

# IFES World Summit Expanding Horizons

Mark Cochrane  
Regional Director Asia/Pacific  
UFI



# CHINA

- 2022 was complete write-off
- Only opened in January 2023
- Rebound has been incredibly fast



# CHINA

- Shows seems strong, but weak economy
  - Good visitor flow
  - Strong exhibitor numbers (domestic)
  - Lack of confidence in Chinese economy
  - Slowing macro-economic growth
    - This creates uncertainty
  - Inflation not an issue
  - Exports weaker, fewer international buyers



# CHINA

- Weak economy = cautious buyers
  - Buyers have overstock issues
  - Reduced budgets, reduced purchasing power
  - This has implications for global economy
- Increasing political tensions
  - Multiple points of tension between China and U.S. & Europe
  - Creates uncertainty and concerns about risk to business
  - Means international investors are turning to markets other than China
  - And international buyer numbers are down



# CHINA

- Visa issues
  - Both inbound and outbound
  - Impacts exhibitions in China and around the region
- Rising travel costs
  - International and domestic flights
  - Hotel rates are rising too
- Shifting regional demand – shifting supply chains



# CHINA

- Talent “brain drain”
  - Venues, organisers, contractors, sales agents
  - The entire exhibition “ecosystem” damaged
  - Sales agents have closed shop
  - Sales and marketing people left industry
  - “Hiring qualified staff in China is very difficult”
  - Training desperately needed



# CHINA

- Venue & capacity in China
  - Mixed story in China
  - In key cities cannot get preferred dates
  - In second and third tier cities, too much venue capacity
    - Hyper, unhealthy competition
    - Rates at too low for venues to survive
- Good news from China
  - Shows are busy
  - Size, visitor and exhibitor numbers are good
  - Issue is buyer activity not buyer numbers
  - Beijing's subsidies for overseas exhibitors still strong



# HONG KONG

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- Damage due to closed borders
- Massive government support
- Infrastructure investment
- Changed political landscape
- Changed perception of reputation
- HK's future role in Beijing's GBA



# ASEAN

- Economies are generally good
- Inflation not too serious
- Venue availability on preferred dates is a problem
- Travel/flight costs
- Rehiring, staff shortages
  - Finding qualify talent
  - Changing capabilities



# INDIA

- Rising star
- New venue capacity
- Solid economic growth
- Political counter-weight to China



# SINGAPORE

- Came out of COVID strongly
- Destination appeal has increased
- All key elements in place for successful exhibitions
- Meetings & conference strength  
Solidify position as a knowledge hub



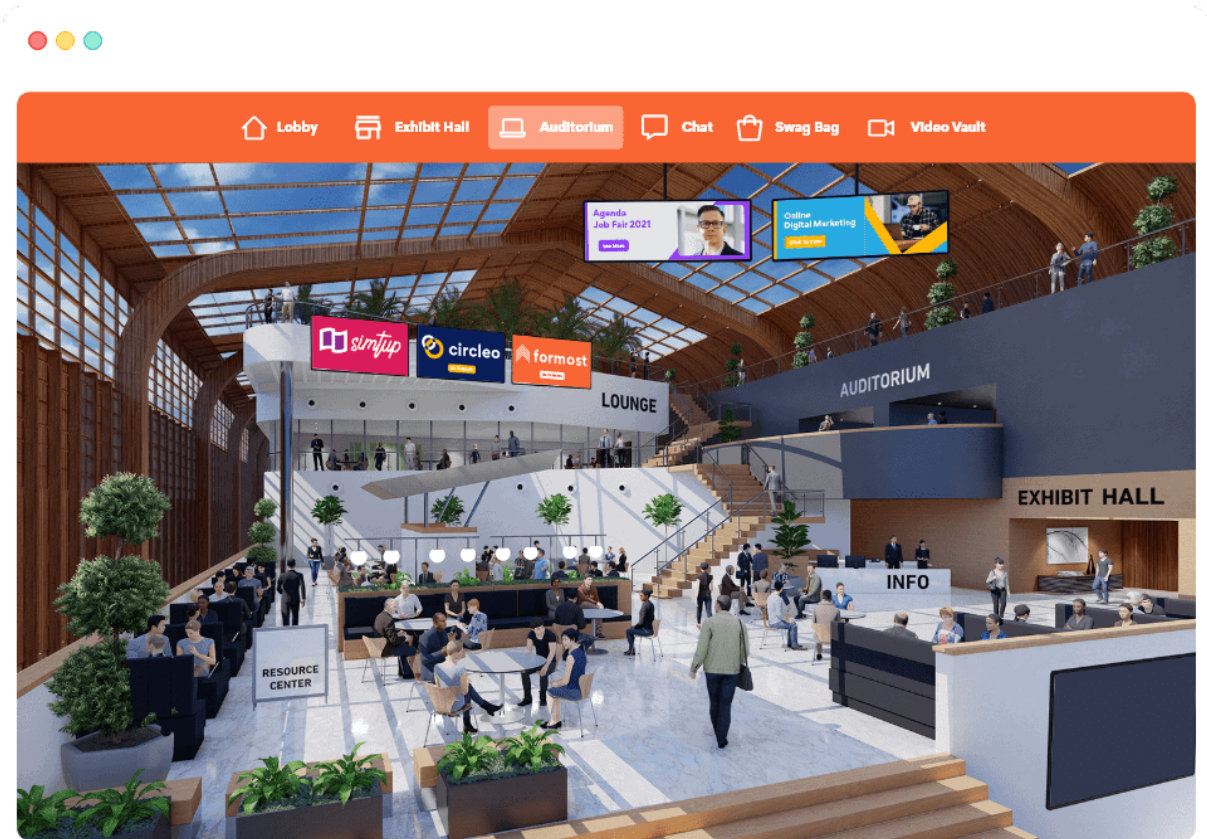
# THAILAND

- Similar to Singapore, reputation in some ways boosted by COVID
- Strong fundamentals in place
  - Economic size and scale
  - Government support (TCEB)
  - Venues (including QSNCC)
  - Supporting infrastructure



# DIGITAL OVERRATED AND OVERPLAYED

- Virtual and hybrid hype
- Layoffs at Hopin and others
- Digital platforms fell short
- Building online communities (with exceptions) is not happening
- Using data to create value and make exhibition even better



# AREAS OF GROWTH

- Exhibitors and visitors ready and excited to return
- U.S. market booming
- Niche exhibitions
- Data and how to use it





Thank you!

