

# IFES

## And now – The Weather

16<sup>th</sup> June 2022  
Amsterdam



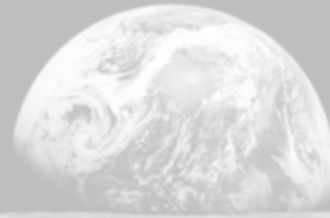
Kai Hattendorf  
kh@ufi.org



**The Climate**

**The Weather Patterns**

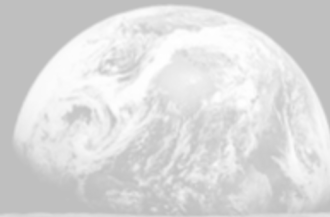
**The Forecast**



**The Climate**

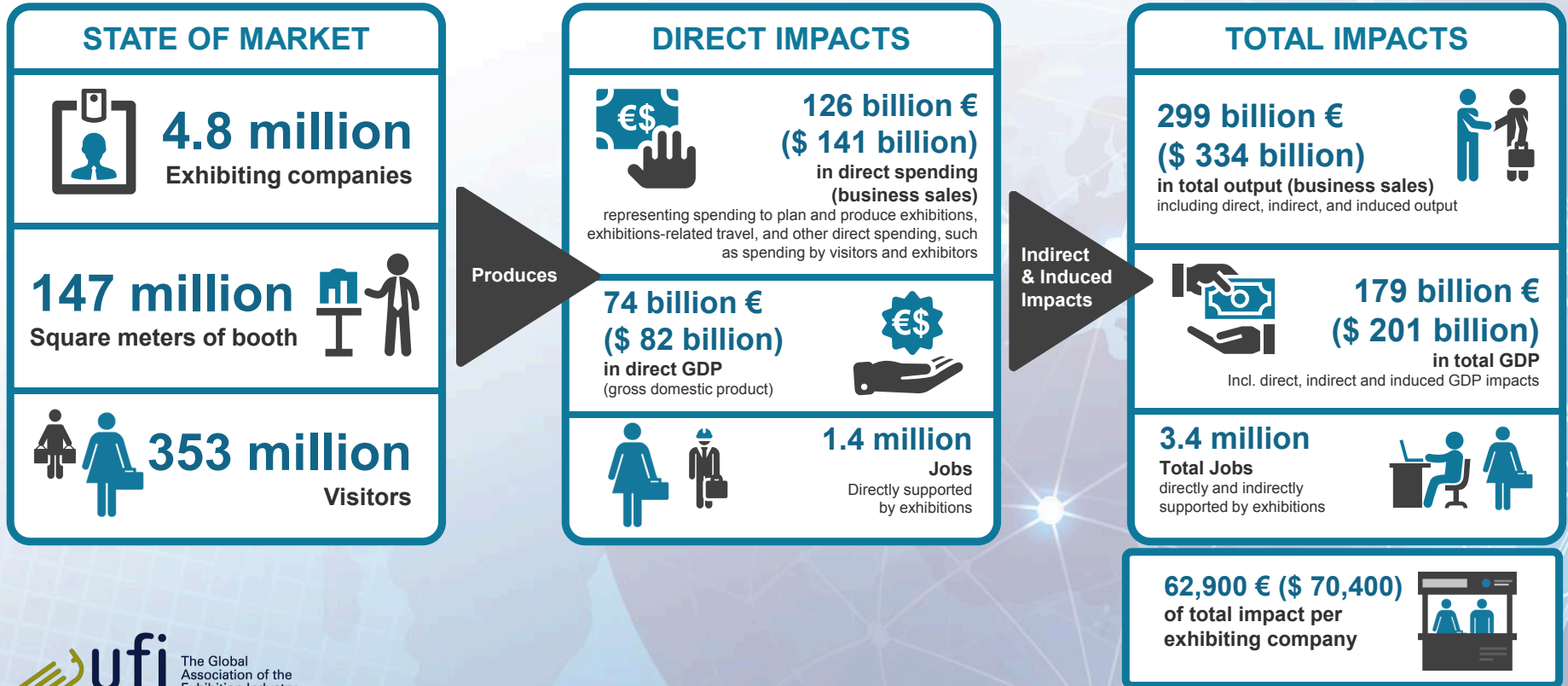
The Weather Patterns

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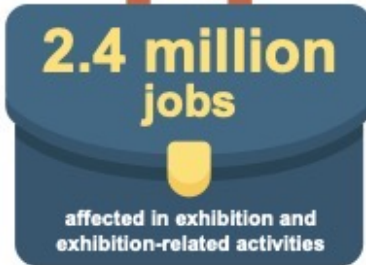
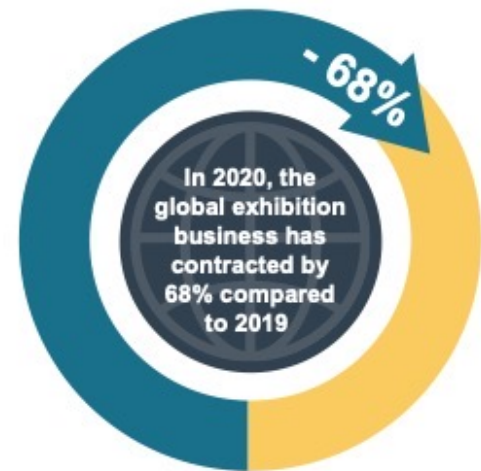
# Global Economic Impact of Exhibitions: World



# COVID-19 economic damage on exhibitions globally



of total output affected in exhibition and exhibition-related activities



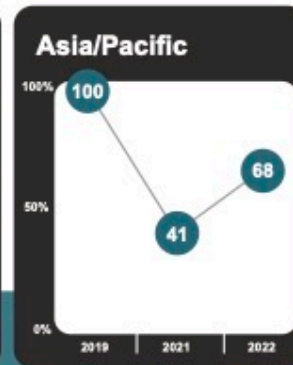
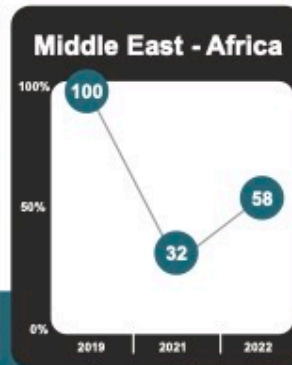
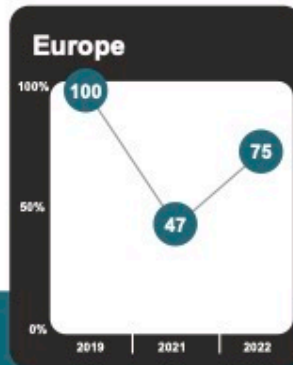
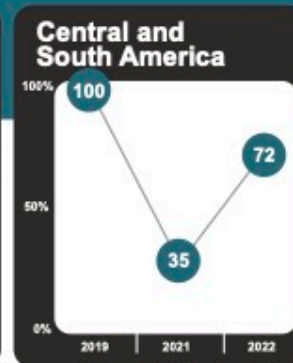
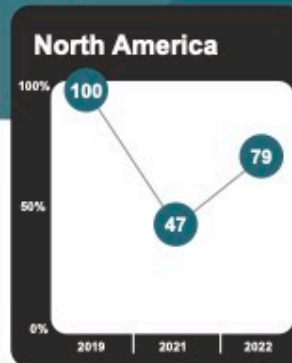
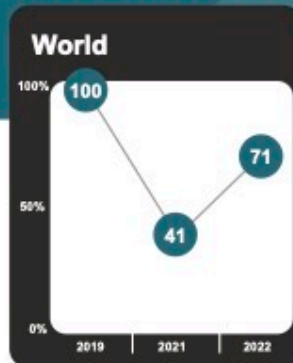
of contracts between exhibition participants not generated

# Exhibition Industry Revenues Expected to Rebound Significantly

Industry to regain significant revenues again in 2022, compared to 2021



Based on data from 359 exhibition industry companies globally



# Exhibition Industry Revenues Expected to Grow Across All Markets in 2022

● 2021 ● 2022

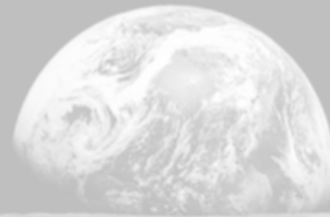


Based on data from 359 exhibition industry companies globally

The Climate

**The Weather Patterns**

The Forecast





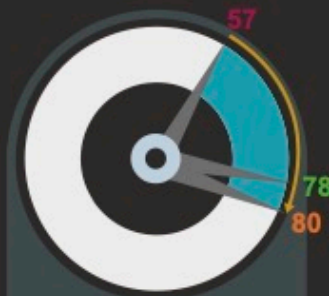
Gulf Stream

# Global Exhibition Industry Sentiment

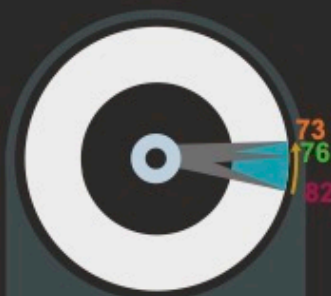
Expected developments 2021 - 2022

"Yes" or "Most probably"

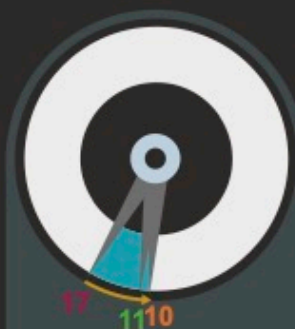
● June 2020 ● June 2021 ● January 2022



Covid-19 confirms the value of face to face events - sector bounces back quickly



A push towards "hybrid" events, more digital elements at events



"Virtual" events replacing "physical" events

Based on data from 401 exhibition industry companies globally

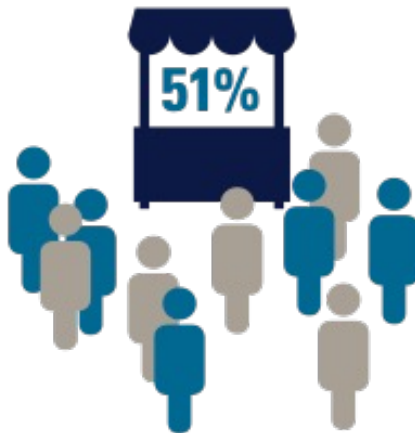
### REDUCED NETWORKING OPPORTUNITIES

66% still impacted



### LESS BRAND EXPOSURE

51% still impacted



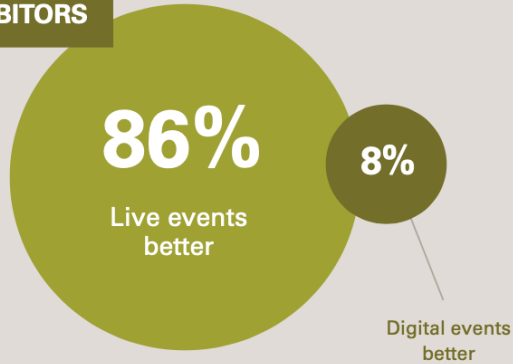
### FEWER LEADS GENERATED

44% still impacted

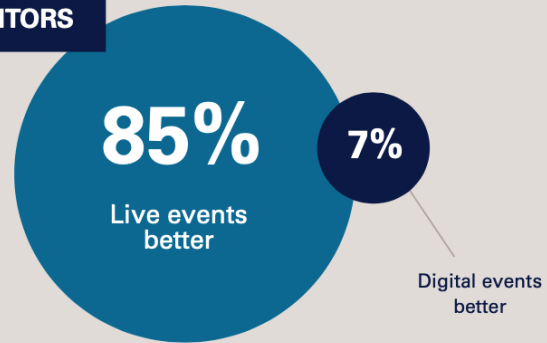


## How do digital events compare to live events for networking?

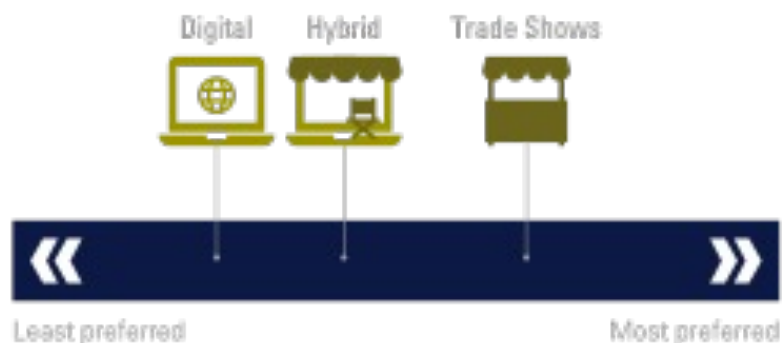
### EXHIBITORS



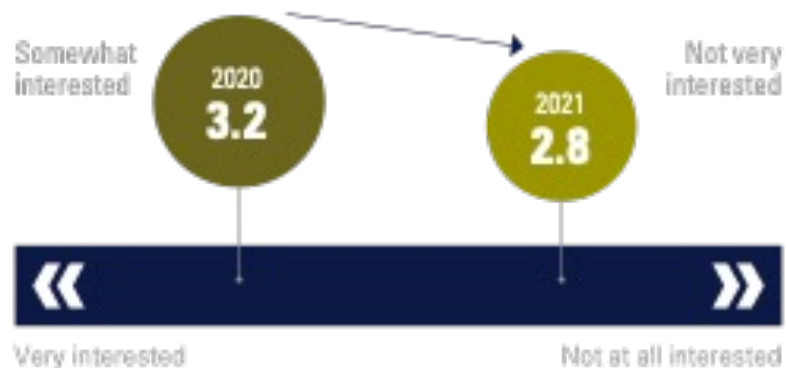
### VISITORS



## VISITORS: HOW DO DIFFERENT TYPES OF EVENTS COMPARE?



## VISITORS: CHANGING INTEREST IN ATTENDING HYBRID EVENTS





**“The sun is finally rising after a long pandemic, our latest Barometer research shows. The perspectives for 2022 are brighter and continue to improve. We are well on track to achieve pre-pandemic levels of exhibition industry activity.”**

Kai Hattendorf, UFI CEO

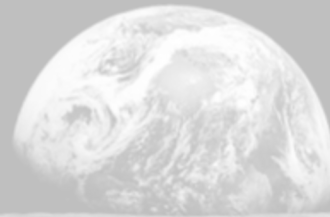
[www.ufi.org/research](http://www.ufi.org/research)

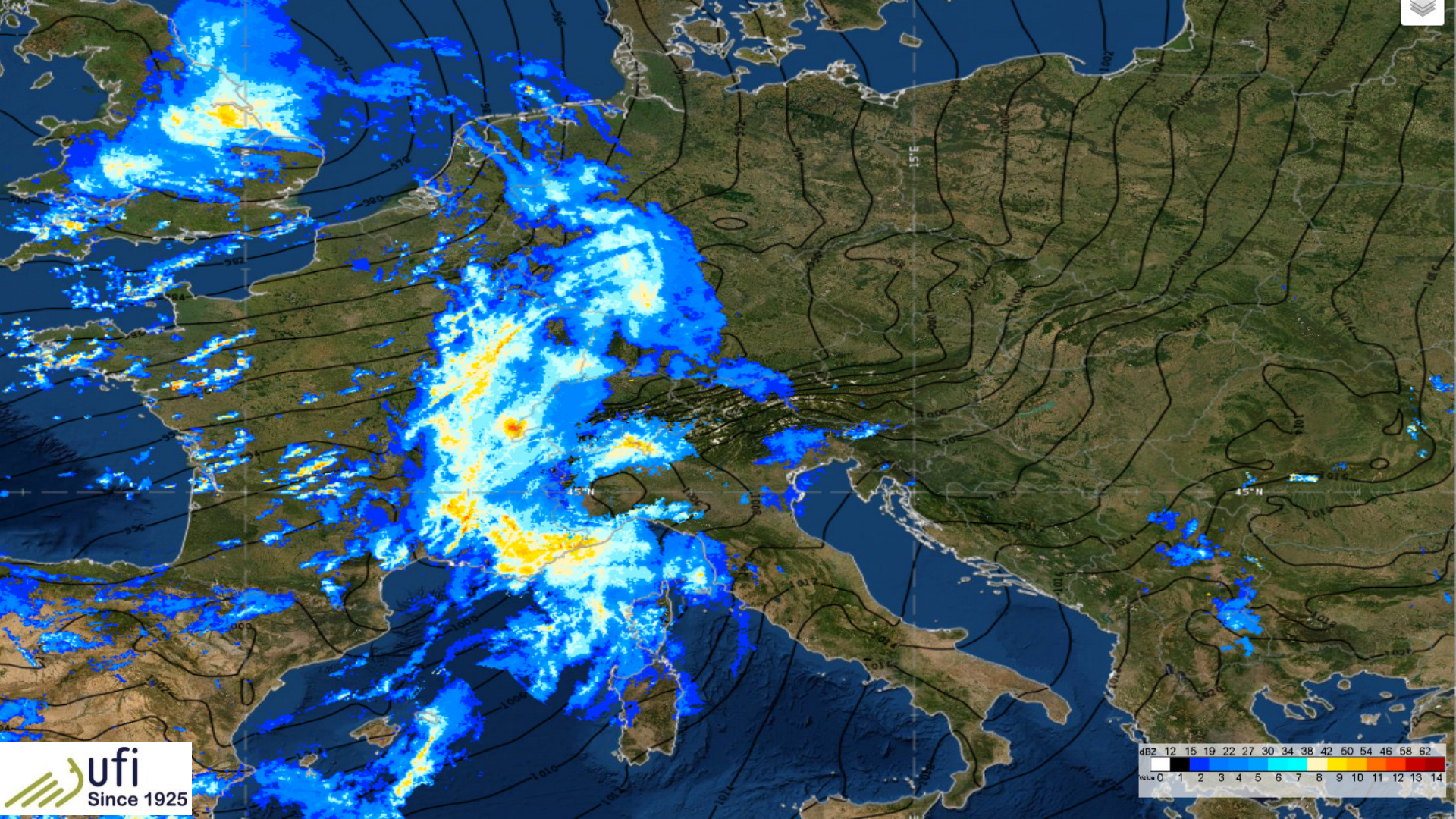


The Climate

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## SHORT Term next 6-12 months



Staffing Challenges

Health & Safety Measures



Pent-up Demand

Post-pandemic mindset



# CES

**Panasonic**

#PanasonicCES

Rest Area

Meeting Rooms H201 - H230 (up escalator)

Event Hall C, O, G

Security

SKIP THE WALK.

# UFI EUROPEAN CONFERENCE

4 MAY 2024 POZNAN POLAND



## MID Term 12 – 36 months



The Climate Crisis  
The Global Economy



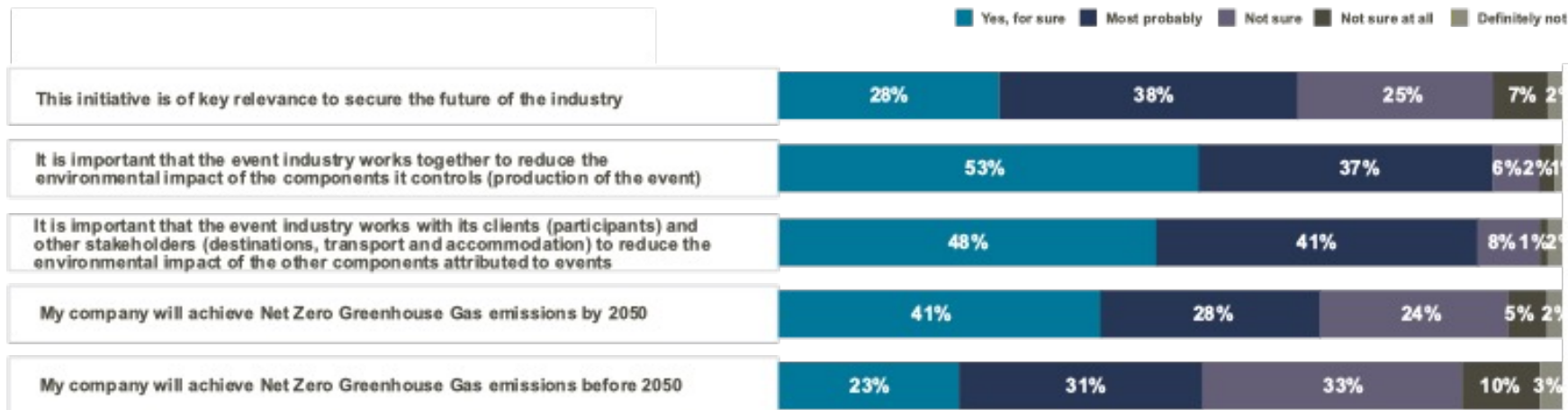
Net Zero Carbon  
Events Initiative  
Resilience of the  
business model

# NET ZERO CARBON EVENTS

[SEE PLEDGE SIGNATORIES | SUPPORTERS HERE](#)



# Climate Change and Net Zero Carbon Events World



## LONG Term 2 – 5 years



Global Decoupling  
(End of Globalisation)

Our industry still  
not being understood



Industry collaboration  
around the world

Collaborative  
advocacy work

# The world's economic centre of gravity\*



## Voices of the Exhibition industry

“It is wonderful to see the global exhibition industry active again.

It shows us just how important face-to-face marketing is, and that it’s here to stay.”

**JUSTIN HAWES**  
(Managing Director)



**SCAN**DISPLAY

## Voices of the Exhibition industry

“You cannot e-mail a handshake, nor can you zoom/teams it. The importance of tradeshows can easily witnessed, now that we are back on track.

A happy GED and a lot of success in the upcoming month!”

**UTA GORETZKY**  
(Managing Director IFES)



**IFES**



**GLOBAL  
EXHIBITIONS  
DAY 1 JUNE 2022**  
GLOBALEXHIBITIONSDAY.ORG



**GLOBAL  
EXHIBITIONS  
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GLOBALEXHIBITIONSDAY.ORG



**JMIC**

JOINT MEETINGS  
INDUSTRY COUNCIL

# The JMIC Global Manifesto

An Industry Rationale for the Use of Business  
Events as Primary Agents for Post-Pandemic  
Economic Recovery and Renewal

# Here's Why | 15 Ways Business Events Create Strategic Advantage in Economic Recovery and Renewal



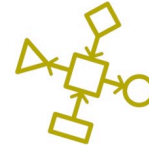
1 | Innovation & Reinvention



2 | Multi-sector Impacts



3 | Relationships & Trust



4 | Diversification & Self-sufficiency



5 | Transition & Renewal



6 | Talent & Investment



7 | Path to Sustainable Development



8 | Controlled Environment



9 | Community Legacies



10 | Uses Existing Investments



11 | Digitization



12 | Laboratories for Public Policy



13 | Support for the Visitor Economy



14 | Image & Reputation



15 | Measureable ROI

# IMEX Policy Forum 2022

## What does success look like?



Panelli  
Michel  
Hon. B  
Transp  
Kai Ha



