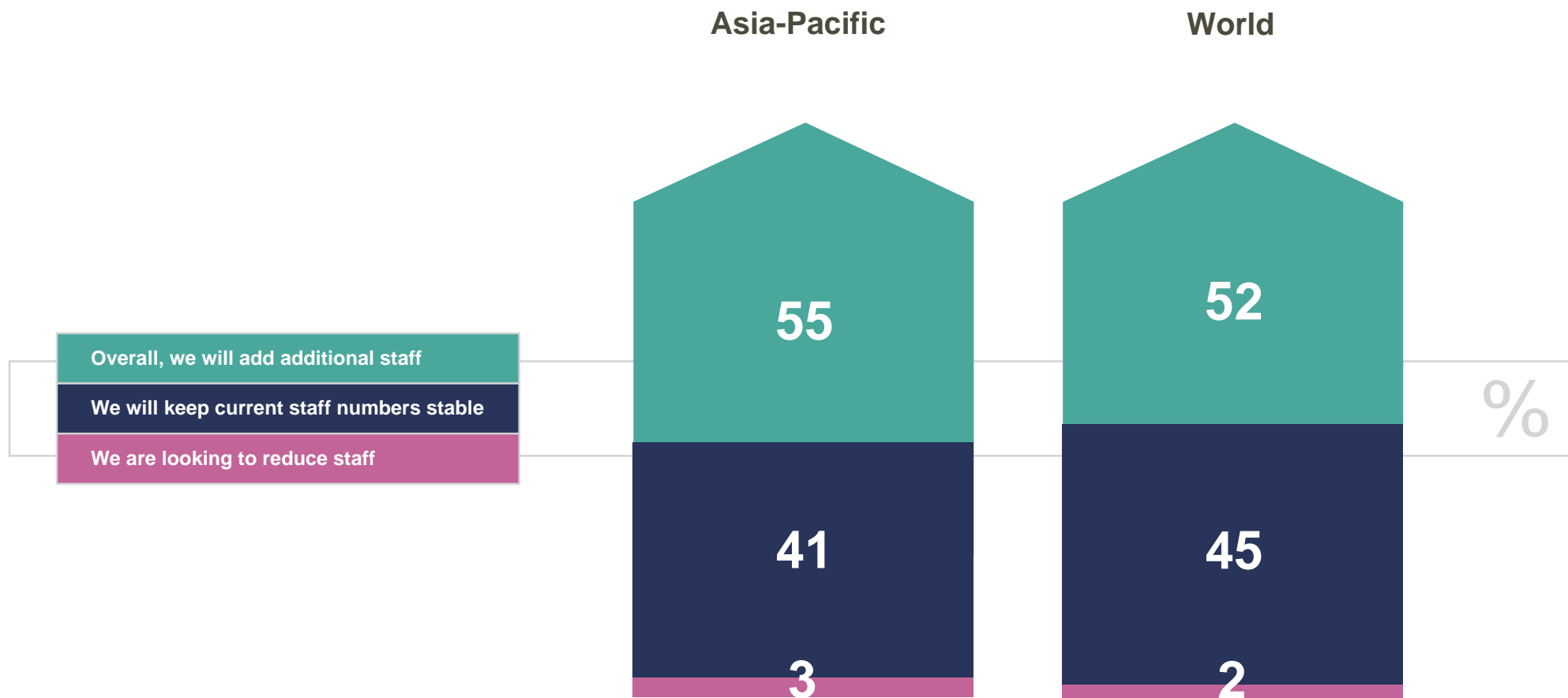
### Asia-Pacific



### World



## How do you plan to develop your workforce in the coming 6 months

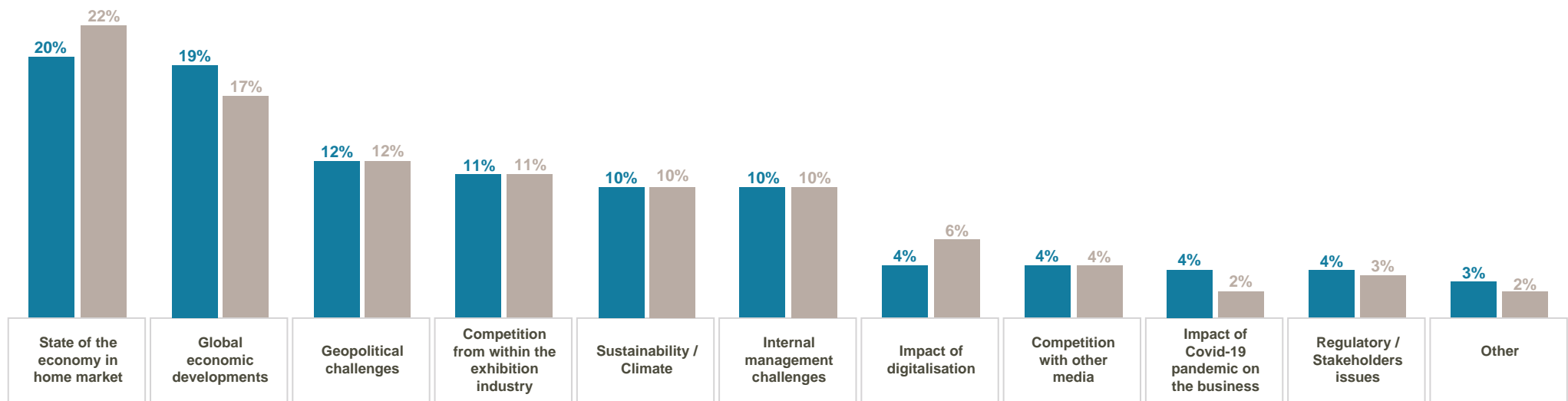


# Most Important Business Issues - Key Factors for Business Development - Asia-Pacific

## Most important business issues in the exhibition industry right now

Asia-Pacific

Global

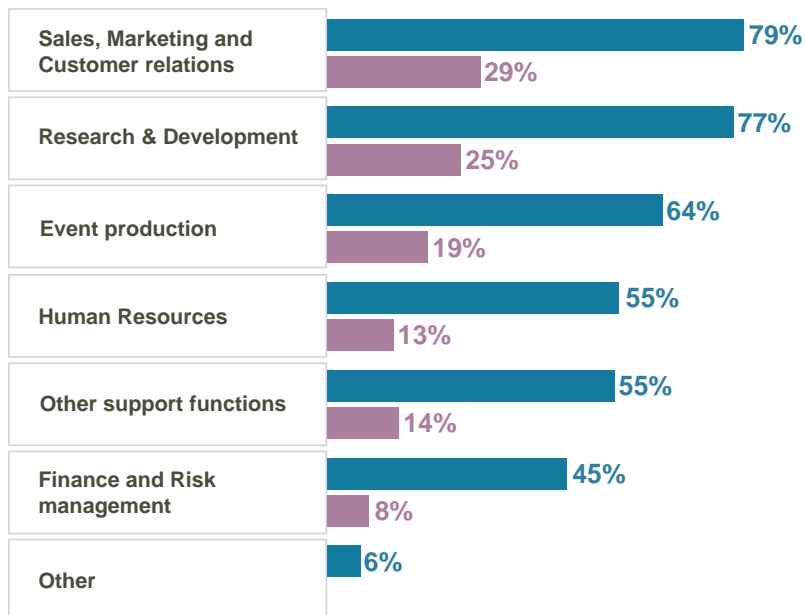


## Potential impact on exhibitions and current use of “generative AI” applications like ChatGPT and others

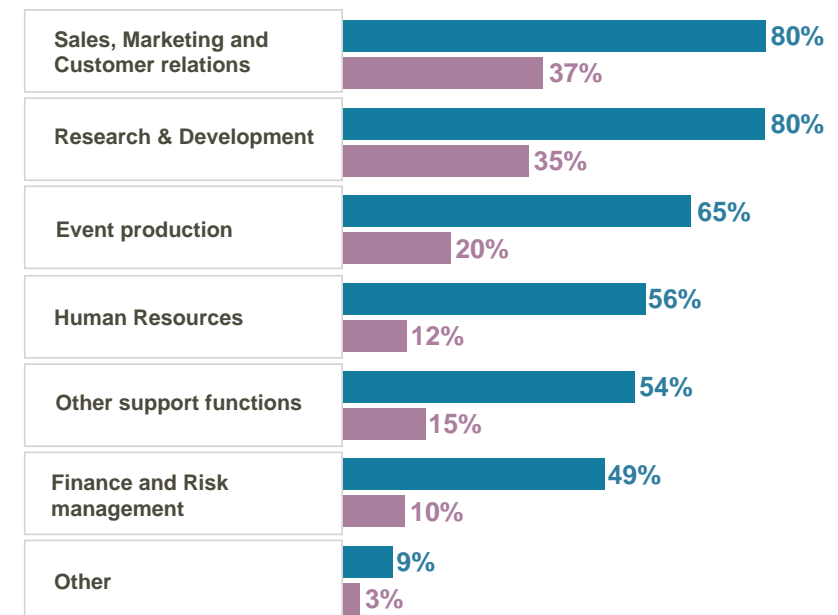
Will affect the industry

We already use

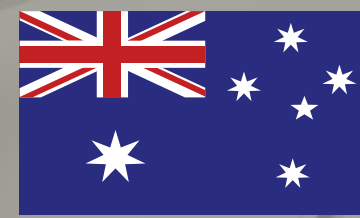
### Asia-Pacific



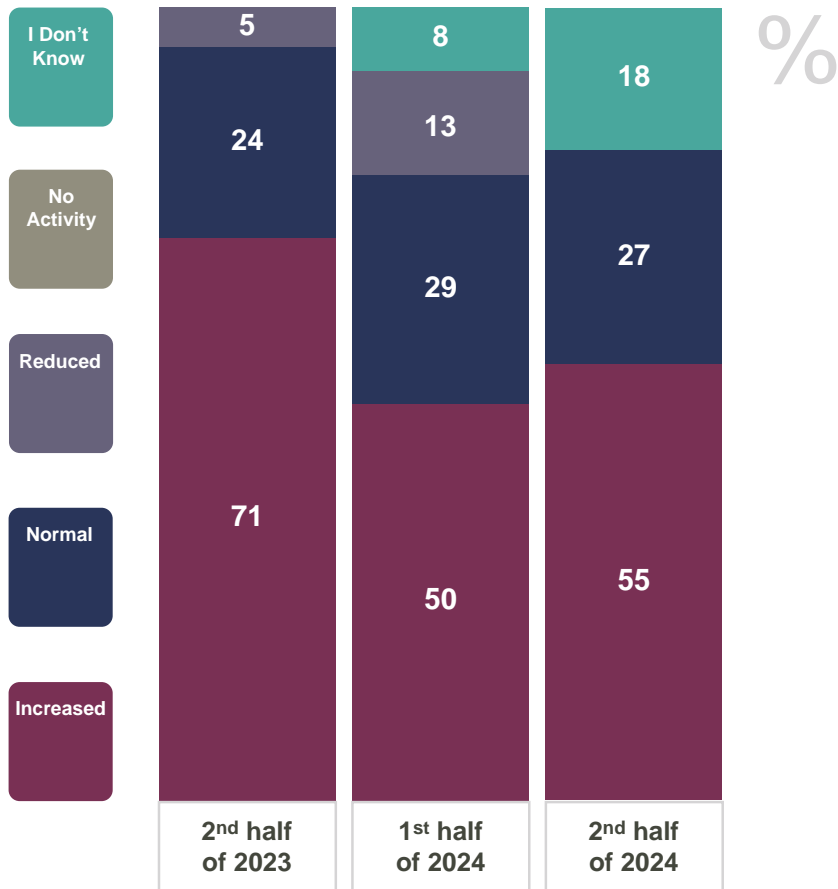
### World



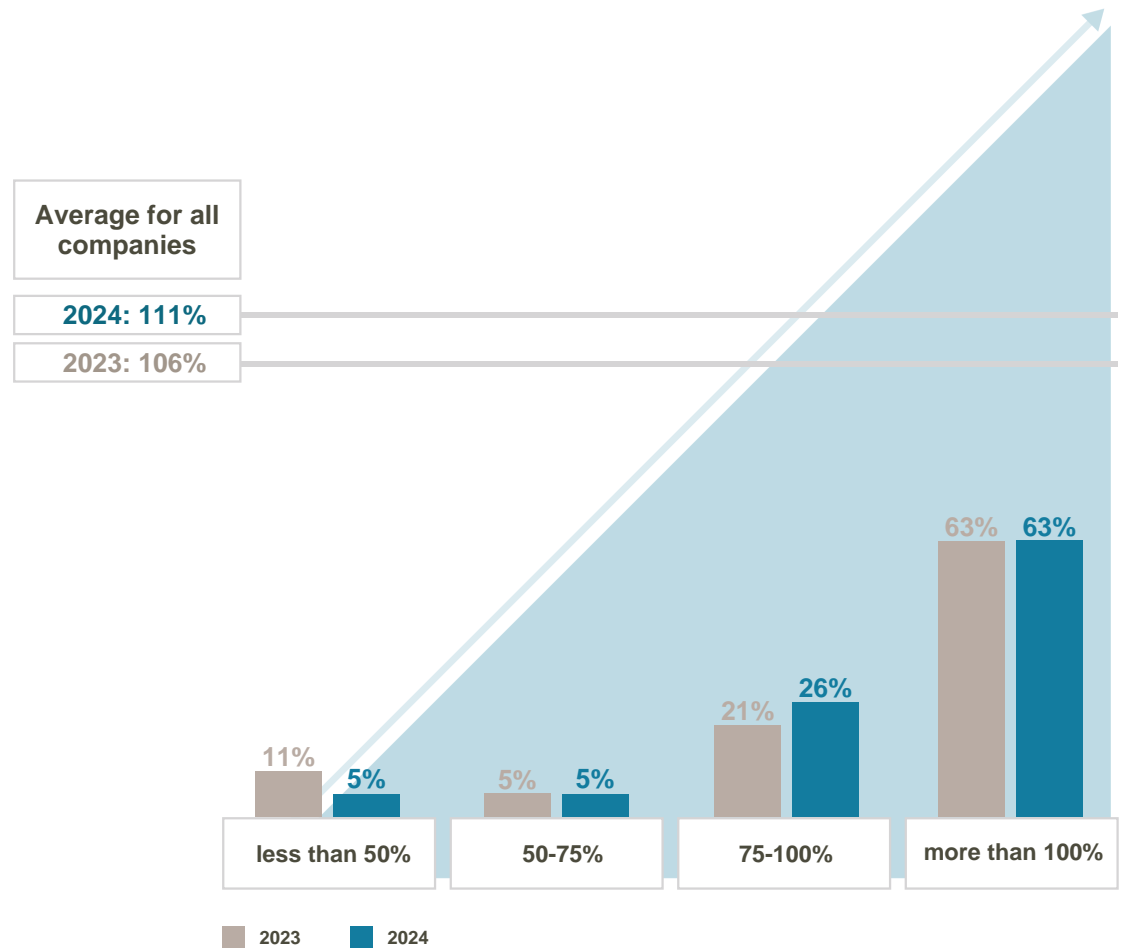
# Detailed results for Australia



## Situation of the industry operations in the 2<sup>nd</sup> half of 2023, and current predictions for 2024



## Revenue compared to 2019

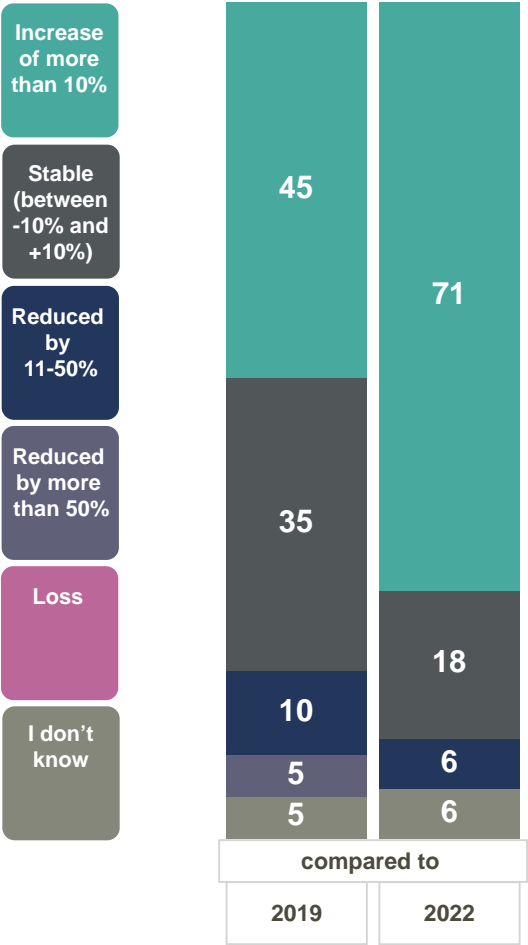


# Detailed results for Australia

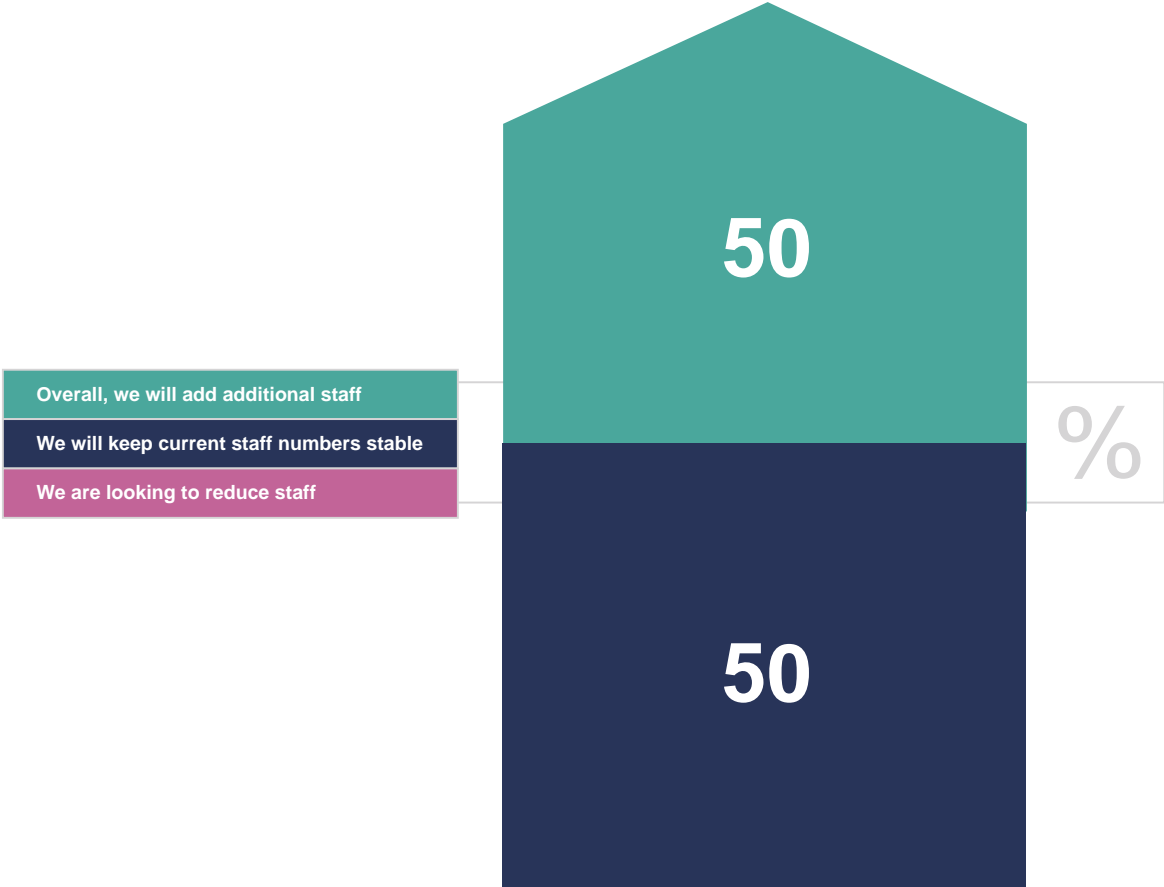


## 2023 Operating profit compared to 2019 and previous year

%

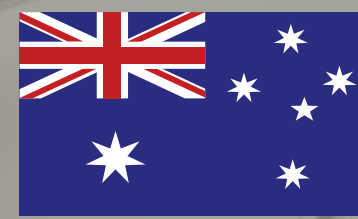


## How do you plan to develop your workforce in the coming 6 months



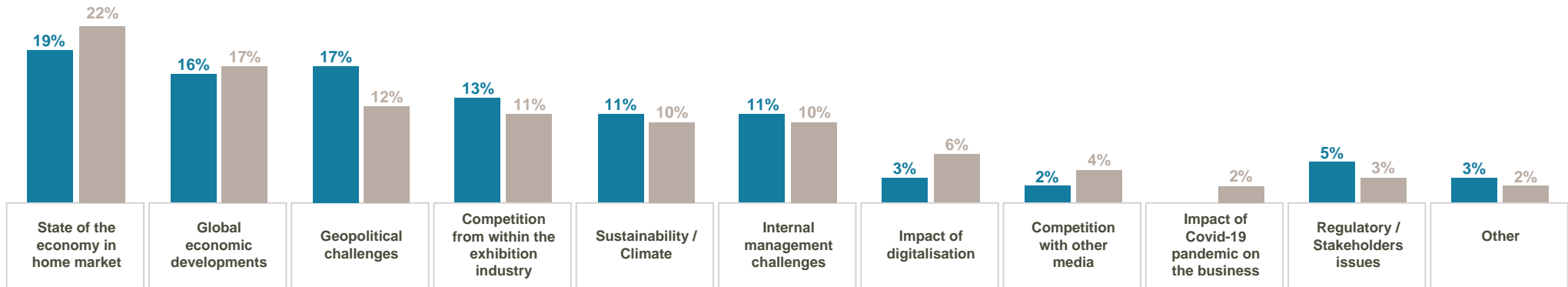


# Detailed results for Australia



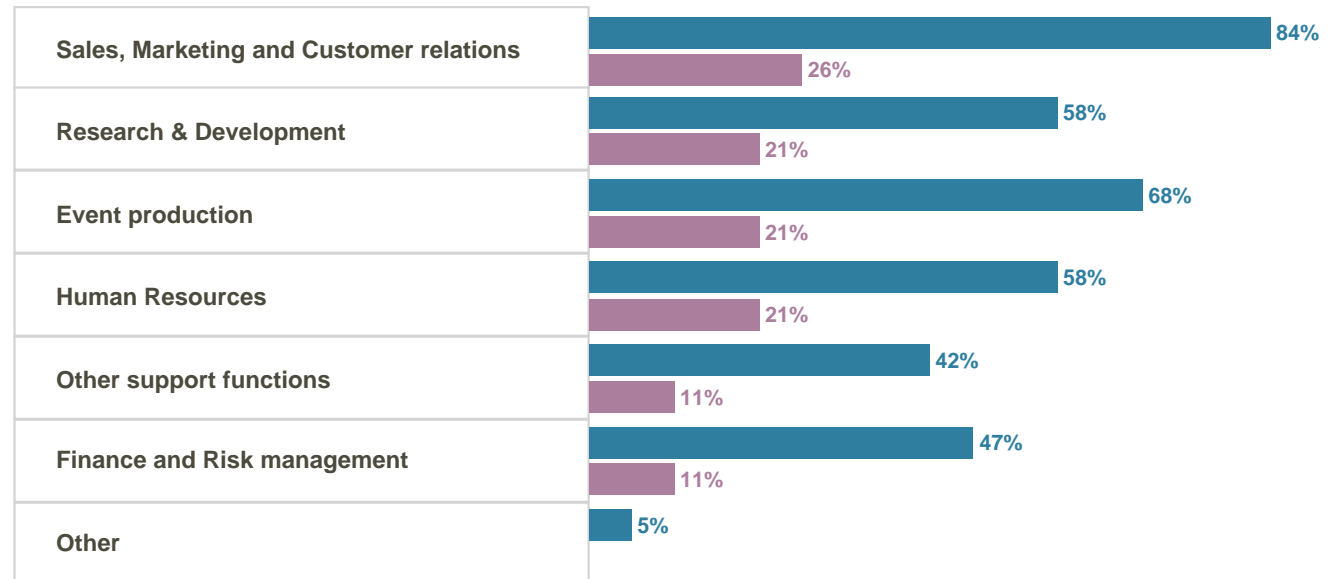
## Most important business issues in the exhibition industry right now

Australia Global



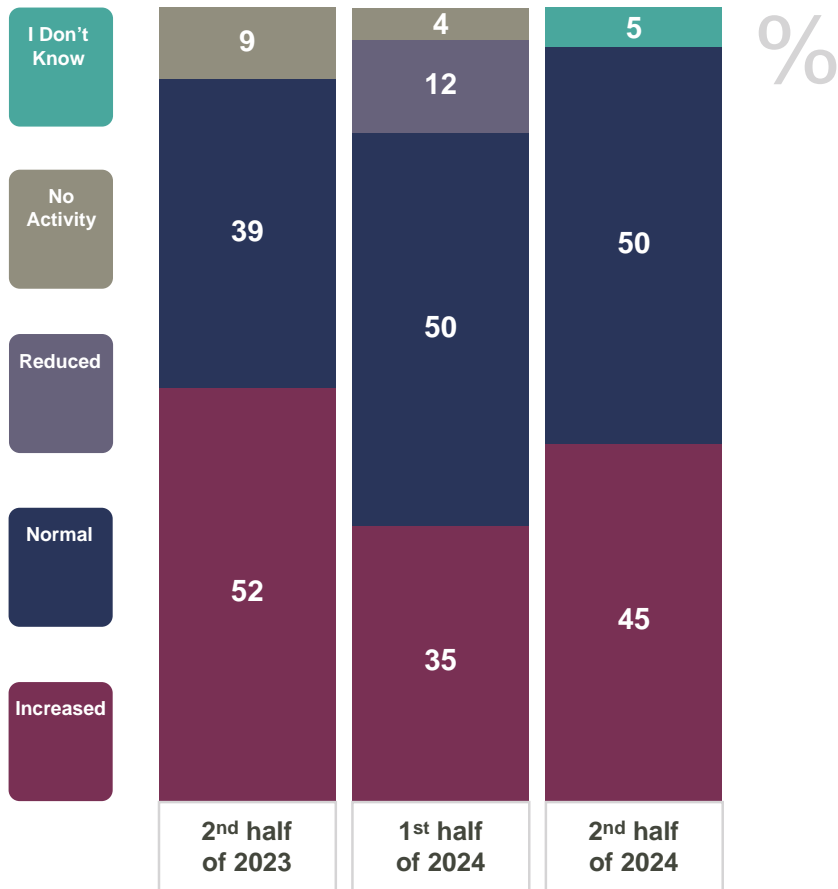
## Potential impact on exhibitions and current use of “generative AI” applications like ChatGPT and others

Will affect the industry We already use

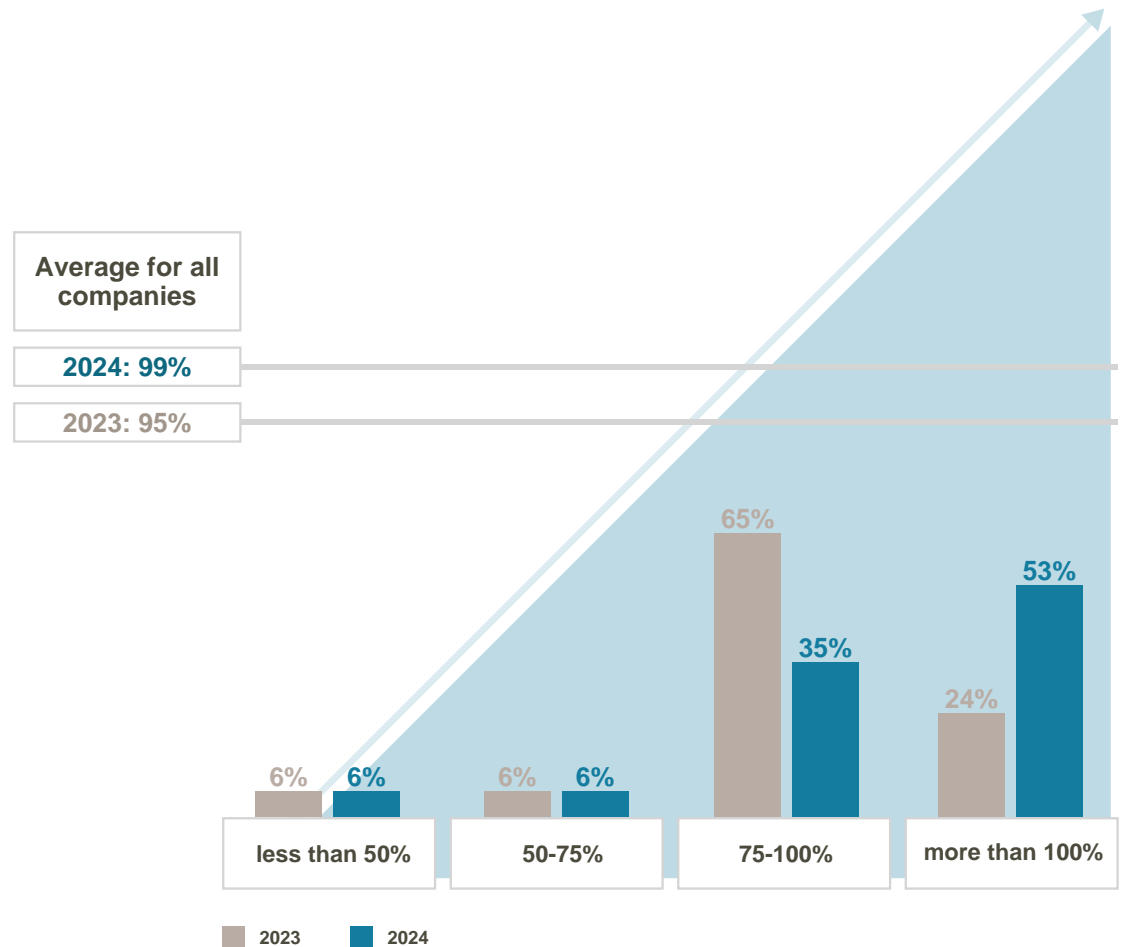




## Situation of the industry operations in the 2<sup>nd</sup> half of 2023, and current predictions for 2024



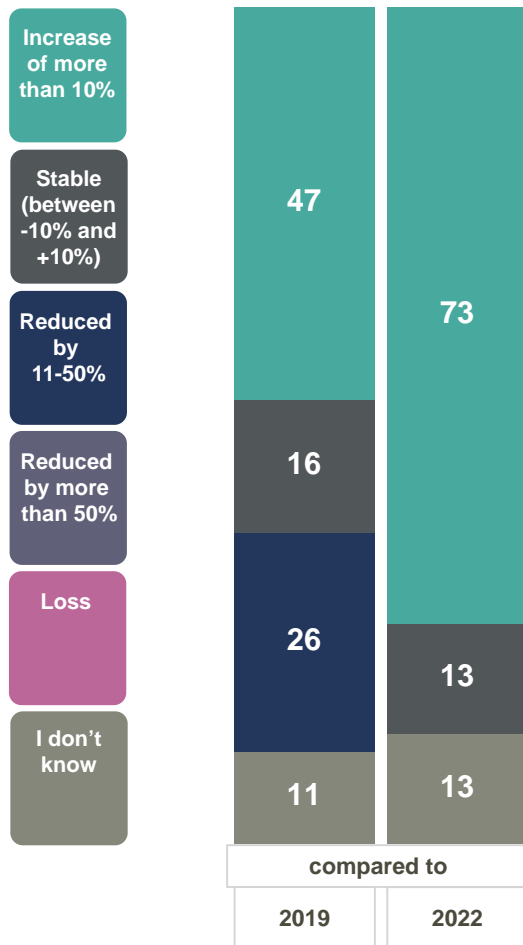
## Revenue compared to 2019



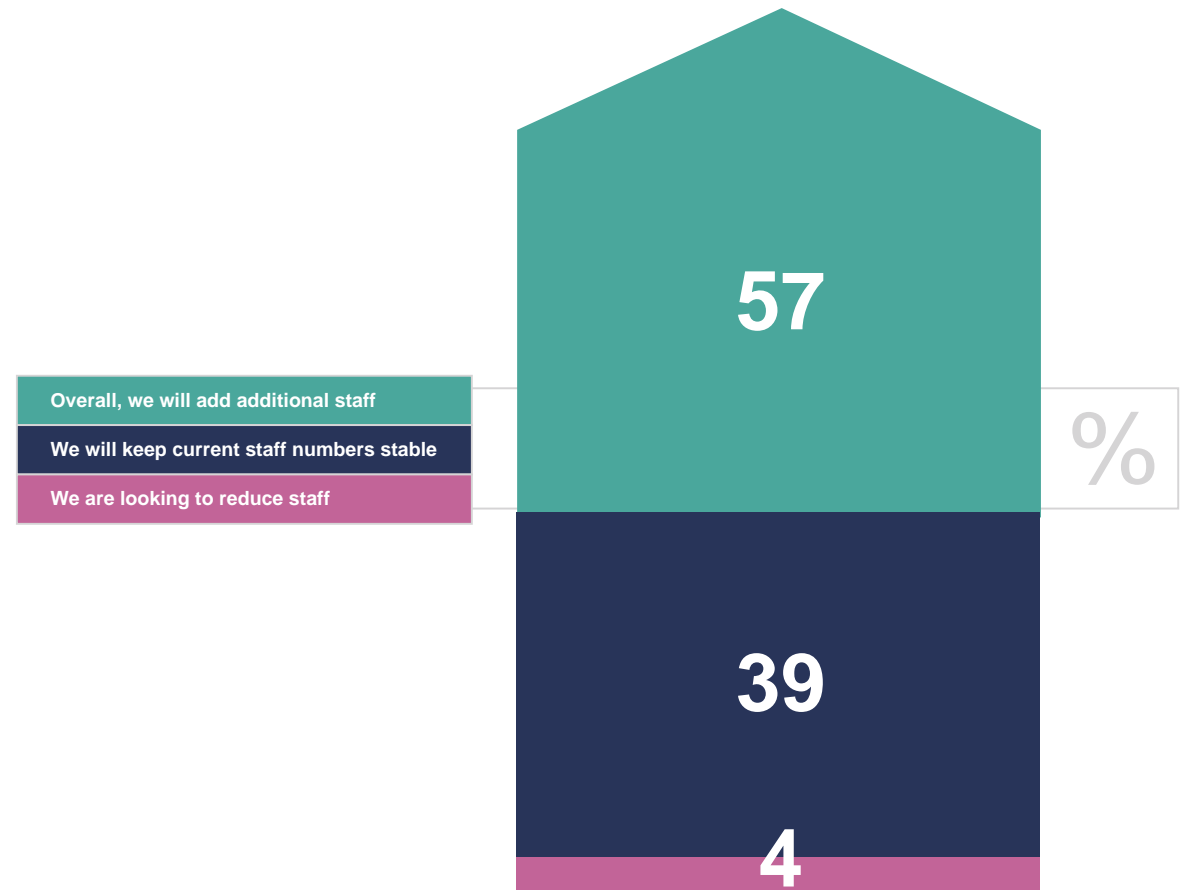


## 2023 Operating profit compared to 2019 and previous year

%



## How do you plan to develop your workforce in the coming 6 months

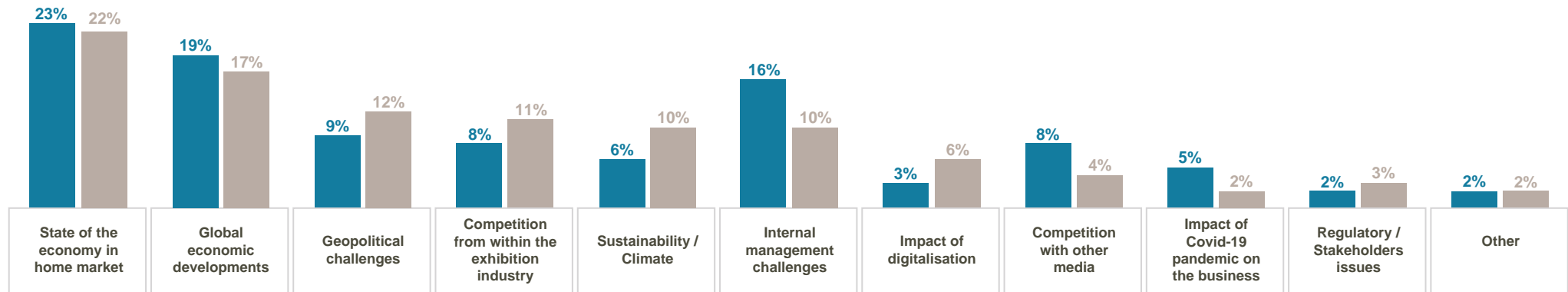


# Detailed results for China



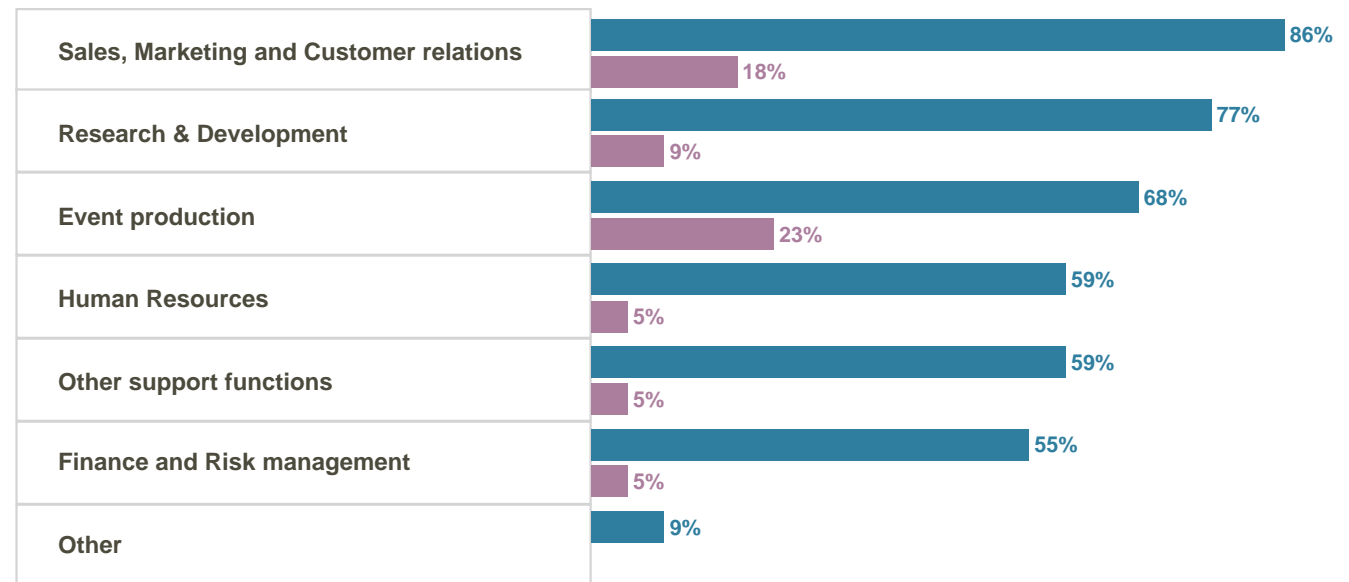
## Most important business issues in the exhibition industry right now

China Global



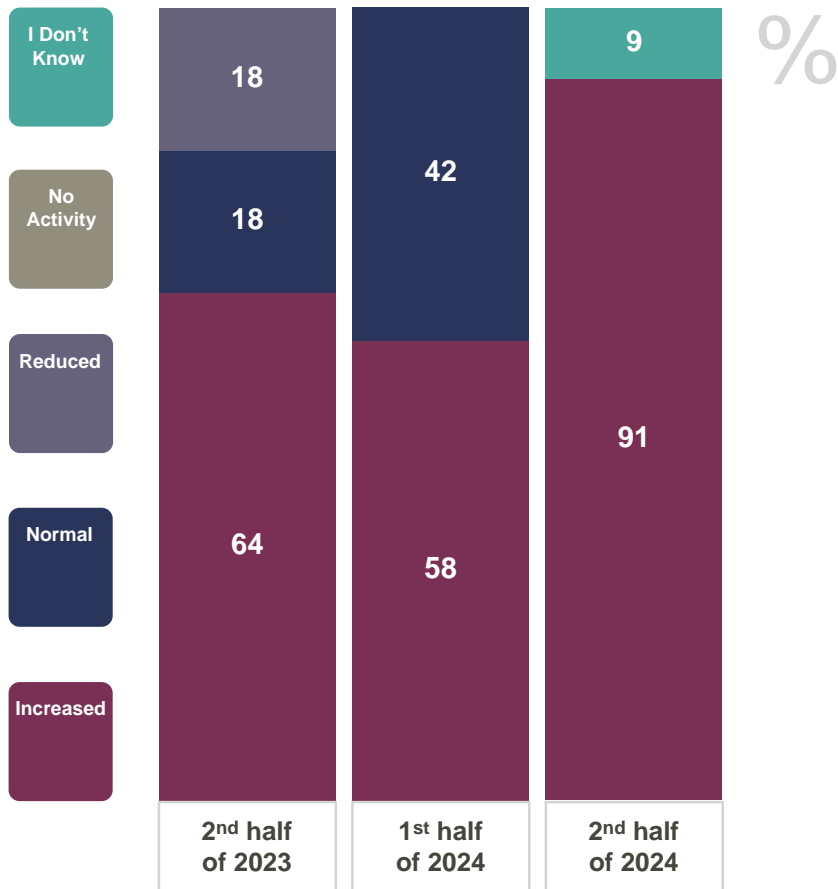
## Potential impact on exhibitions and current use of “generative AI” applications like ChatGPT and others

Will affect the industry We already use

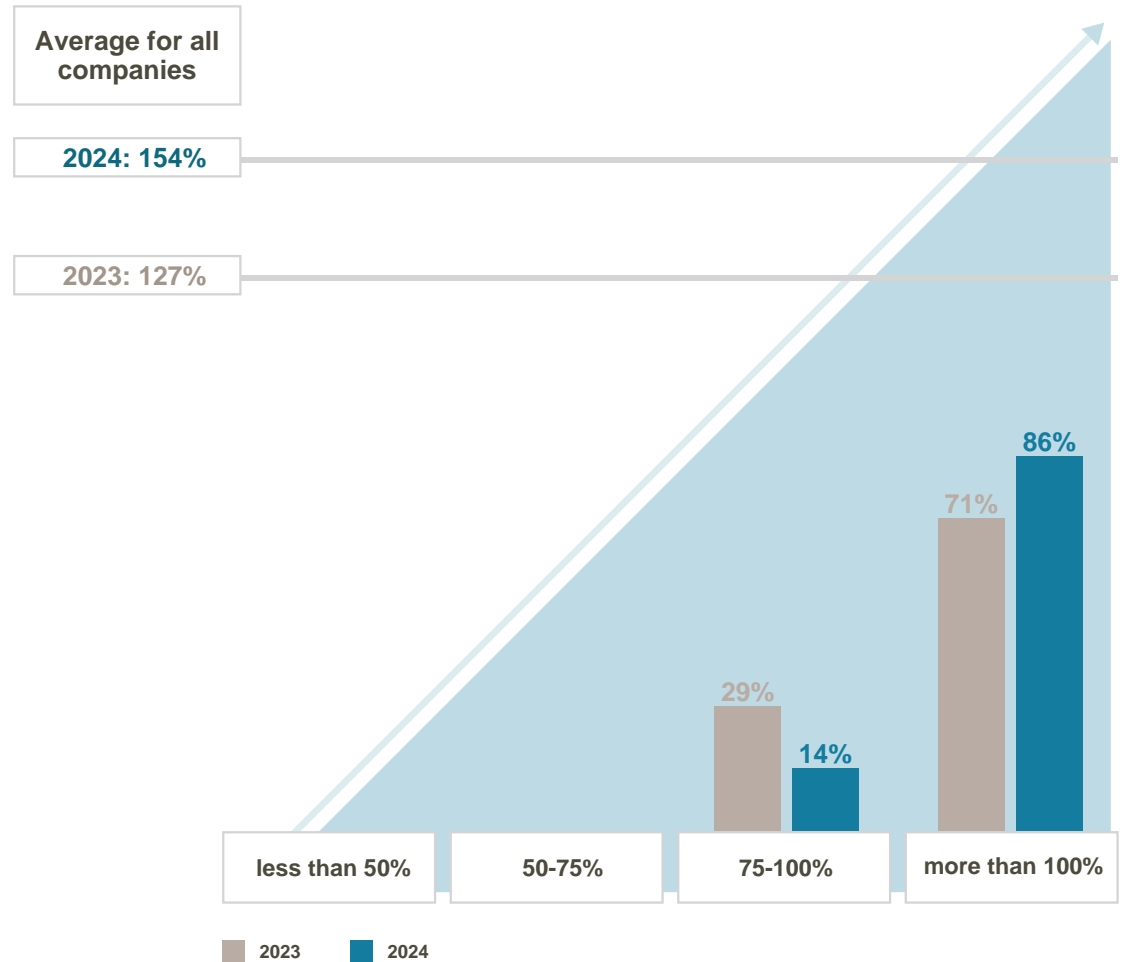




## Situation of the industry operations in the 2<sup>nd</sup> half of 2023, and current predictions for 2024



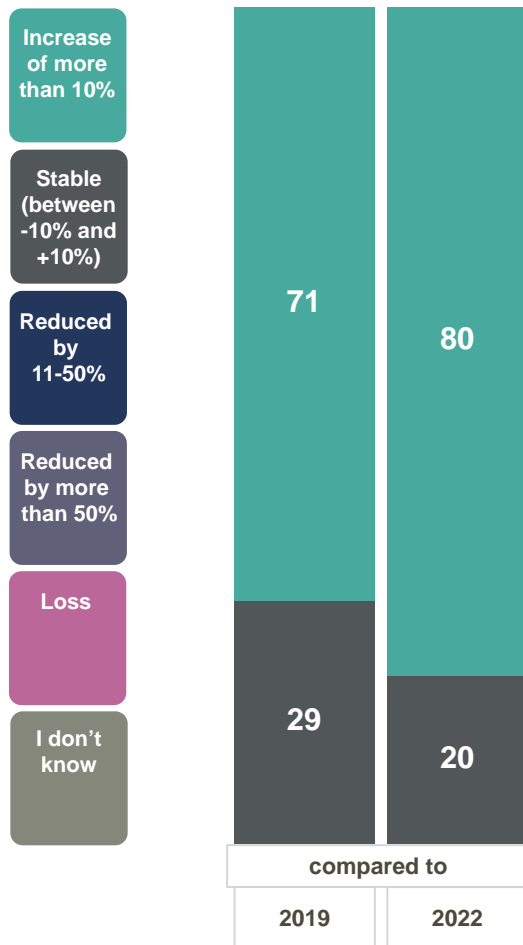
## Revenue compared to 2019



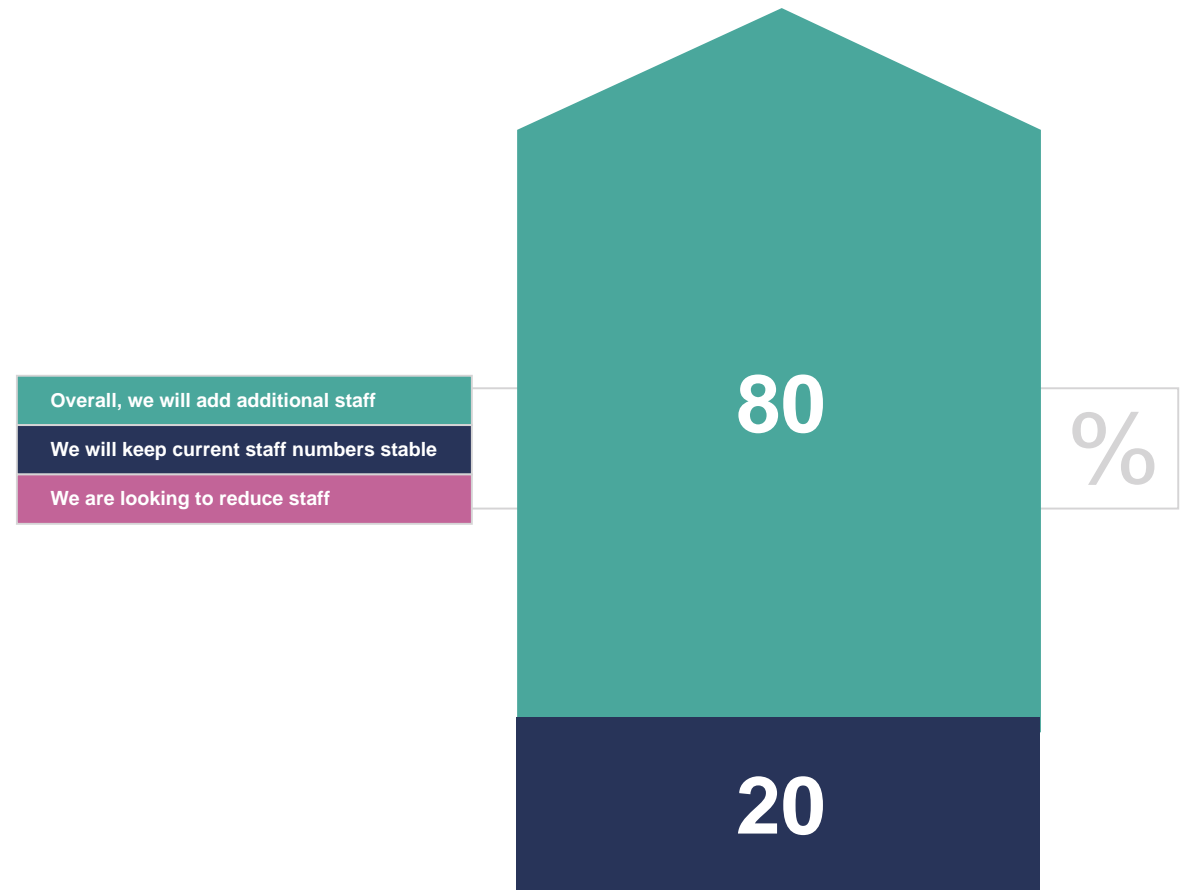


## 2023 Operating profit compared to 2019 and previous year

%



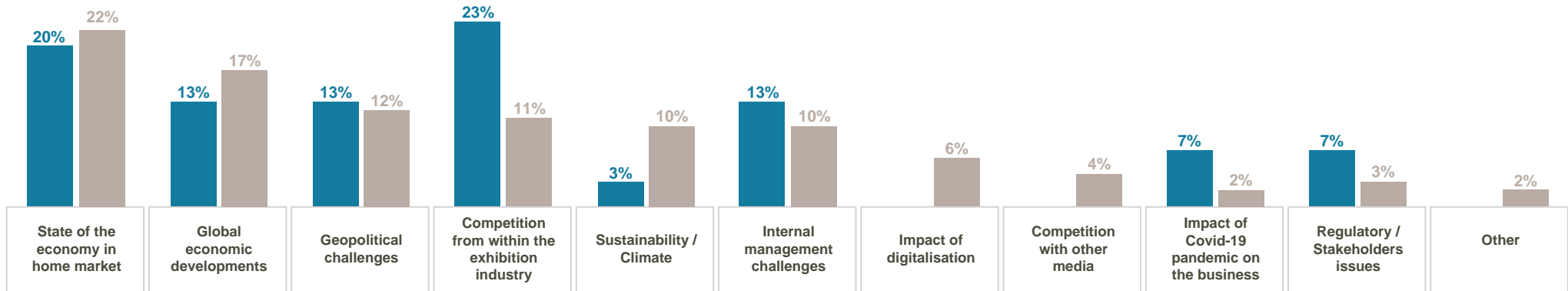
## How do you plan to develop your workforce in the coming 6 months





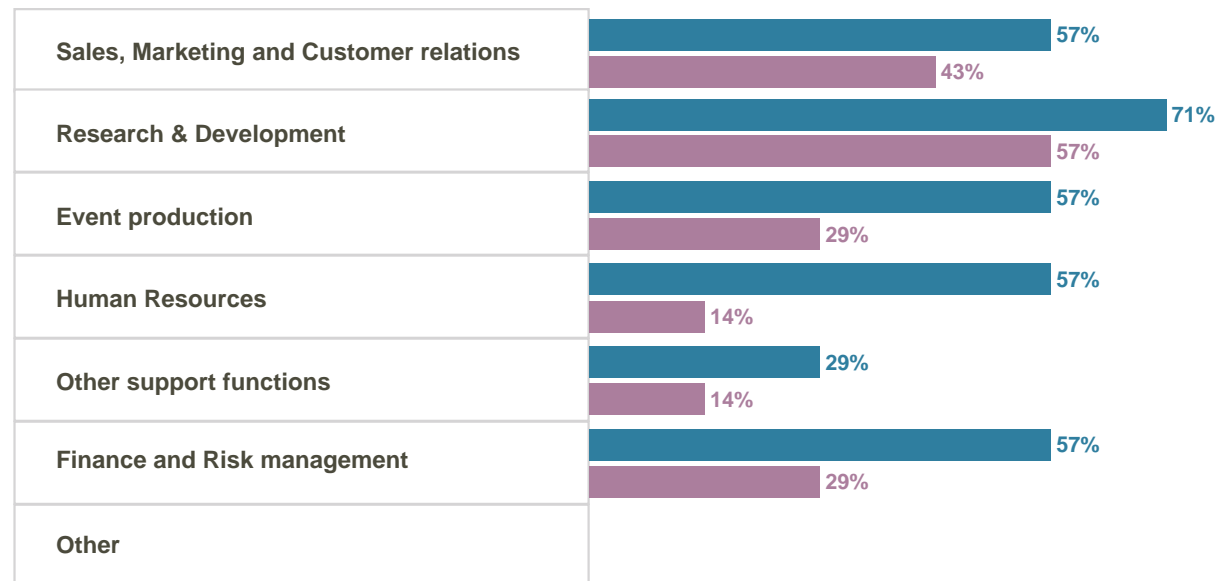
## Most important business issues in the exhibition industry right now

India Global

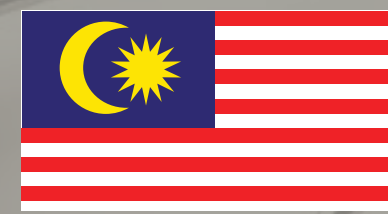


## Potential impact on exhibitions and current use of “generative AI” applications like ChatGPT and others

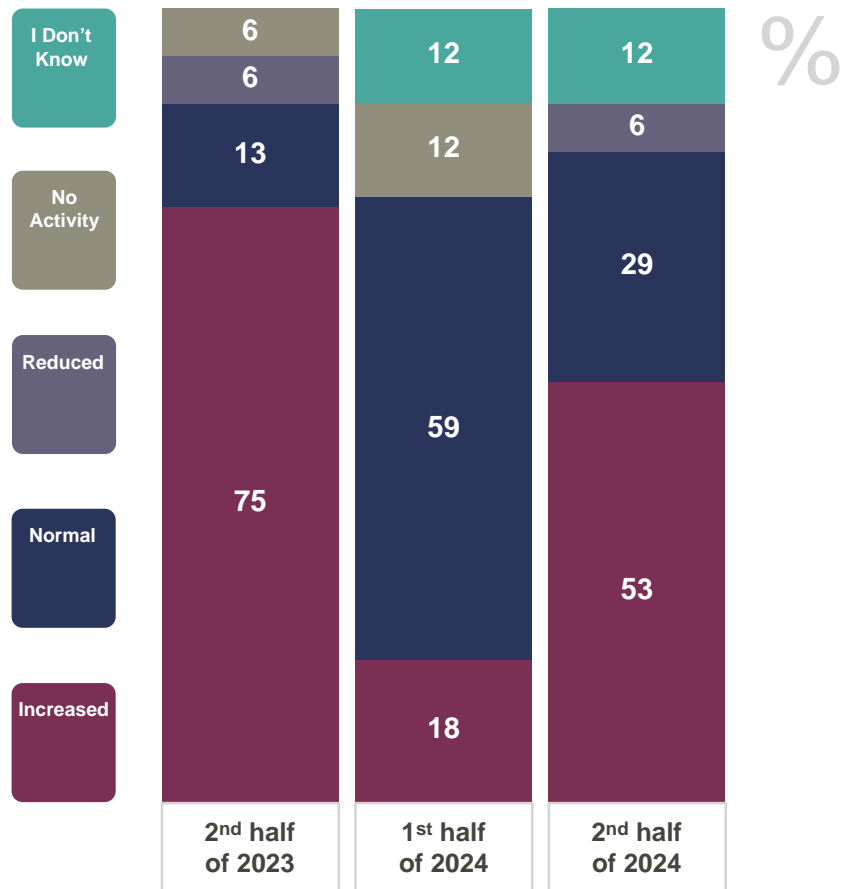
Will affect the industry We already use



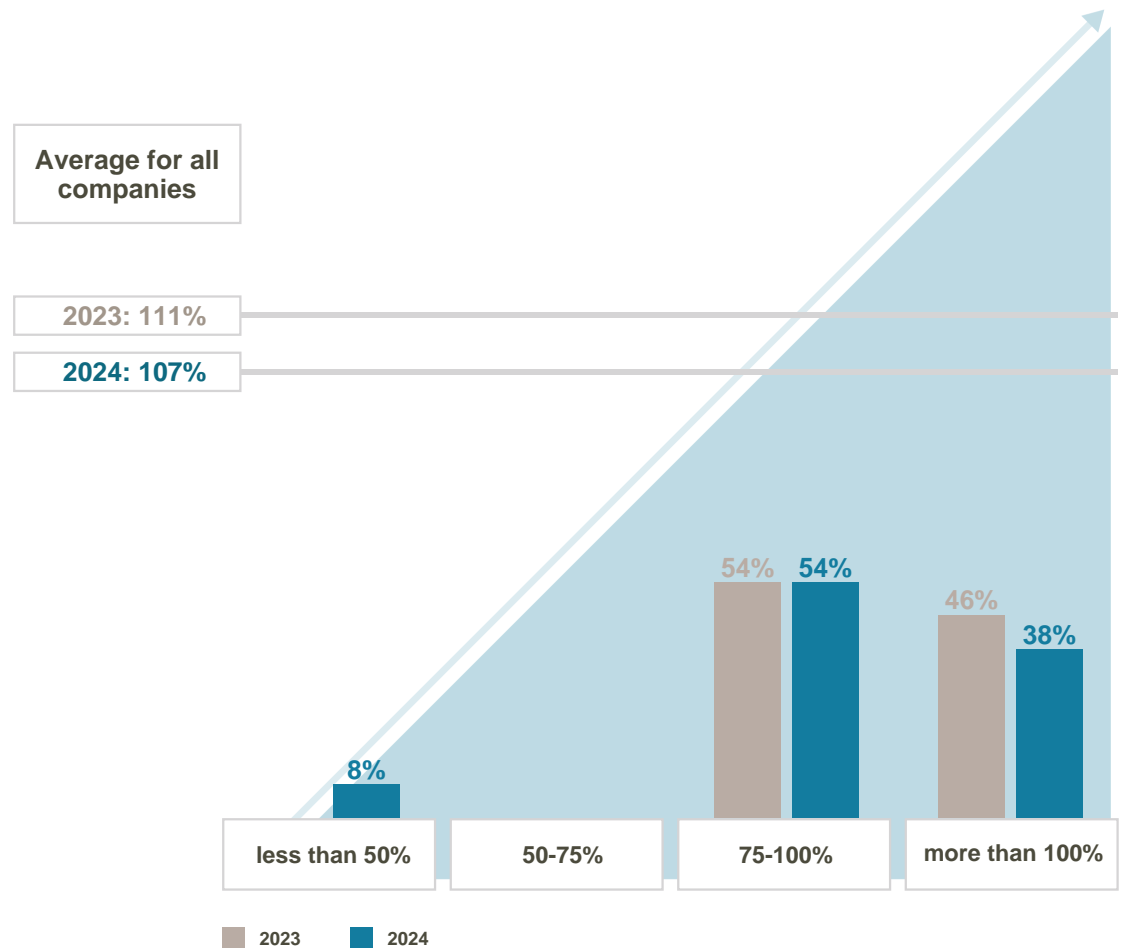
# Detailed results for Malaysia



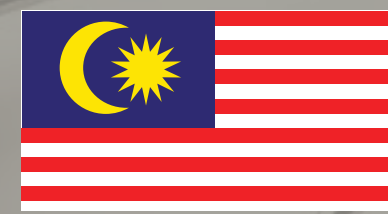
## Situation of the industry operations in the 2<sup>nd</sup> half of 2023, and current predictions for 2024



## Revenue compared to 2019

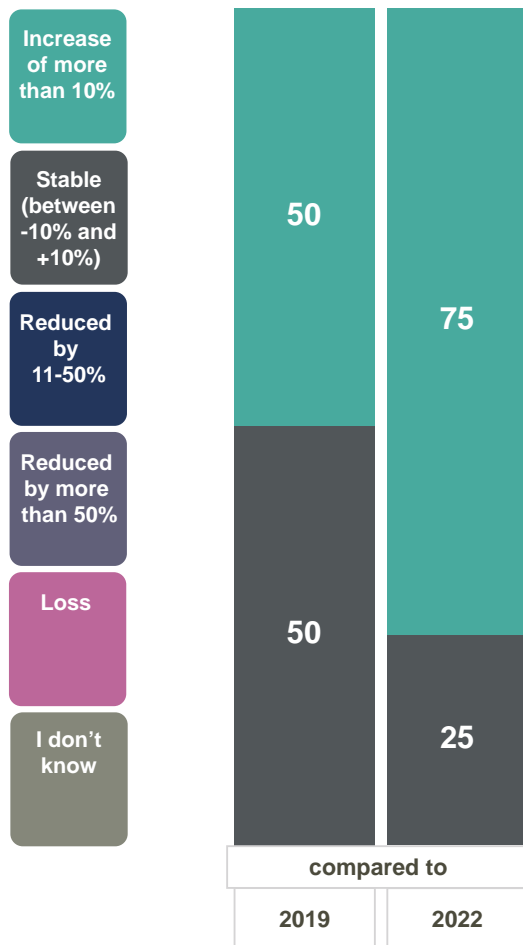




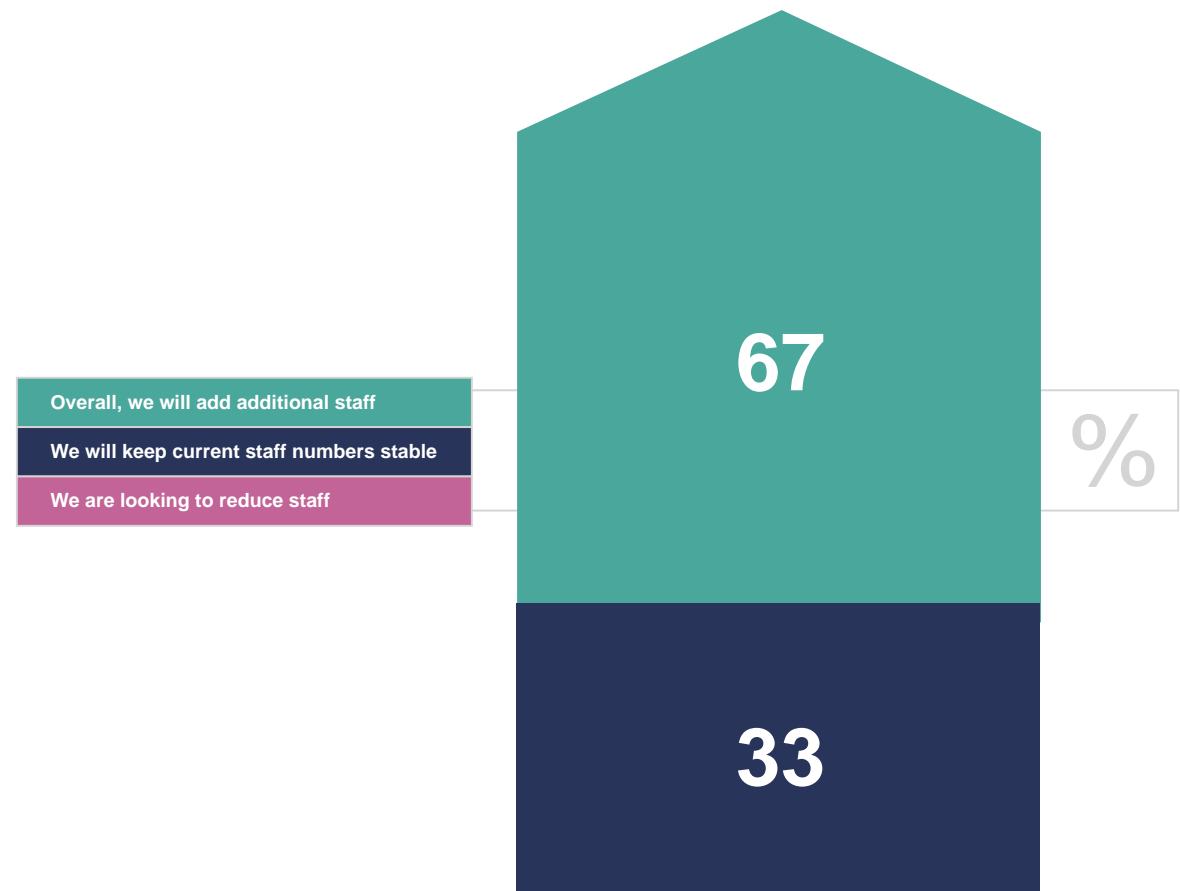


## 2023 Operating profit compared to 2019 and previous year

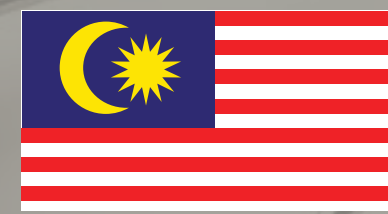
%



## How do you plan to develop your workforce in the coming 6 months

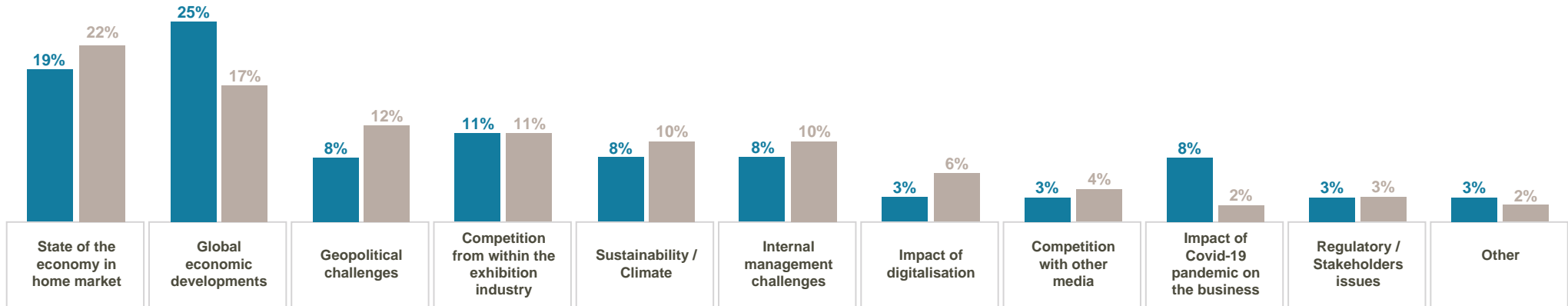


# Detailed results for Malaysia



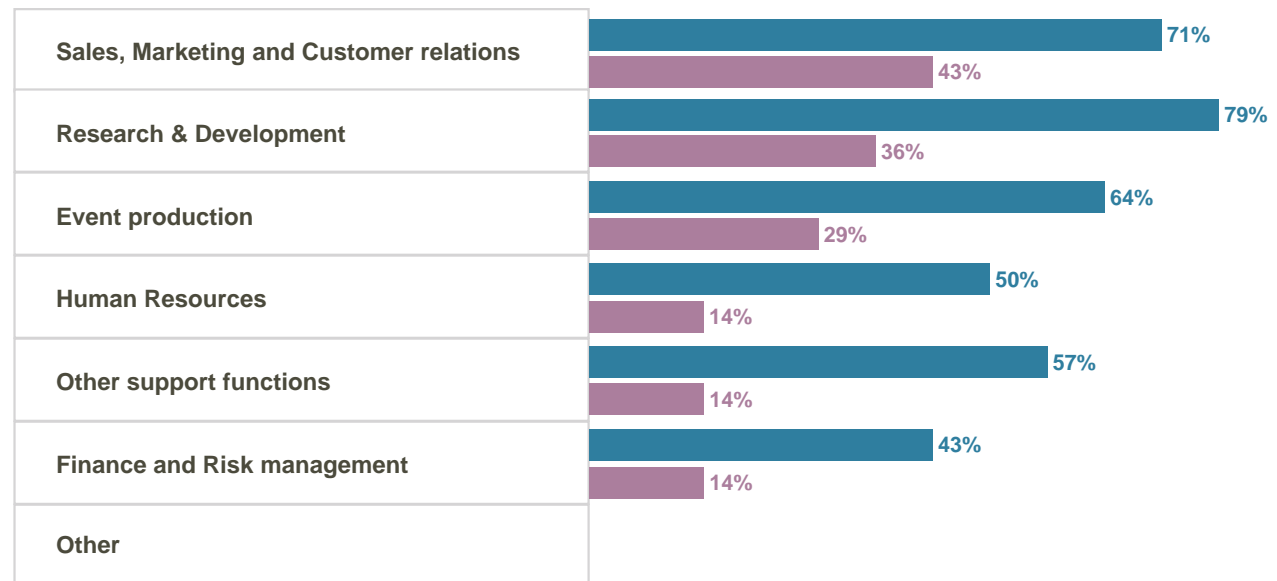
## Most important business issues in the exhibition industry right now

Malaysia Global



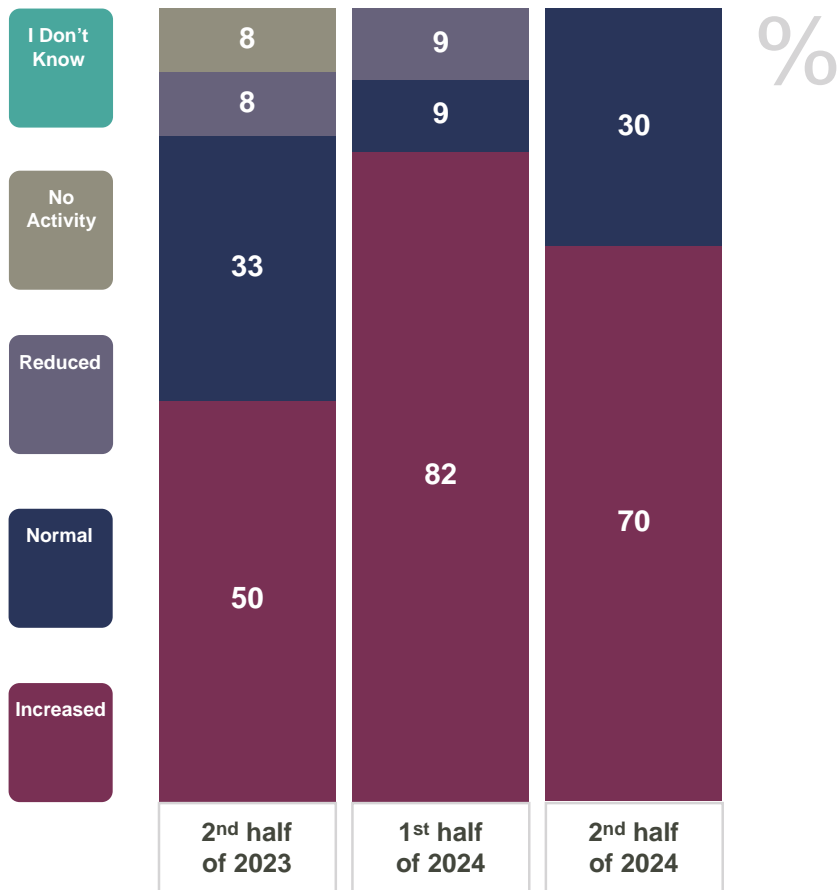
## Potential impact on exhibitions and current use of “generative AI” applications like ChatGPT and others

Will affect the industry We already use

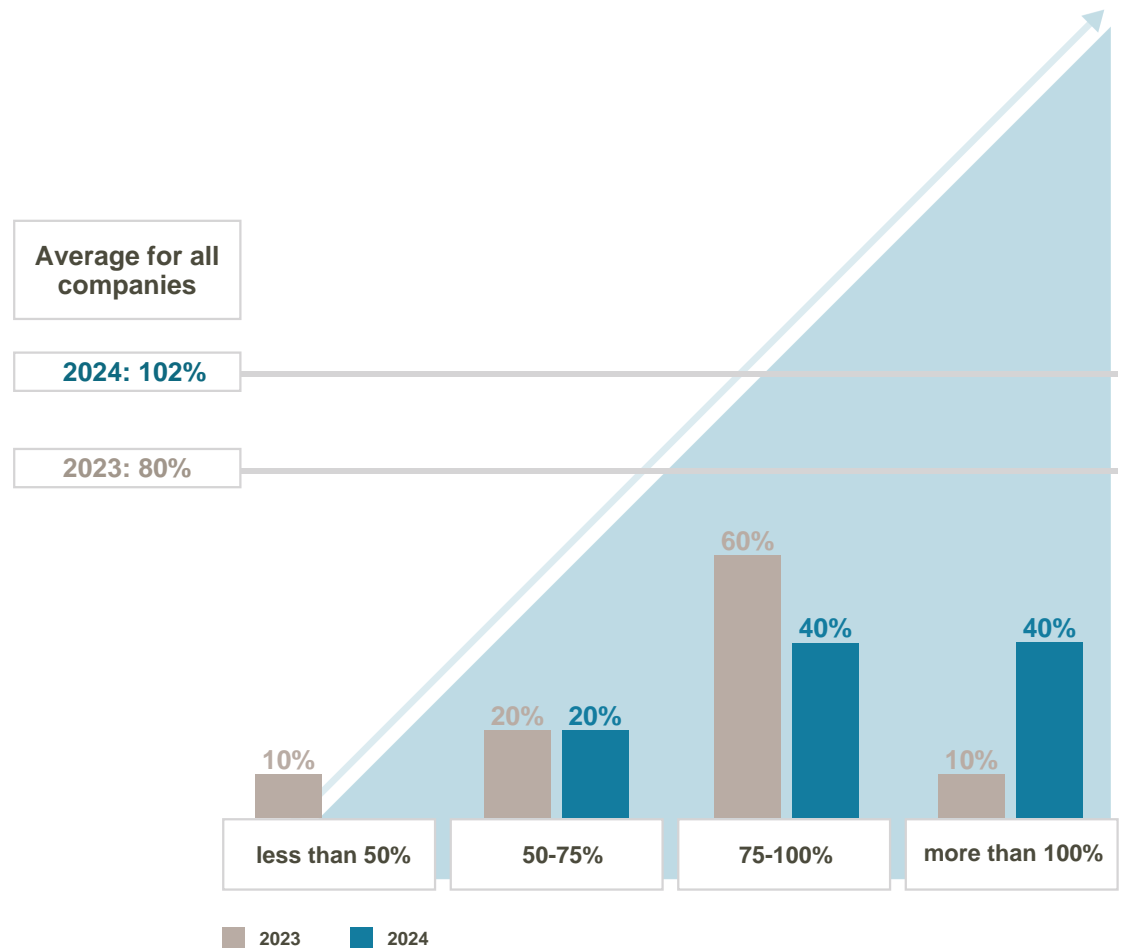


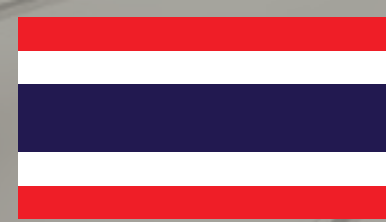


## Situation of the industry operations in the 2<sup>nd</sup> half of 2023, and current predictions for 2024



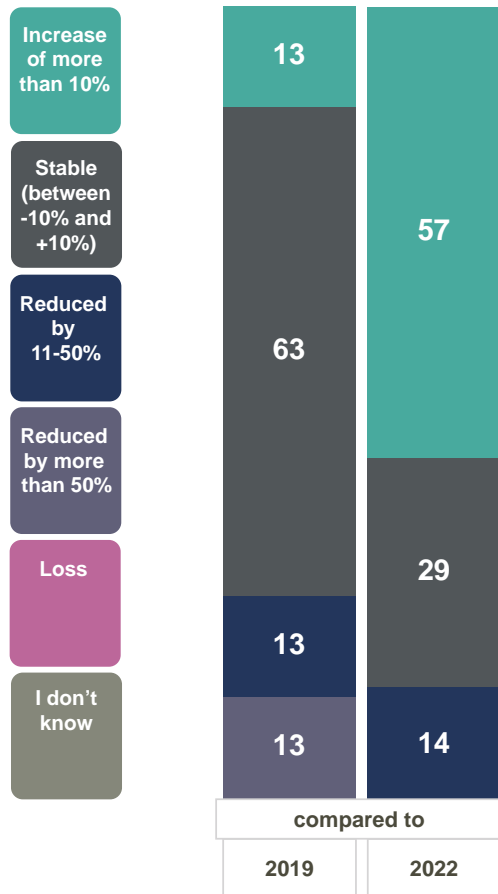
## Revenue compared to 2019



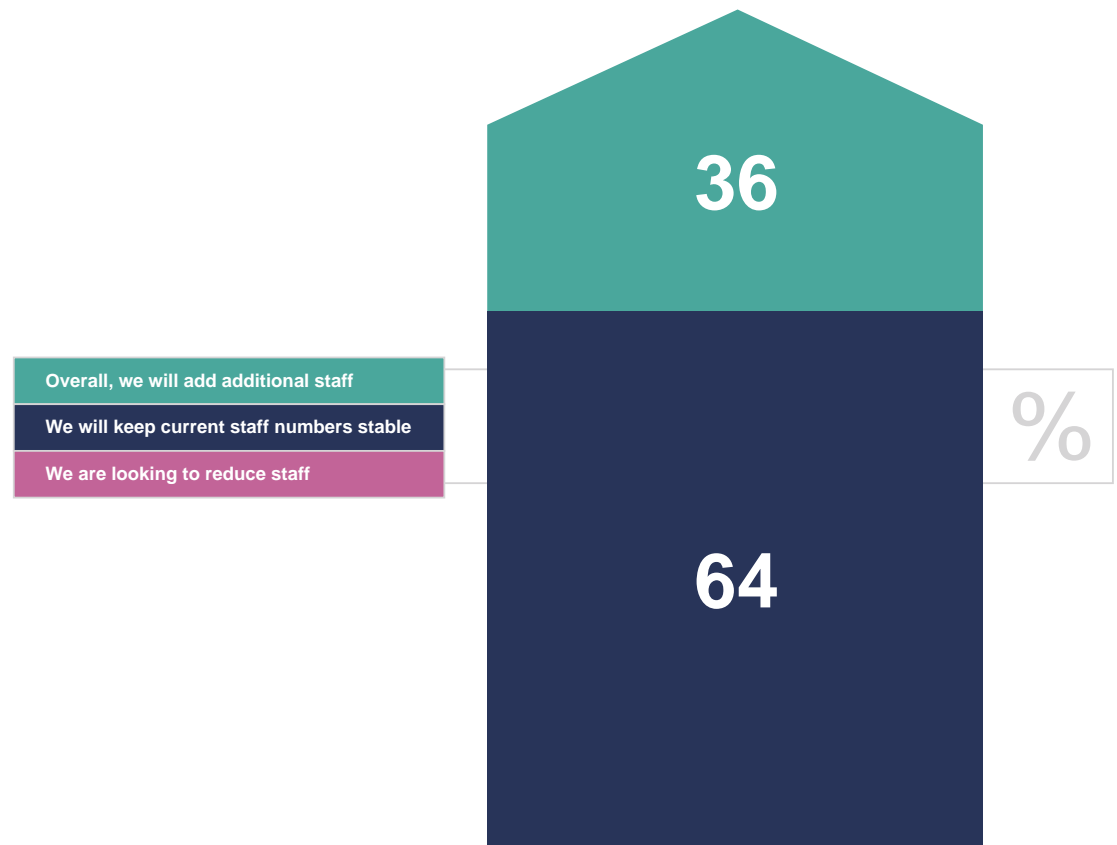


## 2023 Operating profit compared to 2019 and previous year

%



## How do you plan to develop your workforce in the coming 6 months



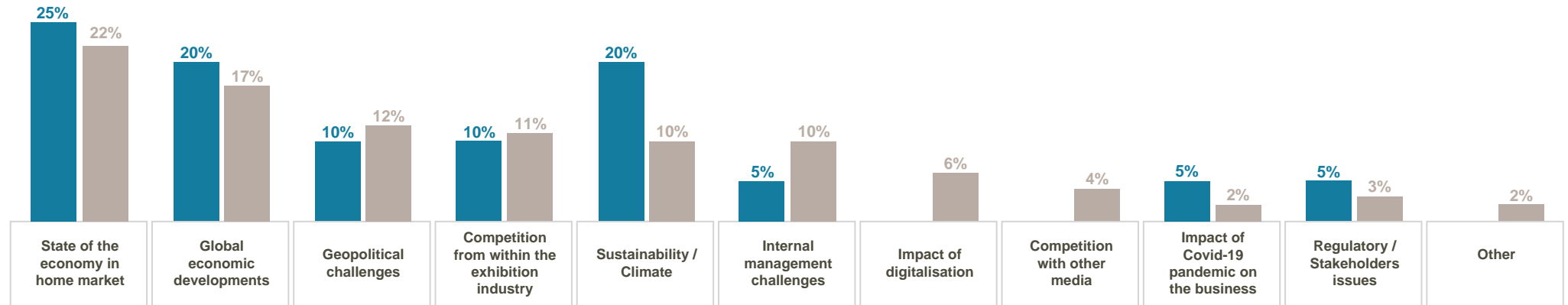
# Detailed results for Thailand



## Most important business issues in the exhibition industry right now

Thailand

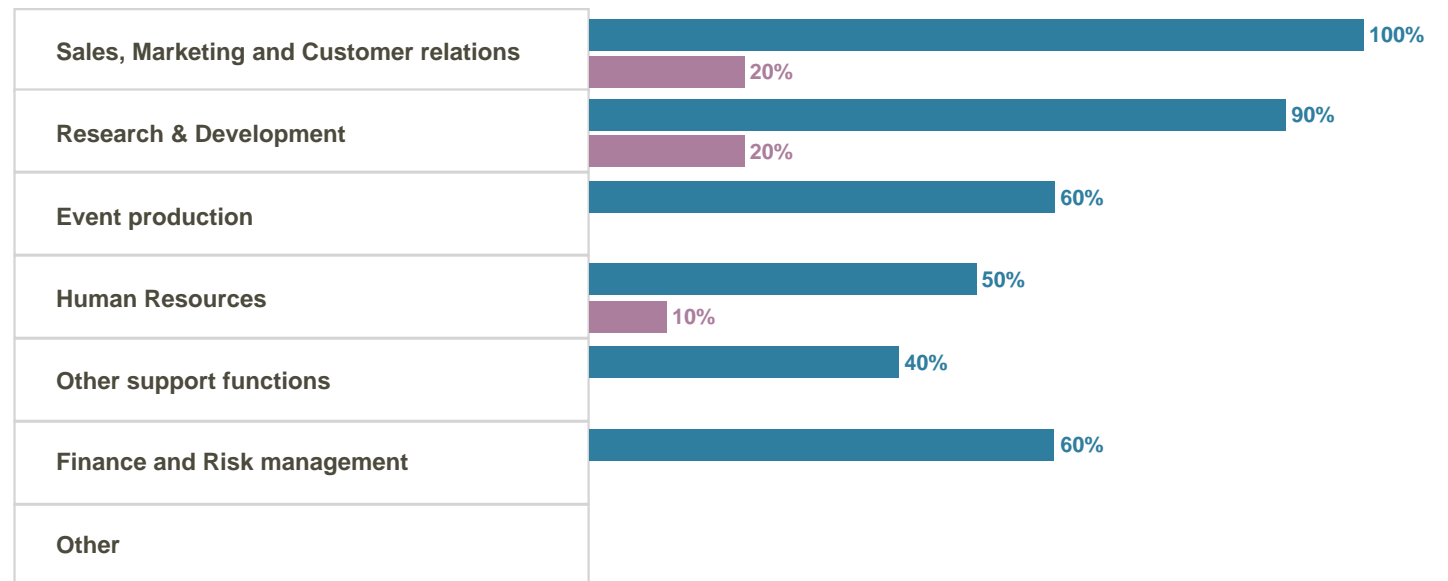
Global



## Potential impact on exhibitions and current use of “generative AI” applications like ChatGPT and others

Will affect the industry

We already use



The Global Barometer survey has been constantly measuring the pulse of the exhibition industry for the past 16 years. This 32nd survey was concluded in January 2024. It includes data from 419 companies in 61 countries and regions. The report delivers outlooks and analysis for 19 focus countries and regions. In addition, it analyses 5 aggregated regional zones.

- **The results highlight that in most markets around the world the exhibition industry fully recovered from the pandemic slump in 2023. The outlook for 2024 is very positive, with the industry set up to achieve historical records on revenues.**

The 32nd Barometer surveyed participants' **operations** for their company for the 2nd half of 2023 (when compared to the year before), qualifying their level of activity as "increased", "normal", "reduced" or "no activity". It also gauged their predicted level of activity for the two halves of 2024.

- The level of operations has clearly picked up in the second half of 2023, with a large majority of companies from all regions declaring an increase. This trend will continue in 2024 with, on average, a percentage of companies reporting an increased activity ranging from 66% to 54% depending on the region.

The 32nd Barometer asked participants for their company's **gross turnover** for 2023, and their expectations for 2024, compared to 2019. The survey also aimed to gather insights on the progression of **operating profits** for 2023 compared to 2019 as well as the preceding year. It shall be noted that the results do not consider inflation that varies from one country to another.

- The year 2023 witnessed the full recovery of exhibitions, with revenues reaching a comparable level to 2019, on average. The outlook is very positive, with 2024 revenues expected to grow by an average of 15%.
- In terms of operating profits compared to 2019 levels, around half of the companies are declaring an increase of more than 10% for 2023, and one in four a stable one. Compared to 2022, six companies out of ten are declaring an increase of more than 10%.

The 32nd Barometer asked companies their plans in terms of **workforce development** in the coming 6 months.

- Globally, 52% of companies declare that they plan to increase their staff numbers, and 45% declare that they will keep current staff numbers stable.

The 32nd Barometer asked companies to select the most important issues for their business in the coming year from a pre-defined list of ten issues, which, for the first time, included "Geopolitical challenges". Companies could list a multitude of issues.

- This edition highlights significant shifts when compared to the previous edition of the Barometer released six months ago:
  - o The most pressing business issue declared in this edition is "State of the economy in home market" (22% of answers globally - compared with 14% six months ago).
  - o Overall, "Global economic developments" come in as the second most important issue globally (17% of answers, compared to 12% six months ago), followed by "Geopolitical challenges" (12%).

- o “Internal management challenges” (10%) and “Impact of digitalisation” (6%), which were the top 2 issues six months ago (with 21% and 17% of answers respectively), are now also preceded by “Competition from within the exhibition industry” (11%) and “Sustainability / Climate” (10%).
- The analysis of the trend around top business issues over the 2016-2024 period identifies several important shifts:
  - o “Global economic developments” & “State of the economy in the home market” are back as the main issue, with 40% of answers.
  - o “Geopolitical challenges”, aggregated with “Impact of COVID-19 pandemic on the business”, that both were not in the initial list of issues in 2016, appear, combined, in second position with 15% of answers.
  - o “Sustainability / Climate” combined with “Other stakeholders’ issues” is the fastest growing issue, having tripled from 4% of answers in 2016 to 13% in 2024.
  - o “Competition from within the exhibition industry” (11% in 2024) has gone up slightly again since 2021 but remains less than half of what it represented in 2016 (24%).
  - o “Internal management challenges” now stands next, with 10% of answers, half of what it represented in the last 2 years.
  - o “Impact of digitalisation” & “Competition with other media” combined has dropped from 30% or more in the last 2 years to 10% in 2024.

For a second time, the 32nd Barometer survey asked a specific question on the impact of generative AI on the exhibition industry, to shed light on this emerging digital transformation. The survey aimed to assess the current utilisation of AI across various business functions and gauge future expectations.

- Globally, there is an overwhelming consensus that AI will affect the industry, with 91% of companies stating this, up from 87% in the previous edition.
- The areas expected to be most affected by the development of AI are: “Sales, Marketing and Customer relations”, “Research & Development” (both 80%) and “Event production” (65%).
- These are precisely the areas where generative AI applications are mostly used already (37%, 35%, and 20% respectively).

**THANK YOU TO ALL SURVEY PARTICIPANTS FOR YOUR CONTRIBUTION! THE NEXT GLOBAL BAROMETER SURVEY WILL BE CONDUCTED IN JUNE 2024 – PLEASE PARTICIPATE!**

# Appendix: Number of survey replies per country

## Total = 419 (in 61 countries/regions)

<b>North America</b>	<b>52</b>	<b>Europe</b>	<b>120</b>	<b>Middle East &amp; Africa</b>	<b>54</b>
Canada	1	Albania	2	Bahrain	2
Mexico	23	Belgium	2	Jordan	2
USA	28	Bulgaria	1	Kuwait	2
		Croatia	1	Lebanon	1
<b>Central &amp; South America</b>	<b>60</b>	Finland	1	Libya	1
Argentina	15	France	13	Oman	3
Bolivia	2	Germany	13	Qatar	1
Brazil	17	Greece	18	Saudi Arabia	12
Chile	4	Hungary	1	South Africa	16
Colombia	13	Italy	14	United Arab Emirates	14
Costa Rica	2	Luxembourg	1		
Ecuador	2	Netherlands	1	<b>Asia-Pacific</b>	<b>133</b>
Guatemala	1	Poland	3	Australia	24
Panama	1	Portugal	2	Azerbaijan	1
Peru	2	Slovenia	1	China	25
Uruguay	1	Spain	14	Hong Kong	6
		Sweden	4	India	12
		Switzerland	1	Indonesia	4
		Türkiye	9	Japan	9
		United Kingdom	18	Macau	5
				Malaysia	14
				Myanmar	2
				New Zealand	1
				Pakistan	2
				Philippines	1
				Singapore	8
				South Korea	6
				Taipei	1
				Thailand	12



**UFI Headquarters / European Office**

17, rue Louise Michel  
92300 Levallois-Perret  
France

T: +33 1 46 39 75 00  
F: +33 1 46 39 75 01  
info@ufi.org

**UFI Asia & Pacific Regional Office**

Suite 4114, Hong Kong Plaza  
188 Connaught Road West  
Hong Kong, China

T: +852 2525 6129  
F: +852 2525 6171  
asia@ufi.org

**UFI Central & South America Regional Office**

Corferias, Cra 37 # 24-67  
Auditorium Second Floor  
Bogota, Colombia

T: +57 321 3760 666  
latam@ufi.org

**UFI Middle East & Africa Regional Office**

Info Salons Middle East Office  
Sheikh Zayed Rd  
City Tower 2, Office 2001A  
PO Box 58580  
Dubai  
United Arab Emirates

T: +971 (0)4 331 7180  
mea@ufi.org

**UFI North America Regional Office**

9 West Street  
Warwick, New York  
USA

T: +1 (845) 545-0653  
NorthAmerica@ufi.org

web [www.ufi.org](http://www.ufi.org)

blog [www.blog.ufi.org](http://www.blog.ufi.org)

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