

Exhibitions in Belgium

1992 – 2007

The evolution of an industry

Trade fairs

1992



2007

- § Strong national and general trade fairs
- § Few regional trade fairs

- § Few national and/or general trade fairs
- § Lots of regional, specific and content oriented trade fairs
- § Strong European trade fairs

Illustrations:

Eurotech /STI²

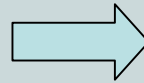
▶ easyFairs

▶ Metapro, Prologistics

Matexpo, Furniture show

Public exhibitions

1992



2007

- § Strong national public exhibitions
- § Small regional public exhibitions

- § Few strong content and event oriented national public exhibitions
- § Lots of strong regional exhibitions

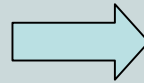
Illustrations:

Motorshow, Batibouw

Mariage, Baby, hollyday, ...

International exhibitions

1992



2007

- § Few International Exhibitions
- § Few large International congresses

- § More International exhibitions
- § Few large International congresses
- § Lots of small and medium International meetings, incentives and congresses: MICE

Illustrations:

Seafood, Decosit, Labelexpo + Post Expo, Govsec, ...

60.000 meetings/year!

What does it mean for Service providers?

- More, though smaller exhibitions
 - More Regional exhibitions
 - More International exhibitions
 - Other type of events: Meetings, Incentives and Congresses
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- Offer more flexibility
 - Offer other types of services
 - Constantly adapt our business models to a Fast Moving business

What does it mean for IFES?

IFES has to create more networking opportunities !!!

- ▶ Open to other kinds of service providers; not only stand builders
- ▶ More contacts and joint actions with other organisations: UFI, ICCA, MPI, ...

Thank you!