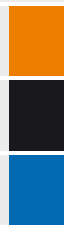




German trade fair industry figures

2015





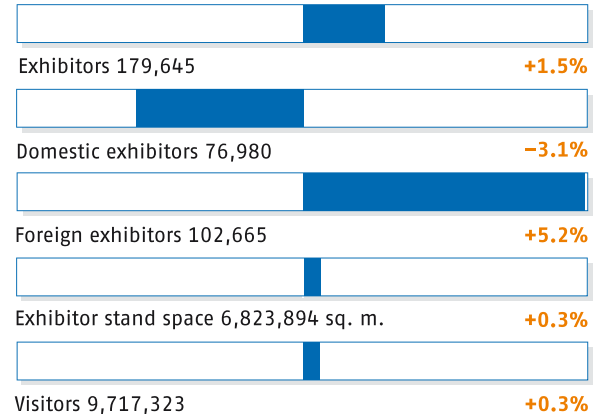
German trade fairs – in great demand

- 59,000 exhibiting companies headquartered in Germany
- 87% of exhibitors are small to medium-sized businesses
- 160–180 international and national trade fairs every year in Germany with 180,000 exhibitors and 10 million visitors
- The international advantage: 55% of exhibitors and 35% of trade visitors are from outside Germany
- 1/3 of foreign exhibitors and 1/4 of foreign visitors are from outside Europe
- 150 regional trade and consumer fairs with over 50,000 exhibitors and 6 million visitors per year

Trade Fairs in Germany 2014



The 176 international / national events in comparison to the respective previous events





Leading worldwide

- 2/3 of all leading international trade fairs take place in Germany
- Four of the world's six biggest exhibition venues are in Germany
- 26 venues with over 2.8 million square metres of hall space
- 5 organisers are among the TOP 10 in the international turnover rankings
- German trade fair organisers generated 3.4bn euros in turnover in 2014



Global players from Germany

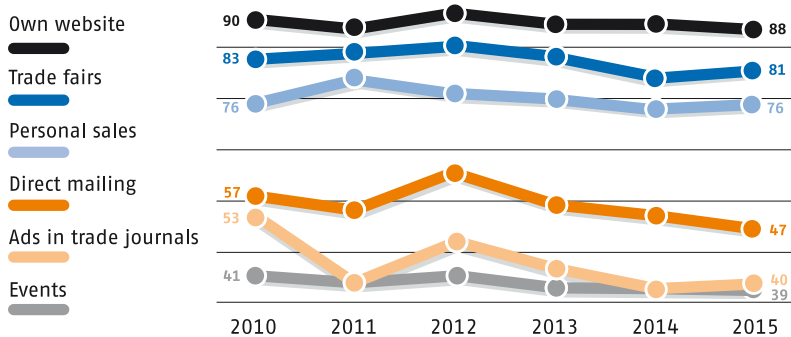
- Almost half of German exhibiting businesses also exhibit outside of Germany
- As part of the foreign trade fair programme of the German Federal Ministry for Economic Affairs and Energy, over 7000 companies participate in around 250 trade fairs abroad every year
- German trade fair companies organise around 300 trade fairs abroad on every continent with 100,000 exhibitors and 7.4 million visitors per year

AUMA_MesseTrend 2010-2015



Trade fairs in the marketing mix*

In b-to-b communication ...% of the German exhibiting companies regard as very important or important:



* representative survey conducted by TNS Emnid commissioned by AUMA among 500 companies, which exhibit at trade visitor-oriented exhibitions; November 2014



Key economic factor

- German companies spend around 40% of their B2B marketing budgets on trade fairs
- Exhibitors and visitors spend around 12 bn euros a year on trade fairs
- Annual effects on production by trade fairs are around of 23.5 bn euros
- Organising trade fairs safeguards 226,000 jobs



**Association of the German
Trade Fair Industry**
Littenstrasse 9 · 10179 Berlin
Telefon +49 30 24000-0
Telefax +49 30 24000-330

auma.de

Date: 5/2015