

The Trade Fair Industry in Asia

16th edition

UFI report researched and compiled by Business Strategies Group

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16th edition, 2020

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Introduction

This 16th edition of our report, The Trade Fair Industry in Asia, provides complete data up to 31st December 2019 with additional data and commentary on likely trends in the year ahead. This report is designed for executives working within the trade fair industry, investment advisors, private equity firms and analysts who may wish to cover the industry. It will also be helpful to government planners and property developers who are developing trade fair and convention centre infrastructure. When the first edition was published in 2005, this was the first report of its type that Business Strategies Group (BSG) had published jointly with UFI, the Global Association of the Exhibition Industry. The report draws on exclusive databases which BSG has been developing and updating since 2001.

This report primarily covers key industry players, geographical spread and industry trends. Due to the limited number of companies in the industry which publicly report their financial performance, our assumptions on revenues are by necessity based on our own estimates. We believe that they have, however, been complied with enough understanding of day-to-day business practises to be of value in comparing industry sectors, geographies and to give some indication of relative size of the key businesses. They cannot, however, be regarded as definitive. Where companies are publicly listed and/or report accurate financial data, this is separately reference and growth figures reported during 2019 have been used as benchmarks to judge our full year estimates for the industry as a whole.

This report now covers 17 markets in Asia including the Greater China and Southeast Asian markets, Japan, Korea, India, Pakistan, Australia, Cambodia and Myanmar.

There will continue to be annual updates of this report. BSG will issue a fully revised version of this report every 12 months, which will allow readers to benchmark developments in the industry across Asia.

Check for details of new reports and other information products on BSG's website at www.bsgasia.com or on UFI's website at www.ufi.org.

Scope

This report covers two types of events. Business-to-business trade fairs organised in Asia by companies based in Asia and business-to-business trade fairs organised in Asia by companies located elsewhere in the world.

Fairs which include substantial numbers of both public and trade visitors are also included. Purely consumer-orientated fairs have not been included.

Given the complexities of the sector, the large number of players and the relatively small size of individual events, the conferences sector is not included in this report.

The geographical scope of the report includes:

- Greater China (mainland China, Taiwan, Macau and Hong Kong) – for the purposes of clarity and given their different economic structures, the four economies of Greater China have been treated separately. When we refer to China, we are referring to the mainland PRC.
- Southeast Asia – Singapore, Thailand, Malaysia, the Philippines, Indonesia, Vietnam, Cambodia and Myanmar
- South Asia – India and Pakistan
- Japan and the Republic of Korea¹
- Australia.

As in previous years, the 27 industry categories separately identified in our primary research are as follows:

- Agriculture / Forestry / Fishery
- Automobiles / Motorcycles
- Aviation / Aerospace
- Beauty / Cosmetics
- Business Services / Retail
- Chemical
- Construction / Infrastructure
- Education
- Electronics / Components
- Energy / Oil / Gas
- Engineering / Industrial / Manufacturing / Machines / Instruments / Hardware
- Environmental Protection
- Food & Beverage / Hospitality
- Furniture / Interior Design
- General

¹ We refer to the Republic of Korea (South Korea) throughout this report simply as Korea.

- Health / Medical Equipment
- IT and Telecommunications
- Jewellery / Watches & Accessories
- Leisure / Hobby / Entertainment
- Optics
- Premium / Houseware / Gifts / Toys
- Printing / Packaging
- Real Estate
- Security / Fire Safety / Defence
- Textiles / Apparel / Fashion
- Transport / Logistics / Maritime
- Travel.

Methodology

Data sources

Since 2001, BSG has been building unique databases from a combination of original, primary research and public, secondary sources. These are constantly maintained and updated by BSG's team throughout the course of the year. From time to time, trade fairs of which we were not previously aware are added to the databases. That means the year-on-year comparisons are often not entirely representative of market growth. Strictly speaking, those comparisons show the change in totals in our databases.

Public company data revealed by the companies themselves or accessible through newspapers, periodicals, magazines, the Internet and in libraries have been used where available - although this data is limited.

Other secondary data includes other relevant industry data available on the Internet, in magazines, newspapers, periodicals, news databases and government reports, etc.

Except where the data are available in public documents, revenue estimates for specific companies have not been included in this report.

All data used in tables in this report is sourced from BSG's primary research unless specific indications are given to the contrary.

Research approach

Our research is based on the following steps:

1. Identify all key trade fairs;
2. Collect publicly available information;
3. Collect sales promotion information provided by the service providers as a base for revenue and net space calculations;
4. Assess net square metre of trade fairs based on publicly available information combined with our industry knowledge. For trade fairs which take place less than once a year, these values were 'annualised' for the purposes of revenue rankings (i.e. the assumed revenues of a biennial event were divided in two to even out the impact of large, non-annual trade fairs on revenue rankings);
5. Where businesses are known to be operated as 50:50 joint ventures, revenue estimates are divided between the two partners in calculating the rankings;
6. Add total volumes and assess probable revenues;
7. Calculate rankings;
8. Analysis bases on calculated data and prior industry knowledge.

With the secondary data and out primary research, we thoroughly study the industry, identify the key players, explore the major trade fairs and industry dynamics, and then make strategic forecasts and an estimation of the growth and development, revenue and profit and key trends.

Currency

The base currency for all calculations in this report is US dollars (\$). All currency references are in US\$ unless otherwise cited.

Hong Kong, Macau and Taiwan

For the purposes of this report, Hong Kong, Macau and Taiwan are treated as separate markets from the rest of China. They maintain separate currencies, legal systems, and customs jurisdictions. In addition, the business environment in these markets is quite different from that experienced by most companies operating in mainland China.

Confidentiality

No proprietary or confidential data has been used in making our revenue estimates, but in the interests of complete confidentiality, individual company information is not

presented here. Companies purchasing the report are entitled to a complete review and discussion of the assumptions used in calculating *their* own business in Asia, but not that of any of the other companies included in this report.

Amendments / omissions

If a reader believes that data has been incorrectly reported or omitted, they should email this information to info@bsgasia.com. Our researchers will follow-up with them directly to verify whether the information was included in this report and, if necessary, changes will be included in the next edition.

The growth of exhibitions

By region

Based on BSG's research, 24.5 million m² of space was sold by exhibition organisers in Asia during 2019. This represents annual growth of 4.8% in net area sold – rising from 23,377,500 m² in 2018 to 24,496,750 m² in 2019.

Of that total, approximately 59% was sold in China (the same as in 2018) and 8.7% in Japan (vs. 9.2% in 2018). Among the 2,482 trade fairs included in our database, more than 1,050 (or 42%) were held in mainland China and Japan.

Table 1: Trade fair markets by estimated net square metres sold, 2019

	No. of trade fairs identified	Estimated annual size in m ²	Average size per fair in m ²
China	750	14,572,000	19,429
Japan	300	2,120,500	7,068
India	240	1,403,500	5,848
Korea	169	1,086,750	6,430
Hong Kong	84	1,007,750	11,997
Taiwan	143	885,000	6,189
Australia	205	681,750	3,326
Thailand	108	679,750	6,294
Malaysia	91	435,000	4,780
Singapore	87	406,750	4,675
Indonesia	75	287,250	3,830
Macau	26	238,750	9,183
Vietnam	73	237,000	3,247
Philippines	60	233,500	3,892
Pakistan	28	105,000	3,750
Myanmar	31	89,750	2,895
Cambodia	12	26,750	2,229
Total	2,482	24,496,750	9,870

Source: BSG research & analysis

The following table ranks the countries and territories in Asia according to our estimates of exhibition sales revenue². It is important to note there will be some distortion in the growth of year-on-year revenues due to currency fluctuations against the US dollar in recent years. As a consequence, BSG maintains that the most reliable measure of growth in this report is *net square metres sold*.

Table 2: Trade fair markets by estimates revenues, 2019

	No. of trade fairs identified	Estimated annualised revenues (US\$)	Average revenue per fair (US\$)
China	750	2,504,703,750	3,339,605
Japan	300	1,033,100,500	3,443,668
Hong Kong	84	403,497,250	4,803,539
Korea	169	334,011,500	1,976,399
Australia	205	325,300,000	1,586,829
India	240	316,416,250	1,318,401
Thailand	108	238,297,750	2,206,461
Taiwan	143	217,526,250	1,521,163
Singapore	87	188,366,750	2,165,135
Malaysia	91	150,862,000	1,657,824
Indonesia	75	78,837,000	1,051,160
Vietnam	73	70,068,250	959,839
Macau	26	57,767,750	2,221,837
Philippines	60	38,153,250	635,888
Myanmar	31	30,081,000	970,355
Pakistan	28	26,920,000	961,429
Cambodia	12	7,826,250	652,188
Total	2,482	6,021,735,500	2,426,163

Source: BSG research & analysis

Overall, revenues from trade fairs in Asia during 2019 amounted to US\$6.0 billion – up 3.8% compared with the previous year. Revenues in 2018 were up 4.0% vs. 2017, compared to a 6.2% increase between 2017 and 2016. In terms of revenues, China continues to hold the top position. In 2019, estimated trade fair revenues in China were US\$2.5 billion, representing a 6.1% increase year-on-year. Revenues in Japan, the second

² Our definition of revenue focuses on exhibition space sales. Ticket sales are not typical for trade fairs in most parts of Asia, and in markets where they are more common (such as Japan), the figures reported are often unreliable. There are no accurate sources of information that would allow us to estimate other revenues such as advertising, sponsorship or catalogue sales – however, these revenue sources likely represent just 5-10% of total revenues.

largest market, fell by 1.1% year-on-year, dropping from US\$1.05 billion to US\$1.03 billion.

In terms of average revenue per fair, Hong Kong is still the regional leader with just over US\$4.8 million in 2019. This figure is 39% higher than the next closest market, Japan, with average revenue per fair of US\$3.4 million. China (US\$3.3 million), Macau (US\$2.22 million), Thailand (US\$2.21 million) and Singapore (US\$2.17 million) are the only other markets to average more than US\$2 million per fair. Hong Kong's wide lead is driven by the city's relatively high cost of doing business and the premium positioning of its large-scale sourcing fairs.

By industry

General goods became the top category this year, accounting for 2,942,750 m² of space sold – followed by the engineering / industrial goods category with 2,672,500 m² and furniture with 2,336,000 m². The five other categories with more than one million m² sold were F&B (1,931,000 m²), leisure (1,442,000 m²), automobiles (1,319,500 m²), electronics (1,227,500 m²) and textiles (1,068,000 m²). The health (993,500 m²) and premiums (901,000 m²) categories complete the top ten.

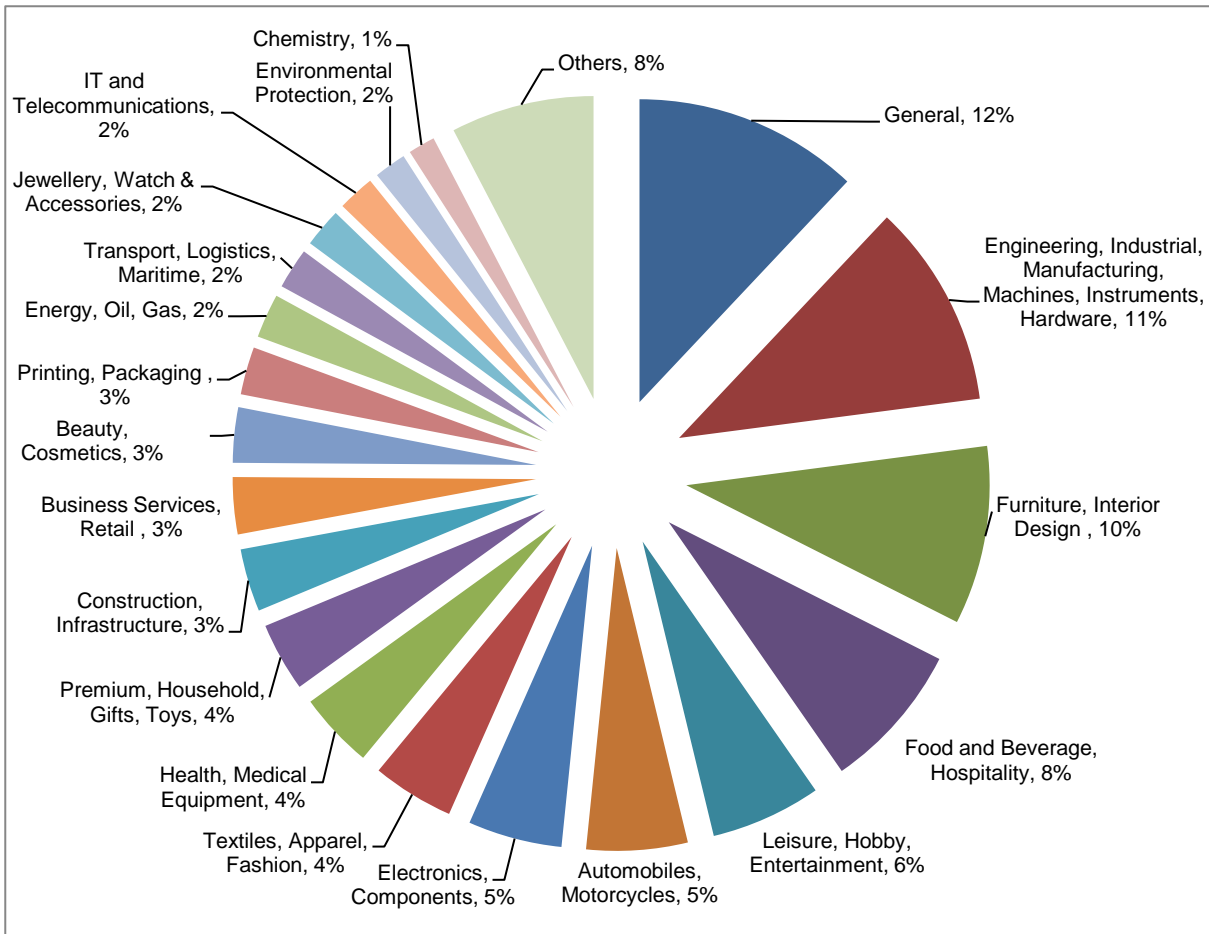
Table 3: Top 20 industries in events, 2019 space sales

	Industry	Estimated annual size in m ²
1	General	2,942,750
2	Engineering, Industrial, Manufacturing, Machines, Instruments, Hardware	2,672,500
3	Furniture, Interior Design	2,336,000
4	Food and Beverage, Hospitality	1,931,000
5	Leisure, Hobby, Entertainment	1,442,000
6	Automobiles, Motorcycles	1,319,500
7	Electronics, Components	1,227,500
8	Textiles, Apparel, Fashion	1,068,000
9	Health, Medical Equipment	993,500
10	Premium, Household, Gifts, Toys	901,000
11	Construction, Infrastructure	822,000
12	Business Services, Retail	744,500
13	Beauty, Cosmetics	722,500
14	Printing , Packaging	624,500
15	Energy, Oil, Gas	577,750
16	Transport, Logistics, Maritime	533,500
17	Jewellery, Watch & Accessories	511,500
18	IT and Telecommunications	483,500
19	Environmental Protection	420,250
20	Chemistry	352,500
	Others	1,870,500
	Total	24,496,750

Source: BSG research & analysis

The segmentation of space sales by industry has remained quite consistent since BSG issued the first edition of this report in 2005. There is no particularly dominant industry in Asia's trade fair industry. In fact, only two categories (general goods and engineering / industrial) accounted for more than 10% of space sold in 2019. The furniture, F&B, leisure, automobile and electronics categories accounted for between 5% and 9%. All other categories accounted for 5% or less of total net space sold in the region.

Figure 1: Space sales by industry category, 2019



Source: BSG research & analysis

The engineering / industrial category continues to be the largest in terms of estimated revenues, accounting for US\$673 million.

General (US\$510 million), F&B (US\$500 million), furniture (US\$474 million) and leisure (US\$372 million) round out the top five. Seven other categories in the top 20 posted revenues of more than US\$200 million.

Table 4: Top 20 industries in events, estimated revenues, 2019

	Industry	Estimated annual revenues (US\$)
1	Engineering, Industrial, Manufacturing, Machines, Instruments, Hardware	673,269,500
2	General	510,330,250
3	Food and Beverage, Hospitality	500,383,000
4	Furniture, Interior Design	474,217,750
5	Leisure, Hobby, Entertainment	372,293,000
6	Electronics, Components	347,112,250
7	Automobiles, Motorcycles	294,156,500
8	Health, Medical Equipment	294,105,000
9	Textiles, Apparel, Fashion	259,060,500
10	Premium, Household, Gifts, Toys	236,161,750
11	Business Services, Retail	217,257,250
12	Construction, Infrastructure	215,095,500
13	Beauty, Cosmetics	177,436,250
14	Jewellery, Watch & Accessories	165,200,000
15	Printing , Packaging	154,048,250
16	Energy, Oil, Gas	152,345,250
17	IT and Telecommunications	149,335,500
18	Transport, Logistics, Maritime	123,219,000
19	Environmental Protection	115,759,750
20	Travel	94,806,500
	Others	496,142,750
	Total	6,021,735,500

Source: BSG research & analysis

Comparisons between 2019 vs. 2018

In 2019, the exhibition industry in Asia grew by 4.8% in terms of space sold – the same year-on-year increase as in 2018 (7.0% in 2017 and 5.5% in 2016). One of the smallest markets, Cambodia, became the fastest growing market in 2019 (up 11%), followed by India (7.4%), Philippines (6.5%), Vietnam (6.3%) and China (6.1%).

Among the large markets, India and China both grew faster than the regional average. Other large markets recorded more moderate growth. Net space sold in Hong Kong increased by 3.0%, while Australia grew by 2.9% and Korea by 2.7%. Japan was the only market to contract in 2019, falling by 1.2%.

Table 5: Exhibition space sold (net square metres), 2019 vs. 2018

	Estimated size 2018 vs. 2019 in % change	2019 GDP growth	Estimated annual size in m ² in 2019	Estimated annual size in m ² in 2018
Cambodia	11.5%	7.0%	26,750	24,000
India	7.4%	4.2%	1,403,500	1,306,250
Philippines	6.5%	6.0%	233,500	219,250
Vietnam	6.3%	7.0%	237,000	223,000
China	6.1%	6.1%	14,572,000	13,733,250
Indonesia	5.1%	5.0%	287,250	273,250
Myanmar	5.0%	6.5%	89,750	85,500
Malaysia	4.8%	4.3%	435,000	415,000
Macau	4.4%	-4.7%	238,750	228,750
Hong Kong	3.0%	-1.2%	1,007,750	978,000
Australia	2.9%	1.8%	681,750	662,750
Korea	2.7%	2.0%	1,086,750	1,058,000
Singapore	2.7%	0.7%	406,750	396,000
Pakistan	2.7%	1.9%	105,000	102,250
Thailand	2.5%	2.4%	679,750	663,250
Taiwan	2.5%	2.7%	885,000	863,750
Japan	-1.2%	0.7%	2,120,500	2,145,250
Total	4.8%	N/A	24,496,750	23,377,500

Source: BSG research & analysis

Over the past five years, the overall trade fair market in Asia has grown by 24%. During this period (2015 to 2019), India grew the fastest – expanding by 42%. Space sold in India jumped from 991,750 m² in 2015 to 1,403,500 m² in 2019.

Southeast Asian markets also generally performed well. The Philippines, Vietnam and Malaysia grew faster than the regional average, posting growth of 32%, 30% and 28%, respectively. Indonesia expanded by 21%; Thailand’s growth was 19% and Singapore rose 18% in the same period.

The region’s largest market, China, grew by 30% during the five-year period, while Australia expanded by 15%. Japan, the second largest market in the region, grew the most slowly in the region, increasing by just 3.4% during the five-year period.

Table 6: Exhibition space sold (net square metres), 2015-2019

	Estimated size 2015 vs. 2019 in % change	Estimated annual in m ² in 2019	Estimated annual in m ² in 2018	Estimated annual in m ² in 2017	Estimated annual in m ² in 2016	Estimated annual in m ² in 2015
India	41.5%	1,403,500	1,306,250	1,187,000	1,065,500	991,750
Philippines	31.7%	233,500	219,250	210,000	194,250	177,250
China	30.3%	14,572,000	13,733,250	13,018,500	12,052,500	11,186,000
Vietnam	29.9%	237,000	223,000	209,500	195,750	182,500
Malaysia	28.2%	435,000	415,000	385,500	343,750	339,250
Pakistan	21.4%	105,000	102,250	100,750	92,500	86,500
Indonesia	20.6%	287,250	273,250	269,000	252,000	238,250
Thailand	18.7%	679,750	663,250	639,250	594,250	572,750
Singapore	18.3%	406,750	396,000	375,750	349,500	343,750
Australia	14.9%	681,750	662,750	643,500	612,000	593,500
Macau	14.1%	238,750	228,750	217,500	215,250	209,250
Korea	13.3%	1,086,750	1,058,000	1,027,500	984,500	959,000
Taiwan	11.1%	885,000	863,750	847,750	815,000	796,500
Hong Kong	4.5%	1,007,750	978,000	967,750	947,250	964,250
Japan	3.4%	2,120,500	2,145,250	2,119,500	2,060,500	2,051,000
Myanmar	N/A	89,750	85,500	71,500	68,000	N/A
Cambodia	N/A	26,750	24,000	17,000	13,250	N/A
Total (excluding Cambodia and Myanmar)	23.8%	24,380,250	23,268,000	22,218,750	20,774,500	19,691,500
Total	N/A	24,496,750	23,377,500	22,307,250	20,855,750	19,691,500

Source: BSG research & analysis

Forecast for 2020 and 2021 – during COVID-19

We forecasted 4.3% average growth across the region for 2019, following moderate growth of 4.8% in 2018. The actual 2019 figure was close to our prediction – slightly higher than our expectations at 4.8%. Net space sold in 2019 grew from 23.4 million m² in 2018 to 24.5 million m² in 2019.

In 2019, growth continued to be driven by strong performances in India, China and several Southeast Asian markets. Once again, the best performing large market was India, where net square metres sold grew by 7.4% to just over 1.4 million net m². Net

space sold in China increased by a reasonably robust 6.1%, rising from 13.7 million m² in 2018 to nearly 14.6 million m² in 2019.

As has been the case for several years, growth in Southeast Asia was divided. Several markets posted growth above the regional average: Philippines (6.5%), Vietnam (6.3%), Indonesia (5.1%) and Myanmar (5.0%). The smallest market in the region, Cambodia, was the fastest growing at 11.5%. Meanwhile, Singapore (2.7%) and Thailand (2.5%) were well below the regional average. Malaysia's growth matched the regional average of 4.8%.

The more mature markets recorded growth below the regional average. Australia and Hong Kong grew by approximately 3% and Taiwan by 2.5%. Japan was the only market to contract, as net space sold fell by 1.2% in 2019.

We expect 2020 to be a year like no other for our industry. The COVID-19 global pandemic has pushed the trade fair industry into an unprecedented crisis with no clear end point. It is next to impossible to predict the outlook for 2020 and 2021 with so much uncertainty.

Fortunately, we do not use revenue as a key measuring metric, since that presents many complications due to differences in individual organisers' policies on collections, postponements, cancellations, recognition of revenues, etc. This report focuses on net square metres sold, which is a more straightforward metric – especially during this global pandemic.

The forecast for 2020 is notably easier than 2021, since half of the year is already behind us. From January to June 2020, essentially no market in Asia operated anywhere close to normal levels. In that six-month period, space sold in Asia was probably only 5% to 10% of 2019 levels – and that is primarily due to events held in January in China before Chinese New Year, as well as some events held in other parts of Asia in January and early February before government restrictions were put in place.

Where will events take place in the second half of 2020? It is increasingly difficult to predict, as we have seen so-called second and third wave outbreaks in markets where the pandemic initially appeared to be under control – including Hong Kong, Japan, Korea and Australia (specifically in Melbourne).

Despite these unknowns, the following section outlines our best estimates of what to expect in the second half of 2020 on a key market-by-market basis.

Overall, BSG estimates that Asia will record an unprecedented 70% to 75% drop in net space sold in 2020 compared to 2019. This means net space sold is expected to fall from the 24.5 million m² recorded in 2019 down to 6.8 million m² in 2020. Even to achieve this result, a great deal rests on the market in China, which accounts for 59% of net space sold in Asia. If China avoids a significant second or third wave, 6.8 million m² sold in 2020 across the region is achievable. If China experiences another outbreak and returns to lockdown, all bets are off.

In 2019, the combined markets of China, Japan, India, South Korea and Hong Kong accounted for 82% of net space sold in the region. These are the key markets on which to focus.

- **China:** accounts for 59% of the regional market with both a huge domestic market and a large number of international events concentrated in four key cities (Shenzhen, Shanghai, Beijing and Guangzhou). Taken together, those four first-tier cities account for more than 80% of the total space sold in China each year. China's exhibition market was almost entirely halted over the first six months of 2020. Some exhibitions went ahead before Chinese New Year at the end of January, whereas some were held in June, followed by unevenly restarted events across the country during the summer. Barring a big second wave, China should be able to reach 60% to 80% of the 2019 monthly average for October, November and December of 2020. **By our estimates, this should result in approximately a 65% drop in space sold in China in 2020 compared with 2019.**
- **Japan:** accounts for 9% of space sold in Asia. Some exhibitions were held in January and the first half of February, followed by slowly restarted events in the summer of 2020. However, a large second wave of infections began in late July, which puts the rest of 2020 in question. Japan's exhibitions are typically heavily domestically focused, which could allow for a reasonably fast recovery even if international travel has not resumed. However, the industry will be further damaged by the postponement of the 2020 Summer Olympics into 2021. This means that Tokyo Big Sight may not be fully available until after the 2021 Olympics. At best, Japan's industry will reach 40% to 50% of the monthly average net space sold in 2019 during the last three months of 2020. **BSG estimates that Japan will record a 70% to 75% drop in net space sold in 2020 compared with 2019.**
- **India:** managed to hold events in January and part of February. However, the COVID-19 outbreak has grown out of control in the country, with the number of reported cases rising since early May and still unrelenting. Exhibitions in India

over the rest of 2020 are unlikely, although the government has shown itself keen to get economic activity restarted – even as the infection numbers continue to rise sharply. There may be some effort to get a few local events running as a means of generating sales and economic activity. **BSG estimates that India will record an 85% to 90% drop in net space sold in 2020 compared with 2019.**

- **Korea:** entered lockdown before the end of February and slowly restarted events in late May and early June. Since May, new daily cases have held fairly steadily between 20 and 60 infections. Exhibition industry confidence is, however, wobbly. Some organisers have tried to press ahead with events – only to find that exhibitors and visitors would prefer to wait until 2021. Similar to Japan, Korea’s exhibitions are primarily domestically focused. With a bit of luck, the market should bounce back to 50% to 70% of the 2019 monthly average by the end of 2020. **BSG estimates that Korea will record a 70% drop in net space sold in 2020 compared with 2019.**
- **Hong Kong:** lost almost the entire first half of 2020. A few events were held in early January, and a few more followed in June before the so-called third wave took off in early July. With Hong Kong’s exhibitions being very international, it is highly likely that no significant event activity will take place in the city over 2020. At best, a few rescheduled events may press ahead in November and December. **BSG estimates that Hong Kong will record a 90% drop in net space sold in 2020 compared with 2019.**
- **Taiwan:** rightly received plenty of praise for how it handled the outbreak early on in 2020. But even with events restarting in the summer of 2020, it is unlikely that in any given month net space sold will reach 30% of 2019 levels – as the majority of exhibitions in Taiwan are of an international nature. **BSG estimates that Taiwan will record an 80% to 85% drop in net space sold in 2020 compared with 2019.**
- **ASEAN:** In Southeast Asia, Thailand and Malaysia look well positioned to reach 50% of net space sold in each of the final three months of the year, although these shows will comprise almost entirely domestic participants. Singapore’s event calendar, like Hong Kong’s, is highly international and 2020 will be close to a complete write-off for organisers in Singapore – with the possible exception of some exhibition activity late in the fourth quarter. Indonesia, Philippines, Myanmar, and Cambodia are unlikely to host any significant events in 2020. The government in Vietnam is reacting strongly to a relatively small second wave

that began in late July. Events in Vietnam will likely restart in the fourth quarter, but at much smaller than normal levels.

- **Other markets in 2020:** Australia proceeded with some events in January and February. With a bit of luck, there may be more events to follow in the fourth quarter of 2020. However, given the severity of the COVID-19 resurgence in Victoria and the stringent lockdown measures to counteract it, this looks increasingly unlikely. In Pakistan, the year will be a complete write-off. Macau may get back to organising events in September – perhaps with the help of mainland Chinese participants, but without any other international participation. If that were the case, reaching 50% of 2019 monthly average levels would be a real achievement.

Forecast for 2021

Creating a forecast for 2021 is even more difficult because of the long list of potential unknowns, including possible waves of new infections in any market, the timing and severity of government restrictions in each market, travel restrictions, open/closed borders, etc. Keeping these in mind, we offer the following best guesses for key markets in 2021:

- **Overall, 2021 regional performance** will likely be in the range of 50% to 60% of 2019 levels, with China expected to outperform all other markets.
- **China** might achieve 70% to 75% of net space sold in 2019 – barring a significant new outbreak of COVID-19.
- **Japan** could achieve 40% to 50% of space sold in 2019, but it is hampered by the on-going closure of both Tokyo Big Sight and Makuhari Messe for the 2021 Olympic games.
- **India** could lose half of 2021 (or more) before COVID-19 is under control. We think India would do well to achieve 40% of 2019's net space sold in 2021.
- **Korea**, with its domestic focus, should be one of the better performing markets in 2021 – potentially reaching 60% of 2019 levels.
- **Taiwan**, despite handling the virus outbreak admirably, is likely to reach only 40% to 50% of 2019 levels, even if mainland Chinese visitors and exhibitors

return. Taiwanese events are highly dependent on international participation, which does not appear likely in the first half of 2021.

- **Hong Kong and Singapore** feature amongst the most international events in the region. Against this backdrop, Singapore may achieve 40% of 2019 levels in 2021 and Hong Kong could reach 50% to 60% of 2019 levels in 2021 if it is able to join a “China travel bubble” early in the year.
- **Australia** may be one of the slightly better positioned markets in 2021, as much of its event calendar is locally oriented. For the upcoming year, it is possible that Australia’s net space sales could rebound to 60% of 2019 levels – provided the virus is brought under control.
- **Other markets** account for less than 10% of space sold in the region, and performance is difficult to predict in this environment; however a reasonable estimate would be 50% of 2019 levels in 2021.

For a full review of the factors affecting Asia’s trade fair industry outlook, please see the “Key Trends” section that covers venues, geography and competitive landscape.

Exhibition centres

By the end of 2020, there will be 282 purpose-built exhibition venues in Asia. By comparison, there were just 101 venues when BSG published the first edition of this report in 2005.

More than 77% of all venue capacity in Asia is now located in China – a remarkable 19 times more than the capacity of the next largest market, Japan (8.9 million m² in China vs. 454,529 m² in Japan).

By the end of 2020, there will be 167 venues in China, followed by India (16 venues), Japan (15), Korea (16), Australia (12), Indonesia (10) and Thailand (nine).

The following tables do not include *all* venues in Asia, but a comprehensive list of purpose-built exhibition centres that BSG believe are of a high enough standard to be of interest to international exhibition organisers.

Table 7: Total exhibition capacity and number of exhibition centres by market, end of 2020

Country/Region	2020 Total gross indoor size (m ²)	No. of centres
China	8,954,841	167
Japan	454,529	15
India	388,780	16
Korea	302,329	16
Thailand	238,552	9
Singapore	219,970	4
Australia	205,997	12
Taiwan	151,298	5
Hong Kong	149,820	2
Indonesia	135,284	10
Malaysia	140,648	7
Macau	76,715	2
Pakistan	37,191	2
Philippines	36,635	5
Vietnam	22,278	3
Myanmar	15,505	5
Cambodia	11,156	2
Total	11,541,527	282

Source: BSG research & analysis

The data in the following section has been collected primarily from the publicly available data sources, such as industry associations and venue websites. All gross indoor size figures are expressed in square metres.

Exhibition centres in Australia

	Exhibition centre	City	2019 Gross indoor size	2020 Gross indoor size	2021 Gross indoor size	Establishment year	No. of halls
1	Adelaide Convention Centre	Adelaide	8,835	8,835	8,835	1999	5
2	Royal National Agricultural Showgrounds	Brisbane	22,000	22,000	22,000	2012	1
3	Brisbane Convention & Exhibition Centre	Brisbane	20,000	20,000	20,000	1995	4
4	Cairns Convention Centre	Cairns	4,910	4,910	4,910	1996	6
5	National Convention Centre Canberra	Canberra	2,000	2,000	2,000	1989	1
6	Darwin Convention Centre	Darwin	4,000	4,000	4,000	2008	4
7	Gold Coast Convention and Exhibition Centre	Gold Coast	6,345	6,345	6,345	2004	4
8	Melbourne Convention & Exhibition Centre	Melbourne	50,000	50,000	50,000	1996 (Melbourne Exhibition Centre)	20
9	Perth Convention Exhibition Centre	Perth	16,644	16,644	16,644	2004	5
10	ICC Sydney	Sydney	32,590	32,590	32,590	2016	7
11	Sydney Olympic Park	Sydney	30,810	30,810	30,810	1996	6
12	Ajc Convention Centre	Sydney	7,863	7,863	7,863		11
		Total	205,997	205,997	205,997		

Source: BSG research & analysis

Exhibition centres in Cambodia

	Exhibition centre	City	2019 Gross indoor size	2020 Gross indoor size	2021 Gross indoor size	Establishment year	No. of halls
1	Diamond Island Convention & Exhibition Center	Phnom Penh	5,000	5,000	5,000		1
2	Angkor Coex	Siem Reap	6,156	6,156	6,156		1
		Total	11,156	11,156	11,156		

Source: BSG research & analysis

Exhibition centres in China

	Exhibition centre	City	2019 Gross indoor size	2020 Gross indoor size	2021 Gross indoor size	Establishment year	No. of halls
1	Henan Anyang International Center	Anyang	18,000	18,000	18,000	2015	2
2	Baoji Convention and Exhibition Center	Baoji	18,200	18,200	18,200		3
3	Baotou International Convention and Exhibition Center	Baotou	30,132	30,132	30,132	2012	6
4	New China International Exhibition Center (NCIEC)	Beijing	106,800	106,800	106,800	2008	8
5	Beijing Xiedao Exhibition Center	Beijing	85,766	85,766	85,766		8
6	China International Exhibition Center (CIEC-Beijing)	Beijing	60,000	60,000	60,000	1985	8
7	Beijing Etrong International Exhibition and Convention Center	Beijing	41,300	41,300	41,300	2016	7
8	China National Convention Center	Beijing	35,000	35,000	35,000	2009	6
9	Beijing Exhibition Centre	Beijing	22,090	22,090	22,090	1954	12
10	National Agricultural Exhibition Center	Beijing	21,301	21,301	21,301	1959	11
11	Beijing Badaling Convention and Exhibition Center	Beijing	18,000	18,000	18,000	2014	3
12	Haidian Exhibition Center	Beijing	7,900	7,900	7,900		3
13	Beijing International Convention Center	Beijing	6,888	6,888	6,888	1990	6
14	Beijing Yanqi Lake International Convention and Exhibition Center	Beijing	5,000	5,000	5,000	2014	1

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	Exhibition centre	City	2019 Gross indoor size	2020 Gross indoor size	2021 Gross indoor size	Establishment year	No. of halls
15	The China International Science and Technology Convention Center (CISTCC)	Beijing	Closed			2001	2
16	Hebei Cangzhou International Convention and Exhibition Center	Cangzhou	20,000	20,000	20,000	2009	1
17	Changchun International Conference & Exhibition Center	Changchun	11,800	11,800	11,800	2001	2
18	Changsha International Convention and Exhibition Center	Changsha	85,000	85,000	85,000	2016	12
19	Hunan International Convention & Exhibition Center (HICEC)	Changsha	36,000	36,000	36,000	2002	2
20	Changsha Hongxing International Convention & Exhibition Center	Changsha	27,000	27,000	27,000	2002	4
21	Hunan Province Exhibition Centre	Changsha	12,000	12,000	12,000		
22	Changzhou West Taihu International Exhibition Centre	Changzhou	126,000	126,000	126,000		3
23	Western China International Expo City	Chengdu	192,000	192,000	192,000	2017	16
24	Chengdu New International Convention and Exhibition Centre (Century City)	Chengdu	110,000	110,000	110,000	2004	9
25	Chengdu International Exhibition & Convention Center	Chengdu	55,000	55,000	55,000	1997	2
26	Sichuan Exhibition Hall	Chengdu	23,000	23,000	23,000	1969	9
27	Wenjiang Flower International Convention and Exhibition Center	Chengdu	17,151	17,151	17,151		3
28	Tianfu Expo Center	Chengdu	17,000	17,000	17,000		4
29	Chenzhou International Convention and Exhibition	Chenzhou	40,000	40,000	40,000		7
30	Chongqing International Expo Center	Chongqing	203,646	203,646	203,646	2013	17
31	Chongqing International Convention & Exhibition Center	Chongqing	45,608	45,608	45,608	2005	3
32	Chongqing Exhibition Center (Old Name: Chongqing International Technology Exhibition Center)	Chongqing	25,000	25,000	25,000	1998	4

	Exhibition centre	City	2019 Gross indoor size	2020 Gross indoor size	2021 Gross indoor size	Establishment year	No. of halls
33	Chongqing Conference & Exhibition Center	Chongqing	10,000	10,000	10,000	1988	2
34	Zhejiang Cixi International Convention and Exhibition Center	Cixi	16,500	16,500	16,500	2007	2
35	Dalian World Expo Centre	Dalian	80,000	80,000	80,000	2005	3
36	Dalian Xinghai Convention & Exhibition Centre	Dalian	25,000	25,000	25,000	1996	2
37	GD Modern International Exhibition Center	Dongguan	96,040	96,040	96,040	2000	5
38	Dongguan International Conference & Exhibition Center	Dongguan	23,900	23,900	23,900	2001	4
39	Guangdong Tanzhou International Convention and Exhibition Center	Foshan	95,000	95,000	95,000	2016	10
40	Fuzhou Strait International Conference & Exhibition Center	Fuzhou	35,700	35,700	35,700	2010	5
41	China Import & Export Fair Complex (Pazhou Complex)	Guangzhou	338,000	338,000	338,000	2002	16
42	Poly World Trade Centre EXPO	Guangzhou	67,800	67,800	67,800	2008	6
43	Guangzhou City Exhibition Center	Guangzhou	40,000	40,000	40,000	2004	1
44	Nan Fung International Convention & Exhibition Center	Guangzhou	25,000	25,000	25,000	2013	4
45	Guangzhou Yixiu Convention Center	Guangzhou	3,024	3,024	3,024	2019	
46	Poly International Plaza Centre Exhibition Hall	Guangzhou	Closed				
47	Guilin International Conference & Exhibition Center	Guilin	28,900	28,900	28,900	2001	6
48	Guiyang International Conference and Exhibition Center	Guiyang	76,592	76,592	76,592		8
49	Guizhou Zunyi (Xinpu) International Convention and Exhibition Center	Guizhou	30,000	30,000	30,000	2015	3
50	Hainan International Convention and Exhibition Centre (HICEC)	Haikou	41,000	41,000	41,000	2011	4
51	Haikou Exhibition & Convention Center	Haikou	19,000	19,000	19,000	2002	2

	Exhibition centre	City	2019 Gross indoor size	2020 Gross indoor size	2021 Gross indoor size	Establishment year	No. of halls
52	Hangzhou International Expo Center (HIEC)	Hangzhou	88,400	88,400	88,400	2016	10
53	Hangzhou International Conference & Exhibition Centre	Hangzhou	60,000	60,000	60,000	2003	5
54	Hangzhou Peace International Conference & Exhibition Centre (Zhejiang Agricultural Exhibition Center)	Hangzhou	52,000	52,000	52,000	1998	7
55	Hangzhou White Horse Lake Convention and Exhibition Center	Hangzhou	63,500	63,500	63,500		
56	Harbin International Conference Exhibition and Sports Center	Harbin	36,540	36,540	36,540	2004	6
57	Hefei Binhu International Convention and Exhibition Center	Hefei	100,000	100,000	100,000	2011	10
58	Anhui International Conference and Exhibition Center (Anhui Exhibition & Conference Center)	Hefei	36,037	36,037	36,037	2002	4
59	Heilongjiang International Exhibition Center	Heilongjiang	20,000	20,000	20,000	1968	
60	Shangdong Hezhe ICEC	Hezhe	33,601	33,601	33,601	2019	5
61	Inner Mongolia International Exhibition Center	Hohhot	25,000	25,000	25,000		2
62	Huizhou Convention and Exhibition Center	Huizhou	24,000	24,000	24,000		4
63	Guangdong Pearl River West International Convention and Exhibition Center	Jiangmen	30,000	30,000	30,000	2017	7
64	Jiaxing International Convention & Exhibition Center (JXICEC)	Jiaxing	23,200	23,200	23,200		3
65	Jinan West Convention & Exhibition Centre (translated name)	Jinan	100,000	100,000	100,000	2018	9
66	Jinan International Convention & Exhibition Center	Jinan	54,000	54,000	54,000	2005	12

	Exhibition centre	City	2019 Gross indoor size	2020 Gross indoor size	2021 Gross indoor size	Establishment year	No. of halls
67	Jinan Shungeng International Convention & Exhibition Center	Jinan	16,900	16,900	16,900		3
68	Liaoning Jinzhou International Convention and Exhibition Center	Jinzhou	7,938	7,938	7,938		1
69	Kunming Dianchi Convention & Exhibition Center (DCEC)	Kunming	310,000	310,000	310,000	2015	23
70	Kunming International Convention and Exhibition Center	Kunming	70,000	70,000	70,000	1992	7
71	Kunshan Convention & Exhibition Center	Kunshan	52,000	52,000	52,000		4
72	Huaqiao International Expo Center	Kunshan	10,000	10,000	10,000		3
73	Lang Fang International Exhibition Center (LFIE)	Langfang	39,000	39,000	39,000	2001	3
74	Gansu Lanzhou International Convention and Exhibition Center	Lanzhou	25,000	25,000	25,000	2011	8
75	Tibet Exhibition and Convention Center	Lhasa	14,630	14,630	14,630	2014	4
76	Lianyungang International Exhibition Center	Lianyungang	18,000	18,000	18,000	2001	3
77	Shangdong Linyi International Convention and Exhibition Center	Linyi	63,000	63,000	63,000	2017	3
78	Shandong Linyi City Exhibition Center	Linyi	28,800	28,800	28,800	2010	
79	Liuzhou International Convention and Exhibition Center	Liuzhou		68,000	68,000	2020	
80	Henan Luohe Convention and Exhibition Center	Luohe	15,000	15,000	15,000	2007	1
81	Henan Luoyang Convention and Exhibition Center	Luoyang	40,000	40,000	40,000	2012	3
82	Sichuan Mianyang International Convention and Exhibition Center	Mianyang	11,000	11,000	11,000	2003	4
83	Jiangxi Nanchang Greenland Expo Center	Nanchang	129,000	129,000	129,000	2016	13
84	Nanchang International Exhibition Center	Nanchang	50,000	50,000	50,000	2005	7
85	Nanjing International Expo Center	Nanjing	110,000	110,000	110,000		9

	Exhibition centre	City	2019 Gross indoor size	2020 Gross indoor size	2021 Gross indoor size	Establishment year	No. of halls
86	Nanjing Convention and Exhibition Centre	Nanjing	80,000	80,000	80,000	2008	4
87	Nanjing International Exhibition Center	Nanjing	43,660	43,660	43,660	2000	6
88	Nanjing Airport International Convention and Exhibition Center	Nanjing	40,000	40,000	40,000	2019	4
89	Nanjing International Center – Exhibition	Nanjing	12,501	12,501	12,501		2
90	Nanjing Construction Planning Exhibition hall (formerly Jiangsu Exhibition Centre)	Nanjing	Closed			2005	
91	Nanning International Convention & Exhibition Center	Nanning	48,292	48,292	48,292	2003	15
92	Guangxi Exhibition Center	Nanning	25,000	25,000	25,000	1958	4
93	Nantong International Convention and Exhibition Center	Nantong	15,000	15,000	15,000	2019	2
94	Ningbo International Convention and Exhibition Center (NICEC)	Ningbo	77,416	77,416	77,416	2003	8
95	Ninghai Convention and Exhibition Center	Ninghai	14,000	14,000	14,000		
96	Ningxia Hui Autonomous Region Exhibition Center	Ningxia	5,000	5,000	5,000	1958	7
97	Qingdao Cosmopolitan Exposition	Qingdao	200,000	200,000	200,000	2018	12
98	Qingdao International Expo Center	Qingdao	140,000	140,000	140,000	2010	10
99	Hongdao International Conference & Exhibition Center	Qingdao	126,500	126,500	126,500	2018	14
100	Qingdao International Convention and Exhibition Center	Qingdao	59,040	59,040	59,040	2000	8
101	Qinghai ICEC	Qinghai	47,635	47,635	47,635	2005	5
102	Jinjiang International Convention and Exhibition Center	Quanzhou		40,000	40,000	2020	4
103	Henan Sanmenxia International Convention and Exhibition Center	Sanmenxia	13,895	13,895	13,895	2012	2
104	National Exhibition and Convention Center (Shanghai)	Shanghai	404,400	404,400	404,400	2015	16

	Exhibition centre	City	2019 Gross indoor size	2020 Gross indoor size	2021 Gross indoor size	Establishment year	No. of halls
105	Shanghai New International Expo Centre (SNIEC)	Shanghai	200,000	200,000	200,000	2001	17
106	Shanghai World Expo Exhibition & Convention Center	Shanghai	67,871	67,871	67,871	2009	4
107	Shanghai Everbright Convention & Exhibition Centre	Shanghai	32,500	32,500	32,500		2
108	Shanghai Automobile Exhibition Center	Shanghai	27,800	27,800	27,800	2005	3
109	Shanghai Exhibition Center	Shanghai	21,643	21,643	21,643	1953	4
110	Shanghai World Trade Exhibition Center (ShanghaiMart)	Shanghai	20,850	20,850	20,850	1999	4
111	Shanghai Convention and Exhibition Center of International Sourcing	Shanghai	16,000	16,000	16,000	2013	3
112	Shanghai International Convention Center (Other name: Oriental Riverside Hotel)	Shanghai	2,740	2,740	2,740	1999	4
113	East Asia Exhibition Hall	Shanghai	Closed			2002	
114	Shantou Lim Por Yen International Conference & Exhibition Center	Shantou	7,838	7,838	7,838		
115	Shenyang International Exhibition Center	Shenyang	105,600	105,600	105,600		8
116	Shenyang (International) Convention & Exhibition Center	Shenyang	48,000	48,000	48,000		13
117	Shenyang New World Expo	Shenyang	24,000	24,000	24,000	2017	4
118	Liaoning Industrial Exhibition Center	Shenyang	12,000	12,000	12,000	1960	4
119	Shenyang Science Centrum Convention & Exhibition Center	Shenyang	10,000	10,000	10,000	2001	2
120	Shenzhen World Exhibition & Convention Centre	Shenzhen	400,000	400,000	400,000	2019	19
121	Shenzhen Convention & Exhibition Center	Shenzhen	105,000	105,000	105,000	2004	9
122	Shenzhen Pingshan Yanzi Lake International Convention and Exhibition Center	Shenzhen	20,100	20,100	20,100	2019	3

	Exhibition centre	City	2019 Gross indoor size	2020 Gross indoor size	2021 Gross indoor size	Establishment year	No. of halls
123	Hebei Shijiazhuang International Convention and Exhibition Center	Shijiazhuang	71,000	71,000	71,000	2018	8
124	Shunde Qianjin Exhibition Center	Shunde	Closed			2001	4
125	Shunde Exhibition Centre	Shunde	Closed			2001	1
126	Suzhou International Expo Center	Suzhou	100,000	100,000	100,000	2004	2
127	Suzhou Nanya International Convention & Exhibition Center	Suzhou	40,000	40,000	40,000		1
128	Shandong Taishan International Convention and Exhibition Center	Taishan	24,000	24,000	24,000	2014	3
129	Shanxi Taiyuan International Convention and Exhibition Center	Taiyuan	36,300	36,300	36,300	2011	7
130	Zhejiang Taizhou International Convention and Exhibition Center	Taizhou	26,000	26,000	26,000	2003	3
131	Tangshan International Convention and Exhibition Center	Tangshan	22,000	22,000	22,000	2004	
132	Meijiang Convention and Exhibition Center (MJCEC)	Tianjin	54,000	54,000	54,000	2010	6
133	Tianjin International Exhibition Center	Tianjin	35,000	35,000	35,000	1989	2
134	Tianjin Sport Exhibition Center	Tianjin	13,000	13,000	13,000		4
135	National Convention and Exhibition Center (Tianjin)	Tianjin			200,000	2021	16
136	Weifang Shandong-Taiwan Convention & Exhibition Center	Weifang	50,000	50,000	50,000	2012	5
137	Fuwah International Exhibition Center	Weifang	27,070	27,070	27,070		5
138	Weihai International Exhibition Center	Weihai	26,600	26,600	26,600		3
139	Zhejiang Wenzhou International Convention and Exhibition Center	Wenzhou	41,000	41,000	41,000	2002	7
140	Wuhan International Expo Center (WIEC)	Wuhan	150,000	150,000	150,000	2011	12
141	Wuhan International Convention & Exhibition Center	Wuhan	55,000	55,000	55,000	2001	5
142	Wuhan Science & Technology Convention & Exhibition Center	Wuhan	30,000	30,000	30,000		2

	Exhibition centre	City	2019 Gross indoor size	2020 Gross indoor size	2021 Gross indoor size	Establishment year	No. of halls
143	Hubei Wuhan Optic Valley Convention and Exhibition Center	Wuhan	27,000	27,000	27,000	2017	8
144	Wuhu International Convention and Exhibition Center	Wuhu	31,000	31,000	31,000		
145	Wuxi Taihu International Expo Centre	Wuxi	31,200	31,200	31,200	2010	10
146	Wuxi Sports Exhibition Centre	Wuxi	12,141	12,141	12,141	2004	2
147	Xiamen International Conference & Exhibition Center (XICEC)	Xiamen	100,000	100,000	100,000	2000	14
148	Xiamen Fliport Convention and Exhibition Center	Xiamen	30,000	30,000	30,000	2019	2
149	Xi'an International Convention and Exhibition Center	Xi'an		72,000	72,000	2020	6
150	Xian Greenland Pico International Convention and Exhibition Center (GPCEC)	Xi'an	30,000	30,000	30,000	2008	4
151	Shaanxi International Exhibition Center	Xi'an	27,000	27,000	27,000		2
152	QuJiang International Conference & Exhibition Center (QICEC)	Xi'an	24,500	Closed			2
153	Xi'an International Exhibition Center	Xi'an	26,000	Closed		2000	
154	Xinjiang International Convention and Exhibition Center	Xinjiang	97,700	97,700	97,700		
155	Henan Xinyang Baihua Convention and Exhibition Center	Xinyang	40,000	40,000	40,000	2015	6
156	Xuzhou International Exhibition Center	Xuzhou	32,469	32,469	32,469	2000	1
157	Yancheng International Convention and Exhibition Center	Yancheng	18,000	18,000	18,000		
158	Guangdong Yangjiang Convention and Exhibition Center	Yangjiang	9,195	9,195	9,195	2017	1
159	Jiangsu Yangzhou International Convention and Exhibition Center	Yangzhou	8,100	8,100	8,100	2002	2
160	Yantai International Expo Center	Yantai	47,700	47,700	47,700		12
161	Yantai International Exhibition Center	Yantai	28,000	28,000	28,000	1998	17

	Exhibition centre	City	2019 Gross indoor size	2020 Gross indoor size	2021 Gross indoor size	Establishment year	No. of halls
162	Ningxia Yinchuan International Convention and Exhibition Center	Yinchuan	35,000	35,000	35,000	2008	5
163	Yiwu International Expo Centre	Yiwu	95,400	95,400	95,400		16
164	China Commodity City Exhibition Centre	Yiwu	25,500	25,500	25,500		6
165	Jiangsu China Ceramic International Convention and Exhibition Center	Yixing	15,000	15,000	15,000	2017	4
166	Zhejiang Yongkang International Convention and Exhibition Center	Yongkang	75,600	75,600	75,600	2011	9
167	China Plastics City International Exhibition Center	Yuyao	42,000	42,000	42,000	2000	8
168	Zhejiang Yuyao Zhongsu International Convention and Exhibition Center	Yuyao	40,000	40,000	40,000	2000	8
169	Zhengzhou International Convention and Exhibition Center	Zhengzhou	67,120	67,120	67,120	2005	2
170	Central China International Exhibition Center	Zhengzhou	23,000	23,000	23,000	1993	7
171	Zhongshan Torch International Exhibition Center	Zhongshan	35,000	35,000	35,000		3
172	Zhongshan Expo Center	Zhongshan	11,160	11,160	11,160	2008	2
173	Airshow China Exhibition Center (China International Aviation & Aerospace Exhibition Center)	Zhuhai	43,120	43,120	43,120	1996	4
174	Zhuhai International Convention & Exhibition Center	Zhuhai	30,000	30,000	30,000	2014	6
175	Henan Zhumadian Interational Convention and Exhibition Center	Zhumadian	47,600	47,600	47,600	2019	
160	Henan Zhumadian Convention and Exhibition Center	Zhumadian	Closed			2012	3
161	Shandong Zibo International Convention and Exhibition Center	Zibo	14,000	14,000	14,000		2
		Total	8,825,341	8,954,841	9,154,841		

Source: BSG research & analysis

Exhibition centres in Hong Kong

	Exhibition centre		2019 Gross indoor size	2020 Gross indoor size	2021 Gross indoor size	Establishment year	No. of halls
1	Hong Kong Convention and Exhibition Centre	Hong Kong	83,400	83,400	83,400	1988	6
2	AsiaWorld-Expo	Hong Kong	66,420	66,420	66,420	2005	10
	Total		149,820	149,820	149,820		

Source: BSG research & analysis

Exhibition centres in India

	Exhibition centre	City	2019 Gross indoor size	2020 Gross indoor size	2021 Gross indoor size	Establishment year	No. of halls
1	Bangalore International Exhibition Centre	Bangalore	75,000	75,000	75,000	2006	3
2	Trade Center Bangalore (TCB)	Bangalore	20,000	20,000	20,000	2004	4
3	Chennai Trade Centre	Chennai	17,600	17,600	17,600	2001	4
4	Codissia Trade Fair Complex	Coimbatore	10,250	10,250	10,250		5
5	Mahatma Mandir Convention cum Exhibition Centre	Gandhinagar	9,675	9,675	9,675	2014	3
6	Exhibition-cum Convention Centre (ECC)	Gurgaon	5,000	5,000	5,000	2014	2
7	Hyderabad International Trade Expositions Ltd (HITEX)	Hyderabad	10,500	10,500	10,500	2001	2
8	Jaipur Exhibition & Convention Centre	Jaipur	19,760	19,760	19,760	2014	2
9	Bombay Exhibition Centre	Mumbai	40,683	40,683	40,683	1991	4
10	Dhirubhai Ambani International Conventions and Exhibition Centre	Mumbai	25,000	25,000	25,000	2018	
11	Godrej Works	Mumbai	20,000	20,000	20,000		2
12	Nehru Centre	Mumbai	2,351	2,351	2,351		5
13	World Trade Centre Mumbai	Mumbai	2,346	2,346	2,346	1978	
14	JioWorld Centre	Mumbai					

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	Exhibition centre	City	2019 Gross indoor size	2020 Gross indoor size	2021 Gross indoor size	Establishment year	No. of halls
15	India Expo Centre and Mart	New Delhi	64,888	64,888	64,888	1999	14
16	Pragati Maidan	New Delhi	62,977	62,977	62,977	1972	17
17	IICC (India International Convention & Expo Centre)	New Delhi			60,000	2021	2
18	India Fair Complex	Tirupur	2,750	2,750	2,750		3
		Total	388,780	388,780	448,780		

Source: BSG research & analysis

Exhibition centres in Indonesia

	Exhibition centre	City	2019 Gross indoor size	2020 Gross indoor size	2021 Gross indoor size	Establishment year	No. of halls
1	Bali International Convention Centre	Bali	2,700	2,700	2,700	1994	2
2	Indonesia Convention Exhibition	Jakarta	48,600	48,600	48,600	2015	10
3	P.T. Jakarta International Expo	Jakarta	35,487	35,487	35,487	2004	11
4	Balai Sidang Jakarta Convention Center	Jakarta	8,910	8,910	8,910	1992	2
5	NTB Convention Centre	Lombok	3,920	3,920	3,920	2012	
6	Golden Kawanua Convention Centre	Manado	7,000	7,000	7,000	2012	1
7	Medan International Exhibition & Convention Center	Medan	13,502	13,502	13,502	2014	
8	Grand City Convex	Surabaya	6,622	6,622	6,622	2010	2
9	JX Jatim Expo	Surabaya	5,000	5,000	5,000		
10	Dyandra Convention Center Surabaya	Surabaya	3,543	3,543	3,543		
		Total	135,284	135,284	135,284		

Source: BSG research & analysis

Exhibition centres in Japan

	Exhibition centre	City	2019 Gross indoor size	2020 Gross indoor size	2021 Gross indoor size	Establishment year	No. of halls
1	Makuhari Messe (Nippon Convention Center)	Chiba	72,000	72,000	72,000	1989	11
2	Marine Messe Fukuoka	Fukuoka	9,100	9,100	9,100	1995	2
3	Fukuoka Kokusai Center	Fukuoka	5,052	5,052	5,052	1981	2
4	Ishikawa Prefectural Industrial Exhibition Hall	Ishikawa	17,718	17,718	17,718	1972	4
5	Kobe International Exhibition Center	Kobe	14,812	14,812	14,812	1981	3
6	Aichi Sky Expo (formerly Aichi International Exhibition Center)	Nagoya	60,000	60,000	60,000	2019	6
7	Port Messe Nagoya (Nagoya International Exhibition Hall)	Nagoya	33,946	33,946	33,946	1973	4
8	Intex Osaka	Osaka	70,079	70,079	70,079	1985	6
9	Mydome Osaka	Osaka	4,834	4,834	4,834	1997	6
10	Miyagi Exhibition Center	Sendai	7,910	7,910	7,910	1998	2
11	Sendai International Center Exhibition Building	Sendai	3,000	3,000	3,000	2015	2
12	Tokyo Big Sight (Tokyo International Exhibition Center)	Tokyo	95,420	116,540	116,540	1996	12
13	Sunshine City Convention City	Tokyo	12,513	12,513	12,513	1979	4
14	Tokyo International Forum	Tokyo	7,025	7,025	7,025	1997	4
15	Pacifico Yokohama	Yokohama	20,000	20,000	20,000	1991	4
		Total	433,409	454,529	454,529		

Source: BSG research & analysis

Exhibition centres in Korea

	Exhibition centre	City	2019 Gross indoor size	2020 Gross indoor size	2021 Gross indoor size	Establishment year	No. of halls
1	Busan Exhibition & Convention Center (BEXCO)	Busan	46,380	46,380	46,380	2001	5

	Exhibition centre	City	2019 Gross indoor size	2020 Gross indoor size	2021 Gross indoor size	Establishment year	No. of halls
2	Changwon Exhibition & Convention Center (CECO)	Changwon	7,827	7,827	7,827	2005	1
3	Daegu Exhibition and Convention Center (EXCO Daegu)	Daegu	22,159	37,744	37,744	2001	5
4	Daejeon Convention (DCC)	Daejeon	2,520	2,520	2,520	2008	4
5	Kotra Trade Exhibition Center (KOTREX)	Daejeon	Closed			1995	1
6	Gumi Convention Center (Gumico)	Gumi	3,402	3,402	3,402	2010	2
7	Gunsan Saemangeum Convention Center (GSCO)	Gunsan	3,000	3,000	3,000	2014	1
8	Kimdaejung Convention Center	Gwangju-si	12,027	12,027	12,027	2005	3
9	Songdo Convention Center (ConvensiA)	Incheon	8,416	8,416	8,416	2008	2
10	International Convention Center (ICC)	Jeju	2,395	2,395	2,395	2003	1
11	Hwabaek International Convention Center	Kyungju	2,273	2,273	2,273	2015	2
12	Korea International Exhibition Center (KINTEX)	Seoul	108,011	108,011	108,011	2005	10
13	COEX World Trade Center	Seoul	36,007	36,007	36,007	1988	4
14	Seoul Trade Exhibition Center (SETEC)	Seoul	7,948	7,948	7,948	1999	3
15	Ago-Trade and Exhibition Center (aT Center)	Seoul	7,422	7,422	7,422	2002	2
16	Suwon Messe	Suwon		9,080	9,080	2020	2
17	Suwon Convention Center (SCC)	Suwon	7,877	7,877	7,877	2019	1
18	Ulsan Exhibition Convention Center (UECO)	Ulsan			8,000	2021	
		Total	277,664	302,329	317,829		

Source: BSG research & analysis

Exhibition centres in Macau

	Exhibition centre		2019 Gross indoor size	2020 Gross indoor size	2021 Gross indoor size	Establishment year	No. of halls
1	Venetian Macau	Macau	74,862	74,862	74,862	2007	6
2	Macau Tower Convention and Entertainment Centre	Macau	1,853	1,853	1,853	2001	1
3	Galaxy International Convention Centre (GICC)	Macau			6,000	2021	5
		Total	76,715	76,715	82,715		

Source: BSG research & analysis

Exhibition centres in Malaysia

	Exhibition centre	City	2019 Gross indoor size	2020 Gross indoor size	2021 Gross indoor size	Establishment year	No. of halls
1	Malaysia International Trade and Exhibition Centre (MITEC)	Kuala Lumpur	48,500	48,500	48,500	2017	
2	Malaysia International Exhibition & Convention Centre (MINES)	Kuala Lumpur	38,000	38,000	38,000	1997	3
3	MATRADE Exhibition & Convention Centre (MECC)	Kuala Lumpur	12,388	12,388	12,388	2007	3
4	Putra World Trade Centre (PWTC)	Kuala Lumpur	11,244	11,244	11,244	1985	4
5	Kuala Lumpur Convention Centre	Kuala Lumpur	23,223	23,223	23,223	2005	11
6	Subterranean Penang International Convention and Exhibition Centre (SPICE)	Penang	4,500	4,500	4,500	2015	
7	Borneo Convention Centre Kuching (BCKK)	Sarawak	2,793	2,793	2,793		4
		Total	140,648	140,648	140,648		

Source: BSG research & analysis

Exhibition centres in Myanmar

	Exhibition centre	City	2019 Gross indoor size	2020 Gross indoor size	2021 Gross indoor size	Establishment year	No. of halls
1	Mandalay Convention Center	Mandalay	3,528	3,528	3,528		
2	City Hall – Mandalay	Mandalay	585	585	585	2010	
3	Myanmar Expo Hall	Yangon	6,000	6,000	6,000		2
4	Tatmadaw Exhibition Hall	Yangon	2,800	2,800	2,800		
5	Yangon Convention Center	Yangon	2,592	2,592	2,592		
		Total	15,505	15,505	15,505		

Source: BSG research & analysis

Exhibition centres in Pakistan

	Exhibition centre	City	2019 Gross indoor size	2020 Gross indoor size	2021 Gross indoor size	Establishment year	No. of halls
1	Karachi Expo Center	Karachi	16,725	16,725	16,725		6
2	Lahore International Expo Centre	Lahore	20,466	20,466	20,466	2010	4
		Total	37,191	37,191	37,191		

Source: BSG research & analysis

Exhibition centres in the Philippines

	Exhibition centre	City	2019 Gross indoor size	2020 Gross indoor size	2021 Gross indoor size	Establishment year	No. of halls
1	Cebu International Convention Center	Cebu	8,827	8,827	8,827	2006	5
2	SMX Davao	Davao City	5,200	5,200	5,200		

	Exhibition centre	City	2019 Gross indoor size	2020 Gross indoor size	2021 Gross indoor size	Establishment year	No. of halls
3	World Trade Centre Metro Manila	Manila	11,300	11,300	11,300	1990	4
4	SMX Convention Center	Pasay City	9,130	9,130	9,130	2009	4
5	SMX Aura	Taguig City	2,178	2,178	2,178		3
		Total	36,635	36,635	36,635		

Source: BSG research & analysis

Exhibition centres in Singapore

	Exhibition centre	City	2019 Gross indoor size	2020 Gross indoor size	2021 Gross indoor size	Establishment year	No. of halls
1	Singapore Expo Convention and Exhibition Centre	Singapore	100,000	100,000	100,000	1999	10
2	The Marina Bay Sands	Singapore	41,000	41,000	41,000	2010	6
3	Changi Exhibition Centre	Singapore	40,000	40,000	40,000		3
4	Suntec Singapore International Convention and Exhibition Centre	Singapore	38,970	38,970	38,970	1995	3
		Total	219,970	219,970	219,970		

Source: BSG research & analysis

Exhibition centres in Taiwan

	Exhibition centre	City	2019 Gross indoor size	2020 Gross indoor size	2021 Gross indoor size	Establishment year	No. of halls
1	Kaohsiung Exhibition Centre (KEC)	Kaohsiung	17,900	17,900	17,900	2014	4
2	Kaohsiung Business Exhibition Center	Kaohsiung	13,900	13,900	13,900	2000	4
3	World Trade Center Taichung	Taichung	4,298	4,298	4,298	2001	2
4	Taipei World Trade Center Nangang Exhibition Hall (TWTC Nangang)	Taipei	79,480	79,480	79,480	2007	2

	Exhibition centre	City	2019 Gross indoor size	2020 Gross indoor size	2021 Gross indoor size	Establishment year	No. of halls
5	Taipei World Trade Center	Taipei	35,720	35,720	35,720	1986	3
		Total	151,298	151,298	151,298		

Source: BSG research & analysis

Exhibition centres in Thailand

	Exhibition centre	City	2019 Gross indoor size	2020 Gross indoor size	2021 Gross indoor size	Establishment year	No. of halls
1	IMPACT Arena, Exhibition and Convention Center	Bangkok	137,000	137,000	137,000	1998	13
2	Bangkok International Trade & Exhibition Centre (BITEC)	Bangkok	57,339	57,339	57,339	1997	8
3	Queen Sirikit National Convention Centre	Bangkok	13,971	Closed for redevelopment		1991	3
4	Royal Paragon Hall	Bangkok	7,800	7,800	7,800	2006	3
5	Central World	Bangkok	5,403	5,403	5,403	2008	1
6	Chiang Mai International Convention and Exhibition Centre (CICEC)	Chiang Mai	8,505	8,505	8,505	2012	3
7	Prince of Songkla University International Convention Center	Hat Yai	4,260	4,260	4,260	2008	2
8	Khonkaen International Convention & Exhibition Center (KICE)	Khon Kaen	5,710	5,710	5,710	2017	3
9	Pattaya Exhibition and Convention Hall (PEACH)	Pattaya	6,925	6,925	6,925	1999	1
10	Nongnooch International Convention & Exhibition Center	Pattaya	5,610	5,610	5,610	2017	3
		Total	252,523	238,552	238,552		

Source: BSG research & analysis

Exhibition centres in Vietnam

	Exhibition centre	City	2019 Gross indoor size	2020 Gross indoor size	2021 Gross indoor size	Establishment year	No. of halls
1	Haiphong International Exhibition & Trade Fair Center	Hai Phong City	8,745	8,745	8,745		
2	ICE – International Center for Exhibition – Cultural Palace	Hanoi	4,389	4,389	4,389	2007	1
3	Saigon Exhibition & Convention Center (SECC)	Ho Chi Minh City	9,144	9,144	9,144	2008	1
		Total	22,278	22,278	22,278		

Source: BSG research & analysis

BSG expects Asia's available exhibition space available to grow by 3.9% before the end of 2021. The following is an outline of some of the recent and expected capacity changes around the region.

The Japanese exhibition industry remains in turmoil, as the Tokyo 2020 Summer Olympics have been postponed to 2021 due to the COVID-19 outbreak – meaning Japanese organisers will likely lose many events in *both* 2020 and 2021.

Japan's exhibition industry, through JEXA (the national association), has been negotiating with the Tokyo Metropolitan Government – however, it appears that the government is not being particularly flexible in its approach towards the use of key venues.

During the Olympics, Tokyo Big Sight will be used as the International Broadcasting Centre, whereas Makuhari Messe will be used as a venue for various competitions. When Tokyo Big Sight finally returns to business, its capacity will rise from approximately 95,000 m² to 116,000 m².

In China, the National Convention & Exhibition Center (Tianjin) will reportedly open in late 2021 with a capacity of 200,000 m² of exhibition space.

In India, the first stage of redevelopment at Pragati Maidan in New Delhi has been completed and some exhibitions have been held. The new halls, however, are still to be finished before the next stage begins. Three halls are completed and three more are currently under construction. Total capacity at Pragati Maidan will eventually reach 100,000 m², but completion dates are not yet known.

Also underway in New Delhi is the Dwarka project, IICC (India International Convention & Expo Centre). When complete, the new centre will feature 240,000 m² of gross indoor exhibition space across five halls – two of which will be two-level structures. IICC will have an additional 60,000 m² of “foyer space” that the venue manager plans to rent to event organisers. The venue will also feature a 60,000 m² convention centre.

IICC's construction is slowly progressing – in part due to the COVID-19 pandemic, but two halls offering 60,000 m², as well as the 60,000 m² convention centre, are all scheduled to open by late-2021 as part of the first development phase.

In Mumbai, redevelopment work on the Bombay Exhibition Centre (BEC) is not yet scheduled as the venue is still being used as a COVID-19 hospital throughout the

summer of 2020. Aside from the BEC, the JIO Exhibition and Convention Centre in central Mumbai, previously known as the Dhirubai Ambani CEC, is finished and ready to use despite not being officially opened. The new venue has two main halls offering a total of 24,000 m² of gross indoor space.

In Hong Kong, there will be no new capacity in the market before 2024 at the earliest. Supposedly plans exist for a new convention centre above a new metro station in north Wan Chai (close to the HKCEC venue), however these plans are still vague and unconfirmed. If they do come to fruition, the venue will provide a small offering of approximately 10,000 m².

A new exhibition venue will be built as part of the West Kowloon Cultural District. The small-scale venue will feature 18,000 m² of exhibition space across two halls of 9,000 m² over two floors – with one of the halls being column-free. The venue is expected to open in 2025 at the earliest.

A plan remains in place to demolish three government buildings across the road from HKCEC, namely: Revenue Tower, Immigration Tower and Wanchai Tower. On that site, the government plans to build a new venue with exhibition space of at least 23,000 m². The site will also feature hotels, commercial and retail space. The planned date of completion has not been announced, but it is unlikely to open before 2029.

AsiaWorld-Expo (AWE) is currently undergoing significant changes as part of the Hong Kong Airport Authority's SkyCity project. AWE is expected to add significant exhibition space in its Phase II expansion along with other new amenities and attractions, although the exact amount of new exhibition space has not currently been publicly announced. It is expected to be finished by 2024. As of summer 2020, AWE is still being used as a testing centre / hospital for COVID-19 patients.

Nearby in Macau, the Galaxy Entertainment Group plans to open a new MICE centre, Galaxy International Convention Centre (GICC), in the second half of 2021. The venue offers 6,000 m² of pure exhibition space, with another 4,000 m² of space in other parts of the venue that can also be used for exhibitions.

In Thailand, the Queen Sirikit venue has been closed since May 2019 in order to fully redevelop the site, with completion expected in September 2023. Exact plans are not available, but the venue will likely feature more than 70,000 m² of event space over several levels, with exhibition space of approximately 52,000 m². The land is owned by the Thai government, which has granted a 50-year concession to the TCC Group – parent company of Thai event organiser NCC.

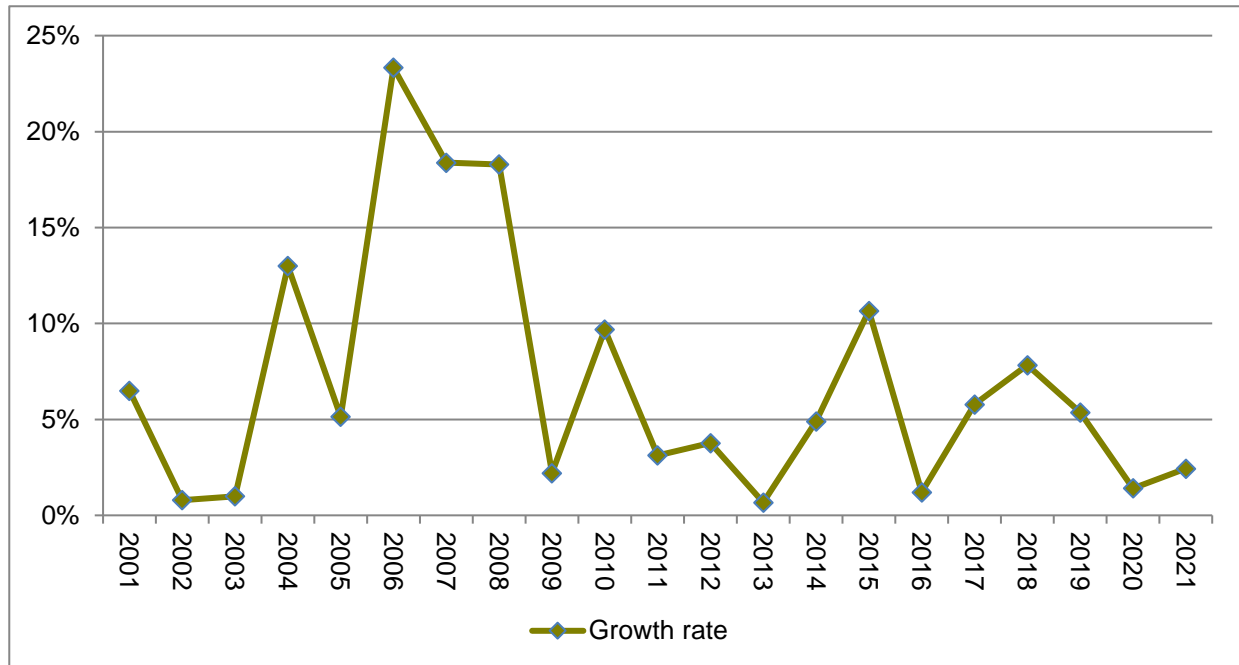
Table 8: Growth in exhibition centre space in Asia, 2019-2021

	2019 No. of centres	2019 Total gross indoor size	2020 Total gross indoor size	2021 Total gross indoor size	% change (from 2019 to 2021)
India	16	388,780	388,780	448,780	15.43%
Korea	15	277,664	302,329	317,829	14.47%
Macau	2	76,715	76,715	82,715	7.82%
Japan	15	433,409	454,529	454,529	4.87%
China	166	8,825,341	8,954,841	9,154,841	3.73%
Singapore	4	219,970	219,970	219,970	0.00%
Australia	12	205,997	205,997	205,997	0.00%
Taiwan	5	151,298	151,298	151,298	0.00%
Hong Kong	2	149,820	149,820	149,820	0.00%
Malaysia	7	140,648	140,648	140,648	0.00%
Indonesia	10	135,284	135,284	135,284	0.00%
Pakistan	2	37,191	37,191	37,191	0.00%
Philippines	5	36,635	36,635	36,635	0.00%
Vietnam	3	22,278	22,278	22,278	0.00%
Myanmar	5	15,505	15,505	15,505	0.00%
Cambodia	2	11,156	11,156	11,156	0.00%
Thailand	10	252,523	238,552	238,552	-5.53%
Total	281	11,380,213	11,541,527	11,823,027	3.89%

Source: BSG research & analysis

Figure 2 below shows the continued expansion of Asian venue capacity from 2001 to 2021. During that period, the region's overall venue capacity boomed – rising from 3 million m² to more than 11 million m² today. The year-on-year capacity growth rate peaked in 2006 at close to 25%. In recent years, year-on-year growth has bounced from as high as 10% to as low as 1%.

Figure 2: Exhibition space growth, 2001-2021



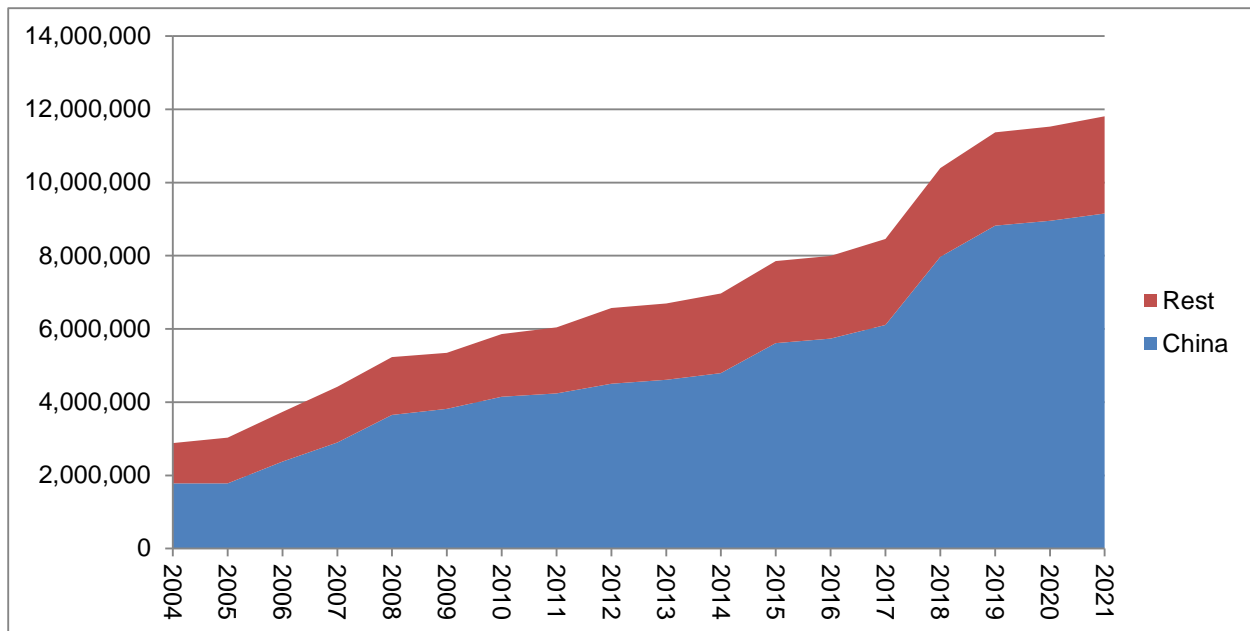
Source: BSG research & analysis

There are now 167 international-standard exhibition venues in China, which make up over 77% of Asia’s total venue capacity. However, China accounted for a considerably smaller portion (59%) of space sold in Asia in 2019. As this has been the case for many years, it suggests a notable level of under-utilisation at some of those 167 venues in China – especially those outside the first-tier cities.

On this regard, a comparison of the markets in Japan and China is useful. China sold six times more space than Japan in 2019 – however, China maintains an incredible 19 times more venue capacity to achieve those sales (i.e. venue capacity of 454,529 m² vs. 8,954,841 m²).

For China, the issue of under-utilisation is a problem that is likely to persist in some markets (mostly second- and third-tier cities) for years to come, as governments in many Chinese cities have been keen to invest in venue construction – often at a pace considerably faster than their respective markets can reasonably support. This problem has been further exacerbated by the COVID-19 outbreak, which may result in weaker shows and smaller organisers being unable to survive the disruption to the industry.

Figure 3: China’s share of Asia’s total available exhibition space, 2004-2021



Source: BSG research & analysis

In Table 9 below, the ten largest venues in Asia are listed in order of gross indoor size. Collectively, these facilities account for 2,538,046 m² – nearly a quarter of the total space available in Asia.

All ten of these venues are now at least 100,000 m² and for now, all ten of them are located in China. After it is completed, IICC, also known as the Dwarka venue, in India will join the top ten. The venue will open in phases beginning in 2021 offering 60,000 m². When it is completed it will feature 240,000 m² of gross indoor space and rank fifth on the list of Asia’s largest venues.

Currently, the largest venue in Asia is the National Exhibition and Convention Center (Shanghai) (NECC) with 404,400 m². Shenzhen World (SZW) is ranked second with a capacity of 400,000 m², followed by the China Import & Export Fair Complex (Pazhou Complex) in Guangzhou with 338,000 m² of exhibition space. Individually, these three venues have more capacity than most geographic markets in Asia.

Table 9: Top exhibition centres in Asia, 2020

Ranking	Region	City	Exhibition centre	2020 Total gross indoor size (m ²)
1	China	Shanghai	National Exhibition and Convention Center (Shanghai)	404,400
2	China	Shenzhen	Shenzhen World Exhibition & Convention Centre	400,000
3	China	Guangzhou	China Import & Export Fair Complex (Pazhou Complex)	338,000
4	China	Kunming	Kunming Dianchi Convention & Exhibition Center (DCEC)	310,000
5	China	Chongqing	Chongqing International Expo Center	203,646
6	China	Qingdao	Qingdao World Expo City	200,000
7	China	Shanghai	Shanghai New International Expo Centre (SNIEC)	200,000
8	China	Chengdu	Western China International Expo City	192,000
9	China	Wuhan	Wuhan International Expo Center (WIEC)	150,000
10	China	Qingdao	Qingdao International Expo Center	140,000

Source: BSG research & analysis

Key players

Top exhibition organisers

This report ranks the region’s exhibition organisers by two key metrics: estimated net space sold and estimated revenues. CFTC, the organiser of the Canton Fair, tops the list in terms of net square metres sold. Other government or quasi-government bodies in the ranking include: CCPIT, HKTDC, and TAITRA. In terms of commercial organisers, Reed Exhibitions and Informa Markets (formerly UBM Asia) rank highest (second and third, respectively) in terms of net space sold. Informa Markets ranks first in terms of estimated revenues in 2019.

Table 10: Top 10 organisers ranked by net area sold in Asia, 2019

Ranking	Organiser	Revenues ranking position	Regional HQ
1	China Foreign Trade Centre (Group)	3	Guangzhou
2	Reed Exhibitions	2	Singapore
3	Informa Group	1	
4	China Council for the Promotion of International Trade (CCPIT)	6	Beijing
5	Hong Kong Trade Development Council (HKTDC)	4	Hong Kong
6	Messe Frankfurt	5	Hong Kong
7	Taiwan External Trade Development Council (TAITRA)	7	Taiwan
8	Koelnmesse		Singapore
9	Shanghai East Best & Lansheng International (Group) Co., Ltd (EBLS)		Shanghai
10	Diversified		

Source: BSG research & analysis

Table 11: Top 10 organisers, by 2019 estimated revenues in Asia

Ranking	Organiser
1	Informa Group
2	Reed Exhibitions
3	China Foreign Trade Centre (Group)
4	Hong Kong Trade Development Council
5	Messe Frankfurt
6	China Council for the Promotion of International Trade (CCPIT)
7	Taiwan External Trade Development Council (TAITRA)
8	Japan Management Association
9	Business Guide-Sha, Inc.
10	Koelnmesse

Source: BSG research & analysis

The four tables below (Tables 12 to 14) detail the revenues of exhibition organisers in Asia that publicly report their finances. The companies are separated into tables based on when each company reports its financial results.

The Hong Kong Trade Development Council (HKTDC) is a quasi-government organisation that publicly reports its revenues. The figures below include only HKTDC’s *exhibition-related* revenues.

NOVA Group (formerly known as Mega Expo, and Kenfair before that) is a relatively small Hong Kong-listed company.

Pico Far East is a Hong Kong-listed company, however its main business is not organising events. It is a large contractor with a strong regional presence, making it a major player in Asia’s exhibition industry. For this reason, its results are included here for reference. (The figures for Pico include revenues from its subsidiary in Thailand.)

Table 12: Listed company/publicly reported revenues, April-March financial year

		2017/2018 US\$ million	2018/2019 US\$ million	% change 2018 vs. 2019
Hong Kong Trade Development Council	Trade fairs and exhibitions	249.76	255.06	2.1%

Sources: Company reports / BSG analysis

Table 13: Listed company/publicly reported revenues, July-June financial year

	Code		2017/2018 US\$ million	2018/2019 US\$ million	% change 2018 vs. 2019
NOVA Group	HKEX: 1360	Exhibition-related revenues	13.49	4.53	-66.4%

Sources: Company reports / BSG analysis

Table 14: Listed company revenues, November-October financial year

	Code		2017/2018 US\$ million	2018/2019 US\$ million	% change 2018 vs. 2019
Pico	HKEX: 752	Group revenues	593.76	639.94	7.8%
		Revenues from business related to exhibitions	489.49	496.00	1.3%

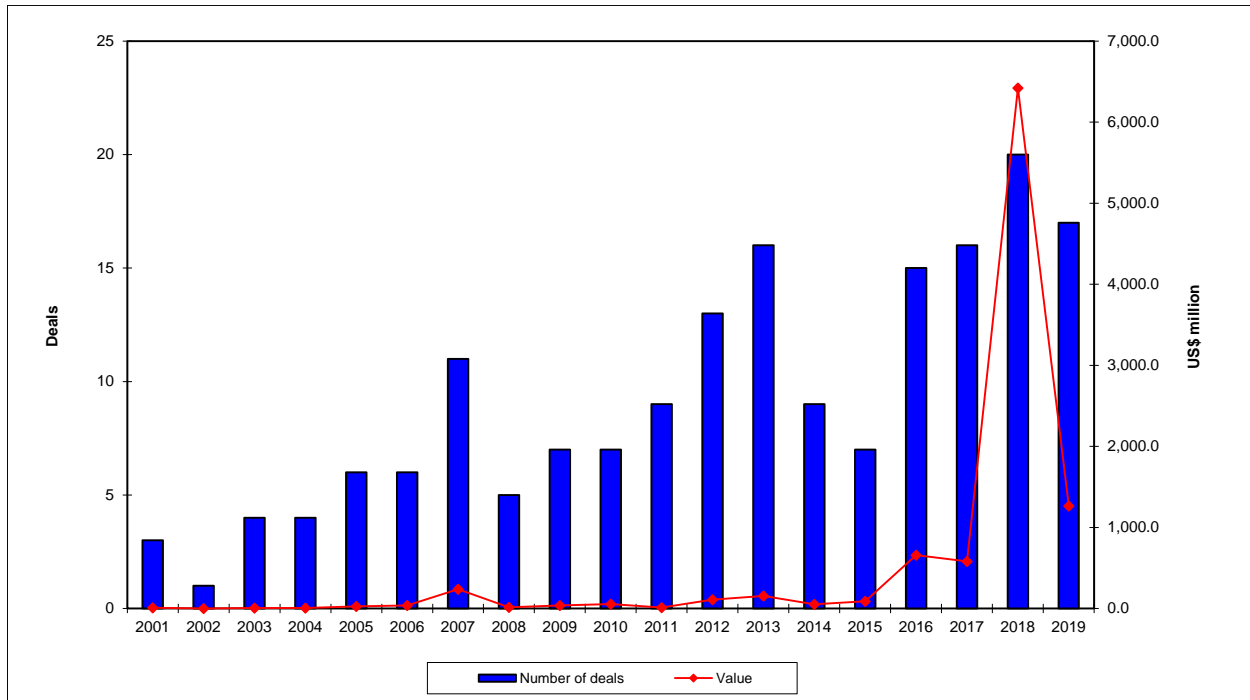
Sources: Company report / BSG analysis

Mergers and acquisitions activity

BSG has been tracking mergers and acquisitions activity in Asia’s B2B media industry since 2000. In 2019, BSG recorded 17 exhibition-related M&A deals in Asia, with an estimated total deal value of US\$1.3 billion.

As the terms of most M&A transactions in this industry are not publicly disclosed, BSG estimates the value of each deal reported. However, as we are sometimes party to confidential information in making these estimates, we do not publish the value of individual deals unless the parties involved publicly release the information. The following section is a summary of key exhibition M&A deals in Asia in 2019.

Figure 4: Exhibition industry M&A activity in Asia, 2001-2019



Source: BSG analysis

In January, [Reed Exhibitions](#), the second largest global exhibition organiser, announced that the company entered into a definitive agreement to acquire [Mack Brooks Exhibitions](#). Although no financial details for the acquisition were disclosed, industry insiders estimate the deal to be worth approximately £210 million (US\$250 million). Mack Brooks has a small portfolio in Asia including geo-cloned editions of [Asia Blech](#), [InterAirport](#), and its Fastener Expo in China, India, Thailand and Singapore. In total, the company is estimated to have revenues of approximately US\$50 million. The deal is Reed Exhibitions’ first significant acquisition in many years.

In February, the [Indonesia Motorcycle Show \(IMOS\)](#), one of the largest motorcycle shows in Indonesia, was acquired by [Comexposium](#). No financial details were released. Following the acquisition, IMOS has been organised by [Seven Event](#), a joint venture between Comexposium and Amara Pameran Internasional (API). This biennial exhibition was previously known as the Jakarta Motorcycle Show (JMCS), but changed its name to the Indonesia Motorcycle Show (IMOS) in 2014. Since 2014, Seven Events has built a portfolio of events covering the automotive sector – both B2C and B2B exhibitions.

Also in February, [GL events](#) announced plans to acquire 55% of CIEC Union, a deal which required approval from the [Ministry of Commerce of the People's Republic of China](#) (MOFCOM). Financial details of the acquisition were not released, but BSG estimates the deal to be worth US\$100 million to US\$120 million. CIEC, China International Exhibition Center Group, is a Chinese state-owned company and is also a subsidiary of the government body, the [China Council for the Promotion of International Trade](#) (CCPIT). Following the acquisition, CCPIT retained a 39% stake in CIEC, while CIEC managers hold the remaining 6%. This was a highly unusual acquisition in that an international organiser acquired a controlling stake in a large, state-owned organiser.

Rounding out the month of February, [Messe Düsseldorf India](#), the Indian subsidiary of international exhibition organiser, [Messe Düsseldorf Group](#), announced that the company had acquired the [FAMDENT Shows](#) – a series of Indian trade events addressing the dental medical industry. No financial details were disclosed. After the acquisition, the FAMDENT Shows became part of MEDICAlliance – the umbrella brand for all global healthcare exhibition activities organised by Messe Düsseldorf. Launched in 2005, the flagship FAMDENT Show is held annually in Mumbai. Since 2015, two other regional shows have been held in various locations including: Hyderabad, Pune, Indore and Nagpur. The shows focus on categories such as fittings for dental surgeries, dental clinics and supplies for dental lab, as well as dental treatment products.

In March, [Reed Exhibitions](#) announced the acquisition of [India BIG7](#), one of India's largest trade events for gifts, stationery, writing instruments, office supplies, kitchenware and home décor. No financial details were provided regarding the deal. Launched in 1993, India BIG7 is held annually in Mumbai. After the acquisition, India BIG7 joined Reed Exhibitions' portfolio of gift shows in Germany, Japan, Australia and China.

Later in March, international exhibition organiser, [NürnbergMesse](#), announced the acquisition of [India Mattresstech Expo](#) through its Indian subsidiary [NürnbergMesse India](#). No financial details of the acquisition were released. India Mattresstech Expo is a trade fair focused on mattress and upholstery manufacturing in India. Launched in 2013 in Chennai, the show was previously organised by [Unitech Exhibitions Pvt. Ltd.](#) Future editions of India Mattresstech Expo will be held in parallel to another NürnbergMesse show, [INDIAWOOD 2020](#).

Also in March, international event organiser [Terrapinn](#) announced the acquisitions of [Accounting Business Expo](#) and [Accountech Live](#) from [National Media](#). The two events

serve the accountancy and finance management professions, and are positioned as leading exhibitions in Australia.

[GL events](#) announced plans to acquire 60% of Shenzhen Shengshi Pengcheng Exhibition Company late in March – subject to approval from the [Ministry of Commerce of the People's Republic of China](#) (MOFCOM). Financial details of the acquisition were not released. Shenzhen Shengshi Pengcheng is the organiser of the [Fashion Source Exhibitions](#) in southern China, which are held twice a year in Shenzhen. Following the acquisition, Shenzhen Shengshi Pengcheng retained ownership of the remaining 40% of the company.

In May, [Reed Exhibitions](#) announced that the company acquired [PackPlus](#), a portfolio of trade fairs serving the Indian packaging industry. The acquisition's financial details were not disclosed. PackPlus, previously owned by [Next Events](#), was launched in 2006 and has its flagship annual event in Delhi. The PackPlus portfolio also includes [PackPlus South](#) (Bangalore/Hyderabad) and the [India Packaging Show](#) in Mumbai.

Also in May, [Charterhouse](#), a private equity firm, bid US\$710 million to acquire [Tarsus Group](#). The group's independent directors subsequently voted in favour of accepting the offer. The offer was approximately 17 times average EBITDA for Tarsus's financial years ended 31st December 2017 and 31st December 2018. Previously listed on [London Stock Exchange](#), the Tarsus Group is an international media company with business interests in exhibitions, conferences, publishing and online media. The group was founded in 1998 and since then it has grown to operate over 40 separate brands. Today, Tarsus organises over 150 events in 17 countries covering 14 business sectors, along with publications and websites through its global network of operations. The transaction was completed in August 2019 and Tarsus was subsequently de-listed from London Stock Exchange.

In June, U.K.-based [Media 10](#) announced the sale of its design sector events in China, [Design Shanghai](#) and [Design China Beijing](#) to [Clarion Events](#). The deal's financial terms were not disclosed. Design Shanghai, launched in 2014, is regarded as a leading international design event in China. After the acquisition, both events continued to be headed by Event Director Zhou Tan, with Media 10 continuing to own and operate its other events in China.

In July, [Messe Frankfurt](#)'s Indian subsidiary, [Messe Frankfurt Trade Fairs India Pvt Ltd](#), acquired the license to organise [Busworld](#) – a leading B2B exhibition serving the bus and coach sector – from Busworld International CVBA. No financial details for the acquisition were disclosed. Under the terms of the agreement, but before the COVID-19

outbreak, Messe Frankfurt had planned to organise the 9th edition of Busworld India 2020 in Bengaluru between 27th to 29th August. Messe Frankfurt also intends to further developed and expanded to cover other sectors.

In July, GL Events announced the acquisition of a 60% stake in Interwine, the organising company of a Chinese international wine and spirits exhibition. The company's managers retained 40% after the acquisition. The show is held twice a year in Guangzhou: with autumn version in November and spring version in June. Interwine also organises year-round roadshows across China with small events serving the regional wine and spirits industry.

In September, [MCH Swiss Exhibition \(Basel\) Limited](#), an [MCH Group](#) company based in Basel, Switzerland, announced the sale of its 65% stake in Seventh Plane Networks Private Limited – the organiser of the [India Art Fair](#) in New Delhi. MCH will sell its stake to Angus Montgomery (HK) Limited. No financial details of the acquisition were disclosed. India Art Fair covers modern and contemporary art from across South Asia, whereas [Angus Montgomery Arts](#) owns and organises several art fairs in the region, including the [Sydney Contemporary](#), [Art Central Hong Kong](#), and [Art SG](#) in Singapore.

Also in September, [Tarsus Group](#) announced the completion of its first acquisition under its new owners, private equity firm, [Charterhouse](#). Tarsus acquired 70% of Shenzhen Zhong Xin Cai Exhibition Company – the owner and organiser of [Touch China & 3D Glass Expo](#). No financial details of the acquisition were disclosed. Launched in 2006, Touch China is a leading exhibition in the 3-D curved glass manufacturing sector.

Rounding out September, international event organiser [Deutsche Messe](#) announced the acquisition of three digital events in Australia and New Zealand from Australian event organiser [The Eventful Group](#). No financial details of the deal were disclosed. The three events: [HR Innovation & Tech Fest in Sydney](#), [Legal Innovation & Tech Fest in Sydney](#), and [HR Innovation & Tech Fest in Auckland](#), are held annually and include conference, exhibition and sponsor elements. Following the acquisition, Deutsche Messe's Australian subsidiary, [Hannover Fairs Australia](#) (HFA), began to manage the events.

After Reed Exhibitions' acquisition of [Mack Brooks](#) in early 2019, the company has been busy tidying-up some of Mack Brooks joint ventures in Asia. In December 2019, Reed took 100% ownership of three events in India that were previously organised by Inter Ads-Brooks (IAB), a 50/50 joint venture: [Blech India](#) in Mumbai, [Fastener Fair](#) in Mumbai and Delhi and ExpoRail in Delhi. Although these are relatively small events, they are now under the full control of Reed Exhibition's team in India. The deal also

marks the exit of Rajan Sharma, a well-known entrepreneur in the Indian exhibition industry.

Table 15: Exhibition industry M&A activity in Asia, 2019

Date	Acquiring company	Acquired business	Location
January	Reed Exhibitions	Mack Brooks Exhibitions	U.K. (with business in Asia)
February	Comexposium	Indonesia Motorcycle Show (IMOS)	Indonesia
February	GL events	CIEC Union	China
February	Messe Düsseldorf India	FAMDENT Shows	India
March	Reed Exhibitions	India BIG7	India
March	NürnbergMesse India	India Mattresstech Expo	India
March	Terrapinn	Accounting Business Expo, Accountech Live	Australia
March	GL events	Shenzhen Sheng Shi Peng Cheng Exhibition Company	China
May	Reed Exhibitions	PackPlus	India
May	Charterhouse	Tarsus Group	Worldwide
June	Clarion Events	Design Shanghai and Design China Beijing	China
July	Messe Frankfurt Trade Fairs India Pvt Ltd	Busworld India	India
July	GL Events	Interwine	China
September	Montgomery	India Art Fair	India
September	Tarsus	Touch China	China
September	Deutsche Messe	HR Innovation & Tech Fest in Sydney / Legal Innovation & Tech Fest in Sydney / HR Innovation & Tech Fest in Auckland	Australia
December	Reed Exhibitions	Blech India (Mumbai), Fastener Fair (Mumbai and Delhi), ExpoRail (Delhi)	India

Source: BSG analysis

Top fairs

The ten largest trade fairs in Asia now collectively account for more than 2.5 million m², or more than 10% of all space sold in Asia in 2019. The following table provides details regarding these events, including BSG’s estimate of net space sold at these exhibitions. Notably, *all* of Asia’s top ten trade fairs are now held in China.

For UFI-approved events, BSG has used the data included in organisers’ returns to UFI and data published on the [UFI website](#). In addition to that data, these rankings rely on a combination of published information and BSG’s own best estimates. Organisers wishing to discuss estimates of their own events are encouraged to contact [BSG](#).

Table 16: Top 10 fairs ranked by space sold in m², 2019

	Location	Trade fair	Organisers	Frequency	Estimated net size (m ²)
1	China	Canton Fair - China Import and Export Fair	China Foreign Trade Centre	Twice a year	545,859
2	China	CIFF - China International Furniture Fair (Guangzhou)	China Foreign Trade Guangzhou Exhibition General Corp.	Annual	380,000
3	China	International Famous Furniture Fair (Dongguan)	Dongguan Famous Furniture Association / Hong Kong Furniture Association	Twice a year	380,000
4	China	CBD China - China (Guangzhou) International Building Decoration Fair	China Foreign Trade Centre	Annual	208,000
5	China	CIFF - China International Furniture Fair (Shanghai)	China Foreign Trade Guangzhou Exhibition General Corp.	Annual	200,000
6	China	Auto Shanghai - Shanghai International Automobile Industry Exhibition	Shanghai International Exhibition Co., Ltd. / Messe München / IMAG	Every 2 years	180,000
7	China	Automechanika Shanghai	Messe Frankfurt (Shanghai) Co Ltd / China National Automotive Industry International Corporation	Annual	175,000
8	China	Furniture China - China International Furniture Expo	China National Furniture Association / Shanghai Sinoexpo Informa Markets International Exhibition Co., Ltd	Annual	175,000
9	China	Bauma China - International Trade Fair for Construction Machinery, Building Materials Machines, Construction Vehicles and Equipment	Messe Muenchen Shanghai Co., Ltd.	Every 2 years	165,000
10	China	Guangzhou International Food & Beverage, Hotel Equipments and Supplies Exhibition	Guangdong Foxing Exhibition Services Co., Ltd	Annual	160,199

Source: BSG research & analysis

Key trends

The COVID-19 global pandemic has re-written the future of the global trade fair industry. The next two to three years will be significantly different than anyone anticipated – and in some ways, the future direction of the industry has been completely changed.

Identifying the key trends is particularly challenging now, but in the following section, we have summarised what the industry in Asia should anticipate in the months and years ahead.

- **Ongoing “waves”** – there will be continuous outbreaks in most markets until a vaccine or an effective course of treatment for COVID-19 is discovered. By the summer of 2020, second and third waves have already occurred in Hong Kong, Japan, Korea, Australia and New Zealand. Organisers, venues and governments need to plan for this, with governments putting in place a clear, transparent response – one that is communicated to the industry, allowing event organisers to know what response will occur when certain infections levels are reached. This will allow for better planning and higher confidence in events.
- **Travel bubbles** – will be needed for most exhibitions market in Asia. Without travel bubbles, some markets like Hong Kong and Singapore cannot realistically expect to reopen. Even markets with a large base of domestic events (such as China, Japan, and Korea) might only be able to reach 70% to 80% of 2019 levels without travel bubbles. Most of the discussions about travel bubbles have been held at the country-to-country level. For example, Thailand and Hong Kong might agree to a set of criteria that allows the citizens of both Hong Kong and Thailand to travel relatively freely back and forth. However, it is also possible that some governments may ease travel restrictions for certain categories of travellers – e.g. business travellers from Hong Kong. The easing of restrictions will be essential to the recovery of the industry.
- **Event industry supply chain** – It is unclear to what extent exhibitions can effectively restart once restrictions have been removed, as there will undoubtedly be significant damage to the exhibition industry supply chain (or eco-system). When events eventually restart, an unknown number of event organisers, sales agents, stand contractors and so on will be bankrupt or have ceased to exist. The extent of that damage will likely not be known until events restart – and the challenges will be different for each market in Asia.

- **Fewer events per category** – In most markets and across most categories, the weaker shows are unlikely to survive. Amongst both visitors and exhibitors, there will be a flight to quality – as a result, the top one or two shows in each category may recover faster and grow stronger. The third, fourth and weaker events will find it difficult to survive and bounce back from this disruption.
- **Exhibitions will restart smaller** – Those events that do survive the disruption will restart smaller. Exhibitors whose businesses have survived the crisis will be operating with severely reduced travel and marketing budgets. Travel may be more expensive, and will almost certainly be less convenient and comfortable. Across every industry, some exhibitors will also be bankrupt and gone. So, depending on the industry served, there may simply be fewer exhibitors in the total pool of potential exhibitors. Industries with particularly complex supply chains (e.g. automotive and electronics) are dominated by small- and medium-sized suppliers, many of which will be damaged or bankrupt. Depending on the industry, the trade shows that survive COVID-19 may restart at sizes 30% to 60% smaller than their 2019 editions.
- **Stakeholders' confidence** – Even if government authorities give the “green light” for trade shows to restart, that alone may not be enough for an event to proceed. If exhibitors and visitors lack confidence in the health and safety of the situation, they may opt out of participating and force an event cancellation. This has reportedly already occurred in Asian markets such as South Korea. In another example, [Koelnmesse was admirably transparent](#) regarding concerns from their exhibitors and visitors – which drove Koelnmesse to avoid organising any events in Cologne through to the end of October 2020. This experience will no doubt be repeated in various markets across Asia for months ahead.
- **Venue capacity** – In some markets, available venue capacity will not be able to accommodate postponed and rescheduled events. Markets that were already space constrained (e.g. Hong Kong and Tokyo) may struggle to cram events into reduced calendars. Depending on how the pandemic unfolds and how the local government responds in terms of restrictions, these challenges could impact organisers from the end of 2020 through 2021, and even into 2022.
- **Digital events** – No organiser seems to have a clear sense of how online events will develop as a result of the COVID-19 pandemic. A wide range of views exist, with some believing online events are here to stay and are an existential threat to face-to-face events, whereas others believe that online events will simply fade

along with the virus. One thing is for certain – COVID-19 is driving investment in online platforms like never before in the history of this industry. How successful those online events will be at generating revenues and satisfying visitors and exhibitors is very much an open question.

- **M&A** – Before COVID-19, it seem that large-scale transactions had mostly played out. Beginning with UBM’s acquisition of Allworld in late 2016, there followed a significant number of transactions involving major international organisers (Informa, UBM, Tarsus, Comexposium, Clarion, Mack Brooks, Closerstill, etc.). Now, the global pandemic has opened a seemingly endless set of new deals. Many organisers (small and large) will not survive the disruption – and many more will be weakened enough by the pandemic to consider exiting the market or bringing in new investors. In Asia, a wide variety of events will be in play. It is expected that most of these deals will take place where they usually do – in China. However, opportunities will also appear elsewhere across Asia at an unprecedented level.
- **U.S.-China relations** – This is undeniably the worst time in U.S.-China relations since the 1970s. While the U.S. presidential election in November 2020 may or may not change the direction of the relationship, it increasingly looks as if the course is already set. Tensions abound over Beijing’s response to protests in Hong Kong, over Taiwan, over the South China Sea, over terms of trade – and the list goes on. There is a great deal of discussion about the U.S. and China heading towards a “decoupling” – a partial unwinding of the two countries’ US\$700 billion trade relationship. This will be more difficult to achieve than the media suggests, but if some supply chains are shifted out of China, then other markets in Asia could benefit – especially India and Southeast Asia. This in turn, would create trade fair opportunities and growth in these markets. However, it is important to note that this will be a long-term trend – possibly taking years to develop, if at all.

Market profiles during COVID-19

This section will provide readers with a sense of the overall economic forecast, as well as the outlook for the trade fair industry, on a market-by-market basis. It includes data such as GDP forecasts, population, key venues, major trade fairs as well as UFI members and events approved by UFI in each country.

Given the on-going COVID-19 pandemic, this section has been updated using the latest available economic commentary and forecasts. In addition, it provides commentary on the expected impact of COVID-19 on the trade fair markets on a market-by-market basis. It is worth noting that the situation in individual markets is rapidly changing, but this commentary represents best estimates of the outlook for 2020 and 2021 at the time of publication in the summer of 2020.

Asia in 2019

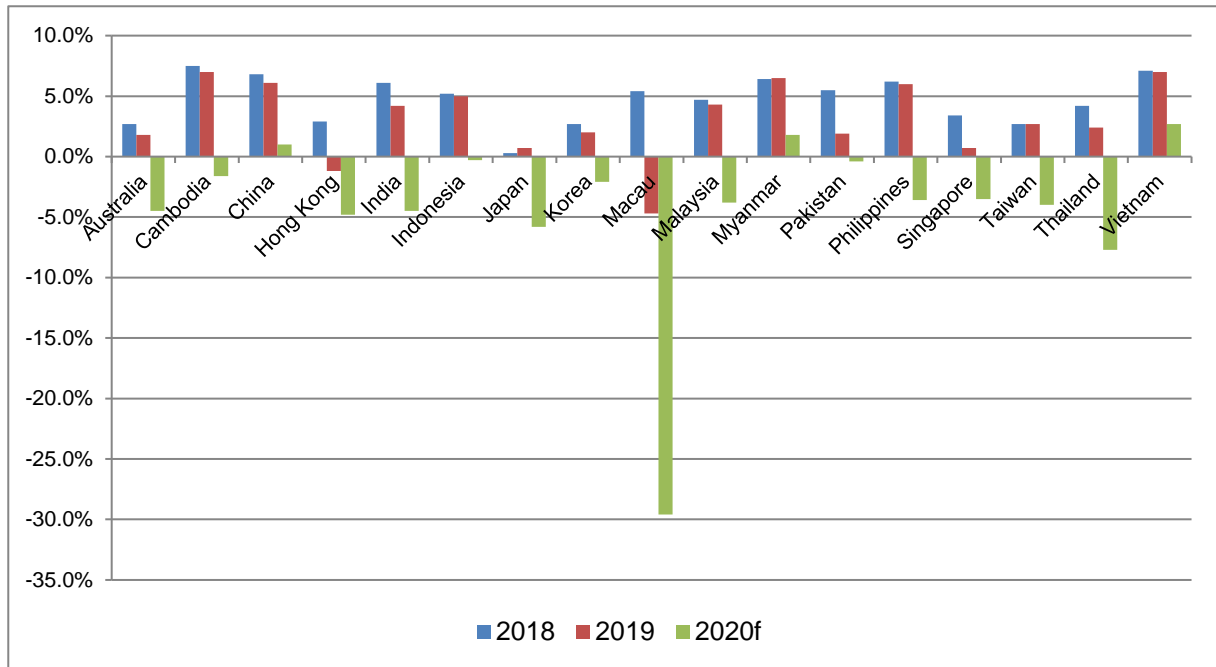
In 2019, the Indian performed very well, growing by 7.4%. Only Cambodia grew faster, expanding by 11.5%. China, the largest economy in the region slowed slightly to 6.1%. The Philippines and Vietnam both posted growth above 6% in 2019.

Growth in other Southeast Asian economies was somewhat lower. Indonesia recorded growth of 5.1% and Myanmar was 5.0%. Malaysia was 4.8%. Singapore and Thailand recorded lower growth of 2.7% and 2.5%, respectively.

Taiwan's economy also grew modestly by 2.5%. Hong Kong's GDP grew moderately expanding by 3.0%. Korea's economy remained in low growth mode expanding by 2.7%; and Japan, Asia's second largest economy, slipped into decline as GDP contracted by -1.2%.



Figure 5: GDP growth across Asia, 2018-2020



Sources: BSG analysis / IMF

Australia

GDP (2019):	US\$1,362.0 billion
GDP per capita growth:	0.3%
GDP growth (2018):	2.7%
GDP growth (2019):	1.8%
GDP growth (2020f):	-4.5%
GDP growth (2021f):	4.0%
Inflation (2020f):	1.4%
Population (million):	25.2



Trade fair industry

Australia's trade fair industry grew by 2.9% in 2019 – below the regional average of 4.8%. In terms of net square metres sold in 2019, the Australian market increased to 681,750 m², up from 663,000 m² in 2018. Over the past five years, the market in Australia has posted modest growth. From 2015 to 2019, the Australian market grew by 14.9% - well below the regional average of 23.8%.

In 2020, Australia's trade fair market is expected to contract by 75% to 80%. Some events were held in January and February. After a surge of cases in March and April, the country successfully brought the case numbers back down until a second wave kicked off in late June. By mid-summer, Melbourne was back under lockdown. At best, the Australian events industry may be able to restart in the fourth quarter of 2020.



Australia's trade fair industry is largely domestically focused, which may allow for a faster recovery than in some of the more international markets such as Hong Kong and Singapore. Given that, it is reasonable to expect that net space sales in Australia could rebound to 60% of 2019 levels in 2021 – if the virus is brought under control. However, any events with a significant percentage of international visitors and exhibitors will likely struggle in 2021 without a vaccine.

The two key trade fair markets are Sydney and Melbourne. For events in those cities to succeed in 2021, the outbreak will need to be under control and state borders will need to be open – which is not the case in the summer of 2020.

Brief economic overview

In 2019, Australia's economy grew at its weakest in 28 years – clocking GDP growth of 1.8% with households preferring to save and cut back on spending in a classic response to wealth erosion. Domestic final demand for the year grew at 0.1%, almost half the rate observed in 2018. Private investments declined due to falling housing prices, resulting in a sharp decrease in residential property investment. Furthermore, the slowdown in global economic growth resulting from the US-China trade dispute increased uncertainty for businesses, which in turn weakened business investment.

Despite a challenging global economic environment, Australia recorded strong overall performance in 2019, resulting in its first trade surplus since 1975. Over the financial year, Australia's export volumes rose by a solid 4%, while imports remained steady with a marginal increase from the previous year. Iron ore, the country's biggest export, benefitted from soaring prices triggered by disruptions in Brazil and record steel production in China. Australia's inflation rate remained subdued at 1.6% despite three interest rate cuts. The unemployment rate, after falling in the first quarter, increased to 5.2% and continued to push down wages. The Australian Dollar suffered against most major currencies as the US-China trade war weighed on performance.

Australia's geographical advantage, coupled with a handful of timely strategic measures, helped the government in successfully “flattening the curve” of the COVID-19 pandemic. The government managed to seal itself off from the world and prevent new sources of the virus from entering the country. As a result, it was able to focus its efforts on preventing community transmission of existing cases. It leveraged the public's trust in institutions by involving the public in preventive measures – helping to limit the spread of the virus and keeping casualties relatively low. However, the Australian economy was struggling from a devastating bushfire season prior to the coronavirus-related economic damage, and faced a further slowdown in tourism, weak domestic demand and huge lay-offs across all sectors. The government has pledged a massive financial stimulus package to combat the economic impact of the coronavirus pandemic. Under the package, the wages of millions in the country will be subsidised by the government.

Looking ahead, the economy is forecast to contract by 4.5%, with the global coronavirus pandemic set to tip the country into its first recession in three decades. The consumption-driven Australian economy is expected to be hit hard by the global impact of the pandemic. As the country grapples with the economic fallout of the coronavirus outbreak, the forecast of a largest-ever budget deficit in the revised budget (to be released in October) eliminates any possibility of the government providing additional

fiscal stimulus. The future recovery for the economy will depend largely on growth stimulus policies that will be implemented by the government to support industry and enterprise.

Vital statistics

	Australia	
	2019	2018
Exhibition venues	12	12
Venue space (m ²)	205,997	205,997
Major events	205	200
Net area sold (m ²)	681,750	662,750

Key contacts

Exhibition & Event Association of Australasia (EEAA)

Mr. Spiro ANEMOGIANNIS

President

www.eeaa.com.au

UFI members

	Name	Member type
1	ASM Global (Asia Pacific)	Exhibition Centre Operator
2	Brisbane Convention & Exhibition Centre	Exhibition Centre Operator
3	Comexposium ANZ	Exhibition Organiser
4	Diversified Communications Australia	Exhibition Organiser
5	EEAA	Exhibition Industry Association
6	GainingEdge	Industry Partner
7	Hannover Fairs Australia Pty Ltd	Exhibition Organiser
8	Info Salons Group	Industry Partner
9	International Convention Centre Sydney	Exhibition Centre Operator
10	Melbourne Convention and Exhibition Centre	Exhibition Centre Operator
11	Reed Exhibitions Australia	Exhibition Organiser
12	Talk2 Media & Events Pty Ltd	Exhibition Organiser

As of 20th August 2020

Events approved by UFI

	Company	Events approved by UFI	Frequency
1	Diversified Communications Australia	AOG: Australasian Oil & Gas Exhibition & Conference	Once a year

	Company	Events approved by UFI	Frequency
2	Diversified Communications Australia	Designbuild Australia	Once a year
3	Diversified Communications Australia	Fine Food Australia	Once a year
4	Talk2 Media & Events Pty Ltd	AIME	Once a year

As of 20th August 2020

Cambodia

GDP (2019):	US\$77.0 billion
GDP per capita growth:	5.5%
GDP growth (2018):	7.5%
GDP growth (2019):	7.0%
GDP growth (2020f):	-1.6%
GDP growth (2021f):	6.1%
Inflation (2020f):	1.5%
Population (million):	16.5



Trade fair industry

According to our research, Cambodia hosted just 12 trade fairs in 2019, generating net space sales of 26,750 m². The estimated average event size was just over 2,200 m². Estimated market revenues in 2019 were US\$7.8 million, with average revenue per fair of approximately US\$650,000 – compared to the regional average of US\$2.4 million.

Cambodia is easily the smallest trade fair market in Asia. In terms of the COVID-19 outbreak, testing and reporting in Cambodia is patchy at best. International participation is unlikely to return to Cambodian trade fairs until the pandemic has past. For its small portfolio of domestic events, some may proceed at the end of the year in the fourth quarter of 2020. Net space sold in Cambodia will likely drop 80% in 2020. It will be hard to predict 2021, but a reasonable estimate would be 50% of net space sold in 2019.

Brief economic overview

Although Cambodia's economic growth eased marginally, the country recorded a GDP of 7% in 2019 – supported by strong performance in the export, construction, real estate, and tourism sectors. The industry sector recorded robust 10.6% growth due to a surge in the production of garments, footwear, and travel goods. Investment in the construction sector grew by 79%, supported by peace, political stability, favourable laws and incentive policies for investors. The tourism sector recorded a 6.6% increase in the arrival of visitors compared to the previous year. However, a severe drought in the first half of the year lowered crops and fishery production – reducing agricultural growth to around 1.1% in the year.

In 2019, exports grew by 12.7% despite several external challenges, including increasing competition abroad and the slowdown of the Chinese economy. Imports increased by 18.6%, resulting in a 31.6% trade deficit compared to the previous year. Inflation was subdued at 2.5%, due to lower fuel prices and a negligible increase in food prices. Meanwhile, the unemployment rate held steady at 1% - the same as the previous year.

Cambodia, undeterred by a weak healthcare system, has been relatively successful in handling the COVID-19 pandemic. The country's effective response strategy involving testing, aggressive contact tracing, travel restrictions, quarantine and home isolation, in addition to the cancellation of the annual Khmer New Year celebrations, helped to contain the spread of the virus. The government has taken steps to respond to the crisis by providing wage support for garment workers and tax and credit relief for businesses. However, the state of emergency law adopted by the government during the crisis has raised concerns on the sweeping powers granted to the government beyond managing the spread of the virus.

The global shock triggered by the pandemic has significantly impacted Cambodia's economy in 2020 – coupled with the partial suspension the country was already facing due to preferential access to the EU market under the "Everything but Arms" initiative. The outbreak caused sharp deceleration in most of Cambodia's main engines of growth in the first quarter of 2020, including weakened tourism and construction activity. Growth is projected to contract sharply to 1.6% during the year, with slow recovery in global economic activity alongside prolonged financial market turmoil posing a serious risk to Cambodia's growth outlook. However, assuming that the pandemic ends and economic activity normalises by the end of the year, Cambodia is expected to rebound next year to post positive growth.

Vital statistics

	Cambodia	
	2019	2018
Exhibition venues	2	2
Venue space (m ²)	11,156	11,156
Major events	12	12
Net area sold (m ²)	26,750	24,000

UFI members

	Company	Member type
1	AMB Tarsus Exhibitions (Cambodia) Pte. Ltd.	Exhibition Organiser

As of 20th August 2020

Events approved by UFI

There are currently no events approved by UFI in Cambodia.

China

GPD (2019):	US\$27,307.0 billion
GDP per capita growth:	5.8%
GDP growth (2018):	6.8%
GDP growth (2019):	6.1%
GDP growth (2020f):	1.0%
GDP growth (2021f):	8.2%
Inflation (2020f):	3.0%
Population (million):	1,433.8



Trade fair industry

China, Asia's largest trade fair market, grew by 6.1% in 2019, up from 5.5% in 2018. As is usually the case, growth in China was ahead of the regional average of 4.8%. Net space sold in China increased from just over 13,700,000 m² in 2018 to more than 14,500,000 m² in 2019.



We expect China to be the best performing market in Asia – in a terribly difficult year. In 2019, BSG expects net space in China to decline by 65% to 70% compared with 2019, as China's exhibition market was almost entirely at a full stop for the first six months of 2020. Some exhibitions went ahead before Chinese New Year at the end of January, and some exhibitions were held in June. Events restarted unevenly across the country in the summer of 2020. Barring a large second wave, China should be able to reach 60% to 80% of the 2019 monthly average for October, November and December of 2020. Overall in 2020, a best estimate of net space sold is between 4.5 and 5.0 million m², compared with 14.5 million m² in 2019.

In 2021, barring another outbreak of COVID-19, China should be the best performing trade fair market in Asia. This is due to the fact that China is by far the largest trade fair market in the region, accounting for 59% of net space sold. Compared with other markets, it does not rely on international participation in its exhibitions as much. Given the size and strength of its domestically focused events, combined with its enormous

economy, China's trade fair industry in 2021 should be able to rebound to 70% of 2019 levels – i.e. 10 million m² in 2021 vs. 14.5 million m² in 2019.

The performance of China's four key trade fair cities (Shenzhen, Shanghai, Beijing and Guangzhou) will be key. Taken together, those four first-tier cities account for more than 80% of space sold in China each year – each hosting a huge domestic market and a large number of international events. So an isolated outbreak in any of those four cities would quickly undermine the forecast performance for the remainder of 2020 and into 2021. However, the outlook is positive. In the summer of 2020, key venues such as NECC and SNIEC in Shanghai and Shenzhen World in Shenzhen have already hosted very large exhibitions.

Although the market in China enjoys a relatively optimistic outlook, this is not to suggest that the industry in China will not face significant challenges in the next two to three years. The global pandemic has damaged the events supply chain in China, and some organisers, sales agents, stand contractors and other service providers have gone bankrupt and exited the industry.

As in other Asian markets, weaker events will not survive the disruption and restart of events as visitors and exhibitors flock to higher quality events. M&A activity in China's trade fair industry will no doubt increase in the coming five years as a wave of consolidation follows the pandemic. And finally, the poor state of U.S.-China relations will not only impact trade between the two nations, but also the trade fair industry in China. All of these moving pieces make for a future that is difficult to predict for trade fairs in China – especially in coming 12 to 18 months.

Brief economic overview

China's GDP grew 6.1% in 2019, the country's slowest rate of economic growth since 1990 – impacted by weakened exports and declining investment in manufacturing as a result of the trade war with the United States. Private consumption remained the main driver of growth for the sixth year in a row, contributing 57.8% to GDP, while retail sales of consumer goods increased by 8% during the year. However, capital investment ground to its slowest pace in three years, impacted by declining sales growth and cash reserves – mainly due to a weakening economy, tight credit and the prolonged trade war with the US.

Despite a 10.7% decline in trade with the US, China posted strong foreign trade in 2019 – expanding 3.4% and clocking a trade surplus. Exports grew 5%, with electrical products, electronics and machinery accounting for 58.4% of the country's exports.

Meanwhile, imports recorded 1.6% growth, reflecting an increase in domestic demands amid promising domestic economic growth. During the year, devastation in China’s pork industry pushed consumer-price inflation to an eight-year high of 2.9%, while the unemployment rate of 3.6% held stable compared to the previous year.

In December 2019, the detection of the first COVID-19 infection cases in Wuhan, the capital city of Hubei Province in China, made it the epicentre of the pandemic. From the very onset, the government implemented multiple control and prevention measures in all the surrounding provinces. Strict lockdown and travel bans, coupled with collaboration between government officials and health experts in systematic and proactive risk management, proved to be effective in containing and controlling the spread of the virus. Meanwhile, China was weeks ahead of the rest of the world in dealing with the pandemic and its fallout. On the domestic front, it is currently still facing the challenge of a second outbreak of the virus. Coronavirus-related damage to both the global and domestic economy is expected to adversely impact economic growth.

The pandemic that is crippling the global economy has resulted in a low 1.0% growth forecast for China in 2020 – the slowest annual pace in nearly half a century. The private sector, which is the most productive part of the economy and a key source of employment, is predicted to be hit hard by the pandemic. The export sector too, will be adversely impacted both by China’s major trading partners suspending business activity and the slump in foreign demand for goods. The government is expected to raise the annual quota for local government special bonds and to issue special sovereign bonds to help mitigate the coronavirus’ shock to the economy. The government has also indicated that the COVID-19 crisis will not create any delay in implementing the “phase one” trade agreement signed with the United States. Although the US Government retained most tariffs on Chinese products, the deal signals a positive direction for future trade relations between the two countries and is expected to be a key driver in boosting economic growth in 2021.

Vital statistics

	China	
	2019	2018
Exhibition venues	166	165
Venue space (m ²)	8,825,341	8,330,705
Major events	750	730
Net area sold (m ²)	14,572,000	13,773,250

Key contacts

China Association for Exhibition Center (CAEC)
 Mr. Shijun ZHENG
 Chairman
 www.caec.org.cn

UFI members

	Name	Member type
1	Anhui International Convention and Exhibition Center	Exhibition Centre Operator
2	Anhui Zhongmao Exhibition Co., Ltd.	Exhibition Organiser
3	Beijing Boqian International Conference and Exhibition Service Co., Ltd.	Exhibition Organiser
4	Beijing Lamp Exhibition Co. Ltd.	Exhibition Organiser
5	Beijing North Star Company Ltd. China National Convention Center	Exhibition Centre Operator
6	Beijing Zhenwei Exhibition Co. Ltd	Exhibition Organiser
7	Beijing Zhuyitai Technology Co., Ltd.	Exhibition Organiser
8	Beijing International Convention and Exhibition Industry Association (BICEIA)	Exhibition Industry Association
9	Beijing International Exhibition Center (BIEC)	Exhibition Organiser
10	Bureau of China International Small and Medium Enterprises Fair	Exhibition Organiser
11	China Association for Exhibition Centers (CAEC)	Exhibition Industry Association
12	CCPIT Building Materials Sub-Council	Exhibition Organiser
13	CCPIT Sub-council of Chemical Industry	Exhibition Organiser
14	Changsha International Convention and Exhibition Center	Exhibition Centre Operator
15	Chengdu Branch of Hubei Tarsus Hope Exhibition Company	Exhibition Organiser
16	Chengdu Global Century Exhibition & Travel Group Co. Ltd.	Exhibition Organiser & Centre Operator
17	Chengdu Haiming Exhibition Co., Ltd	Exhibition Organiser
18	Chengdu New East Exhibition Co., Ltd.	Exhibition Organiser
19	China Council for the Promotion of International Trade Jilin Provincial Committee	Exhibition Organiser
20	China Foreign Trade Guangzhou Exhibition General Corporation	Exhibition Organiser
21	China Household Electrical Appliances Association (CHEAA)	Exhibition Organiser
22	China International Conference and Exhibition Magazine	Industry Partner
23	China Investment Promotion Agency of Ministry of Commerce of PR China (CIPA)	Exhibition Organiser
24	China National Automobile Convention & Exhibition Zhejiang Co., Ltd	Exhibition Organiser
25	China Tibetan Carpet Association (CTCA)	Exhibition Organiser
26	China World International Exhibition Co., Ltd.	Exhibition Organiser
27	Chongqing International Expo Center Co., Ltd	Exhibition Centre Operator
28	Chongqing Lijia Conference & Exhibition Co., Ltd	Exhibition Organiser
29	Clarion Events Shanghai	Exhibition Organiser
30	Comexposium APAC	Exhibition Organiser

	Name	Member type
31	E.J. Krause & Associates, Inc. (China)	Exhibition Organiser
32	Exhibition Bureau of Yangling Agricultural Hi-Tech Industries Demonstration Zone	Exhibition Organiser
33	Exhibition Center of China Light Industry	Exhibition Organiser
34	Foshan Huaxia Home Textile Development Co., Ltd. (Hometex)	Exhibition Organiser
35	GD Modern Convention & Exhibition Management Co., Ltd.	Exhibition Centre Operator
36	Guangdong Chaoyu Exhibition Co., Ltd.	Exhibition Organiser
37	Guangdong Grandeur International Exhibition Group Co. Ltd.	Exhibition Organiser
38	Guangdong International Science & Technology Exhibition Co. (STE)	Exhibition Organiser
39	Guangdong Tanzhou International Convention and Exhibition Co., Ltd	Exhibition Centre Operator
40	Guangzhou AUCH Exhibition Services Co., Ltd.	Exhibition Organiser
41	Guangzhou Best Exhibition Co., Ltd.	Exhibition Organiser
42	Guangzhou Guangya Messe Frankfurt Co Ltd.	Exhibition Organiser
43	Guangzhou Jiuzhou Tarsus Exhibition Co., Ltd.	Exhibition Organiser
44	Guangzhou Poly Jinhan Exhibition Co., Ltd.	Exhibition Organiser
45	Guangzhou YI-WU International Exhibition Co. Ltd.	Exhibition Organiser
46	Guangzhou Zhenghe Exhibition Service Co. Ltd	Exhibition Organiser
47	Guiyang International Conference and Exhibition Center	Exhibition Centre Operator
48	Guiyang Sungoal Exhibition and Convention Co., Ltd.	Exhibition Organiser
49	Guizhou International Alcoholic Beverage Expo Co., Ltd.	Exhibition Organiser
50	Guzhen Lighting Expo Co., Ltd.	Exhibition Organiser
51	Hainan Ba Fang Conference & Exhibition Co. Ltd.	Exhibition Organiser
52	Hangzhou Huajuchen Xibo Cultural and Creative Co., Ltd.	Exhibition Organiser
53	Hangzhou International Expo Center	Exhibition Centre Operator
54	Hannover Milano Best Exhibitions (Guangzhou) Co., Ltd.	Exhibition Organiser
55	Hannover Milano Fairs Shanghai Ltd.	Exhibition Organiser
56	Harbin International Conference Exhibition & Sports Center	Exhibition Centre Operator
57	Hefei Binhu International Convention and Exhibition Center	Exhibition Centre Operator
58	Heilongjiang International Expo Development Promotion Center	Exhibition Organiser
59	Huanyu Shishang Exhibition (Shenzhen) Co., Ltd.	Exhibition Organiser
60	Huaqiao International Expo Center	Exhibition Centre Operator
61	Hunan Asia Xiang Exhibition Co., Ltd.	Exhibition Organiser
62	Hunan Central South International Exhibition Co. Ltd.	Exhibition Organiser
63	Hunan Hongxing International Exhibition Co., Ltd.	Exhibition Organiser & Centre Operator
64	Hyeve China Events Service (Beijing) Co.,Ltd	Exhibition Organiser
65	Informa Exhibitions (Shanghai)	Exhibition Organiser
66	Informa Markets (Guangzhou) Co Ltd	Exhibition Organiser
67	Informa Tianyi Exhibition (Chengdu) Co., Ltd.	Exhibition Organiser
68	Informa Wiener Exhibitions (Chengdu) Co. Ltd.	Exhibition Organiser
69	Jiangsu CCPIT International Conference & Exhibition Co., Ltd	Exhibition Organiser
70	Jinan Jinnoc Exhibition Co. Ltd.	Exhibition Organiser
71	Jinan Meibo Culture Communication Co., Ltd.	Exhibition Organiser
72	Jinan Shibo Exhibition Mastermind Co., Ltd.	Exhibition Organiser
73	Jinan Xinzhan Exhibition Co., Ltd.	Exhibition Organiser
74	Koelnmesse Co. Ltd. (Beijing)	Exhibition Organiser
75	Liaoning Northen Industry and Business Exhibition Co., Ltd.	Exhibition Organiser

	Name	Member type
76	Media 10 Limited (Shanghai)	Exhibition Organiser
77	Meorient International Exhibition	Exhibition Organiser
78	Messe Düsseldorf China Ltd.	Exhibition Organiser
79	Messe Frankfurt (Shanghai) Co Ltd	Exhibition Organiser
80	Messe Muenchen Shanghai Co., Ltd.	Exhibition Organiser
81	Nanjing Biaoxiong Exhibition Co., Ltd	Exhibition Organiser
82	Nanjing International Exhibition Center	Exhibition Centre Operator
83	Nanjing International Expo Centre	Exhibition Centre Operator
84	Nanjing Stuttgart Joint Exhibition Ltd.	Exhibition Organiser
85	Nanjing Sungoal Exhibition and Convention Co., Ltd	Exhibition Organiser
86	Ningbo Hixpo Conference & Exhibition Co., Ltd.	Exhibition Organiser
87	Ningbo Jinnoc International Expo Co., Ltd	Exhibition Organiser
88	Ningbo LandPeace International Exhibition Co., Ltd.	Exhibition Organiser
89	NürnbergMesse China Co., Ltd.	Exhibition Organiser
90	Organizing Committee Office of China (Shouguang) International Vegetable Sci-Tech Fair	Exhibition Organiser
91	Oriental Universal (Kunming) Convention & Exhibition Co., Ltd.	Exhibition Organiser & Centre Operator
92	People's Government of Guangrao County	Exhibition Organiser
93	Poly World Trade Center Expo	Exhibition Centre Operator
94	Qingdao Haiming International Exhibition Co., Ltd.	Exhibition Organiser
95	Qingdao International Convention Center	Exhibition Centre Operator
96	Qingdao Jinnoc International Exhibition Co. Ltd.	Exhibition Organiser
97	Reed Exhibitions (China) Ltd. Head Office	Exhibition Organiser
98	Reed Exhibitions (China) Ltd. Shanghai Branch	Exhibition Organiser
99	Reed Exhibitions (China) Ltd. Shenzhen Branch	Exhibition Organiser
100	Reed Exhibitions Hengjin (Shanghai) Co., Ltd.	Exhibition Organiser
101	Reed Exhibitions ISG China	Exhibition Organiser
102	Reed Exhibitions Kuozhan (Shanghai) Co. Ltd.	Exhibition Organiser
103	Reed Hongda Exhibitions (Henan) Co., Ltd.	Exhibition Organiser
104	Reed Huabai Exhibitions (Beijing) Co., Ltd.	Exhibition Organiser
105	Reed Huabo Exhibitions (Shenzhen) Co., Ltd.	Exhibition Organiser
106	Reed Huaqun Exhibitions Co. Ltd.	Exhibition Organiser
107	Reed Sinopharm Exhibitions Co., Ltd.	Exhibition Organiser
108	Shandong Friend International Exhibition Group	Exhibition Organiser
109	Shandong Huomantang International Exhibition Co., Ltd.	Exhibition Organiser
110	Shandong Meibo International Culture Communication Co., Ltd.	Exhibition Organiser
111	Shandong New Chenghua Exhibition Co. Ltd.	Exhibition Organiser
112	Shandong Qilu Evening News Tianyi International Exhibition Co. Ltd.	Exhibition Organiser
113	Shandong Yachang Convention & Exhibition Service Co., Ltd.	Exhibition Organiser
114	Shandong Zhongmao (Jiangsu) International Exhibition Co., Ltd.	Exhibition Organiser
115	Shandong Zhongmao International Exhibition Co., Ltd.	Exhibition Organiser
116	Shanghai Convention and Exhibition Centre of International Sourcing	Exhibition Centre Operator
117	Shanghai Convention and Exhibition Industries Association (SCEIA)	Exhibition Industry Association
118	Shanghai Donnor Exhibition Co., Ltd	Exhibition Organiser
119	Shanghai Foison Credit Rating Co. Ltd.	Industry Partner

	Name	Member type
120	Shanghai Huapin Exhibition Co., Ltd	Exhibition Organiser
121	Shanghai Industry & Commerce Exhibition Co., Ltd.	Exhibition Organiser
122	Shanghai International Exhibition Co., Ltd. (SIEC)	Exhibition Organiser
123	Shanghai Modern International Exhibition Co., Ltd.	Exhibition Organiser
124	Shanghai UBM ShowStar Exhibition Co. Ltd.	Exhibition Organiser
125	Shanghai UBM Sinoexpo International Exhibition Co. Ltd.	Exhibition Organiser
126	Shanghai World Expo Exhibition & Convention Center	Exhibition Centre Operator
127	Shenyang New World EXPO	Exhibition Centre Operator
128	Shenzhen Conference Exhibition Association (SZCEA)	Exhibition Industry Association
129	Shenzhen Convention & Exhibition Centre Management Co. Ltd. (SZCEC)	Exhibition Organiser & Centre Operator
130	Shenzhen Desy Exhibition Co. Ltd.	Exhibition Organiser
131	Shenzhen Huajuchen Industry Co., Ltd.	Exhibition Organiser
132	Shenzhen Huanyue Convention and Exhibition Co., Ltd.	Exhibition Organiser
133	Shenzhen Industrial Design Profession Association (SIDA)	Exhibition Organiser
134	Shenzhen International Cultural Industry Fair Co., Ltd. (SZICIF)	Exhibition Organiser
135	Shenzhen Talent & Sea-ever Logistics Co., Ltd.	Industry Partner
136	Shenzhen UBM Herong Exhibition Co., Ltd.	Exhibition Organiser
137	Shenzhen Watch & Clock Association (SZWA)	Exhibition Organiser
138	Shenzhen World Exhibition & Convention Center	Exhibition Centre Operator
139	SIAL China	Exhibition Organiser
140	Sichuan Expo Economics Development Co., Ltd.	Exhibition Organiser
141	SNIEC	Exhibition Centre Operator
142	Sungoa Exhibition and Convention Co., Ltd.	Exhibition Organiser
143	Suzhou International Expo Centre Management Co., Ltd	Exhibition Centre Operator
144	The People's Government of Dongying District	Exhibition Organiser
145	UBM China (Beijing)	Exhibition Organiser
146	UBM China (Hangzhou)	Exhibition Organiser
147	UBM China (Shanghai)	Exhibition Organiser
148	UBM Trust Co. Ltd.	Exhibition Organiser
149	VNU Exhibitions Asia	Exhibition Organiser
150	VNU Tianyi Exhibition Co., Ltd.	Exhibition Organiser
151	Weifang Shandong-Taiwan Convention & Exhibition Center	Exhibition Centre Operator
152	Wenzhou Donnor Exhibition Co., Ltd.	Exhibition Organiser
153	Western China International Expo City	Exhibition Centre Operator
154	Wise Exhibition (Guangdong) Co., Ltd	Exhibition Organiser
155	Wuhan Engine Conference Exhibition Co. Ltd.	Exhibition Organiser
156	Wuhan International Expo Center	Exhibition Centre Operator
157	Wuhan Shihedao Network Technology Co., Ltd.	Exhibition Organiser
158	Xiamen International Conference & Exhibition Center (XICEC)	Exhibition Centre Operator
159	Xi'an Qujiang International Conference & Exhibition Group	Exhibition Centre Operator
160	Xinjiang International Convention & Exhibition Center	Exhibition Centre Operator
161	YASN International Exhibition Co. Ltd.	Exhibition Organiser
162	Yiwu China Commodity City Exhibition Co., Ltd.	Exhibition Organiser & Centre Operator
163	Yuyao CPC Exhibition Co., Ltd.	Exhibition Organiser
164	Zhejiang Broad International Convention and Exhibition Co. Ltd.	Exhibition Organiser

	Name	Member type
165	Zhengzhou Haiming Huibo Exhibition Planning Co., Ltd.	Exhibition Organiser
166	Zhengzhou International Convention & Exhibition Centre (ZZICEC)	Exhibition Centre Operator
167	Zhong Tang New Century International Exhibition (Beijing) Co., Ltd.	Exhibition Organiser
168	Zhuhai International Convention & Exhibition Center	Exhibition Centre Operator

As of 20th August 2020

Events approved by UFI

	Company	Events approved by UFI	Frequency
1	Adsale Exhibition Services Ltd.	Chinaplas	Once a year
2	Adsale Exhibition Services Ltd.	The International Exhibition on Electric Power Equipment and Technology	Once a year
3	Anhui Zhongmao Exhibition Co., Ltd.	China (Anhui) International Wine and Food Fair	Twice a year
4	Beijing Boqian International Conference and Exhibition Service Co., Ltd.	CHINTERGEO	Once a year
5	Beijing International Exhibition Center (BIEC)	China Refrigeration	Once a year
6	Beijing Lamp Exhibition Co. Ltd.	China International Scientific Instrument and Laboratory Equipment Exhibition	Once a year
7	Beijing Zhenwei Exhibition Co. Ltd	China (Tianjin) International Industrial Automation Technology & Equipment Exhibition	Once a year
8	Beijing Zhenwei Exhibition Co. Ltd	China (Tianjin) International Machine Tool Exhibition	Once a year
9	Beijing Zhenwei Exhibition Co. Ltd	China (Tianjin) International Machinery Industry Equipment Expo	Once a year
10	Beijing Zhenwei Exhibition Co. Ltd	China (Xinjiang) International Agriculture Fair	Once a year
11	Beijing Zhenwei Exhibition Co. Ltd	China Xinjiang International Mining Expo	Once a year
12	Beijing Zhenwei Exhibition Co. Ltd	CIPPE	Once a year
13	Beijing Zhuyitai Technology Co., Ltd.	China Hospital Construction Conference Hospital Build & Infrastructure China Exhibition & Congress	Once a year
14	Bureau of China International Small and Medium Enterprises Fair	China International Small and Medium Enterprises Fair	Once a year
15	CCPIT Building Materials Sub-Council	China International Ceramics Technology, Equipment, Building Ceramics & Sanitaryware Exhibition	Every 2 years
16	CCPIT Sub-council of Chemical Industry	China International Adhesives and Sealants Exhibition	Once a year

	Company	Events approved by UFI	Frequency
17	CCPIT Sub-council of Chemical Industry	China International Agrochemical & Crop Protection Exhibition	Once a year
18	Chengdu Branch of Hubei Tarsus Hope Exhibition Company	Dental-Show – West China	Once a year
19	Chengdu Global Century Exhibition & Travel Group Co. Ltd.	Chengdu Motor Show	Once a year
20	Chengdu Haiming Exhibition Co., Ltd	Chengdu Catering Supply Chain and Baking Expo	Once a year
21	Chengdu New East Exhibition Co., Ltd.	International Furniture Manufacturing & Supply Fair Chengdu	Once a year
22	China Council for the Promotion of International Trade Jilin Provincial Committee	China-Northeast Asia Expo	Every 2 years
23	China Foreign Trade Guangzhou Exhibition General Corporation	China International Furniture Fair (Shanghai)	Once a year
24	China Household Electrical Appliances Association	Appliance & Electronics World Expo	Once a year
25	China Investment Promotion Agency of Ministry of Commerce of PR China (CIPA)	China International Fair for Investment & Trade (CIFIT)	Once a year
26	China National Automobile Convention & Exhibition Zhejiang Co., Ltd	The International Automobile Industry Exhibition Hangzhou China	Once a year
27	China Tibetan Carpet Association	China (Qinghai) International Carpet Exhibition	Once a year
28	China World International Exhibition Co., Ltd.	China International Clothing & Accessories Fair (CHIC)	Once a year
29	China World International Exhibition Co., Ltd.	China Med	Once a year
30	Chongqing Lijia Conference & Exhibition Co., Ltd	Lijia International Intelligent Equipment Fair (CWMTE)	Once a year
31	E.J. Krause & Associates, Inc.	PT/Expo Comm China	Once a year
32	Exhibition Bureau of Yangling Agricultural Hi-Tech Industries Demonstration Zone	China Yangling Agricultural Hi-tech Fair (CAF)	Once a year
33	Exhibition Center of China Light Industry	China International Housing and Furnishing Exposition	Twice a year
34	Guangdong Grandeur International Exhibition Group Co. Ltd.	Guangzhou International Commercial Smart Equipment Expo	Once a year
35	Guangdong International Science & Technology Exhibition Co.	Dental South China International Expo and Academic Symposium	Once a year
36	Guangzhou AUCH Exhibition Services Co., Ltd.	China Preschool Education Conference & International Kids' Education Expo-China	Once a year
37	Guangzhou Best Exhibition Co., Ltd.	Guangzhou International Auto Air-Conditioning & Refrigeration Technology Exhibition	Once a year
38	Guangzhou Jiuzhou Tarsus Exhibition Co., Ltd.	AAITF	Once a year

	Company	Events approved by UFI	Frequency
39	Guangzhou Poly Jinhan Exhibition Co., Ltd.	Jinhan fair for Home & Gifts	Twice a year
40	Guangzhou YI-WU International Exhibition Co. Ltd.	CACFair Weaving + Home Décor	Twice a year
41	Guangzhou Zhenghe Exhibition Service Co. Ltd	China International Medical Tourism Fair	Twice a year
42	Guiyang Sungoal Exhibition and Convention Co., Ltd.	Guiyang International Automobile Exhibition	Once a year
43	Guizhou International Alcoholic Beverage Expo Co., Ltd.	China (Guizhou) International Alcoholic Beverages Expo	Once a year
44	Hainan Ba Fang Conference & Exhibition Co. Ltd.	China (Sanya) International Health & Beauty Industry Expo	Once a year
45	Hangzhou Huajuchen Xibo Cultural and Creative Co., Ltd.	China International Tea Expo	Once a year
46	Hannover Milano Best Exhibitions (Guangzhou) Co., Ltd.	China International Logistics Equipment & Technology Exhibition	Once a year
47	Heilongjiang International Expo Development Promotion Center	China-Russia Expo	Once a year
48	Huanyu Shishang Exhibition (Shenzhen) Co., Ltd.	China International Fashion Brand Fair	Once a year
49	Hunan Asia Xiang Exhibition Co., Ltd.	China International Rail Transit & Equipment Manufacturing Industry Exposition	Every 2 years
50	Hunan Central South International Exhibition Co. Ltd.	China (Changsha) International Automobile Exposition	Once a year
51	Hunan Hongxing International Exhibition Co., Ltd.	Central China (Hunan) Agricultural Expo	Once a year
52	Informa Exhibitions (Shanghai)	Chengdu China Beauty Expo	Twice a year
53	Informa Tianyi Exhibition (Chengdu) Co., Ltd.	Chengdu China Building and Decoration Materials Exhibition	Once a year
54	Jiangsu CCPIT International Conference & Exhibition Co., Ltd	China Jiangsu International Agricultural Machinery Fair	Every 2 years
55	Jinan Jinnoc Exhibition Co. Ltd.	Jinan Jinnoc International Furniture Fair	Once a year
56	Jinan Jinnoc Exhibition Co. Ltd.	Shandong International Exhibition of Feedwater, Drainage, Water Treating, Pipeline and Pump Valve	Once a year
57	Jinan Jinnoc Exhibition Co. Ltd.	Shandong International Heating, Ventilation, Air-Conditioning & Home Comfort System Exhibition	Once a year
58	Jinan Meibo Culture Communication Co., Ltd.	China (Jinan) International Beauty, Salon, Cosmetics Industry Expo	Twice a year
59	Jinan Shibo Exhibition Mastermind Co., Ltd.	Shandong International Electric Vehicle & New Energy Automobile Exhibition	Once a year
60	Jinan Shibo Exhibition Mastermind Co., Ltd.	Shandong International Energy-saving and New Energy Vehicles Exhibition	Once a year
61	Jinan Xinzhan Exhibition Co., Ltd.	China (Jinan) International Building Decoration Exhibition	Once a year

	Company	Events approved by UFI	Frequency
62	Liaoning Northern Industry and Business Exhibition Co., Ltd.	China Northeast International Dental Equipment & Symposium on Oral Health (CNDE)	Once a year
63	Media 10 Limited (Shanghai)	Design Shanghai	Once a year
64	Meorient International Exhibition	Shanghai International Disaster Reduction and Security Exhibition	Once a year
65	Messe Düsseldorf China Ltd.	All in Print	Every 2 years
66	Messe Düsseldorf China Ltd.	COS+H – China International Occupational Safety & Health Exhibition	Every 2 years
67	Messe Düsseldorf China Ltd.	Tube China – The all China – International Tube & Pipe Industry Trade Fair	Every 2 years
68	Messe Düsseldorf China Ltd.	Wire China – The All China – International Wire & Cable Industry Trade Fair	Every 2 years
69	Nanjing Biaoxiong Exhibition Co., Ltd	International Door and Windows Custom Home Expo	Once a year
70	Nanjing Stuttgart Joint Exhibition Ltd.	CMT China	Once a year
71	Nanjing Sungoal Exhibition and Convention Co., Ltd	China (Nanjing) International Auto Expo	Once a year
72	Ningbo Hixpo Conference & Exhibition Co., Ltd.	Ningbo International Fashion Fair (IFFAIR)	Once a year
73	Ningbo Jinnoc International Expo Co., Ltd	Capital of China Mould & Die Expo	Once a year
74	Ningbo LandPeace International Exhibition Co., Ltd.	China International Candy & Snacks Expo	Once a year
75	Organizing Committee Office of China (Shouguang) International Vegetable Sci-Tech Fair	China (Shouguang) International Vegetable Sci-Tech Fair	Once a year
76	Oriental Universal (Kunming) Convention & Exhibition Co., Ltd.	China Kunming International Stone EXPO	Once a year
77	People's Government of Guangrao County	China (Guangrao) International Rubber Tyre and Auto Accessory Exhibition	Once a year
78	Qingdao Haiming International Exhibition Co., Ltd.	China (Shandong) International Textile Expo & China (Qingdao) International Leather, Shoe Machinery and Materials Fair	Once a year
79	Qingdao Jinnoc International Exhibition Co. Ltd.	China Qingdao International Machine Tools Expo	Once a year
80	Reed Exhibitions (China) Ltd. Head Office	CIMES	Every 2 years
81	Reed Exhibitions (China) Ltd. Shanghai Branch	SinoCorrugated	Every 2 years
82	Reed Exhibitions Kuozhan (Shanghai) Co Ltd	C-Touch Shenzhen	Once a year
83	Reed Huabo Exhibitions (Shenzhen) Co., Ltd.	China (Shenzhen) International Gift & Home Product Fair	Once a year
84	Reed Huabo Exhibitions (Shenzhen) Co., Ltd.	China (Shenzhen) International Gifts, Handicrafts, Watches & Houseware Fair	Once a year

	Company	Events approved by UFI	Frequency
85	Reed Travel Exhibitions	CIBTM	Once a year
86	Shandong Friend International Exhibition Group	China (Linyi) Whole House Custom Choiceness Exhibition	Once a year
87	Shandong Huomantang International Exhibition Co., Ltd.	China (Linyi) Commodities Exposition	Once a year
88	Shandong Meibo International Culture Communication Co., Ltd	China (Qingdao) International Beauty, Hairdressing & Cosmetics Expo	Twice a year
89	Shandong New Chenghua Exhibition Co. Ltd.,	China (Jinan) International Solar Energy Utilization Conference and Exhibition	Once a year
90	Shandong New Chenghua Exhibition Co. Ltd.,	China (Shandong) International Agricultural Machinery Exhibition	Once a year
91	Shandong New Chenghua Exhibition Co. Ltd.,	China International Medical Equipment (Shandong) Expo & Hospital Management Forum	Twice a year
92	Shandong Qilu Evening News Tianyi International Exhibition Co. Ltd.	North China International Tea Industry Expo & Fair	Once a year
93	Shandong Qilu Evening News Tianyi International Exhibition Co. Ltd.	Shandong Cultural Industries Fair	Every 2 years
94	Shandong Yachang Convention & Exhibition Service Co., Ltd	International Ad Identification & LED Exhibition	Twice a year
95	Shandong Yachang Convention & Exhibition Service Co., Ltd	Jinan International Security Defensive Production Exhibition	Once a year
96	Shandong Zhongmao (Jiangsu) International Exhibition Co.,Ltd.	China (Nanjing) International Food and Wine Fair	Twice a year
97	Shandong Zhongmao International Exhibition Co.,Ltd.	China National Food Expo	Once a year
98	Shanghai Donnor Exhibition Co., Ltd	China (Shanghai) Int'l Health, Wellness, Fitness Expo	Once a year
99	Shanghai Huapin Exhibition Co.,Ltd	China Machine Tool Exhibition	Once a year
100	Shanghai Industry & Commerce Exhibition Co., Ltd.	China International Industry Fair	Once a year
101	Shanghai International Exhibition Co., Ltd. (SIEC)	Auto Shanghai	Every 2 years
102	Shanghai International Exhibition Co., Ltd. (SIEC)	China Interdye	Once a year
103	Shanghai International Exhibition Co., Ltd. (SIEC)	Die & Mould China	Once a year
104	Shanghai Modern International Exhibition Co., Ltd.	Shanghai International Advert, Print, Pack, Paper Exposition	Once a year
105	Shanghai Modern International Exhibition Co., Ltd.	Shanghai International Construction Material and Indoor Decoration Exhibition, Energy-saving and advanced wall material exposition	Once a year
106	Shanghai Modern International Exhibition Co., Ltd.	Shanghai International Lighting Expo	Once a year

	Company	Events approved by UFI	Frequency
107	Shenzhen Convention & Exhibition Centre Management Co. Ltd. (SZCEC)	Information Technology Exhibition of China Hi-Tech Fair	Once a year
108	Shenzhen Desy Exhibition Co. Ltd.	Shenzhen International Furniture Fair	Once a year
109	Shenzhen Huajuchen Industry Co., Ltd.	Global Tea Fair China (Shenzhen)	Once a year
110	Shenzhen Huanyue Convention and Exhibition Co., Ltd	Shenzhen International Machinery Manufacturing Industry Exhibition (SIMM)	Once a year
111	Shenzhen Industrial Design Profession Association (SIDA)	Shenzhen International Industrial Design Fair	Once a year
112	Shenzhen International Cultural Industry Fair Co., Ltd.	China (Shenzhen) International Cultural Industries Fair	Once a year
113	Shenzhen UBM Herong Exhibition Co., Ltd.	China International Optoelectronic Exposition (CIOE)	Once a year
114	Shenzhen Watch & Clock Association	China Watch, Jewellery & Gift Fair (CWJF)	Once a year
115	Sichuan Expo Economics Development Co., Ltd.	China Chengdu International Tea Expo	Once a year
116	Sungao Exhibition and Convention Co., Ltd.	Central China International Auto Show	Once a year
117	The People's Government of Dongying District	China (Dongying) International Petroleum and Petrochemical Equipment & Technology Exhibition (CDYPE)	Once a year
118	VNU Exhibitions Asia	Pet Fair Asia	Once a year
119	VNU Exhibitions Europe	VIV China	Once a year
120	VNU Tianyi Exhibition Co., Ltd	Chengdu International Pet Fair	Once a year
121	Wenzhou Donnor Exhibition Co., Ltd.	China (Wenzhou) Int'l Leather, Shoe Material & Shoe Machinery Fair	Once a year
122	Wenzhou Donnor Exhibition Co., Ltd.	Wenzhou International Optics Fair, China	Once a year
123	Wise Exhibition (Guangdong) Co.,Ltd	Motor & Magnetic Expo	Once a year
124	Wise Exhibition (Guangdong) Co.,Ltd	SF EXPO, Coat EXPO, Pigments EXPO	Once a year
125	Wuhan Engine Conference Exhibition Co. Ltd.	Dental Exhibition Central China	Once a year
126	Wuhan Shihedao Network Technology Co., Ltd.	China Ingredient E-commerce Festival	Once a year
127	YASN International Exhibition Co. Ltd.	CIAACE	Once a year
128	Yiwu China Commodity City Exhibition Co., Ltd.	China Yiwu Imported Commodities Fair	Once a year
129	Yiwu China Commodity City Exhibition Co., Ltd.	China Yiwu International Commodities Fair	Once a year

	Company	Events approved by UFI	Frequency
130	Yiwu China Commodity City Exhibition Co., Ltd.	China Yiwu International Forest Products Fair	Once a year
131	Yuyao CPC Exhibition Co., Ltd.	China (Yuyao) International Plastics Expo and China Plastics Expo	Once a year
132	Zhengzhou Haiming Huibo Exhibition Planning Co., Ltd.	China Zhengzhou International Industrial Equipment Expo	Once a year
133	Zhong Tang New Century International Exhibition (Beijing) Co., Ltd.	China Food & Drinks Fair	Twice a year

As of 20th August 2020

Hong Kong

GDP (2019):	US\$482.2 billion
GDP per capital growth:	-1.4%
GDP growth (2018):	2.9%
GDP growth (2019):	-1.2%
GDP growth (2020f):	-4.8%
GDP growth (2021f):	3.9%
Inflation (2020f):	2.0%
Population (million):	7.5



Trade fair industry

In 2019, Hong Kong's trade fair market grew by 3.0%, as net space sold rose from 978,000 m² to just over 1 million m². Hong Kong remains the fifth largest trade fair market in the region – ahead of Taiwan, Australia and Thailand. It is worth noting how impressive this achievement is, given that Hong Kong has just two purpose-built venues in the territory.

At US\$4.8 million average revenue per fair, Hong Kong's average event revenues remain the highest in the region – well ahead of Japan (US\$3.4 million) and China (US\$3.3 million).



COVID-19 and the related travel restrictions have been particularly difficult for Hong Kong, as its trade fair industry is easily one of the most international in the region. Only a handful of events have been organised in Hong Kong since January. In 2020, BSG expects net space sold in the territory to fall by 90% compared with 2019. At best, limited event activity will resume in October or November, but without easy international travel, those events will be much smaller than in previous years. Similarly, in 2021, Hong Kong's net space sold might rebound to 50%+ of 2019 levels, but much depends on travel restrictions and the establishment of so-called travel bubbles.

Looking ahead, there are other geo-political pressures that will shape the future of Hong Kong's trade fair industry. After the occasionally violent protests of 2019, Beijing enacted the National Security Law (NSL) in Hong Kong. In response to that, the U.S. has revoked Hong Kong's special trade status. It appears that Hong Kong's political and economic future is, to a certain degree, entangled by increasingly messy U.S-China

relations. Time will tell the extent to which these issues affect and shape Hong Kong's trade fair industry.

Still bubbling in the background are all the other issues that were already pressuring Hong Kong's trade fair industry before the protests and the virus. These are: a weak GDP growth forecast, many wall-bound events, a lack of new venue capacity that will remain unaddressed and finally, the competitive pressure from the newly open mega venue across the border in Shenzhen offering 400,000 m².

Brief economic overview

Hong Kong plunged into a recession with GDP declining by 1.2% in 2019 – marking the first annual contraction in a decade. The weakening of the city's economic activity was driven by the twin pressures of the trade war between the United States and China, and by months of pro-democracy protests. Rising trade tensions and heightened uncertainty took a toll on exports and investment. Additionally, the social unrest that started over the summer significantly impacted private consumption and tourism, and subsequently affected economic growth. Tourist numbers plummeted nearly 50%, resulting in record declines in retail sales, rising unemployment and bankruptcies.

In 2019, exports recorded the sharpest drop in a decade at 4.1%, while imports declined by 6.5% - resulting in a trade deficit of US\$55 billion. Export of services plunged by 25% due to a severe setback in inbound tourism. The inflation rate increased to 2.9% as a result of price drops in housing and miscellaneous services. The unemployment rate increased 3%, reflecting the volatile retail-driven domestic market in the face of social unrest.

Despite its close proximity to China, Hong Kong managed to contain the COVID-19 outbreak with widespread testing, contact tracing and population behavioural changes without having to resort to drastic measures like a complete lockdown. However, though a major outbreak of the virus seems to have been avoided, the economy that was recouping from the impact of social unrest has been further handicapped by the global impact of the pandemic. The government has rolled out relief packages equivalent to 10% of GDP to help businesses and citizens weather out the economic hardships that are bound to follow from the effects of the crisis.

Looking ahead, the economic outlook for Hong Kong in 2020 is fraught with uncertainty. The first quarter of 2020 recorded its deepest annual contraction since 1974 – driven by a significant slowing down of business activity in all the sectors with job losses most notably in the retail and hospitality sectors. The economy is forecast to

contract sharply by 4.8%, with performance hinging crucially on a recovery in the global health situation.

Vital statistics

	Hong Kong	
	2019	2018
Exhibition venues	2	2
Venue space (m ²)	149,820	149,820
Major events	84	84
Net area sold (m ²)	1,007,750	978,000

Key contacts

Hong Kong Exhibition And Convention Industry Association (HKECIA)
 Mr. Stuart BAILEY
 Chairman
www.exhibitions.org.hk

UFI members

	Name	Member type
1	Adsale Exhibition Services Ltd.	Exhibition Organiser
2	APLF Ltd	Exhibition Organiser
3	AsiaWorld-Expo Management Limited (AWE)	Exhibition Centre Operator
4	Cosmoprof Asia Ltd	Exhibition Organiser
5	CP Exhibition Ltd	Exhibition Organiser
6	Event Marketing Services Limited (Global Sources)	Exhibition Organiser
7	Hannover Milano Fairs China Ltd	Exhibition Organiser
8	Hong Kong Convention and Exhibition Centre (HKCEC)	Exhibition Centre Operator
9	Hong Kong Exhibition and Convention Industry Association (HKECIA)	Exhibition Industry Association
10	Hong Kong Jewelry Manufacturers' Association (HKJMA)	Exhibition Organiser
11	Hong Kong Tourism Board (HKTb)	Tourism Board and Convention Bureau
12	Hong Kong Trade Development Council (HKTDC)	Exhibition Organiser
13	Idea Trade Limited	Exhibition Organiser
14	Informa Markets – Asia (Hong Kong)	Exhibition Organiser
15	Koelnmesse Ltd. (Hong Kong)	Exhibition Organiser
16	Messe Frankfurt (HK) Ltd	Exhibition Organiser
17	Milton Exhibits Group	Industry Partner
18	MMI Asia Pte Ltd – Hong Kong Branch Office	Exhibition Organiser
19	Paul Woodward Advisory	Industry Partner

	Name	Member type
20	UBM HKES	Exhibition Organiser

As of 20th August 2020

Events approved by UFI

	Company	Events approved by UFI	Frequency
1	APLF Ltd	APLF Leather & Materials+	Once a year
2	APLF Ltd	Fashion Access	Once a year
3	Cosmoprof Asia Ltd	Cosmoprof Asia	Twice a year
4	Global Sources	Global Sources Consumer Electronics	Twice a year
5	Hong Kong Jewelry Manufacturers' Association (HKJMA)	Hong Kong International Jewelry Manufacturers' Show	Once a year
6	Hong Kong Trade Development Council	Eco Expo Asia	Once a year
7	Hong Kong Trade Development Council	electronicAsia	Once a year
8	Hong Kong Trade Development Council	Hong Kong Baby Products Fair	Once a year
9	Hong Kong Trade Development Council	Hong Kong Electronics Fair	Twice a year
10	Hong Kong Trade Development Council	Hong Kong Fashion Week	Once a year
11	Hong Kong Trade Development Council	Hong Kong Gifts & Premium Fair	Once a year
12	Hong Kong Trade Development Council	Hong Kong Houseware Fair	Once a year
13	Hong Kong Trade Development Council	Hong Kong International Diamond, Gem & Pearl Show	Once a year
14	Hong Kong Trade Development Council	Hong Kong International Jewellery Show	Once a year
15	Hong Kong Trade Development Council	Hong Kong International Lighting Fair	Twice a year
16	Hong Kong Trade Development Council	Hong Kong International Medical and Healthcare Fair	Once a year
17	Hong Kong Trade Development Council	Hong Kong International Optical Fair	Once a year
18	Hong Kong Trade Development Council	Hong Kong International Outdoor and Tech Light Expo	Once a year
19	Hong Kong Trade Development Council	Hong Kong International Printing and Packaging Fair	Once a year
20	Hong Kong Trade Development Council	Hong Kong International Wine & Spirits Fair	Once a year
21	Hong Kong Trade Development Council	Hong Kong Toys & Games Fair	Once a year
22	Hong Kong Trade Development Council	Hong Kong Watch & Clock Fair	Once a year
23	Idea Trade Limited	Mega Show part 1	Once a year
24	Idea Trade Limited	Mega Show part 2	Once a year
25	UBM HKES	Build4Asia	Every 2 years
26	UBM HKES	HOFEX	Every 2 years

As of 20th August 2020

India

GDP (2019):	US\$11,043.2 billion
GDP per capita growth:	2.9%
GDP growth (2018):	6.1%
GDP growth (2019):	4.2%
GDP growth (2020f):	-4.5%
GDP growth (2021f):	6.0%
Inflation (2020f):	3.3%
Population (million):	1,366.4



Trade fair industry

Once again, India's trade fair industry has been the region's best performing market over the past five years. In 2019, net space sold grew by 7.4% - behind only tiny Cambodia. Net space sold increased from 1,306,250 m² in 2018 to 1,403,500 m² in 2019. In the past five years, the Indian market has grown by 42% - far ahead of the regional five-year average of 24%. No other market came close to India during the past five years.

COVID-19 is expected to hit the Indian trade fair industry particularly hard. Some events went ahead in January and in the first half of February, but by the summer of 2020, the virus was out of control in India. Case numbers are somewhat unreliable, but it is clear that infections are still growing on a daily basis.



It is increasingly likely that no significant event activity will take place in India for the rest of 2020 - certainly none that requires international participation. BSG is expecting net space sold in India to drop by 85% to 90% in 2020 compared with 2019. In 2021, half or more of the year could be a write-off due to the virus. If net space sold reaches 40% of 2019 levels in 2021, it would be a significant achievement.

Looking ahead and thinking positively, when normal event activity resumes, India will be in a good position to rebound to strong growth as considerable new and refurbished

venue capacity will be available – e.g. Pragati Maidan, the IICC project in Dwarka and JIO Exhibition Centre (formerly Dhirubai Ambani CEC).

Brief economic overview

India's GDP declined to 4.2% in 2019 from robust growth of 6.1% the previous year – impacted by contracted manufacturing activity, weakened investments and sluggish consumption demand that mainly stagnated due to slow employment growth weighing on consumption. The commercial vehicle sector was especially hit by the liquidity squeeze in the financial sector and the economic slowdown. The country's real estate sector witnessed sharp decline, and also faces poor housing demand adversely impacting the construction sector. The agriculture sector grew by only 2.9% as a result of falling farm produce prices.

In FY 2019-2020, exports plunged by a record 4.8% due to a steep decline in shipments of leather, gems and jewellery and petroleum products as a result of the ongoing global slowdown. Trade performance was further aggravated by the COVID-19 crisis that created large-scale disruptions in supply chains and demand. Imports declined by 9.1% during the year and sharply narrowed the trade deficit. The country saw a rise in food prices as well, which pushed the inflation rate to 4.5% - the highest in 3 years. A sharp deceleration in economic growth and a surge in inflation weighed on the currency, resulting in the Indian Rupee weakening by 2.3% against the US Dollar.

India took stringent preventive measures and a multi-phase countrywide 72-day total lockdown to contain the COVID-19 outbreak. Meanwhile, the densely populated country may well have avoided uncontrolled community transmissions and managed to record lower deaths. However, it is currently reeling from the rapid spread of the pandemic across the country. The government has continued to impose partial lockdowns in affected parts of the country while an over-worked health system is making efforts to control and mitigate the pandemic. The government announced a stimulus package accounting for nearly 10% of the GDP to support the lockdown-battered economy. It focused on providing tax breaks for small businesses as well as incentives for domestic manufacturing.

Looking ahead, the growth rate in India is forecast to contract sharply by 4.5% in 2020, the fallout of a prolonged domestic lockdown that has adversely impacted the manufacturing sector and stalled public consumption. The combined impact of demand compression, supply disruption and uncertain global trade is expected to depress economic activity and slow down the recovery. The rapid control of the spread of the virus domestically and the global recovery from the pandemic are critical factors that

will influence the amount of time it takes for India to bounce back and re-establish the robust growth of earlier years.

Vital statistics

	India	
	2019	2018
Exhibition venues	16	15
Venue space (m ²)	388,780	386,030
Major events	240	229
Net area sold (m ²)	1,403,500	1,306,250

Key contacts

Indian Exhibition Industries Association (IEIA)
 Mr. S. Balasubramanian PILLAI
 President
 www.ieia.in

UFI members

	Name	Member type
1	10times	Industry Partner
2	ABEC Exhibitions & Conferences Private Limited	Exhibition Organiser
3	The All India Plastics Manufacturers' Association (AIPMA)	Exhibition Organiser
4	Ambattur Industrial Estate Manufacturers Association	Exhibition Organiser
5	Comexposium India LLP	Exhibition Organiser
6	Confederation of Indian Industry (CII)	Exhibition Organiser
7	EEPC India	Exhibition Organiser
8	Exhibition Showcase	Industry Partner
9	Exhibitions India Pvt. Ltd.	Exhibition Organiser
10	Export Promotion Council for Handicrafts	Exhibition Organiser
11	GS Marketing Associates	Exhibition Organiser
12	Hannover Milano Fairs India Pvt Ltd	Exhibition Organiser
13	HITEX Exhibition Centre (HITEX)	Exhibition Centre Operator
14	Hyve India Pvt Ltd	Exhibition Organiser
15	Indian Machine Tool Manufacturers' Association (IMTMA) / Bangalore International Exhibition Centre (BIEC)	Exhibition Organiser & Centre Operator
16	India Exposition Mart Ltd.	Exhibition Centre Operator
17	Indian Electrical & Electronics Manufacturers Association (IEEMA)	Exhibition Organiser
18	Indian Exhibition Industry Association (IEIA)	Exhibition Industry Association
19	Informa Markets India Pvt Ltd	Exhibition Organiser

	Name	Member type
20	India Trade Promotion Organisation (ITPO)	Exhibition Organiser & Centre Operator
21	Koelnmesse YA Tradefair Pvt. Ltd.	Exhibition Organiser
22	Manch Communications Pvt. Ltd	Exhibition Organiser
23	Messe Düsseldorf India Pvt. Ltd.	Exhibition Organiser
24	Messe Frankfurt Trade Fairs India Pvt. Ltd.	Exhibition Organiser
25	Messe München India	Exhibition Organiser
26	NürnbergMesse India Pvt. Ltd.	Exhibition Organiser
27	P.S. BEDI & Co. Pvt. Ltd.	Industry Partner
28	Plastindia Foundation	Exhibition Organiser
29	R.E. Rogers India Pvt. Ltd. (New Delhi)	Industry Partner
30	TAFCON Projects (I) Pvt. Ltd.	Exhibition Organiser

As of 20th August 2020

Events approved by UFI

	Company	Events approved by UFI	Frequency
1	ABEC Exhibitions & Conferences Private Limited	ACETECH	4 times a year
2	AIPMA	Plastivision India	Every 3 years
3	Ambattur Industrial Estate Manufacturers Association	ACMEE	Every 2 years
4	Confederation of Indian Industry (CII)	IMME	Every 2 years
5	EEPC India	IESS – International Engineering Sourcing Show	Once a year
6	Exhibitions India Pvt. Ltd.	Convergence India	Once a year
7	Exhibitions India Pvt. Ltd.	Smart Cities India Expo	Once a year
8	Export Promotion Council for Handicrafts	Indian Handicrafts & Gifts Fair	Twice a year
9	GS Marketing Associates	India International Mega Trade Fair (Kolkata)	Once a year
10	India Trade Promotion Organisation (ITPO)	India International Leather Fair – IILF	Once a year
11	Indian Electrical & Electronics Manufacturers Association (IEEMA)	ELECRAMA	Every 2 years
12	Indian Machine Tool Manufacturers' Association (IMTMA)	IMTEX	Once a year
13	Indian Machine Tool Manufacturers' Association (IMTMA)	Machine Tool Expo (MTEX)	Once a year
14	Informa Markets – Asia (Hong Kong)	Renewable Energy India Expo	Once a year
15	Manch Communications Pvt. Ltd	India Warehousing & Logistics Show	Once a year
16	Meorient International Exhibition	China Homelife & Machinex (India) Fair	Once a year
17	Plastindia Foundation	Plastindia	Every 3 years

	Company	Events approved by UFI	Frequency
18	TAFCON Projects (I) Pvt. Ltd.	International Mining Exhibition (IME)	Every 2 years

As of 20th August 2020

Indonesia

GDP (2019):	US\$3,735.6 billion
GDP per capita growth:	3.9%
GDP growth (2018):	5.2%
GDP growth (2019):	5.0%
GDP growth (2020f):	-0.3%
GDP growth (2021f):	6.1%
Inflation (2020f):	2.9%
Population (million):	270.6



Trade fair industry

In Indonesia, net space sold increased by 5.1% in 2019 – just above the regional average of 4.8%, but well ahead of the 1.6% recorded by the country in 2018. Overall, net space sold rose from 273,250 m² in 2018 to 287,250 m² in 2019. Over the past five years, Indonesia’s trade fair market has grown by nearly 21%, which is roughly in line with the regional average of 23.8%.

BSG expects COVID-19 to hit the Indonesian trade fair market hard. Some events were held in January and February, but it appears that the rest of 2020 will likely be lost, as infection numbers have been steadily rising since April. Net space sold in Indonesia could be down as much as 90% compared with 2019. In 2021, much depends on getting the virus under control locally, as well as travel restrictions. A reasonable estimate for Indonesia would be to reach 50% of 2019 net space sold in 2021.

Brief economic overview

Indonesia's economy expanded at its weakest pace in four years, with 2019 GDP rising by only 5% despite efforts by policymakers that included four rate cuts by the central bank. The slower growth was driven by declining exports amid the US-China trade dispute, in addition to weakening investments as a result of delays in investment decisions prior to the national elections. Household spending, accounting for more than half of GDP, held stagnant at 5% due to lower vehicle sales. The other key driver of growth, the investment sector, recorded a slump - increasing by only 4.5% compared to robust 6.7% growth in the previous year.

In 2019, global tensions hurt important commodity exports, resulting in a contraction of 0.9% - while imports recorded a contraction of 7.7%. The Indonesian Rupiah appreciated 2.5% against the US Dollar, prompted by positive macro indicators amid the slowdown in major economies. This in turn encouraged capital inflows to the financial market from foreign investors. Indonesia recorded inflation of 2.7% during the fiscal year, the lowest in two decades, as a result of lower inflationary pressure from government-regulated prices. The unemployment rate held stable during the year.

The delay by the Indonesian government in imposing strict containment measures at the onset of the COVID-19 pandemic resulted in both a collapsing health system and surging coronavirus deaths - which have reached the highest in Southeast Asia. Subsequently, a national Coronavirus Disease Response Acceleration Taskforce was set-up to coordinate government-wide efforts in preventing further spread of the virus and mitigating the pandemic. However, the decision to avoid a nationwide lockdown and delayed preventive measures has resulted in an economic recession that could wipe out two decades of development gains - triggering the looming threat of social unrest.

Looking ahead, despite strong macroeconomic fundamentals, Indonesia's economy is expected to contract by 0.3% in 2020, with lower commodity prices and volatile financial markets holding severe implications for the economy. Economic growth will be further weakened with the country's key trading partners weathering negative impacts from the pandemic on their own economies. Domestic demand, too, is expected to weaken as business and consumer sentiment wanes. The government and financial authorities have deployed well-coordinated, targeted fiscal and monetary measures to mitigate the impact of the pandemic on the economy and the livelihoods of people. The various investment reforms introduced by the government, coupled with the recovery of the global economy, are expected to provide additional impetus for Indonesia's growth to gain momentum and gradually return to its earlier growth trajectory.

Vital statistics

	Indonesia	
	2019	2018
Exhibition venues	10	10
Venue space (m ²)	135,284	135,284
Major events	75	72
Net area sold (m ²)	287,250	273,250

Key contacts

Indonesia Exhibition Companies Association (IECA)
 Mr. Hosea Andreas RUNKAT
 Chairman

UFI members

	Name	Member type
1	Indonesia Convention Exhibition (ICE)	Exhibition Centre Operator
2	Indonesia Exhibition Companies Association (IECA)	Exhibition Industry Association
3	PT Jakarta International Expo	Exhibition Centre Operator
4	PT Adhouse Clarion Events (PMA)	Exhibition Organiser
5	PT Infrastructure Asia	Exhibition Organiser
6	PT UBM Pameran Niaga Indonesia	Exhibition Organiser
7	Reed Panorama Exhibitions	Exhibition Organiser

As of 20th August 2020

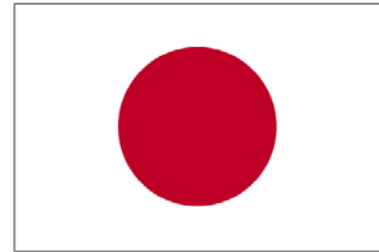
Events approved by UFI

	Company	Events approved by UFI	Frequency
1	Guangdong Chaoyu Exhibition Co., Ltd.	International Baby Products & Toys Expo (Indonesia)	Once a year

As of 20th August 2020

Japan

GDP (2019):	US\$5,711.9 billion
GDP per capita growth:	0.9%
GDP growth (2018):	0.3%
GDP growth (2019):	0.7%
GDP growth (2020f):	-5.8%
GDP growth (2021f):	2.4%
Inflation (2020f):	0.2%
Population (million):	126.9



Trade fair industry

Japan's trade fair industry contracted by 1.2% in 2019, placing it at the bottom of the regional table. Net square metres sold declined from 2.14 million m² to 2.12 million m². This is a weak performance even by Japan's standards. Growth in terms of net space sold in recent years has been in the range of 1% to 2%.

In terms of net space sold over the past five years, Japan's trade fair market was the weakest performer in the region. Net space sold in 2019 vs. 2015 was up by just 3.4%. The regional average during the same five-year period was nearly 24%.



In 2020, the combination of the COVID-19 outbreak and the (now postponed) summer Olympics is going to pummel the Japanese trade fair industry. BSG expects net space sold in 2020 to be down approximately 75%. Some events were held in January and February, and exhibitions had tentatively restarted in the summer – however a second wave began in July with daily cases reaching well over 1,000 for several weeks. Since Japan's trade fair industry is largely domestic, there is hope for some events to resume in the fourth quarter. The picture is not much brighter for 2021. With the Olympics postponed to 2021, net space

sold will likely be 40% to 50% than 2019 levels – with no real chance of recovery for the Japanese trade fair industry until 2022.

Brief economic overview

Japan recorded GDP growth of 0.7% during 2019 having faced various challenges both on the domestic and global fronts. The ill-timed hike in sales tax adversely impacted consumer demand and spending, and the arrival of Typhoon Hagibis brought enormous damage and disruption to the country. Exports, a key driver of the economy, declined sharply amid trade tensions. Japan's decision to tighten controls on a wide array of exports to South Korea, citing national security concerns, further resulted in a loss of tourism from the region – although with negligible impact on trade between the countries.

Exports fell by 5.6% after record growth in the previous year, withering under the twin impacts of slowing global growth and the effects of the US-China trade war. Imports declined by 5% and the country recorded its largest trade deficit in 4 years. The Japanese Yen continued to appreciate against the US Dollar, crimping export competitiveness and eroding profits for Japanese firms. Despite monetary policy efforts and a tight labour market, inflation remained at a subdued 0.8% - far below the 2% ambitious target set by the Bank of Japan. The unemployment rate remained flat at 2.4% for the second consecutive year amid continued labour shortages arising from a rapidly ageing population.

Japan managed to contain the spread of the COVID-19 outbreak without large-scale testing or a lockdown. The prevailing culture of wearing facemasks and elevated hygiene standards made the task easier. In addition, the government, through a combination of cluster identification, voluntary social distancing and declaring a state of emergency in the key prefectures, managed to avoid undue strain on the health care system. Despite avoiding a full national lockdown, the month-long state of emergency affected supply chains and businesses in the trade-reliant nation. In view of the adverse effect on various sectors, the government announced an emergency response package to provide short-term relief from the pandemic.

Looking ahead 2020 forecasts indicate a sharp contraction of 5.8% with the coronavirus pandemic slowing down output and consumption. The impact of the pandemic on several of Japan's trading partners is expected to weigh down demand in key sectors – slowing down both manufacturing and export performance. Tourism, a major contributor to the economy, is also expected to be hit by pandemic-led travel restrictions. In the face of these growth hurdles, the Japanese Government is taking

steps to stem the pandemic's damage and support the recovery of the economy. Various economic stimulus packages have been announced and the passing of an additional budget has been proposed to prevent the economy from plunging into a recession.

Vital statistics

	Japan	
	2019	2018
Exhibition venues	15	14
Venue space (m ²)	433,409	373,409
Major events	300	305
Net area sold (m ²)	2,120,500	2,145,250

Key contacts

Japan Exhibition Association (JEXA)

Mr. Norihisa HAMADA

Chairman

<http://en.nittenkyo.ne.jp/>

UFI members

	Name	Member type
1	Aichi International Convention & Exhibition Center	Exhibition Centre Operator
2	Comexposium Japan	Exhibition Organiser
3	EJK Japan, Ltd.	Exhibition Organiser
4	Informa Markets Japan Co Ltd	Exhibition Organiser
5	INTEX Osaka	Exhibition Centre Operator
6	Japan Exhibition Association (JEXA)	Exhibition Industry Association
7	Japan Management Association (JMA)	Exhibition Organiser
8	Koelnmesse Co. Ltd. (Japan)	Exhibition Organiser
9	Makuhari Messe, Inc.	Exhibition Centre Operator
10	Messe Düsseldorf Japan Ltd.	Exhibition Organiser
11	Messe Frankfurt Japan Ltd.	Exhibition Organiser
12	Reed Exhibitions Japan Ltd	Exhibition Organiser
13	Tokyo Big Sight Inc.	Exhibition Organiser & Centre Operator

As of 20th August 2020

Events approved by UFI

	Company	Events approved by UFI	Frequency
1	Japan Management Association	Foodex Japan	Once a year

	Company	Events approved by UFI	Frequency
2	Tokyo Big Sight Inc.	Jimtof	Every 2 years
3	Zhejiang Broad International Convention and Exhibition Co. Ltd.	Zhejiang Export Fair (Osaka)	Once a year

As of 20th August 2020

Korea

GDP (2019):	US\$2,320.5 billion
GDP per capita growth:	1.8%
GDP growth (2018):	2.7%
GDP growth (2019):	2.0%
GDP growth (2020f):	-2.1%
GDP growth (2021f):	3.0%
Inflation (2020f):	0.3%
Population (million):	51.2



Trade fair industry

Net space sold in Korea in 2019 grew by just 2.7%. Growth in the industry has been trending down for several years – dropping from 3.0% in 2018 and 4.4% in 2017 – all below the regional average.

Korea's total net space sold in 2019 reached 1.09 million m², up from 1.06 million m² in 2018. Korea has become the fourth largest market in terms of net space sold – behind China, Japan and India.

Since 2015, Korea's net space sold increased by 13.3% - far below the regional average of 23.8% over the same five-year period. However this figure is ahead of other mature trade fair markets including Taiwan, Hong Kong and Japan. This growth comes despite modest GDP growth of 2% to 3% in recent years.



Korea has handled the COVID-19 outbreak well, with only 16,000 cases since January and the outbreak largely under control since mid-March. There was an uptick in new cases in the summer of 2020, which has caused some concern. Barring serious new outbreaks, some events should be able to continue throughout the second half of 2020. BSG is forecasting a drop of 70% in net space sold compared with 2019. In 2021, a rebound to 60% of 2019 levels is possible due to the domestic focus of many Korean

events, combined with strong government support for the industry and continued effectiveness in managing the virus.

Brief economic overview

With GDP growth of 2% in 2019, South Korea's slow economic growth resulted mainly from declining exports as a result of US-China trade tensions. Private consumption, at 1.9%, was the lowest since 2014. Investment in the key equipment sector declined sharply by 8.1%. The construction sector recorded a 3.3% contraction due to a series of government measures to control speculative investments in the real estate market. However, a surge in government spending in the last quarter boosted growth. In 2019, the inflation rate declined to a record low of 0.4% due to pessimistic consumer and corporate demand.

South Korea's exports declined by 10.3% after a record high performance in 2018. A slump in the global chip market resulted in a 25.9% decline in chip exports, coupled with lower outbound shipments. Imports declined by 6%, however, the country managed to post a trade surplus for the 11th consecutive year. In 2019, the South Korean Won depreciated significantly against the US Dollar.

South Korea was one of the first locations affected by the pandemic due to its geographic proximity with China. Nevertheless, the country handled the COVID-19 outbreak with a series of efficient and rapid response strategies. Comprehensive testing and isolation measures reduced and contained the virus' spread without the need for a national lockdown. Despite its success in flattening the curve and the government announcement of a stimulus package, the economy suffered a sharp contraction in the first quarter of 2020 as a result of reduced consumption and declining global trade.

The impact from the pandemic is contributing to a predicted 2.1% contraction for the economy in 2020. However, the government continues to play a significant role in the recovery process and recently unveiled a US\$62 billion "New Deal" spending plan to reshape the economy in the aftermath of the pandemic. A key pillar of the plan is the concept of "Untact", which envisions a future where human interactions increasingly take place online and human resources are replaced with company-run machines. The strategy aims to immunise the economy against the effects of rising wages and a rapidly aging workforce. In essence, South Korea is planning to embrace a futuristic approach with financial stimuli that will help address the challenges of the pandemic in the short-term, while also helping the economy refocus through 2025 by supporting job growth and new industries.

Vital statistics

	Korea	
	2019	2018
Exhibition venues	15	15
Venue space (m ²)	277,664	271,032
Major events	169	165
Net area sold (m ²)	1,086,750	1,058,000

Key contacts

Association of Korean Exhibition Industries (AKEI)

Mr. Jangeun SEO

Chairman

<http://akei.or.kr/english/>

UFI members

	Name	Member type
1	Association of Korea Exhibition Industry (AKEI)	Exhibition Industry Association
2	BeFe Inc.	Exhibition Organiser
3	Busan Exhibition & Convention Center (BEXCO)	Exhibition Organiser & Centre Operator
4	BIO KOREA Organizing Committee	Exhibition Organiser
5	Changwon Exhibition and Convention Center (CECO)	Exhibition Organiser & Centre Operator
6	Coex Co., Ltd	Exhibition Organiser & Centre Operator
7	Design House	Exhibition Organiser
8	Daegu Exhibition & Convention Center (EXCO)	Exhibition Organiser & Centre Operator
9	EXPOnU CO., LTD.	Exhibition Organiser
10	EXPORUM Inc.	Exhibition Organiser
11	Gyeonggi Provincial Government	Exhibition Organiser
12	Informa Markets – UBM Korea Corporation	Exhibition Organiser
13	Kimdaejung Convention Center	Exhibition Organiser & Centre Operator
14	KIMI Co., Ltd. – Korea Industrial Marketing Institute	Exhibition Organiser
15	Korea International Exhibition Center (KINTEX)	Exhibition Organiser & Centre Operator
16	Korea Die & Mold Industry Cooperative	Exhibition Organiser
17	Korea Environmental Preservation Association	Exhibition Organiser
18	Korea International Trade Association (KITA)	Exhibition Organiser
19	Korea Trade Fairs Ltd.	Exhibition Organiser
20	Korea Trade – Investment Promotion Agency (KOTRA)	Exhibition Organiser
21	Messe Esang Co., Ltd.	Exhibition Organiser
22	Messe Frankfurt Korea Ltd.	Exhibition Organiser
23	Reed K. Fairs Ltd.	Exhibition Organiser

As of 20th August 2020

Events approved by UFI

	Company	Events approved by UFI	Frequency
1	BeFe Inc.	BeFe Babyfair	Twice a year
2	BEXCO – Busan Exhibition & Convention Center	Busan International Seafood & Fisheries Expo	Once a year
3	BEXCO – Busan Exhibition & Convention Center	Environment & Energy Tech	Once a year
4	BEXCO – Busan Exhibition & Convention Center	Korea Railways and Logistics Fair	Every 2 years
5	BIO KOREA Organizing Committee	BIO KOREA International Convention	Once a year
6	Changwon Exhibition and Convention Center (CECO)	International Machine Tools & Parts Fair	Every 2 years
7	Changwon Exhibition and Convention Center (CECO)	Korea Welding & Cutting Show	Every 2 years
8	Coex Co., Ltd	Food Week Korea	Once a year
9	Coex Co., Ltd	Smart Factory + Automation World	Once a year
10	Coex Co., Ltd	Sourcing Fair	Once a year
11	Design House	Seoul Living Design Fair	Once a year
12	EXCO	International Fire & Safety EXPO KOREA	Once a year
13	EXCO	International Green Energy Expo Korea	Once a year
14	EXPOnU CO., LTD.	LED Expo	Once a year
15	EXPORUM Inc.	Seoul International Café Show	Once a year
16	Gyeonggi Provincial Government	Korea International Boat Show	Once a year
17	Kimdaejung Convention Center	Green Car Korea	Once a year
18	Kimdaejung Convention Center	Gwangju ACE Fair	Once a year
19	Kimdaejung Convention Center	Gwangju Food	Once a year
20	Kimdaejung Convention Center	International Climate & Environmental Fair	Once a year
21	Kimdaejung Convention Center	Senior – Medical Industry Fair	Once a year
22	Kimdaejung Convention Center	SWEET	Once a year
23	KIMI Co., Ltd. – Korea Industrial Marketing Institute	Busan International Machinery Fair	Every 2 years
24	Korea Die & Mold Industry Cooperative	INTERMOLD KOREA	Every 2 years
25	Korea Environmental Preservation Association	International Exhibition on Environmental Technology & Green Energy	Once a year
26	Korea International Exhibition Center (KINTEX)	Korea Innovative Safety & Security Expo	Once a year
27	Korea International Exhibition Center (KINTEX)	Sendex	Once a year
28	Korea International Trade Association (KITA)	SPOEX	Once a year
29	Korea Trade Fairs Ltd.	Korea Metal Week	Once a year
30	KOTRA	Seoul Food	Once a year
31	Messe Esang Co., Ltd.	Chemical Manufacturing Expo Korea	Once a year
32	Messe Esang Co., Ltd.	Korea Build	Once a year
33	Messe Frankfurt Korea Ltd.	Korea Railways and Logistics Fair	Every 2 years

	Company	Events approved by UFI	Frequency
34	Reed K. Fairs Ltd.	Korea Ocean Expo	Every 2 years
35	Reed K. Fairs Ltd.	KORMARINE	Every 2 years

As of 20th August 2020

Macau

GDP (2019):	US\$75.8 billion
GDP per capita growth:	-6.7
GDP growth (2018):	5.4%
GDP growth (2019):	-4.7%
GDP growth (2020f):	-29.6%
GDP growth (2021f):	32.0%
Inflation (2020f):	2.0%
Population (million):	0.7



Trade fair industry

Over the past five years, Macau's net space sold increased by approximately 14% vs. the regional average of 23.8%. In 2019, growth of net space sold in Macau was 4.4%, below the regional average of 4.8%. This is a good performance given that Macau's GDP growth has been highly volatile in the past five years, recording contractions as large as 20%. The economy grew by 4.7% in 2018, but then contracted by 4.4% in 2019.

Macau hosted 26 trade fairs in 2019 – a figure similar to 2018 and 2017. Estimated trade fair revenues were nearly US\$57.8 million. The average revenue per fair in Macau was US\$2.2 million, close to the regional average of US\$2.4 million.

Macau has handled the COVID-19 outbreak remarkably well, with a total of just 46 cases – and only one new case since April. That said, if borders remain closed, Macau's events will struggle to succeed. BSG expects net space sold in Macau in 2020 to fall by 70% to 75%. Depending on the regional COVID-19 situation, net space sold in 2021 could rebound to 60% of 2019 levels – or perhaps higher if Macau's border with China is opened.

Brief economic overview

In 2019, Macau's economy declined by 4.7% - the first negative growth recorded in three years. Domestic demand fell 4.6% and gross fixed capital formation dropped 20.1% as private construction investment recorded a sharp decline. Cautious consumer spending due to economic uncertainties slowed growth in private consumption expenditure to 2.9%. Visitor arrivals in this tourist-driven economy increased, but lower spending accelerated the decline in gross revenue from the gaming industry.

The country's exports of services over the year fell by 3.4% - driven by a 9.8% fall in exports of gaming resulting from a decrease in the VIP gaming business. Exports of tourism services other than gaming declined by 7% due to a decline in visitor arrivals and spending. Gross gaming revenue (GGR), a critical component of Macau's GDP, declined by 3.4% in 2019. Furthermore, the 18.6% drop in the GGR resulting from decreased VIP play was offset by a 15% increase in mass-market revenue.

The decline in growth, rooted primarily in China's slowing economic growth, has been further compounded by the downturn of the city's tourism market amid COVID-19 restrictions implemented prior to Chinese New Year. The two-week long shutdown ordered by the government in early 2020 resulted in an 87.8% decline in casino revenues for the month of February, in year-on-year terms.

The forecast for 2020 anticipates a sharp contraction of 29.6% and a second consecutive year of decline in growth, driven by an estimated near 40% fall in gaming revenue. The key driver of economic performance in the territory, casino revenues, is expected to be adversely affected by the fall-out of the global pandemic and slowed growth. On a positive note, growth is expected to rebound in the following year with the recovery of the global economy.

Vital statistics

	Macau	
	2019	2018
Exhibition venues	2	2
Venue space (m ²)	76,715	76,715
Major events	26	27
Net area sold (m ²)	238,750	228,750

Key contacts

Macau Trade & Fair Association (MFTA)

Mr. Tony LAM

President

www.macafta.com

UFI members

	Name	Member type
1	Macao Trade and Investment Promotion Institute (IPIM)	Exhibition Organiser

	Name	Member type
2	Macau Fair & Trade Association (MFTA)	Exhibition Industry Association
3	Macau Gaming Equipment Manufacturers Association	Exhibition Organiser
4	Nam Kwong (Group) Company Limited	Exhibition Organiser
5	Nam Kwong International Conference & Exhibition Co., Ltd.	Exhibition Organiser
6	Venetian – Macao – Resort – Hotel	Exhibition Centre Operator

As of 20th August 2020

Events approved by UFI

	Company	Events approved by UFI	Frequency
1	Macao Trade and Investment Promotion Institute (IPIM)	Macao Franchise Expo	Once a year
2	Macao Trade and Investment Promotion Institute (IPIM)	Macao International Environmental Co-operation Forum and Exhibition	Once a year
3	Macao Trade and Investment Promotion Institute (IPIM)	Macao International Trade & Investment Fair	Once a year
4	Macao Trade and Investment Promotion Institute (IPIM)	Portuguese Speaking Countries Products and Services Exhibition (Macao)	Once a year
5	Macau Gaming Equipment Manufacturers Association	MGS Entertainment Show	Once a year
6	Nam Kwong (Group) Company Limited	China Macau International Automobile Exposition	Once a year
7	Nam Kwong International Conference & Exhibition Co., Ltd.	China (Macau) International Yacht Import & Export Fair	Once a year
8	Nam Kwong International Conference & Exhibition Co., Ltd.	Macau Business Aviation Exhibition	Once a year
9	Reed Exhibitions (China) Ltd. Shenzhen Branch	Global Gaming Expo Asia	Once a year

As of 20th August 2020

Malaysia

GDP (2019):	US\$1,076.4 billion
GDP per capita growth:	3.7%
GDP growth (2018):	4.7%
GDP growth (2019):	4.3%
GDP growth (2020f):	-3.8%
GDP growth (2021f):	6.3%
Inflation (2020f):	0.1%
Population (million):	31.9



Trade fair industry

Malaysia's trade fair industry grew by 4.8% in 2019 – down from 7.7% posted in 2018. Southeast Asian markets have been booming in recent years, but until Malaysia added new capacity its growth rate had been below the regional average. Since then, the Malaysian trade fair industry has outperformed the regional average. In 2019, it fell back in line with the regional average.

Over the past five years (2015 to 2019), the market in Malaysia grew by over 28%, above the regional average of 23.8%. That performance is now similar to several other Southeast Asian markets, such as Vietnam and the Philippines – both of which grew by approximately 30% in the past five years. Net space sold in Malaysia increased from 339,250 m² in 2015 to 435,000 m² in 2019.

Estimated trade fair revenues in Malaysia were nearly US\$151 million, with average revenue per fair of US\$1.65 million – significantly below the regional average of US\$2.43 million per fair. Similarly, the average trade fair size in Malaysia was 4,780 m² – less than half the regional average of 9,870 m².

Malaysia has handled the COVID-19 outbreak remarkably well. Since January, the country has recorded just over 9,000 cases (as of summer of 2020), with 125 deaths. Events in Malaysia restarted in the summer of 2020, however with borders still closed many Malaysian events will struggle – even in the absence of a second wave of infections. BSG is forecasting net space sold in Malaysia to fall by 70%+ in 2020 compared with 2019. Forecasts for 2021 depend on the availability of a vaccine and the state of international travel, but it would be reasonable to expect net space sold in Malaysia in 2021 to reach 50% of 2019 levels.

Brief economic overview

Malaysia's GDP grew by 4.3% in 2019 – its slowest recorded pace in 10 years – arising from a 7.6% decline in private consumption and lower exports. The growth declined sharply in the third quarter of the fiscal year, caused by supply disruptions in the commodity sector. Palm oil production, which contributes 39% of farm output, declined by nearly 17% while natural gas and crude oil production contracted by 2.1% and 5%, respectively, as a result of supply disruptions.

Malaysia's total trade performance contracted by 2.5% for the year – a result of lower demand from major trading partners due to trade tensions and unfavourable external economic conditions. Exports declined by 1.7% as a result of the downturn in the semiconductor category and lower commodity prices. Imports fell by 3.5% - driven by a decrease in the purchase of capital goods. Malaysia recorded a trade surplus for the 22nd consecutive year since 1998. The inflation rate declined to 0.7% compared to 1% in the previous year. The Malaysian Ringgit marginally appreciated against the US Dollar by 0.6%, versus a sharp 2.84% decline in 2018.

The government of Malaysia was effective in arresting the spread of the COVID-19 pandemic through preventive measures that involved a stringent five phase Movement Control Order (MCO). However, a combination of homegrown political challenges came to a head, even as the country was grappling with the pandemic, and uncertainty remains around the global recovery from the crisis – which are expected to significantly impact economic performance.

A 3.8% contraction is forecast for 2020, rooted in the negative impact on the economy caused by sharp downturns in tourism, external trade and global crude oil prices – made worse by poor domestic activity due to curbs on movement and businesses. The fiscal stimulus package and easing monetary policy are aimed in some measure to support private consumption and growth. The future economic outlook is largely subject implementation of various fiscal reforms proposed in the 2019 budget, which could potentially boost economic growth and regain its strong economic position.

Vital statistics

	Malaysia	
	2019	2018
Exhibition venues	7	7
Venue space (m ²)	140,648	127,135
Major events	91	87
Net area sold (m ²)	435,000	415,000

Key contacts

Malaysian Association of Convention And Exhibition Organisers And Suppliers (MACEOS)
 Dato’ Vincent LIM
 President
 www.maceos.com.my

UFI members

	Name	Member type
1	AMB Tarsus Exhibitions SDN BHD	Exhibition Organiser
2	Borneo Convention Centre Kuching	Exhibition Centre Operator
3	Informa Markets Malaysia	Exhibition Organiser
4	Kuala Lumpur Convention Centre	Exhibition Centre Operator
5	Malaysian Association of Convention And Exhibition Organisers And Suppliers (MACEOS)	Exhibition Industry Association
6	Malaysia Convention & Exhibition Bureau (MyCEB)	Tourism Board and Convention Bureau
7	Malaysia International Trade and Exhibition Centre (MITEC)	Exhibition Centre Operator
8	Reed Exhibitions Sdn Bhd	Exhibition Organiser

As of 20th August 2020

Events approved by UFI

	Company	Events approved by UFI	Frequency
1	Informa Markets Malaysia	MIFF	Once a year
2	Zhejiang Broad International Convention and Exhibition Co. Ltd.	Zhejiang Export Fair (Malaysia)	Once a year

As of 20th August 2020

Myanmar

GDP (2019):	US\$357.3 billion
GDP per capita growth:	5.7%
GDP growth (2018):	6.4%
GDP growth (2019):	6.5%
GDP growth (2020f):	1.8%
GDP growth (2021f):	7.5%
Inflation (2020f):	6.2%
Population (million):	54.0



Trade fair industry

This is the fourth edition of this report to include Myanmar. According to our estimates, Myanmar hosted 31 trade fairs in 2019, generating net space sales of 89,750 m². The estimated average event size was almost 2,900 m². Estimated market revenues in 2019 were US\$30 million, with average revenue per fair of just US\$970,000 – compared to the regional average of US\$2.4 million.

COVID-19 is expected to stop meaningful event activity in Myanmar for 2020. BSG is forecasting net space sold in Myanmar to fall by approximately 90% compared with that of 2019. In 2021, the small trade fair market could rebound quickly depending on travel restrictions and border openings. BSG anticipates that in 2021, net space sold will recover to 50%+ of 2019 levels, with a full recovery in 2022.

Brief economic overview

Myanmar's economy continued to show resilience despite 2019's global slowdown and domestic uncertainties – achieving GDP growth of 6.5%. In fact, Myanmar significantly benefitted from the US-China trade war, which prompted foreign manufacturers to move operations there. The garment sector grew at a fast rate in 2019 as manufacturers relocated production from China and Vietnam to Myanmar, thanks to trade privileges and cheap labour. Inflation in 2019 peaked at 8.6% due to the rise in food commodities resulting from volatile exchange rates, while unemployment held steady at 4%.

During the year, Myanmar's trade deficit shrank for the first time in six years as exports outgrew imports. Exports were driven by higher demand for Myanmar-made garments and natural gas – the two sectors accounting for almost half of total exports for the year. The agriculture sector also contributed significantly to growth in exports, riding on high demand for rice, pulses and maize. Although imports steadily recorded growth over the past few years, they ultimately declined due to higher volumes of local production and stricter regulations.

The limited testing capacity and critical overloading of health facilities made it challenging for Myanmar to contain the spread of the COVID-19 outbreak. National and regional governments have rolled out increasingly stringent social distancing measures to mitigate the pandemic's spread, including localised lockdowns. The pandemic, coupled with the ongoing political conflict in the region, has exerted undue pressure on Myanmar's economy.

The growth forecast for 2020 GDP is at 1.8%, based on an expected decline in both manufacturing activity and the export sector due to supply and demand shocks. In order to mitigate the fall-out from the pandemic, the government has launched an economic relief package and also indicated plans to expedite projects funded by foreign state-backed agencies or enterprises. However, the country's limited fiscal capacity makes it inadequately equipped to manage economic challenges without the support of funding organisations. Myanmar is due to receive US\$1.25 billion in emergency loans from international organisations including the International Monetary Fund, the Japan International Cooperation Agency, the World Bank and the Asian Development Bank.

Vital Statistics

	Myanmar	
	2019	2018
Exhibition venues	5	5
Venue space (m ²)	15,505	15,505
Major events	31	30
Net area sold (m ²)	89,750	85,500

UFI members

	Name	Member Type
1	AMB Tarsus Exhibitions (Myanmar) Pte. Ltd.	Exhibition Organiser
2	Myanmar Exhibition and Conference Association (MECA)	Exhibition Industry Association

As of 20th August 2020

Events approved by UFI

There are currently no events approved by UFI in Myanmar.

Pakistan

GDP (2019):	US\$1,201.6 billion
GDP per capita growth:	1.4%
GDP growth (2018):	5.5%
GDP growth (2019):	1.9%
GDP growth (2020f):	-0.4%
GDP growth (2021f):	1.0%
Inflation (2020f):	11.1%
Population (million):	216.6



Trade fair industry

In 2019, net space sold in Pakistan was 105,000 m² – up 2.7% vs. 102,250 m² sold in 2018. Pakistan was one of the weaker performing markets in 2019, and it remains one of the smallest trade fair markets in the region – less than half the size of Macau.

Pakistan hosted just 28 events in 2019, resulting in total revenues of roughly US\$27 million and an average of US\$961,000 per event. Over the past five years, space sold in Pakistan grew by 21.4%, not far off the regional average of 23.8%.



The COVID-19 outbreak escalated quickly in Pakistan, but official case numbers peaked in mid-June and have been trending down since then. However, despite that apparent success, it is unlikely that events will restart anytime soon. The entire 2020 event calendar in Pakistan is likely a write-off.

In 2021, the outlook for trade fairs will rely on the ability to travel domestically and internationally, the availability of a vaccine, security / political risks and the recovery of the overall Pakistani economy. Trade fair organisers in the country will not likely see a return to 2019 levels until 2022 at the earliest.

Brief economic overview

In FY 2019-20, Pakistan's economy marginally contracted for the first time in 68 years – recording a drop of 0.4% due to the adverse impacts of the Coronavirus outbreak, coupled with economic stabilisation policies that had hit the industrial sector prior to the deadly pandemic. The large-scale industries sector failed to perform and was hit by a contraction in the three major industries of construction-allied industries, petroleum and automobiles. However, the agriculture sector recorded growth of 2.7%.

In the first quarter, exports recorded a 4.8% growth while imports declined sharply by 19.3%. However, the COVID-19 crisis resulted in a slump in exports over the last quarter, resulting in an overall decline in exports for the year. The country witnessed the highest inflation in the world at 6.8% over the fiscal year, forcing policy makers to increase interest rates. The unemployment rate held stable at approximately 3.0%, but is expected to be adversely affected by the lack of jobs and lay-offs in the near future.

The COVID-19 outbreak had serious repercussions for Pakistan. The rapid spread of the virus since February 2020 has forced the government to place most of the country under a partial lockdown and has brought economic activity to a near standstill. As a result, both domestic and global demand have been impacted by supply and demand shocks – further compounding the strains on the industrial sector. Additionally, the labour-intensive nature of the textiles and apparels industry, a key driver of economic growth, is facing huge disruptions due to the spread of the virus.

Pakistan's economic growth is projected to contract by 0.4% in 2020 as domestic and global economic activity slow down sharply and set in motion a serious economic crisis. The economy over the past few years has been grappling with short supplies of foreign currency reserves and stagnating growth. The support of various financial loans and packages extended to Pakistan by the IMF and other financial institutions during 2019 have now been offset by the pandemic. The critical challenge for the government is to contain the domestic spread of the pandemic while minimising economic losses. In the medium-to-long term, the government will need to focus on implementing structural reforms to boost private investment sustainably.

Vital statistics

	Pakistan	
	2019	2018
Exhibition venues	2	2
Venue space (m ²)	37,191	37,191
Major events	28	28
Net area sold (m ²)	105,000	102,250

UFI members

	Name	Member type
1	Badar Expo Solutions	Exhibition Organiser
2	Ecommerce Gateway Pakistan (Pvt.) Ltd.	Exhibition Organiser
3	FAKT Exhibitions (Private) Limited	Exhibition Organiser
4	Karachi Expo Centre	Exhibition Centre Operator
5	Pakistan Expo Centres (Pvt.) Limited	Exhibition Centre Operator

As of 20th August 2020

Events approved by UFI

	Company	Events approved by UFI	Frequency
1	Badar Expo Solutions	IEEEP Fair	Once a year
2	Ecommerce Gateway Pakistan (Pvt.) Ltd.	Engineering Asia	Once a year
3	Ecommerce Gateway Pakistan (Pvt.) Ltd.	Health Asia International Exhibition & Conferences	Once a year
4	Ecommerce Gateway Pakistan (Pvt.) Ltd.	ITCN Asia International Exhibition & Conference	Once a year
5	Ecommerce Gateway Pakistan (Pvt.) Ltd.	ITIF Asia	Once a year
6	Ecommerce Gateway Pakistan (Pvt.) Ltd.	Textile Asia	Once a year
7	FAKT Exhibitions (Private) Limited	3P – Plas Print Pack Pakistan	Once a year

As of 20th August 2020

The Philippines

GDP (2019):	US\$1,027.2 billion
GDP per capita growth:	4.3%
GDP growth (2018):	6.2%
GDP growth (2019):	6.0%
GDP growth (2020f):	-3.6%
GDP growth (2021f):	6.8%
Inflation (2020f):	1.7%
Population (million):	108.1



Trade fair industry

In 2019, space sold in the Philippines increased by 6.5%, rising to 233,500 m² – up from 220,000 m² in the previous year. The Philippines has been one of the region’s fastest growing markets in recent years – behind only India. Over the past five years, net space sold increased from 177,250 m² to 233,500 m², representing growth of nearly 32% - well above the regional average of 24.8%.

In 2019, the Philippines hosted 60 trade fairs with an average size of approximately 3,900 m², well under the regional average of 9,800 m². In terms of revenues, the Philippine market is also at the bottom end of the table with revenues of US\$38.2 million in 2019.



Unfortunately, the Philippines is one of the markets in Asia that is likely to record a 90% drop in net space sold in 2020. Very few trade fairs went ahead in the early part of the year, and COVID-19 cases in the Philippines have been escalating since early July. 2021 is also likely to be a difficult year for events in the Philippines. Until a vaccine or an effective treatment emerges, the country’s events industry will struggle. Most likely it will be 2022 before the trade fair industry returns to anything resembling 2019 levels.

Brief economic overview

In 2019, the Philippines' economic growth slid to an eight-year low of 6.0% - driven by rapid deceleration in investment growth due to contraction in public spending and a weaker global economy. For the second year, economic growth missed targets despite the government boosting infrastructure spending. Growth in the industry sector slowed by 4.9% compared to 6.7% in 2018, while private investment declined by 0.6% compared to the robust 13.2% growth in the previous year. Private consumption was the main growth driver, and was spurred by moderating inflation, steady remittance inflows, an improving job market and an increase in economic activity stemming from election-related spending.

The export sector was hit by the trade war and global economic slowdown - recording a mere 3.2% growth compared to 13.4% in the previous year. Imports, likewise, grew by 2.1% (compared to 16% in 2018). Inflation fell to 2.5%, the lowest in almost three years, driven by stabilising prices of food and energy. The unemployment rate in the Philippines stood at 5.1%, down from 5.3% in 2018. The Philippine Peso delivered strong performance and appreciated 2.8% against the US Dollar due to boosts from a narrowing trade deficit.

The Philippines, with its close proximity to China, was considered one of the high-risk countries for the domestic spread of COVID-19. The government has taken several steps to control the spread of the virus, including travel restrictions and an "enhanced community quarantine" imposed on various parts of the country. The impact has been severe on the economy, with tourism declining by 50% in the first quarter and earnings from remittances plunging with the return of thousands of Filipino workers from overseas.

Growth is forecast to contract by 3.6% in 2020 from the cumulative impact of the eruption of the Taal Volcano and the strict pandemic containment measures, resulting in severe disruptions across all sectors of growth. Both the consumer and retail sectors are expected to be hard hit by the month-long lockdown of Luzon island, which accounts for 73% of the country's GDP. In the short-term, economic growth is expected to slow down significantly while the government focuses on strengthening the country's health system. However, structural reforms built over decades, abundant external reserves and low public external debt are fundamental strengths expected to help the economy to cope with the pandemic and bounce back in the near future.

Vital statistics

	Philippines	
	2019	2018
Exhibition venues	5	5
Venue space (m ²)	36,635	36,635
Major events	60	57
Net area sold (m ²)	233,500	219,250

Key contacts

Philippine Association of Convention / Exhibition Organizers and Suppliers, Inc (PACEOS)

Mr. Joel B. PASCUAL

President

www.paceos.org

UFI members

	Name	Member type
1	Center For International Trade Expositions & Missions (CITEM)	Exhibition Organiser
2	Informa Markets Philippines Inc.	Exhibition Organiser
3	PEP Tarsus Corporation	Exhibition Organiser
4	World Trade Center Metro Manila	Exhibition Centre Operator

As of 20th August 2020

Events approved by UFI

	Company	Events approved by UFI	Frequency
1	CITEM	Manila FAME	Twice a year

As of 20th August 2020

Singapore

GDP (2019):	US\$593.8 billion
GDP per capita growth:	-0.4%
GDP growth (2018):	3.4%
GDP growth (2019):	0.7%
GDP growth (2020f):	-3.5%
GDP growth (2021f):	3.0%
Inflation (2020f):	-0.2%
Population (million):	5.8



Trade fair industry

Singapore's trade fair market grew by a modest 2.7% in 2019 – down from the 5.4% recorded in 2018 and well below the 2019 regional average of 4.8%. In 2019, space sold increased to approximately 407,000 m². In the past five years, however, the market in Singapore grew by 18%, rising from about 344,000 m² in 2015 to 407,000 m² in 2019. This is well below the regional five-year average of 23.8%.

In 2019, Singapore hosted 87 trade fairs, generating over US\$188 million in revenues. The average revenue per fair in Singapore was US\$2.2 million – similar to the regional average of US\$2.4 million.



Much like Hong Kong, the trade fair market in Singapore is highly international. As a result, the impact of COVID-19 will be severe. Some events were held early in 2020, but a return to activity in the second half of 2020 is looking increasingly unlikely. Net space sold in Singapore in 2020 is likely to decline 90% compared with 2019.

Without open borders and reasonably convenient travel, Singapore's trade fair industry will not return to previous levels. As such, net space sold in 2021 may be well under 50% of 2019 levels – and that will continue to be the case until a vaccine or treatment is developed. On the positive side, the Singaporean government appears to be actively working to establish “travel bubbles” or perhaps a policy to prioritise business

travellers from safer countries – both of which would speed the recovery of the events industry in Singapore.

Brief economic overview

Singapore's economy grew at 0.7% over 2019 – its slowest growth in a decade. The key growth driver in 2018, the manufacturing sector which makes up about a fifth of Singapore's economy, contracted by 1.5%. The negative growth was a result of output declines in the electronics, chemicals, transport and engineering clusters, which more than offset expansions in the precision engineering, biomedical manufacturing and general manufacturing sectors. However, the weakness in manufacturing was offset by construction, which grew by 2.1% boosted by public sector construction activities. The services producing industries expanded by 1.1% - supported by the finance and insurance sectors, other services industries and the business services sector.

Singapore's export-oriented economy slowed down amid a drawn-out trade war between the United States and China, coupled with a cyclical downturn in the electronics sector. The total merchandise trade decreased by 3.2% as a result of a 13.9% fall in oil trade amid lower oil prices. Additionally, non-oil domestic exports declined by 9.2% in 2019, compared to a 4.2% growth in 2018 due to lower shipments of both electronic and non-electronic products. Inflation increased marginally by 0.6%. The unemployment rate recorded a 2.3% increase from the previous year – driven by local employment contracting in industries such as manufacturing and wholesale trade due to softer economic conditions. The Singapore Dollar remained strong for most of 2019 and gained 0.4% against the US Dollar.

Singapore has been hard hit by the COVID-19 outbreak and the government has been forced to take serious “circuit breaker” measures to stem the domestic spread of the disease – resorting to stringent social distancing measures, partial lockdowns and travel restrictions. While these measures have set back domestic consumption, the economic growth for the rest of the year is also expected to be impacted by the severity of the outbreak among Singapore's major trading partners.

Looking ahead, Singapore is bracing for its worst-ever recession in 2020 with a 3.5% contraction in economic growth. Currently, a significant degree of uncertainty looms over the length and severity of the outbreak, both on the domestic and global fronts. Singapore's economic recovery will depend on the domestic control of the outbreak, as well as the trajectory of the pandemic and the efficacy of policy responses around the world.

Vital statistics

	Singapore	
	2019	2018
Exhibition venues	4	4
Venue space (m ²)	219,970	219,970
Major events	87	85
Net area sold (m ²)	406,750	396,000

Key contacts

Singapore Association of Convention and Exhibition Organisers and Suppliers (SACEOS)

Mr Aloysius ARLANDO

President

www.saceos.org.sg

UFI members

	Name	Member type
1	Agility Fairs & Events	Industry Partner
2	Clarion Events Pte. Ltd. (Singapore)	Exhibition Organiser
3	Comexposium Singapore	Exhibition Organiser
4	Greenview	Industry Partner
5	Image Engine Pte. Ltd.	Exhibition Organiser
6	Koelnmesse Pte Ltd. (Singapore)	Exhibition Organiser
7	Marina Bay Sands Pte Ltd	Exhibition Centre Operator
8	Messe Düsseldorf Asia Pte Ltd	Exhibition Organiser
9	MMI Asia Pte Ltd	Exhibition Organiser
10	Montgomery Asia	Exhibition Organiser
11	RELX LCC	Exhibition Organiser
12	Singapore Association of Convention And Exhibition Organisers and Suppliers (SACEOS)	Exhibition Industry Association
13	Singapore Exhibition and Convention Bureau (SECB)	Tourism Board and Convention Bureau
14	Singapore Exhibition Services (Pte) Limited	Exhibition Organiser
15	SingEx Exhibitions Pte Ltd	Exhibition Organiser
16	SingEx Holdings Pte Ltd	Exhibition Centre Operator
17	Suntec Singapore Convention & Exhibition Centre	Exhibition Centre Operator
18	Tarsus (Singapore) Pte Ltd	Exhibition Organiser

As of 20th August 2020

Events approved by UFI

	Company	Events approved by UFI	Frequency
1	Singapore Exhibition Services (Pte) Limited	BroadcastAsia	Once a year
2	Singapore Exhibition Services (Pte) Limited	CommunicAsia	Once a year
3	Singapore Exhibition Services (Pte) Limited	FHA – Food&HotelAsia	Every 2 years
4	Singapore Exhibition Services (Pte) Limited	OSEA	Every 2 years
5	SingEx Exhibitions Pte Ltd	Industrial Transformation Asia Pacific	Once a year
6	SingEx Exhibitions Pte Ltd	Singapore FinTech Festival	Once a year
7	SingEx Exhibitions Pte Ltd	Tyrexpo Asia	Every 2 years

As of 20th August 2020

Taiwan

GDP (2019):	US\$1,339.8 billion
GDP per capita growth:	2.7%
GDP growth (2018):	2.7%
GDP growth (2019):	2.7%
GDP growth (2020f):	-4.0%
GDP growth (2021f):	3.5%
Inflation (2020f):	0.5%
Population (million):	23.8

Trade fair industry

Taiwan's net space sold increased by 2.5% in 2019, rising from 864,000 m² in 2018 to nearly 885,000 m² in 2019. Over the past five years, Taiwan underperformed compared with the regional average, as net space sold in Taiwan grew by only 11% vs. a 23.8% increase across the rest of the region.

In 2019, Taiwan hosted 143 trade fairs, and the average size per trade fair was over 6,100 m² – slightly less than two thirds of the regional average of 9,870 m². Taiwan is ranked eighth in terms of estimated revenue, having generating over US\$217 million in 2019 with average revenue per fair of US\$1.5 million – significantly below the regional average of US\$2.4 million.

Taiwan's management of the COVID-19 outbreak has been impressive, with only 487 cases and seven deaths since January. Its events industry was permitted to restart in the summer of 2020, but despite that positive development trade fairs in Taiwan will be badly impacted by on-going travel restrictions.

Taiwan's events rely on the participation of international exhibitors and visitors. In addition, complicated Cross-Strait relations may slow the return of exhibitors and visitors from mainland China. In 2020, Taiwan is likely to record an 80% to 85% drop in net space sold compared with 2019. Net space sold in 2021 may only reach 40% to 50% of 2019 levels, even with the return of some international participants.

Brief economic overview

Taiwan recorded robust growth of 2.7% in 2019 – driven by stronger investment, exports and private consumption. The economy clocked a growth rate higher than forecast as a result of a cyclical upturn in the demand for electronics and reshoring of

Taiwanese production from China, with companies relocating to avoid the tariffs levied by the United States on Mainland imports. The incentive program rolled out by the Taiwan government encouraged a number of businesses to head back and invest in the economy. The communication app boom and demand driven by 5G further expanded production capacity and boosted growth.

Total exports fell by 1.4% in 2019 due to reduced orders from China, which were partially offset by rising exports from the United States, which recorded a hefty increase of 17.2% over the earlier year. The export of information technology, audio-visual products and electronic components increased significantly. Imports recorded a 0.4% increase over the previous year. In 2019, the New Taiwan Dollar appreciated 0.7% against the US Dollar. Despite the tourist ban from Mainland China, a surge in visitors from Japan, South Korea, the Philippines and Thailand helped deliver an increase of 6.5% in the number of tourist arrivals compared to the previous year. Inflation during the year recorded a marginal increase of 1.1%, while the unemployment rate of 3.7% remained relatively stable.

The impact of COVID-19 on Taiwan's economy has been restrained compared to other countries as a result of the government successfully controlling the domestic spread of the disease – employing rapid strategic measures that helped minimise the damage. Despite private consumption being hit hard by the pandemic, the trade sector continued to operate in the face of the crisis. The robust global demand for information and communications technology (ICT) products and the opportunity to meet demand, especially in the electronic components' category while several cities in the mainland were under lockdown, has helped the economy remain resilient.

Looking forward, although the economy has sustained relatively well in the first quarter, the economic prospect for Taiwan in 2020 is gloomy with a negative growth forecast of 4%. Consumer spending, the job market and trade are expected to be adversely affected and weigh down on growth. Taiwan's exports are strongly linked to the consumption demand of Western countries that have been severely hit by the pandemic. In the event of a prolonged global crisis, the government will be required to help companies and workers adapt to other emerging industries under new business models.

Vital statistics

	Taiwan	
	2019	2018
Exhibition venues	5	5
Venue space (m ²)	151,298	117,178
Major events	143	140
Net area sold (m ²)	885,000	863,750

Key contacts

Taiwan Exhibition & Convention Association (TECA)

Mr. Walter YEH

President

www.texco.org.tw

UFI members

	Name	Member type
1	Chan Chao International Co., Ltd.	Exhibition Organiser
2	Kaohsiung Exhibition Center	Exhibition Centre Operator
3	Supperline International Enterprise Co., Ltd	Exhibition Organiser
4	Taiwan External Trade Development Council (TAITRA)	Exhibition Organiser & Centre Operator
5	Taiwan Convention & Exhibition Association (TCEA)	Exhibition Industry Association
6	Taiwan Exhibition & Convention Association (TECA)	Exhibition Industry Association
7	Taiwan Printed Circuit Association (TPCA)	Exhibition Organiser
8	UBM Asia Ltd – Taiwan Branch	Exhibition Organiser

As of 20th August 2020

Events approved by UFI

	Company	Events approved by UFI	Frequency
1	Chan Chao International Co., Ltd.	Bio Taiwan	Once a year
2	Supperline International Enterprise Co., Ltd	Taipei Building Show	Once a year
3	TAITRA	Computex Taipei	Once a year
4	TAITRA	Medical Taiwan	Once a year
5	TAITRA	Taipei AMPA	Once a year
6	TAITRA	Taipei Cycle	Once a year
7	TAITRA	Taipei International Food Show	Once a year
8	TAITRA	Taipei Pack	Once a year
9	TAITRA	Taipei Plas	Every 2 years
10	TAITRA	TIMTOS	Every 2 years
11	Taiwan Printed Circuit Association	TPCA Show	Once a year

As of 20th August 2020

Thailand

GDP (2019):	US\$1,377.5 billion
GDP per capita growth:	2.2%
GDP growth (2018):	4.2%
GDP growth (2019):	2.4%
GDP growth (2020f):	-7.7%
GDP growth (2021f):	5.0%
Inflation (2020f):	-1.1%
Population (million):	69.6



Trade fair industry

Thailand's trade fair market recorded growth of 2.5% in 2019, compared with 3.8% in 2018. Net space sold in Thailand increased from 663,000 m² in 2018 to nearly 680,000 m² in 2019.

Over the past five years, Thailand's trade fair industry grew by almost 19%, somewhat below the regional average of 23.8%. During that period, net space sold increased from 573,000 m² to 680,000 m², making Thailand the largest trade fair market in Southeast Asia by a wide margin. The next largest market is Malaysia, with net space sold of 435,000 m². In fact, net space sold in Thailand is almost the same as Australia – and yet, the Australian economy is roughly three times the size of Thailand's (US\$500 billion vs. US\$1.4 trillion).



Thailand handled the COVID-19 outbreak effectively, with just over 3,300 confirmed cases as of August 2020. The Thai events industry managed to host some events in January and February. Events restarted in June and there is a reasonable chance that domestically focused events will continue through the end of the year – in the absence of another wave of local infections. 2020 will likely see a 70% drop in net space sold compared to 2019. And in 2021, net space sold could rebound to 50% to 60% of 2019 levels, assuming that travel disruptions continue for much of 2021.

Brief economic overview

Thailand recorded 2.4% economic growth during 2019 – the slowest in five years. The export-reliant economy grew at a far lower rate than expected in the face of weaker global demand, rising trade tensions between the United States and China, a stronger

currency, subdued tourism growth and political uncertainty amid a drawn-out election. Growth in public and private consumption, including private investment, moderated. The tourism sector, which accounts for 18% of GDP, was hit by the slowdown in China and a surging currency that further curtailed tourism.

Trade performance lagged in 2019, mainly due to the consequences of the trade war, a surging currency, as well as lower oil prices. Trade sanctions dented the volume of exports in both the agriculture and manufacturing sectors, resulting in overall exports contracting by 2% in volume and 2.7% in value terms. The total value of imports fell by 4.7% - creating a trade surplus for the fifth consecutive year. Inflation averaged at 0.7% over the year, and the unemployment rate increased marginally to 0.7%. Meanwhile, the Thai Baht rose 8% against the US Dollar, making it the best-performing currency in Southeast Asia. However, the strength of the Thai Baht posed a serious challenge for the trade-reliant economy by adversely impacting trade competitiveness, export performance and tourism.

In spite of a contained spread of the COVID-19 outbreak in Thailand, an economy that was already under pressure is expected to further shrink - owing to its high reliance on tourism and exports. The tourism sector was hit hard by global travel bans, and the agriculture sector has been grappling with disruptions to exports. The Thai Government has announced a hefty stimulus package amounting to 12% of GDP to counter the economic impact of the pandemic on households and the business sector. However, uncertainties plaguing the future of tourism and the declining export demand from overseas continues to cast a shadow over the economy.

Looking ahead, revised forecasts for 2020 indicate a contraction of 7.7% in economic growth - making Thailand the worst hit economy among the ASEAN countries. In the first quarter, the country faced a severe drought that has significantly hit sugar production, and fires that have devastated the north of the country. The pandemic has further escalated growth hurdles. However, the tough times ahead create an opportunity for the country to work towards achieving greater stability in politics and a balanced exchange rate, as well as to review the implications of its high dependence on China for tourism and economic growth.

Vital statistics

	Thailand	
	2019	2018
Exhibition venues	10	10
Venue space (m ²)	252,523	252,523
Major events	108	104
Net area sold (m ²)	679,750	663,250

Key contacts

Thai Exhibition Association (TEA)

Mr. Talun THENG

President

www.thaitradeshow.com

UFI members

	Name	Member type
1	BITEC	Exhibition Centre Operator
2	Expolink Global Network Limited	Exhibition Organiser
3	Informa Markets (Thailand)	Exhibition Organiser
4	Inter-Media Consultant Co. Ltd.	Exhibition Organiser
5	N.C.C. Exhibition Organizer Co. Ltd.	Exhibition Organiser
6	QSNCC	Exhibition Centre Operator
7	Reed Tradex Company Limited	Exhibition Organiser
8	Thai Exhibition Association (TEA)	Exhibition Industry Association
9	Thailand Convention & Exhibition Bureau (TCEB)	Tourism Board and Convention Bureau
10	VNU Exhibitions Asia Pacific Co.	Exhibition Organiser

As of 20th August 2020

Events approved by UFI

	Company	Events approved by UFI	Frequency
1	Comexposium	Concrete Asia	Once a year
2	Comexposium	SIMA Asean	Once a year
3	Informa Markets – Amsterdam	Fi Asia	Once a year
4	Informa Markets (Thailand)	Food and Hotel Thailand	Once a year
5	Inter-Media Consultant Co. Ltd.	Thailand International Motor Expo	Once a year
6	Koelnmesse Pte Ltd. (Singapore)	THAIFEX – World of Food Asia	Once a year
7	N.C.C. Exhibition Organizer Co. Ltd	Thailand Dive Expo	Once a year
8	Reed Tradex Company Limited	Assembly & Automation Technology	Once a year
9	Reed Tradex Company Limited	Automotive Manufacturing	Once a year

	Company	Events approved by UFI	Frequency
10	Reed Tradex Company Limited	COSMEX	Once a year
11	Reed Tradex Company Limited	GFT	Every 2 years
12	Reed Tradex Company Limited	Intermold Thailand	Once a year
13	Reed Tradex Company Limited	InterPlas Thailand	Once a year
14	Reed Tradex Company Limited	Metalex	Once a year
15	Reed Tradex Company Limited	NEPCON thailand	Once a year
16	Singapore Exhibition Services (Pte) Limited	MTA-Precision Engineering	Every 2 years
17	VNU Exhibitions Europe	VIV Asia	Every 2 years

As of 20th August 2020

Vietnam

GDP (2019):	US\$1,001.5 billion
GDP per capita growth:	6.0%
GDP growth (2018):	7.1%
GDP growth (2019):	7.0%
GDP growth (2020f):	2.7%
GDP growth (2021f):	7.0%
Inflation (2020f):	3.2%
Population (million):	96.5



Trade fair industry

In 2019, net space sold in Vietnam grew by a robust 6.3% - continuing a trend of 6% to 7% growth in recent years. Space sold increased from 223,000 m² in 2018 to 237,000 m² in 2019.

Over the past five years, Vietnam was one of the faster growing markets in the region, up 30% (vs. the regional average of 23.8%) from 2015 to 2019. Vietnam hosted 73 trade fairs in 2019, which generated estimated revenues of US\$70 million.

Along with Thailand, Vietnam appears to have handled the COVID-19 pandemic remarkably well, with less than 1,000 cases since January 2020. The trade fair industry in Vietnam is small - roughly the same size as that of Macau.

The local industry will likely experience a drop of 70% to 80% in 2020 - and depending on the emergence of a vaccine or effective treatment, 2021 net space sales in Vietnam will likely be in the range of 50% of 2019 levels.



In the long-term, Vietnam remains, along with Indonesia and the Philippines, as one of the more under-served and under-developed exhibition markets in Asia. The potential upside has been and remains attractive, with a population of 95 million and a US\$240 billion economy that has consistently posted GDP growth of 6+%. Once the global pandemic is brought under control, Vietnam's trade fair market should return its impressive record of 6+% growth.

Brief economic overview

Vietnam's economy continued to show fundamental strength and resilience in the face of 2019's slowed global economy – achieving GDP growth of 7%. Growth was driven by a strong export-oriented manufacturing and processing industry, with private consumption boosted by an expanding middle-income class, rising wages and high Foreign Direct Investment. The industry and construction sector expanded by 8.9% and the service sector grew by 7%, contributing 48.6% and 42.7%, respectively, to the overall growth rate. The agricultural and aqua-cultural sector achieved record turnover of US\$41.3 billion, for overall growth of 3.8%. However, the livestock industry continued to suffer from various diseases, including swine flu.

In spite of trade wars and tightened regulations set by foreign markets, Vietnam's exports expanded by 8.4% in 2019 – nearly four times faster than the world average. Imports grew by 6.8%, with electronics and machinery being the main imports. During the fiscal year, as a result of tightening monetary policies and limits on new government guarantees, government debt was recorded at 54.3% of GDP versus 55.6% in 2018. This resulted in a trade balance surplus for the fourth year in a row. Inflation dropped to 2.8% from 3.5% in the previous year. The low unemployment rate of 2.2% is expected to remain stable. The Vietnamese Dong was one of the steadiest currencies in Asia – riding on the country's favourable macro-economic performance and flexible forex management by the country's central bank.

The health impact of the COVID-19 outbreak has not been as severe in Vietnam as in other countries, due to proactive measures at the national and local levels. However, Vietnam's economic growth is deeply integrated with the global economy. As a result, it has been hit hard by the pandemic. In order to combat the crisis, the government launched a US\$10.8 billion (about 0.4% of GDP) credit support package in early March, which included policies to restructure loan terms and reduce interest rates and fees. In addition, the government has also offered two budget support packages valued at US\$1.3 billion, which include a reduction in taxes and fees for affected companies and an extension of tax payment schedules.

Looking ahead, while the macro-economic and fiscal framework appears resilient, the impact of the ongoing pandemic is hard to predict given the uncertainty surrounding its magnitude and duration. Economic growth is forecast to slow down to 2.7% in 2020 – much lower than the pre-pandemic projection of 6.5%. The continued lack of foreign tourists and a dearth of overseas export demand are expected to be the main hurdles in regaining pre-pandemic growth levels. However, assuming the relative control of the pandemic both in Vietnam and in the world, the Vietnamese economy should rebound

in 2021, driven by the strong government reforms to provide an improved and digitally-driven business environment.

Vital statistics

	Vietnam	
	2019	2018
Exhibition venues	3	3
Venue space (m ²)	22,278	22,278
Major events	73	69
Net area sold (m ²)	639,250	223,000

UFI members

	Name	Member type
1	Dongnam Advertising and Commercial Promotion JSC	Exhibition Organiser
2	VINEXAD	Exhibition Organiser

As of 20th August 2020

Events approved by UFI

	Company	Events approved by UFI	Frequency
1	CP Exhibition Ltd.	Vietnam Saigon Textile & Garment Industry and Fabric Expo	Once a year
2	Dongnam Advertising and Commercial Promotion JSC	VIETAD	Twice a year
3	VINEXAD	Vietfood & Beverage – Propack Vietnam	Once a year
4	Zhejiang Broad International Convention and Exhibition Co. Ltd.	Zhejiang Export Fair (Vietnam)	Once a year

As of 20th August 2020

Data sources

The commentaries above have been drawn from various sources, most notably public reports from:

- Asian Development Bank
- BBC News
- Bloomberg News
- Caijing.com
- CNN.com
- IMF
- Macau Statistics & Census Service
- Reuters
- World Bank.

Commentary on each economy and trade fair market has been supplied by BSG.