

Global Exhibition Industry: Trends and Opportunities (2013-2018)

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Abstracts

Scope of the Report

The report titled “Global Exhibition Industry: Trends and Opportunities (2013-2018)” provides an in-depth analysis of global events market with special focus on regional markets like Europe, North America, Asia/Pacific, Middle East & Africa and Central & South America. It also accesses the key opportunities and underlying trends in the market and outlines the factors that are and will be driving the growth of the industry in the forecasted period (2013-18). Further, key global event organizers like Reed Exhibitions, United Business Media (UBM) plc and Informa plc are profiled in the report.

Geographical Coverage

North America

Europe

Asia Pacific

Middle East & Africa

Central & South America

Company Coverage

Reed Exhibitions

United Business Media (UBM) plc

Informa plc

Executive Summary

Exhibition refers to permanent displays, but in common usage, 'exhibitions' are considered temporary and are usually scheduled to open and close on specific dates. Based on content of products/services displayed, exhibitions can be classified into three categories- Art exhibitions, Interpretive exhibitions and Commercial exhibitions.

The global exhibition market growth is driven by improving global economic conditions, growth in emerging markets and high quality marketing achieved from B2B exhibitions. Emerging nations are expected to report stronger revenue growth in their respective exhibitions market in comparison to its mature counterparts. High growth emerging markets like Brazil, Russia, China, Hong Kong, India, etc. are expected to report high revenue growth.

Factors which are seen as hindrance to the industry's growth are limited venue capacity for holding exhibitions, long lead time, high associated risk and increased pressure on corporates to cut down on business travels. The global exhibition industry is characterized by ongoing mergers and acquisition, prevalence of exhibition audit and popularity of consumer services and consumer goods exhibition. With cost cutting in companies across the world there is for attending events.

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