

ESCA 2022

Exhibition & Event Industry Trends – How Will They Shape Your Future?

28th June 2022
Asheville, NC



Kai Hattendorf
kh@ufi.org

EXHIBITIONS DAY 1 JUNE 2022

GLOBAL EXHIBITIONS DAY OF



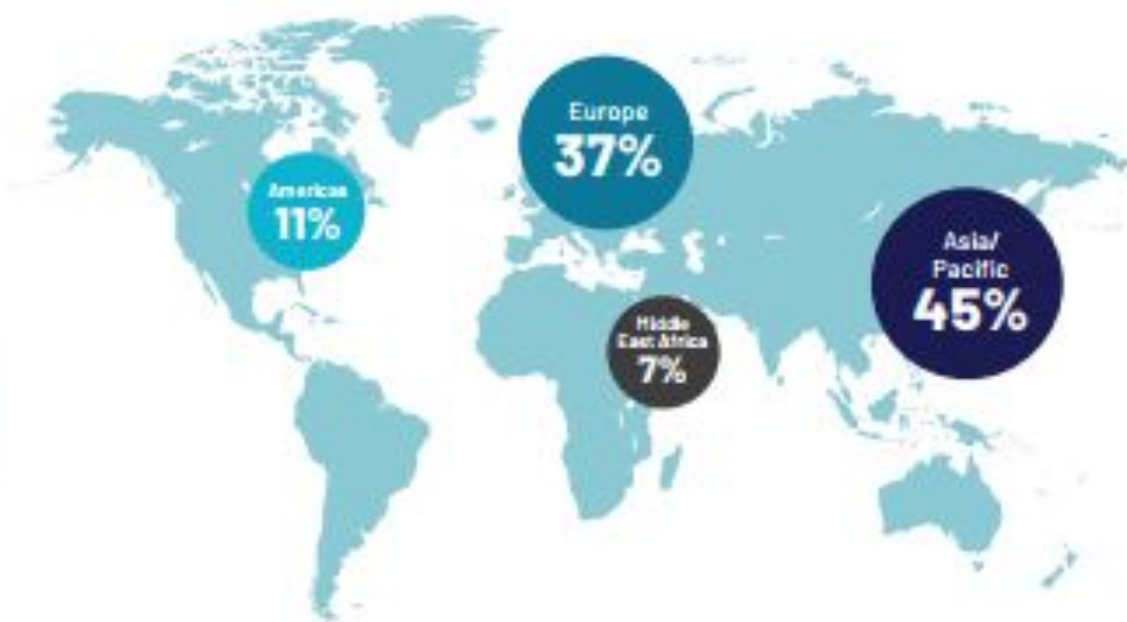
820 member organisations in 86 countries and markets around the world are presently signed up as members.

MEMBERS PER ACTIVITY



More than 900 UFI approved events proudly bear the UFI approved label, a quality guarantee for visitors and exhibitors alike.

MEMBERS PER REGION





Latin American Conference
Spring
2018 Mexico City
2020 Buenos Aires
2021 Digital Sessions
2022 Buenos Aires

Global CEO Summit
February
2018 Cannes
2019 London
2020 Rome
2021 Digital
2022 Hamburg

UFI Global Congress
October/November
2018 St. Petersburg
2019 Bangkok
2020 London, Hong Kong, Bogotá, Dubai – Digital
2021 Rotterdam
2022 Muscat
2023 Las Vegas

Asia-Pacific Conference
Spring
2018 Kuala Lumpur
2019 Tokyo
2020 Macau*
2021 Digital
2022 Across Asia

Asia CEO Summit
October
2021 Singapore
2022 Singapore

European Conference
Spring
2018 Verona
2019 Birmingham
2020 Gothenburg*
2021 Digital
2022 Poznan

MEA Conference
Spring
2016 Beirut
2019 Dubai
2021 Dubai

Other events include:

- Forums (Operations & Services, Sustainable Development, HR, Marketing, Digital Innovation)
- UFI connects (online sessions)

*cancelled due to COVID-19

Global Congress Las Vegas Nov 1 – 4, 2023





EVENTS

UFI events are key platforms to meet industry peers



EDUCATION

Access to high-range educational programmes and certification



RESEARCH

Access to industry resources and UFI publications



ADVOCACY

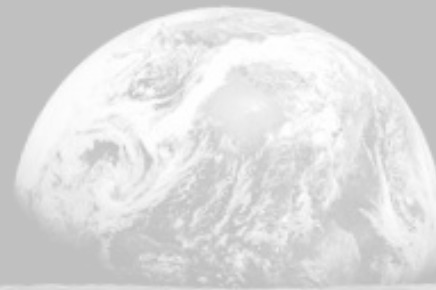
UFI advocates on behalf of the exhibition industry, globally



The BIG picture

The Trends

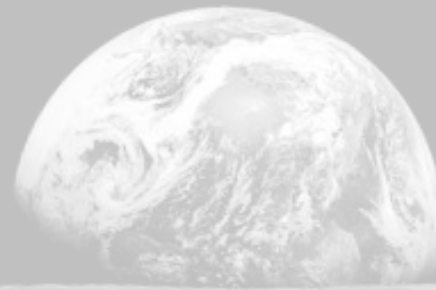
The Actions



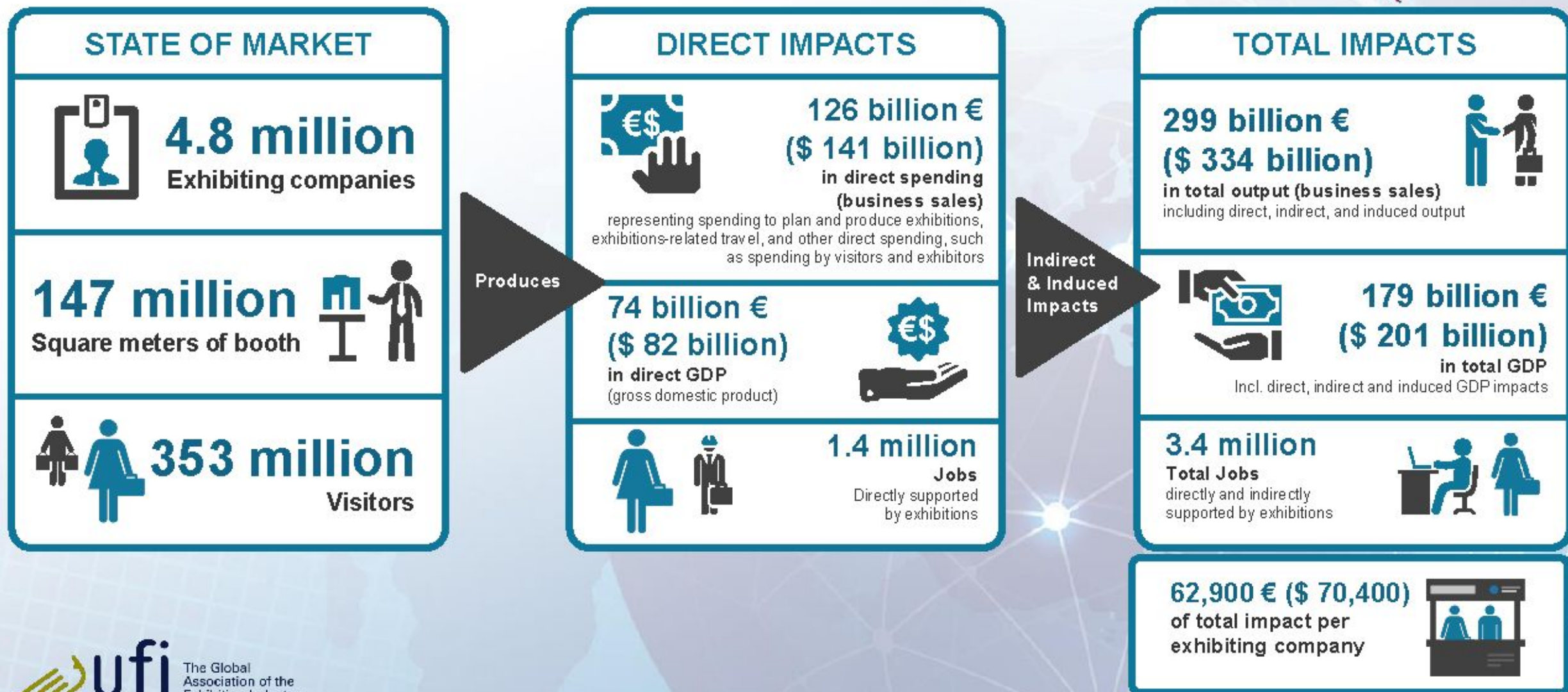
The BIG picture

The Trends

The Actions



Global Economic Impact of Exhibitions: World



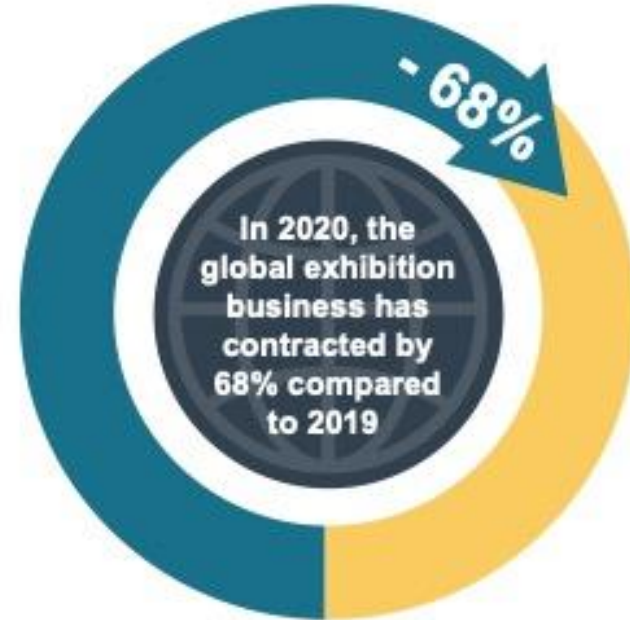
COVID-19 economic damage on exhibitions globally



of total output affected
in exhibition and
exhibition-related activities

2.4 million jobs

affected in exhibition and
exhibition-related activities



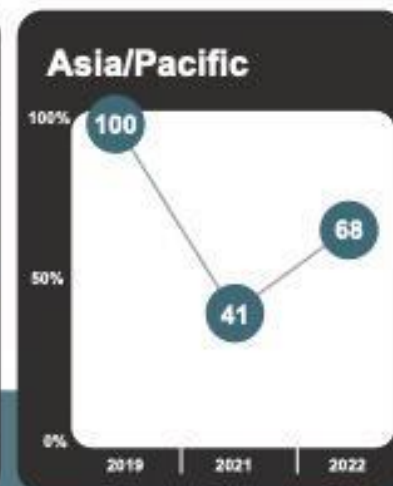
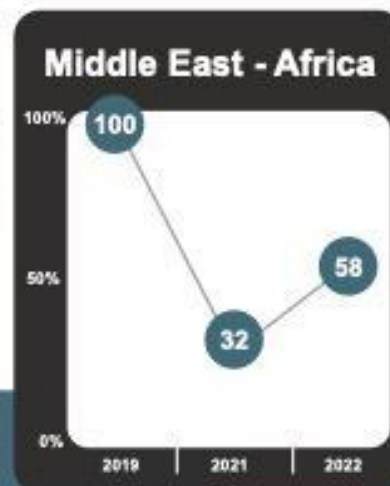
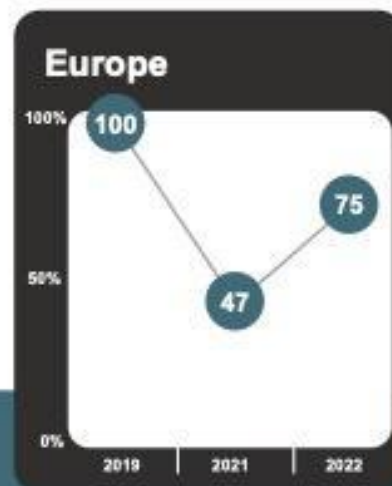
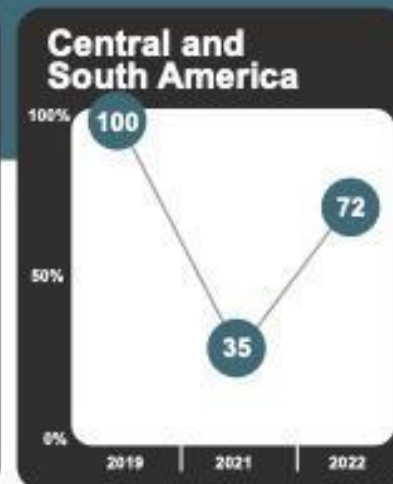
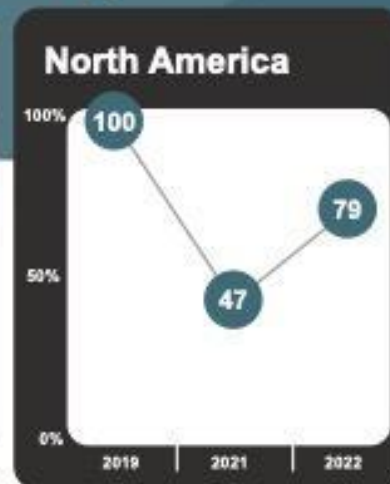
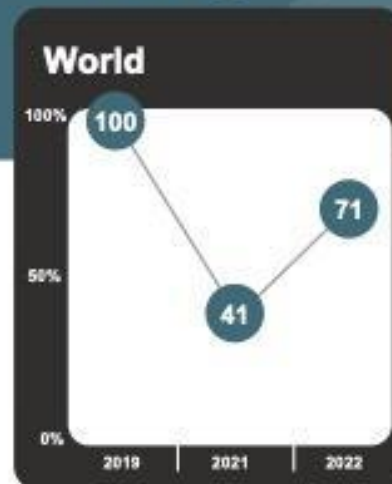
of contracts between
exhibition participants
not generated

Exhibition Industry Revenues Expected to Rebound Significantly

Industry to regain significant revenues again in 2022, compared to 2021



Based on data from 359 exhibition industry companies globally



Exhibition Industry Revenues Expected to Grow Across All Markets in 2022

● 2021 ● 2022

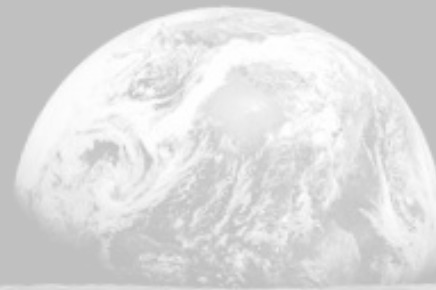


Based on data from 359 exhibition industry companies globally

The BIG picture

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Global Exhibition Industry Sentiment

Expected developments 2021 - 2022

"Yes" or "Most probably"

● June 2020 ● June 2021 ● January 2022



Covid-19 confirms
the value of face to
face events - sector
bounces back quickly



A push towards
"hybrid" events, more
digital elements
at events



"Virtual" events
replacing "physical"
events

Based on data from 401 exhibition industry companies globally

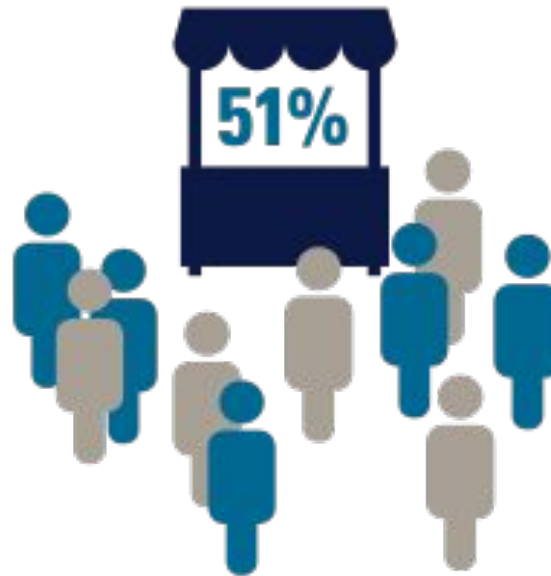
REDUCED NETWORKING OPPORTUNITIES

66% still impacted



LESS BRAND EXPOSURE

51% still impacted



FEWER LEADS GENERATED

44% still impacted

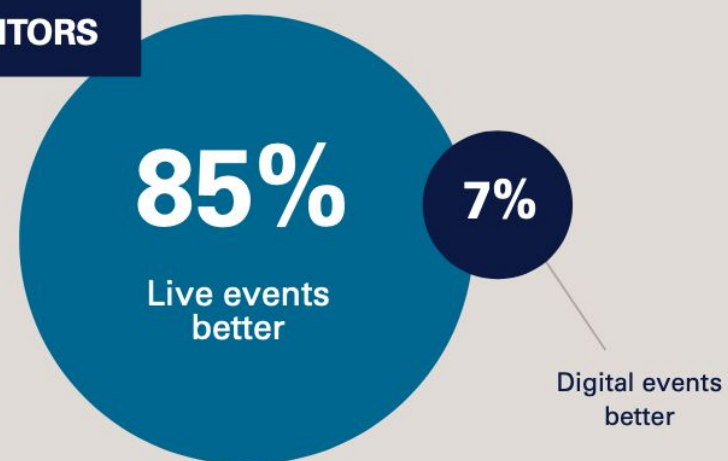


How do digital events compare to live events for networking?

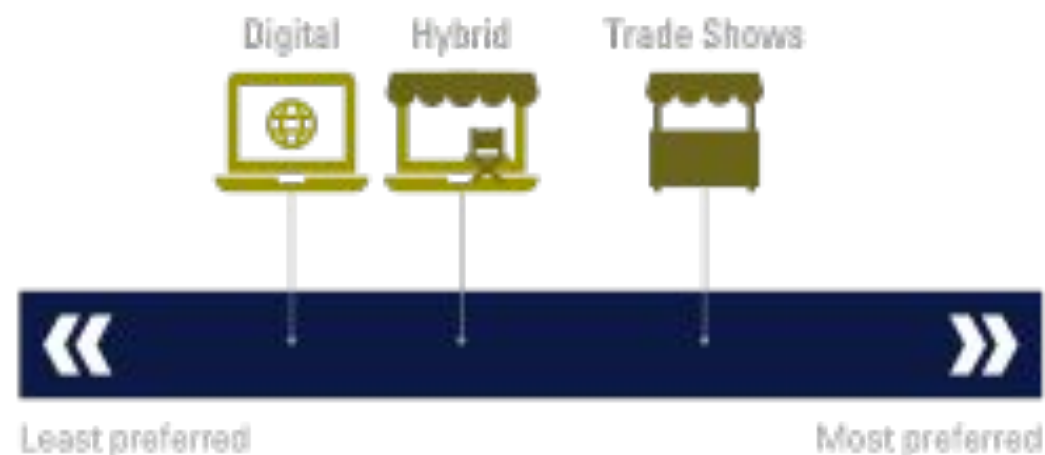
EXHIBITORS



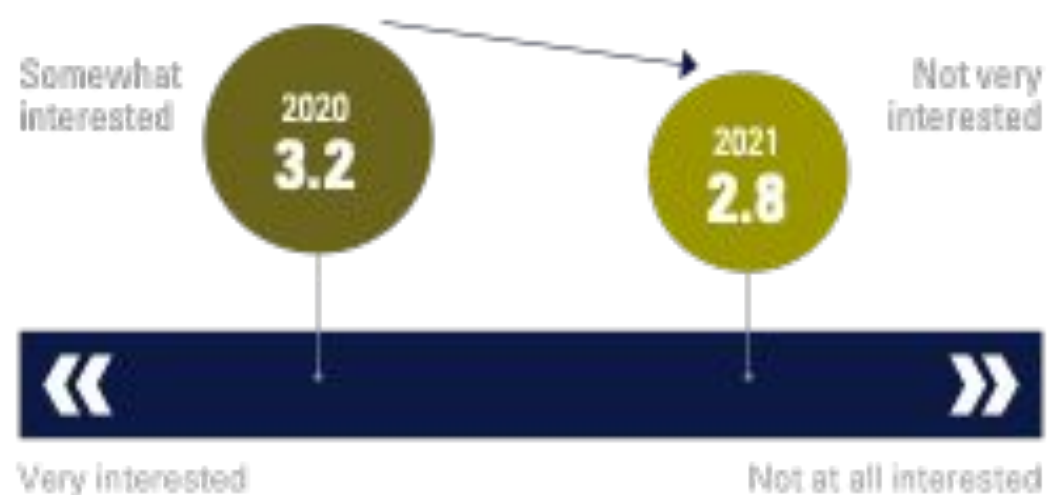
VISITORS



VISITORS: HOW DO DIFFERENT TYPES OF EVENTS COMPARE?



VISITORS: CHANGING INTEREST IN ATTENDING HYBRID EVENTS



REIMAGINING BUSINESS EVENTS THROUGH COVID-19 AND BEYOND



Jointly presented by



The Global
Association of the
Exhibition Industry

In many ways, COVID-19 has levelled the playing field. It has highlighted the vulnerabilities of traditional business event formats and cast the importance of innovation into sharper focus. It has forced the sector to experiment and proactively embark on business transformation, addressing market requirements as leadership roles shift between innovators and incumbents.

There are three major areas that business events players need to reimagine as they prepare for recovery:

- **Business Models**
- **Delegate Experience**
- **Talent and Capabilities**

In this section, sector leaders from all around the world share thoughts on how to undertake such transformation.

Reimagine Business Models



Think and behave like a start-up



Find your core



Improvise and diversify

Reimagine the Delegate Experience



Dream big, but start small



Go multi-channel

Reimagine Talent and Capabilities



Engage proactively and transparently with employees



Cultivate stronger digital literacy and skills

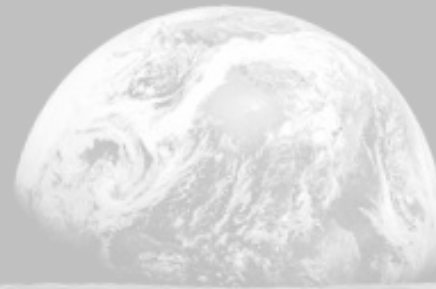


Source ideas and talent from different places

The BIG picture

The Trends

The Actions



SHORT Term next 6-12 months



Staffing Challenges

Health & Safety Measures



Pent-up Demand

Post-pandemic mindset



1.2 设计定制馆/户外空间馆
Custom Design & Outdoor Space

2.2 整体设计法 Integrated Design

SHEN ZHEN
CHANG JIANG FURNITURE

智能环保
健康生活

86-755-2811/6666

—新品上市 欢迎品鉴—

Booth NO. 1.2D02

新领域 新机遇

展位号: S2.1B11

幼兒國家具及整體裝修

4000-997-NXX

**第四届中国（广州）国际医药博览会
暨南沙·白云山大会**

1999, 2000, 2001, 2002, 2003, 2004, 2005, 2006, 2007, 2008, 2009, 2010, 2011, 2012, 2013, 2014, 2015, 2016, 2017, 2018, 2019, 2020, 2021, 2022, 2023, 2024, 2025, 2026, 2027, 2028, 2029, 2030, 2031, 2032, 2033, 2034, 2035, 2036, 2037, 2038, 2039, 2040, 2041, 2042, 2043, 2044, 2045, 2046, 2047, 2048, 2049, 2050, 2051, 2052, 2053, 2054, 2055, 2056, 2057, 2058, 2059, 2060, 2061, 2062, 2063, 2064, 2065, 2066, 2067, 2068, 2069, 2070, 2071, 2072, 2073, 2074, 2075, 2076, 2077, 2078, 2079, 2080, 2081, 2082, 2083, 2084, 2085, 2086, 2087, 2088, 2089, 2090, 2091, 2092, 2093, 2094, 2095, 2096, 2097, 2098, 2099, 2100, 2101, 2102, 2103, 2104, 2105, 2106, 2107, 2108, 2109, 2110, 2111, 2112, 2113, 2114, 2115, 2116, 2117, 2118, 2119, 2120, 2121, 2122, 2123, 2124, 2125, 2126, 2127, 2128, 2129, 2130, 2131, 2132, 2133, 2134, 2135, 2136, 2137, 2138, 2139, 2140, 2141, 2142, 2143, 2144, 2145, 2146, 2147, 2148, 2149, 2150, 2151, 2152, 2153, 2154, 2155, 2156, 2157, 2158, 2159, 2160, 2161, 2162, 2163, 2164, 2165, 2166, 2167, 2168, 2169, 2170, 2171, 2172, 2173, 2174, 2175, 2176, 2177, 2178, 2179, 2180, 2181, 2182, 2183, 2184, 2185, 2186, 2187, 2188, 2189, 2190, 2191, 2192, 2193, 2194, 2195, 2196, 2197, 2198, 2199, 2200, 2201, 2202, 2203, 2204, 2205, 2206, 2207, 2208, 2209, 2210, 2211, 2212, 2213, 2214, 2215, 2216, 2217, 2218, 2219, 2220, 2221, 2222, 2223, 2224, 2225, 2226, 2227, 2228, 2229, 2230, 2231, 2232, 2233, 2234, 2235, 2236, 2237, 2238, 2239, 2240, 2241, 2242, 2243, 2244, 2245, 2246, 2247, 2248, 2249, 2250, 2251, 2252, 2253, 2254, 2255, 2256, 2257, 2258, 2259, 2260, 2261, 2262, 2263, 2264, 2265, 2266, 2267, 2268, 2269, 2270, 2271, 2272, 2273, 2274, 2275, 2276, 2277, 2278, 2279, 2280, 2281, 2282, 2283, 2284, 2285, 2286, 2287, 2288, 2289, 2290, 2291, 2292, 2293, 2294, 2295, 2296, 2297, 2298, 2299, 2300, 2301, 2302, 2303, 2304, 2305, 2306, 2307, 2308, 2309, 2310, 2311, 2312, 2313, 2314, 2315, 2316, 2317, 2318, 2319, 2320, 2321, 2322, 2323, 2324, 2325, 2326, 2327, 2328, 2329, 2330, 2331, 2332, 2333, 2334, 2335, 2336, 2337, 2338, 2339, 2340, 2341, 2342, 2343, 2344, 2345, 2346, 2347, 2348, 2349, 2350, 2351, 2352, 2353, 2354, 2355, 2356, 2357, 2358, 2359, 2360, 2361, 2362, 2363, 2364, 2365, 2366, 2367, 2368, 2369, 2370, 2371, 2372, 2373, 2374, 2375, 2376, 2377, 2378, 2379, 2380, 2381, 2382, 2383, 2384, 2385, 2386, 2387, 2388, 2389, 2390, 2391, 2392, 2393, 2394, 2395, 2396, 2397, 2398, 2399, 2400, 2401, 2402, 2403, 2404, 2405, 2406, 2407, 2408, 2409, 2410, 2411, 2412, 2413, 2414, 2415, 2416, 2417, 2418, 2419, 2420, 2421, 2422, 2423, 2424, 2425, 2426, 2427, 2428, 2429, 2430, 2431, 2432, 2433, 2434, 2435, 2436, 2437, 2438, 2439, 2440, 2441, 2442, 2443, 2444, 2445, 2446, 2447, 2448, 2449, 2450, 2451, 2452, 2453, 2454, 2455, 2456, 2457, 2458, 2459, 2460, 2461, 2462, 2463, 2464, 2465, 2466, 2467, 2468, 2469, 2470, 2471, 2472, 2473, 2474, 2475, 2476, 2477, 2478, 2479, 2480, 2481, 2482, 2483, 2484, 2485, 2486, 2487, 2488, 2489, 2490, 2491, 2492, 2493, 2494, 2495, 2496, 2497, 2498, 2499, 2500, 2501, 2502, 2503, 2504, 2505, 2506, 2507, 2508, 2509, 2510, 2511, 2512, 2513, 2514, 2515, 2516, 2517, 2518, 2519, 2520, 2521, 2522, 2523, 2524, 2525, 2526, 2527, 2528, 2529, 2530, 2531, 2532, 2533, 2534, 2535, 2536, 2537, 2538, 2539, 2540, 2541, 2542, 2543, 2544, 2545, 2546, 2547, 2548, 2549, 2550, 2551, 2552, 2553, 2554, 2555, 2556, 2557, 2558, 2559, 2560, 2561, 2562, 2563, 2564, 2565, 2566, 2567, 2568, 2569, 2570, 2571, 2572, 2573, 2574, 2575, 2576, 2577, 2578, 2579, 2580, 2581, 2582, 2583, 2584, 2585, 2586, 2587, 2588, 2589, 2590, 2591, 2592, 2593, 2594, 2595, 2596, 2597, 2598, 2599, 2600, 2601, 2602, 2603, 2604, 2605, 2606, 2607, 2608, 2609, 2610, 2611, 2612, 2613, 2614, 2615, 2616, 2617, 2618, 2619, 2620, 2621, 2622, 2623, 2624, 2625, 2626, 2627, 2628, 2629, 2630, 2631, 2632, 2633, 2634, 2635, 2636, 2637, 2638, 2639, 2640, 2641, 2642, 2643, 2644, 2645, 2646, 2647, 2648, 2649, 2650, 2651, 2652, 2653, 2654, 2655, 2656, 2657, 2658, 2659, 2660, 2661, 2662, 2663, 2664, 2665, 2666, 2667, 2668, 2669, 2670, 2671, 2672, 2673, 2674, 2675, 2676, 2677, 2678, 2679, 2680, 26

800-441-1111

公共空间网 电话: 1360

電話：02-2652-1111 地址：104 台北市中山區南京東路二段 104 號

企业设计现状/管理办公室

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515-3C06



512



10

10



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CES

Panasonic

#PanasonicCES

↑ Panasonic Booth Area ↑

↑ Meeting Rooms M201 - M208 (up escalator) ↑

↑ Exhibit Halls C3, C4, C5 ↑

Security

STOP THE
WALK.

UFI EUROPEAN CONFERENCE

4 MAY 2024 POZNAN POLAND



MID Term 12 – 36 months



The Climate Crisis
The Global Economy



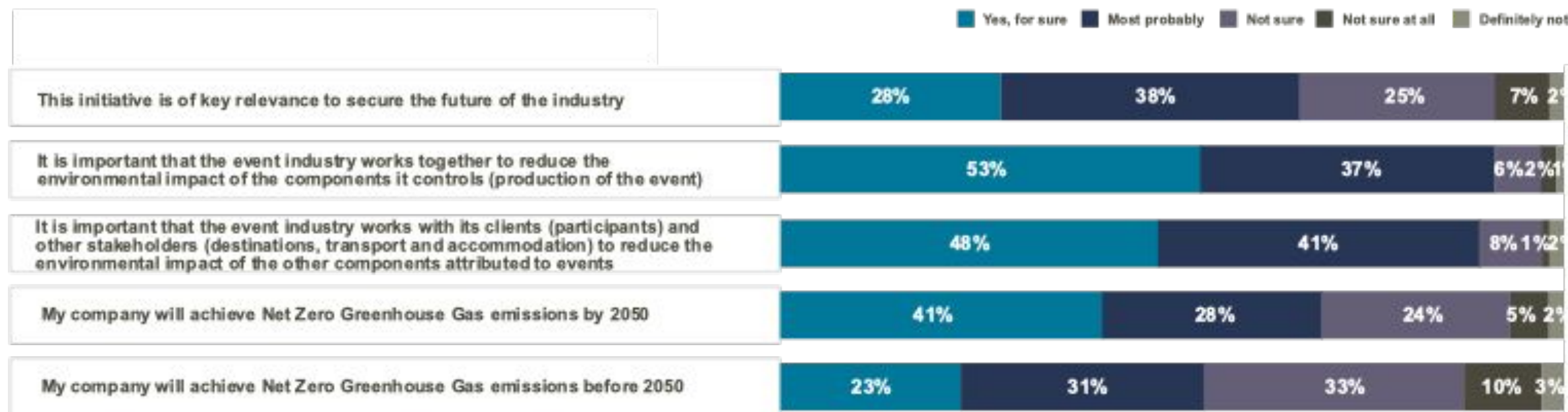
Net Zero Carbon
Events Initiative
Resilience of the
business model

NET ZERO CARBON EVENTS

[SEE PLEDGE SIGNATORIES | SUPPORTERS HERE](#)



Climate Change and Net Zero Carbon Events World

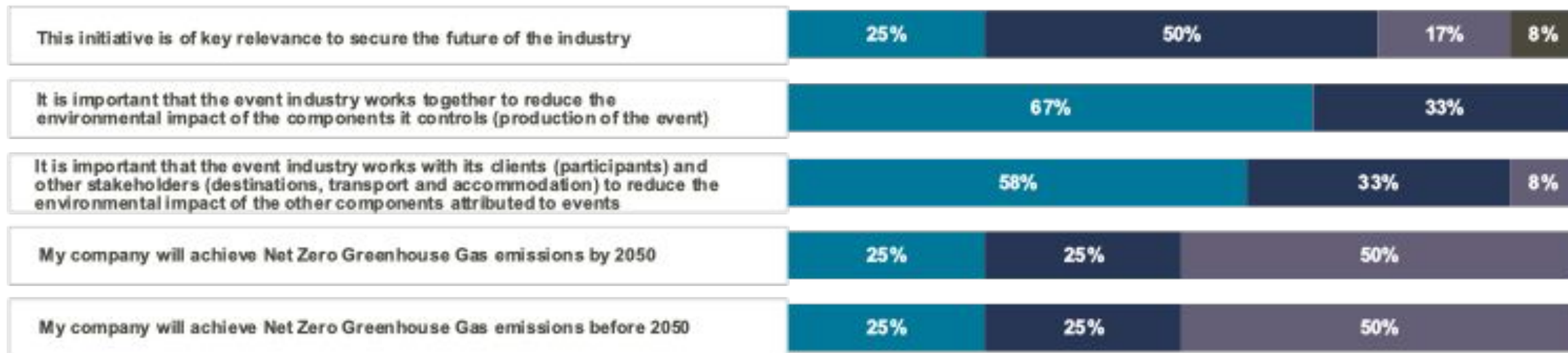


Detailed results for US



Climate Change and Net Zero Carbon Events

■ Yes, for sure ■ Most probably ■ Not sure ■ Not sure at all ■ Definitely not



LONG Term 2 – 5 years



Global Decoupling
(End of Globalisation)

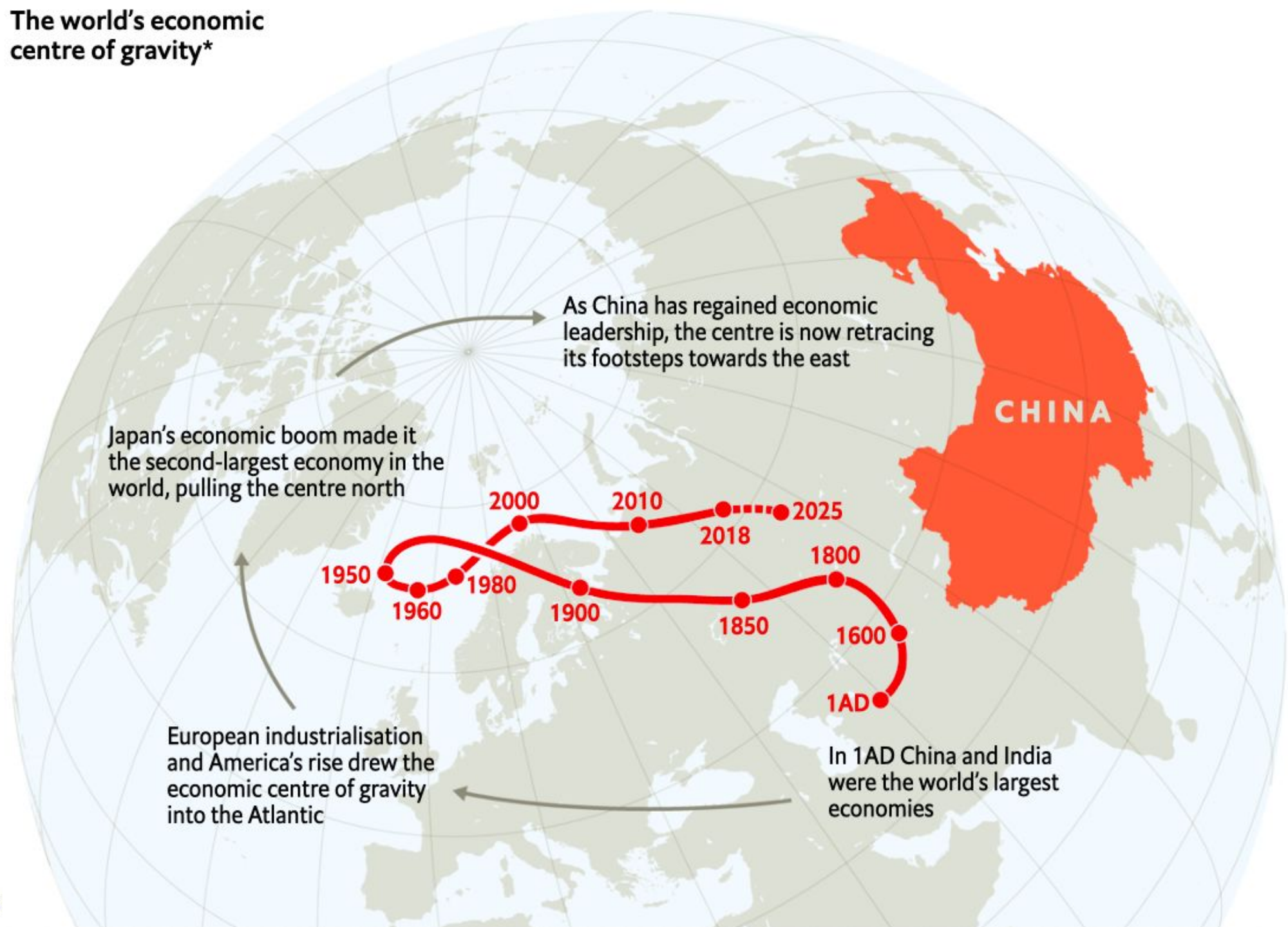
Our industry still
not being understood



Industry collaboration
around the world

Collaborative
advocacy work

The world's economic centre of gravity*



The JMIC Global Manifesto

An Industry Rationale for the Use of Business
Events as Primary Agents for Post-Pandemic
Economic Recovery and Renewal

Here's Why | 15 Ways Business Events Create Strategic Advantage in Economic Recovery and Renewal



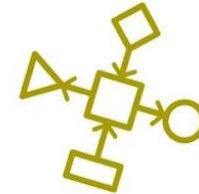
1 | Innovation & Reinvention



2 | Multi-sector Impacts



3 | Relationships & Trust



4 | Diversification & Self-sufficiency



5 | Transition & Renewal



6 | Talent & Investment



7 | Path to Sustainable Development



8 | Controlled Environment



9 | Community Legacies



10 | Uses Existing Investments



11 | Digitization



12 | Laboratories for Public Policy



13 | Support for the Visitor Economy



14 | Image & Reputation



15 | Measureable ROI

IMEX Policy Forum 2022

What does success look like?



Trade Show Executive

News, Views and Tools for Trade Show and Event Executives

"From providing relief to our small businesses to helping us bring back international exhibitors and attendees, Congress can play an important role in accelerating the comeback of the face-to-face business events industry. That's why it was wonderful to see so many industry leaders and advocates from coast to coast take part in ECA Legislative Action Week."



Tommy Goodwin,
Head of Government Affairs, ECA



