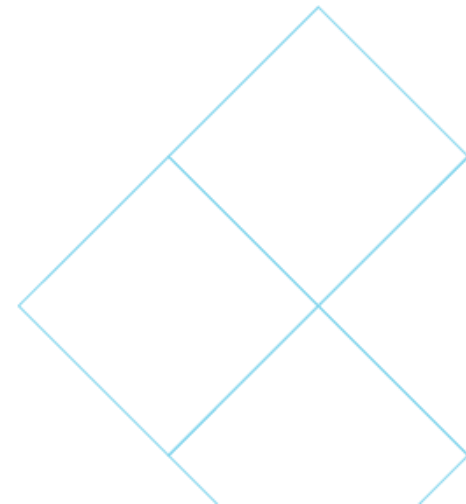




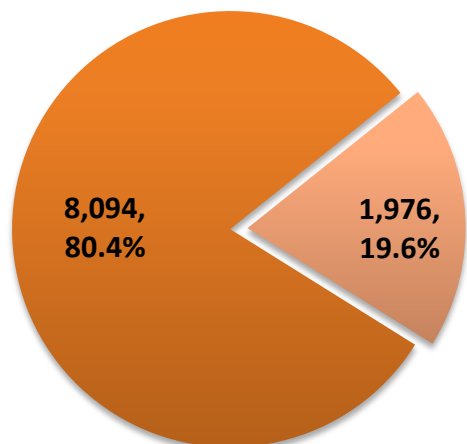
**Believe in
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The Association Meetings and The Trade Fair Industry in Asia 2011



Number of Events

Number of Events and Market Share



Other* Asia Pacific & Middle East

* North & Latin America, Africa and Europe

Hong Kong, 79

Thailand, 101

India, 105

Malaysia, 126

Taiwan, 131

Singapore, 142

Australia, 204

Republic of Korea, 207

Japan, 233

China, 302

Other, 346



China



Population (Million): 1,343.2
GDP (2012): US\$ 7,991.7 Billion
GDP per capita: US\$ 5,413.6
GDP growth (2011): 9.2%
GDP growth (2012): 8.2%
GDP growth (2013f): 8.8%
GDP growth (2014f): 8.7%

Association Market

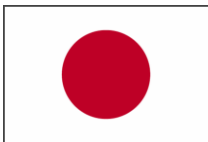
	2010	2011
Market share	3.1%	3.0%
Number of events	324	302
Estimated total number of participants	213,172	128,435
Average number of participants	652	425
Average length of events (days)	4.0	3.9
Size of meetings (participants)	50-249	
Favourite months of meetings	October	
Favourite subjects of events	Technology	
Favourite congress venues used	Hotels	

Trade Fair Market

	2010	2011
No. of trade fairs identified	517	532
Estimated annualised revenues (US\$)	1,209,369,000	1,410,533,000
Average revenue per fair (US\$)	2,339,205	2,651,378
Estimated annual size in (m ²)	8,517,500	8,733,750
Average size per fair in (m ²)	16,475	16,417

Source :

- 1) <https://www.cia.gov/library/publications/the-world-factbook/geos/ch.html>
- 2) <http://www.imf.org/>
- 3) ICCA Destination Comparison Report 2002-2011
- 4) The Trade Fair Industry in Asia 7th edition
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Japan



Population (Million): 127.3
GDP (2012): US\$ 5,981 Billion
GDP per capita: US\$ 46,972.6
GDP growth (2011): -0.7%
GDP growth (2012): 2.0%
GDP growth (2013f): 1.7%
GDP growth (2014f): 1.5%

Association Market

	2010	2011
Market share	3.2%	2.3%
Number of events	332	233
Estimated total number of participants	162,854	131,528
Average number of participants	494	555
Average length of events (days)	3.9	3.9
Size of meetings (participants)	50-249	
Favourite months of meetings	October	
Favourite subjects of events	Science	
Favourite congress venues used	Conference/Exhibition Center	

Trade Fair Market

	2010	2011
No. of trade fairs identified	329	323
Estimated annualised revenues (US\$)	796,698,000	896,511,000
Average revenue per fair (US\$)	2,421,574	2,775,576
Estimated annual size in (m ²)	1,928,250	1,873,000
Average size per fair in (m ²)	5,861	5,799

Source :

- 1) <https://www.cia.gov/library/publications/the-world-factbook/geos/ja.html>
- 2) <http://www.imf.org/>
- 3) ICCA Destination Comparison Report 2002-2011
- 4) The Trade Fair Industry in Asia 7th edition
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Republic of Korea



Population (Million): 48.8
 GDP (2012): US\$ 1,163.5 Billion
 GDP per capita: US\$ 23,679.9
 GDP growth (2011): 3.6%
 GDP growth (2012): 3.5%
 GDP growth (2013f): 3.9%
 GDP growth (2014f): 4.0%

Association Market

	2010	2011
Market share	1.9%	2.1%
Number of events	197	207
Estimated total number of participants	101,837	131,281
Average number of participants	515	626
Average length of events (days)	4.2	3.8
Size of meetings (participants)	250-499	
Favourite months of meetings	October	
Favourite subjects of events	Technology	
Favourite congress venues used	Hotels	

Trade Fair Market

	2010	2011
No. of trade fairs identified	147	152
Estimated annualised revenues (US\$)	236,268,000	240,336,000
Average revenue per fair (US\$)	1,607,265	1,581,158
Estimated annual size in (m ²)	802,750	820,250
Average size per fair in (m ²)	5,461	5,396

Source :

- 1) <https://www.cia.gov/library/publications/the-world-factbook/geos/ks.html>
- 2) <http://www.imf.org/>
- 3) ICCA Destination Comparison Report 2002-2011
- 4) The Trade Fair Industry in Asia 7th edition
- 5) The Trade Fair Industry in Asia 8th edition



Australia



Population (Million): 22
 GDP (2012): US\$ 1,585.9 Billion
 GDP per capita: US\$ 68,915.9
 GDP growth (2011): 2.0%
 GDP growth (2012): 3.0%
 GDP growth (2013f): 3.5%
 GDP growth (2014f): 3.5%

Association Market

	2010	2011
Market share	2.4%	2.0%
Number of events	254	204
Estimated total number of participants	175,429	117,795
Average number of participants	690	575
Average length of events (days)	4.1	4.2
Size of meetings (participants)	50-249	
Favourite months of meetings	July	
Favourite subjects of events	Medical Sciences	
Favourite congress venues used	Conference/Exhibition Center	

Trade Fair Market

	2010	2011
No. of trade fairs identified	166	171
Estimated annualised revenues (US\$)	179,099,000	258,091,750
Average revenue per fair (US\$)	1,078,910	1,509,308
Estimated annual size in (m ²)	528,000	522,750
Average size per fair in (m ²)	3,181	3,057

Source :

- 1) <https://www.cia.gov/library/publications/the-world-factbook/geos/as.html>
- 2) <http://www.imf.org/>
- 3) ICCA Destination Comparison Report 2002-2011
- 4) The Trade Fair Industry in Asia 7th edition
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Singapore



Population (Million): 5.3
 GDP (2012): US\$ 270 Billion
 GDP per capita: US\$ 50,323.6
 GDP growth (2011): 4.8%
 GDP growth (2012): 2.7%
 GDP growth (2013f): 3.9%
 GDP growth (2014f): 4.1%

Association Market

	2010	2011
Market share	1.4%	1.4%
Number of events	148	142
Estimated total number of participants	85,035	77,142
Average number of participants	575	543
Average length of events (days)	3.5	3.6
Size of meetings (participants)	50-249	
Favourite months of meetings	November	
Favourite subjects of events	Technology	
Favourite congress venues used	Hotels	

Trade Fair Market

	2010	2011
No. of trade fairs identified	80	97
Estimated annualised revenues (US\$)	103,420,250	122,782,500
Average revenue per fair (US\$)	1,292,753	1,265,799
Estimated annual size in (m ²)	250,000	286,500
Average size per fair in (m ²)	3,125	2,954

Source :

- 1) <https://www.cia.gov/library/publications/the-world-factbook/geos/sn.html>
- 2) <http://www.imf.org/>
- 3) ICCA Destination Comparison Report 2002-2011
- 4) The Trade Fair Industry in Asia 7th edition
- 5) The Trade Fair Industry in Asia 8th edition



Taiwan



Population (Million): 23.2
 GDP (2012): US\$ 480.4 Billion
 GDP per capita: US\$ 20,502.7
 GDP growth (2011): 4.0%
 GDP growth (2012): 3.5%
 GDP growth (2013f): 4.7%
 GDP growth (2014f): 4.7%

Association Market

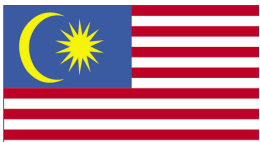
	2010	2011
Market share	1.5%	1.3%
Number of events	151	131
Estimated total number of participants	132,585	58,948
Average number of participants	575	543
Average length of events (days)	3.8	3.8
Size of meetings (participants)	50-249	
Favourite months of meetings	November	
Favourite subjects of events	Technology	
Favourite congress venues used	Hotels	

Trade Fair Market

	2010	2011
No. of trade fairs identified	74	80
Estimated annualised revenues (US\$)	97,821,750	148,103,500
Average revenue per fair (US\$)	1,321,916	1,851,294
Estimated annual size in (m ²)	552,000	619,250
Average size per fair in (m ²)	7,459	7,741

Source :

- 1) <https://www.cia.gov/library/publications/the-world-factbook/geos/tw.html>
- 2) <http://www.imf.org/>
- 3) ICCA Destination Comparison Report 2002-2011
- 4) The Trade Fair Industry in Asia 7th edition
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Malaysia



Population (Million): 29.1
 GDP (2012): US\$ 305.8 Billion
 GDP per capita: US\$ 10,466.6
 GDP growth (2011): 5.1%
 GDP growth (2012): 4.4%
 GDP growth (2013f): 4.7%
 GDP growth (2014f): 5%

Association Market

	2010	2011
Market share	1.2%	1.3%
Number of events	128	126
Estimated total number of participants	84,107	91,876
Average number of participants	575	543
Average length of events (days)	3.6	3.5
Size of meetings (participants)	50-249	
Favourite months of meetings	November	
Favourite subjects of events	Medical Sciences	
Favourite congress venues used	Hotels	

Trade Fair Market

	2010	2011
No. of trade fairs identified	49	57
Estimated annualised revenues (US\$)	87,346,500	98,299,000
Average revenue per fair (US\$)	1,782,582	1,724,544
Estimated annual size in (m ²)	265,000	302,500
Average size per fair in (m ²)	5,408	5,307

Source :

- 1) <https://www.cia.gov/library/publications/the-world-factbook/geos/my.html>
- 2) <http://www.imf.org/>
- 3) ICCA Destination Comparison Report 2002-2011
- 4) The Trade Fair Industry in Asia 7th edition
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India



Population (Million): 1,205
 GDP (2012): US\$ 1,779.2 Billion
 GDP per capita: US\$ 1,454.6
 GDP growth (2011): 7.2%
 GDP growth (2012): 6.8%
 GDP growth (2013f): 7.3%
 GDP growth (2014f): 7.5%

Association Market

	2010	2011
Market share	1.1%	1.0%
Number of events	116	105
Estimated total number of participants	120,611	51,277
Average number of participants	997	488
Average length of events (days)	4.2	3.9
Size of meetings (participants)	50-249	
Favourite months of meetings	November	
Favourite subjects of events	Medical Sciences	
Favourite congress venues used	Hotels	

Trade Fair Market

	2010	2011
No. of trade fairs identified	127	134
Estimated annualised revenues (US\$)	162,354,000	174,186,000
Average revenue per fair (US\$)	1,278,378	1,299,896
Estimated annual size in (m ²)	763,750	789,000
Average size per fair in (m ²)	6,014	5,888

Source :

- 1) <https://www.cia.gov/library/publications/the-world-factbook/geos/in.html>
- 2) <http://www.imf.org/>
- 3) ICCA Destination Comparison Report 2002-2011
- 4) The Trade Fair Industry in Asia 7th edition
- 5) The Trade Fair Industry in Asia 8th edition



Hong Kong



Population (Million): 7.1
 GDP (2012): US\$ 260.4 Billion
 GDP per capita: US\$ 36,217.6
 GDP growth (2011): 4.9%
 GDP growth (2012): 2.5%
 GDP growth (2013f): 4.2%
 GDP growth (2014f): 4.3%

Association Market

	2010	2011
Market share	0.9%	0.8%
Number of events	94	79
Estimated total number of participants	47,950	37,604
Average number of participants	517	476
Average length of events (days)	3.5	3.8
Size of meetings (participants)	50-249	
Favourite months of meetings	November	
Favourite subjects of events	Technology	
Favourite congress venues used	Conference/Exhibition Center	

Trade Fair Market

	2010	2011
No. of trade fairs identified	98	101
Estimated annualised revenues (US\$)	384,189,250	404,898,750
Average revenue per fair (US\$)	3,920,298	4,008,899
Estimated annual size in (m ²)	870,000	880,000
Average size per fair in (m ²)	8,878	8,713

Source :

- 1) <https://www.cia.gov/library/publications/the-world-factbook/geos/hk.html>
- 2) <http://www.imf.org/>
- 3) ICCA Destination Comparison Report 2002-2011
- 4) The Trade Fair Industry in Asia 7th edition
- 5) The Trade Fair Industry in Asia 8th edition



Thailand



Population (Million): 67.1
 GDP (2012): US\$ 377.1 Billion
 GDP per capita: US\$ 5851
 GDP growth (2011): 0.06%
 GDP growth (2012): 5.4%
 GDP growth (2013f): 7.5%
 GDP growth (2014f): 4.5%

Trade Fair Market

	2010	2011
No. of trade fairs identified	71	77
Estimated annualised revenues (US\$)	132,638,250	150,773,750
Average revenue per fair (US\$)	1,868,144	1,958,101
Estimated annual size in (m ²)	432,500	462,500
Average size per fair in (m ²)	6,092	6,006

Association Market

	2010	2011
Market share	0.9%	1.0%
Number of events	93	101
Estimated total number of participants	51,813	54,744
Average number of participants	544	542
Average length of events (days)	3.8	3.7
Size of meetings (participants)	50-249	
Favourite months of meetings	November	
Favourite subjects of events	Medical Sciences	
Favourite congress venues used	Hotels	

Source :

- 1) <https://www.cia.gov/library/publications/the-world-factbook/geos/th.html>
- 2) <http://www.imf.org/>
- 3) ICCA Destination Comparison Report 2002-2011
- 4) The Trade Fair Industry in Asia 7th edition
- 5) The Trade Fair Industry in Asia 8th edition

Summary of trade fair industry

Trade fair markets by number of trade fairs in percentage change, 2010 vs. 2011

Rank	Country	Trade fairs 2010 vs. 2011 in % change	Number of trade fair identified in 2011	Number of trade fair identified in 2010
1	Singapore	21.25%	97	80
2	Malaysia	16.33%	57	49
3	Thailand	8.45%	77	71
4	Taiwan	8.11%	80	74
5	India	5.51%	134	127
6	Korea	3.40%	152	147
7	Hong Kong	3.06%	101	98
8	Australia	3.01%	171	166
9	China	2.90%	532	517
10	Japan	-1.82%	323	329
	Total	3.98%	1,724	1,658

Source:

- 1) The Trade Fair Industry in Asia 7th edition
- 2) The Trade Fair Industry in Asia 8th edition

Summary of trade fair industry

Exhibition space sold (net square meters), 2010 vs. 2011

Rank	Country	Estimated size 2010 vs. 2011 in % change	Estimated annual size in m ² in 2011	Estimated annual size in m ² in 2010
1	Singapore	14.60%	286,500	250,000
2	Malaysia	14.15%	302,500	265,000
3	Taiwan	12.18%	619,250	552,000
4	Thailand	6.94%	462,500	432,500
5	India	3.31%	789,000	763,750
6	China	2.54%	8,733,750	8,517,500
7	Korean	2.18%	820,250	802,750
8	Hong Kong	1.15%	880,000	870,000
9	Australia	-0.99%	522,750	528,000
10	Japan	-2.87%	1,873,000	1,928,250
	Total	2.55%	15,289,500	14,909,750

Source :

- 1) The Trade Fair Industry in Asia 7th edition
- 2) The Trade Fair Industry in Asia 8th edition

Summary of trade fair industry

Trade fair markets by estimated revenues, 2010 vs. 2011

Rank	Country	Estimated annual revenues 2010 vs. 2011 in % change	Estimated annual revenues (US\$) in 2011	Estimated annual revenues (US\$) in 2010
1	Taiwan	51.40%	148,103,500	97,821,750
2	Australia	44.11%	258,091,750	179,099,000
3	Singapore	18.72%	122,782,500	103,420,250
4	China	16.63%	1,410,533,000	1,209,369,000
5	Thailand	13.67%	150,773,750	132,638,250
6	Malaysia	12.54%	98,299,000	87,346,500
7	Japan	12.53%	896,511,000	796,698,000
8	India	7.29%	174,186,000	162,354,000
9	Hong Kong	5.39%	404,898,750	384,189,250
10	Korea	1.72%	240,336,000	236,268,000
	Total	15.20%	3,904,515,250	3,389,204,000

Source :

- 1) The Trade Fair Industry in Asia 7th edition
- 2) The Trade Fair Industry in Asia 8th edition



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