

# Global Exhibition Industry - Opportunities and Forecasts: 2015 Edition

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## Abstracts

### Scope of Report

The report titled “Global Exhibition Industry - Opportunities and Forecasts: 2015 Edition” provides an insight into the global exhibition industry along with the study of regional markets including the US, European Union, and the Asia Pacific. The report assesses the market sizing and growth of the exhibition industry in major regions, the growth drivers of the exhibition industry and various trends witnessed in the industry. The report provides information on the market size, segmentation on various parameters and distribution structure and capabilities of the leading players in the exhibition industry. The report also discusses key factors driving growth of the industry, major trends and challenges faced by major players in these countries. Further, key global event organizers like Reed Exhibitions, United Business Media (UBM), Messe Frankfurt and Informa are profiled in the report along with their financial performance and business strategies.

### Regional Analysis

US Exhibition Market

Europe Exhibition Market

Asia Pacific Exhibition Market

### Company Analysis

Reed Exhibitions

United Business Media (UBM) plc.

Messe Frankfurt

Informa plc.

## **Executive Summary**

Exhibitions are generally onetime highly organized events whose sole purpose is to enhance future sales. The growth of the global exhibition market could be attributed to various reasons with growth coming from emerging markets as the main driving force. Growth in the exhibitions market is correlated to business to business marketing spend, historically driven by levels of corporate profitability, which itself has followed overall growth in GDP, and business investment. Hence rising GDP of the countries is another key factor to the growth of exhibition industry. Better economic conditions, increased jewelry exhibition market and increased demand from business entrepreneurs are the other key factors driving the growth of Exhibition Industry.

However, with immense growth opportunities, the exhibition market faces the challenges in terms of logistics services as the key to exhibit in other nations is to maintain huge products. Logistics and infrastructure, large unmet demand of space, intense international competition and internet connectivity are a few of the bottlenecks in the growth of the industry. The market is also characterized with trends like seasonality of the industry, increasing social media and rising investor's interest in the market which could be highlighted from the fact of acquisition of Nielsen Expositions by Onex Corporation.

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