

The Trade Fair Industry in Asia, 15th edition

An UFI Report researched and compiled by Business Strategies Group
EXECUTIVE SUMMARY - for UFI members only

This Executive Summary is extracted from the 15th edition of the full report, *The Trade Fair Industry in Asia*, which consists of over 120 pages of data and analysis. The report was produced by [Business Strategies Group Ltd.](#) (BSG) in Hong Kong on behalf of [UFI](#), the Global Association of the Exhibition Industry. It is designed to provide those working in the industry or with an interest in trade fair data with a 'roadmap' of the industry in Asia: key players, the size and structure of the industry and our views on where it is going. The views are those of the writers of the report and do not, necessarily represent official UFI positions.

BSG's research shows that 23.4 million net m² of space was sold by exhibition organisers to their clients in Asia in 2018. This represents growth of total net space sold in 2018 of 4.8% - up from 22,307,250 m² in 2017 to 23,377,500 m² in 2018. Of that total, more than 59% was sold in China and 9.2% in Japan. Among the 2,424 Asian trade fairs included in BSG's database, some 730 were held in Mainland China compared with 305 in Japan the region's second largest market.

Table 1: Trade fair markets by estimated net square metres sold, 2018

	No. of trade fairs identified	Estimated annual size in m ²
China	730	13,733,250
Japan	305	2,145,250
India	229	1,306,250
Korea	165	1,058,000
Hong Kong	84	978,000
Taiwan	140	863,750
Thailand	104	663,250
Australia	200	662,750
Malaysia	87	415,000
Singapore	85	396,000
Indonesia	72	273,250
Macau	27	228,750
Vietnam	69	223,000
Philippines	57	219,250
Pakistan	28	102,250
Myanmar	30	85,500
Cambodia	12	24,000
Total	2,424	23,377,500

Source: BSG research

In 2018, growth across the region slowed compared to recent years. The exhibition industry in Asia in 2018 grew by 4.8% in terms of space sold, compared with a year-on-year increase of 7.0% in 2017, 5.5% in 2016 and 5.6% in 2015. One of the smallest markets, Cambodia, was the fastest growing market in 2018 (up 41%), followed by Myanmar (20%), India (10%), Malaysia (7.7%) and Vietnam (6.4%).

Among the larger markets, India and China both grew faster than the regional average. Asia's largest market, China, exceeded the regional average growing by 5.5% and adding 700,000 m² of space sold bringing its 2018 total to 13.73 million m². Other large markets recorded more moderate growth. Net space sold in Australia and Korea were both up by about 3.0%, while Japan grew by 1.2% and Hong Kong by 1.1%.

Overall, revenues from trade fairs in Asia in 2018 were US\$5.8 billion, up 4.0% compared with the 2017 figure. Revenues in 2017 were up 6.2% vs. 2016. And in 2016, revenues were up 6.2% compared with the previous year. In terms of revenues, China continues to hold the top position. In 2018, estimated trade fair revenues in China were US\$2.4 billion, a 3.1% increase year-on-year. Revenues in Japan, the

second largest market, increased by 3.9% year-on-year, rising from US\$1.01 billion to US\$1.05 billion.

The following table ranks the markets in Asia according to BSG's estimates of trade fair sales revenues. However, it is important to note that BSG maintains that the most reliable measure of growth in this report is *net square metres sold*.

Table 2: Trade fair markets by estimated revenues, 2018

	No. of trade fairs identified	Estimated annualised revenues (US\$)
China	730	2,360,698,000
Japan	305	1,045,089,750
Hong Kong	84	391,742,250
Korea	165	324,911,250
Australia	200	316,436,250
India	229	294,337,750
Thailand	104	232,710,000
Taiwan	140	212,218,250
Singapore	85	183,949,000
Malaysia	87	143,949,000
Indonesia	72	74,937,500
Vietnam	69	65,789,250
Macau	27	55,438,500
Philippines	57	35,788,750
Myanmar	30	28,216,750
Pakistan	28	26,185,750
Cambodia	12	7,334,250
Total	2,424	5,799,732,250

Source: BSG research

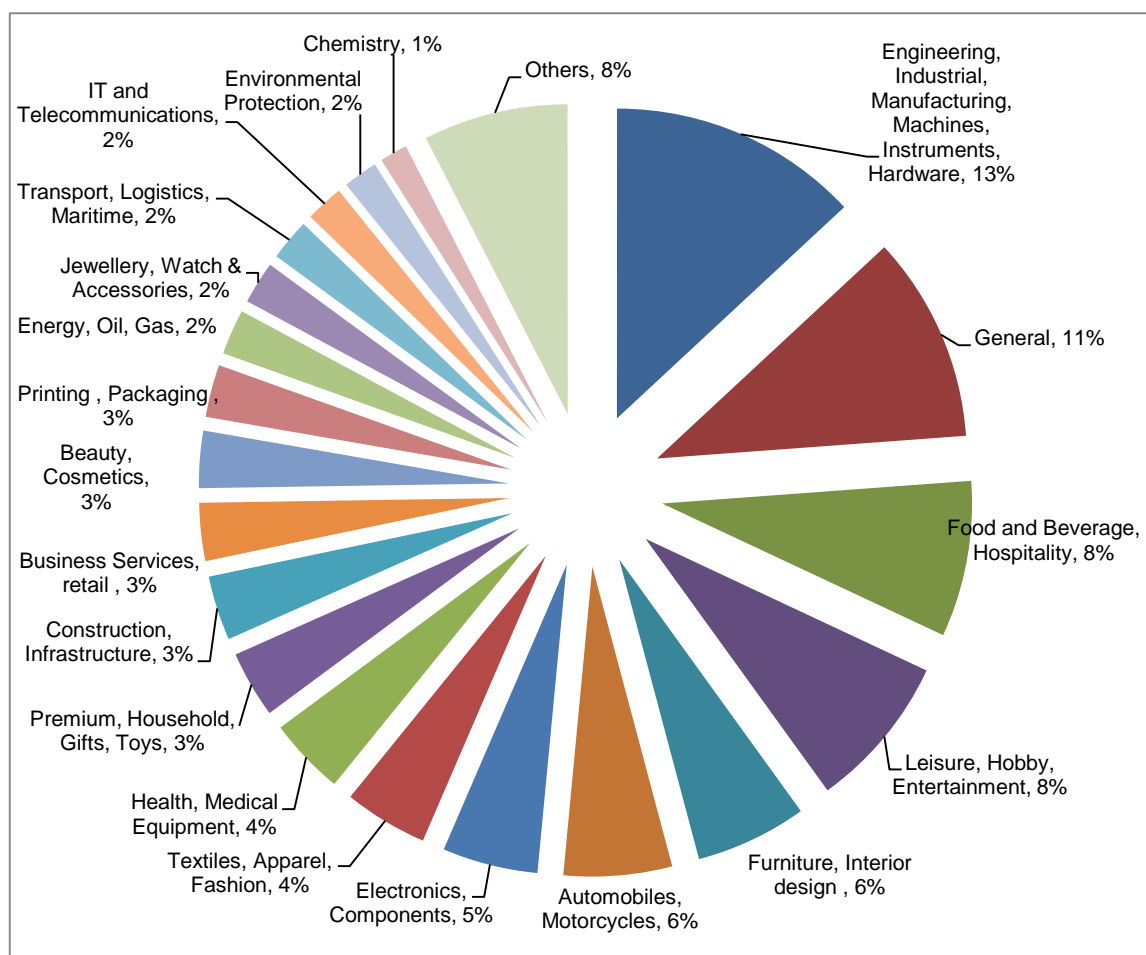
By industry

Engineering / industrial goods remained the top category this year accounting for 3,057,000 m² of space sold, followed by the general (consumer) goods category with 2,514,500 m², and F&B with 1,903,250 m². The three other categories with more than one million m² sold were leisure (1,885,250 m²), furniture (1,358,250 m²), automobiles (1,323,250 m²), electronics (1,162,000 m²) and textiles (1,022,500 m²). The health (936,000 m²) and premiums (815,000 m²) categories complete the top ten.

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 (engineering / industrial, and general goods) accounted for more than 10% of space sold in 2018. The F&B, leisure, furniture and automobile 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, 2018



Source: BSG research

Forecasts for 2019

In 2018, we forecasted growth of 6.2% average growth across the region. The actual 2018 figure was somewhat lower at 4.8%. Net space sold grew from 22.3 million m² in 2017 to 23.4 million m² in 2018.

In 2019, BSG is forecasting regional growth in the Asian trade fair industry of 4.3% year-on-year, measured in terms of net space sales. This will result in total net space

sales of 24.4 million m². The key growth markets are expected to remain India and Southeast Asia, with China expected to slightly outperform the regional average.

Lower growth rates are forecast in the more mature markets of Australia and Korea, while Hong Kong and Japan face serious headwinds. Hong Kong is already a mature, space constrained market, and with the social unrest and on-going protests, Hong Kong will be fortunate to post growth of between 0% and 1%.

Exhibition Centres

By the end of 2019, there will be 272 purpose-built exhibition venues in Asia. In 2005, when BSG published its first edition of this report, there were just 101 venues.

More than 77% of all venue capacity in Asia is now located in China – that is a remarkable 19 times more than the capacity of the next largest market, Japan (8.4 million m² in China vs. 433,409 m² in Japan).

By the end of 2019, there will be 161 venues in China. Following China are: India (16 venues), Japan (15), Korea (14), Australia (12), Thailand (10) and Indonesia (nine).

Table 3: Number of venues & total capacity in Asia, end 2019

Country/Region	2019 Total gross indoor size (m ²)	No. of centres
China	8,434,378	161
Japan	433,409	15
India	388,780	16
Korea	268,032	14
Thailand	252,523	10
Singapore	219,970	4
Australia	205,997	12
Taiwan	151,298	5
Hong Kong	149,820	2
Malaysia	127,135	7
Indonesia	120,135	9
Macau	76,715	2
Pakistan	37,191	2
Philippines	36,635	5
Vietnam	22,278	3
Myanmar	13,000	3
Cambodia	11,156	2
Total	10,948,452	272

Source: BSG research