



The German trade fair industry: facts, functions, outlook



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Content

1. The German trade fair market	4
Organizers	6
Exhibiting industry	6
Visitors	7
Service companies	8
2. Functions of trade fairs	9
Business functions	10
Macro-economic functions	12
Social functions	13
3. German trade fair competence	15
Quality characteristics of trade fairs in Germany	16
German Trade Fair Quality Abroad (GTQ)	19
4. AUMA – Serving the trade fair industry	21
5. Outlook	23

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Trade fairs: the driving force behind the economy

The trade fair industry is one of the main service providers of the German economy. It is regarded in the international competition as particularly efficient, innovative and most wide-ranging. As one of the most important marketing instruments, trade fairs and exhibitions are key impulse generators for the international trade in goods and services.

Trade fairs and exhibitions contribute to an intensification of competition as well as to an increase in growth and employment. Due to the high degree of internationality of German trade fairs, the effects for the economy as a whole are particularly marked.

In the wake of globalization and a greater orientation on strong markets, the importance of such sector marketplaces with global significance will increase even more in future. The trade fair companies are thereby increasingly developing into comprehensive marketing partners for industry. They are the intermediary between producers and buyers.



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The German
trade fair market



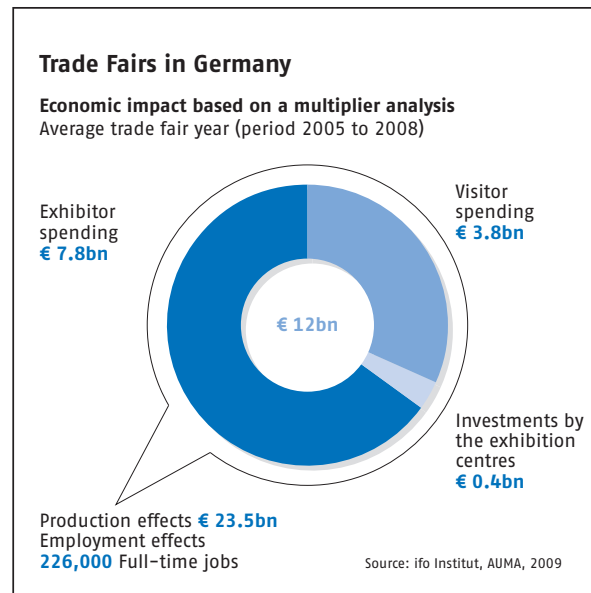
The German trade fair market

The trade fair venue Germany is No. 1 worldwide in the conduct of international trade fairs. Of the leading global trade fairs of the individual sectors, nearly two-thirds are held in Germany. Annually around 150 international trade fairs with up to 170,000 exhibitors and 9 to 10 million visitors are organized. The most important positive feature of the German trade fairs is their internationality: more than half of the exhibitors come from abroad, of this total one-third from countries outside Europe. Of the visitors, almost a quarter come from abroad, of the trade visitors 30%.

In addition, there is a dense network of regional trade and consumer exhibitions, which represent an important supplement to the international trade fairs. At the events which are organized by companies belonging to the membership of AUMA, alone, over 50,000 exhibitors and nearly 6 million visitors are brought together. Trade fairs and exhibitions thus offer a platform for well over 200,000 exhibitors as well as 16 to 17 million visitors.

Furthermore, at the exhibition centres over 10,000 congresses and conferences are held annually in the business-to-business sector with 2.5 million participants. In this connection, an increasing linking of trade fair and congress activities is evident.

For the conduct of national and international trade fairs around 2.7 million sq.m. of hall space is available at 22 German exhibition centres. Three of the five largest exhibition centres in the world are located in Germany. For the German companies, trade fairs are among the most important instruments in business-to-business communication. In total, exhibitors and visitors spend around € 12 billion a year on their trade fair engagement in Germany. The macro-economic production effects reach € 23.5 billion. Around 230,000 jobs are secured through the organization of trade fairs.



In the exhibiting companies, on average over 2 persons per company concern themselves with trade fair participations. Based on the current total of around 59,000 companies active at trade fairs in the business-to-business segment, that represents more than 100,000 full-time jobs.

Organizers

The German trade fair organizers have an annual turnover of around € 3 billion. Five of the ten trade fair companies with the highest turnover in the world are based in Germany. Thus, the German trade fair industry – also on an international comparison – is one of the leading service industries. Overall around 100 trade fair and exhibition organizers operate in Germany. Around 40 organizers stage international trade fairs.

The trade fair organizers who are members of AUMA also arrange over 250 own trade fairs in important foreign growth regions – especially in Asia, North and South America as well as Eastern Europe.

Exhibiting Industry

Structure ■ Around 59,000 German companies are active as exhibitors in the business-to-business segment, of this total, 51% are involved in manufacturing industry, followed by service providers (24%) and the trade (20%). With respect to the number of employees of exhibiting companies, small and medium-sized firms dominate: the share of exhibitors with less than 50 employees is 52%, exhibitors with 50 to 499 employees account for a further 32%. The level of sales of the companies also reflects the small and medium-sized structure of the exhibiting industry. Thus 37% of companies have sales of under € 2.5 million and a further 40% sales of € 2.5 to 50 million.

At the same time, the segment of companies with over 500 employees or with sales of over € 50 million includes practically all the market-leading companies in the respective sectors.

Position in the communications mix ■ Companies continue to regard trade fairs as important for their business-to-business communication. As a permanent source of basic information company websites are indeed ranked first, however trade fairs come out next ahead of sales force, direct mailshots and advertising in trade publications. The trade fair share of the overall communication budget for business-to-business communications in the next two years will be over 40%.



Objectives ■ In addition to attracting new customers and cultivating contacts with regular customers, the primary objectives of exhibiting companies include increasing brand awareness, as well as the introduction of new products. These objectives are all named by at least 90% of exhibitors. Other objectives of trade fair participations include improving the image of companies and products, opening up new markets, market research as well as concluding business deals.

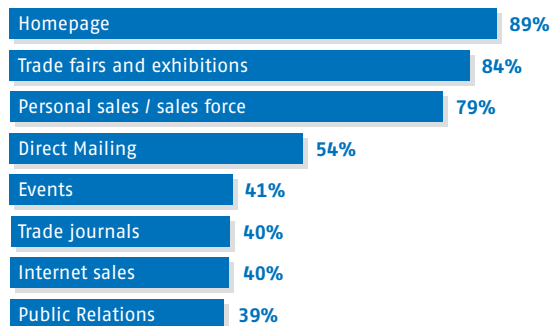
Visitors

Structure ■ 17% of the visitors come from companies with over 1,000 employees, often including the top decision-makers from the large global groups. 54% of the trade visitors come from companies with fewer than 100 employees. The share of managing directors, board members or self-employed businessmen among trade visitors is 30%, among the foreign visitors it is even as high as 48%. The share of decision-makers among all visitors is 61%. Foreign visitors have above-average decision-making competence: three-quarters have a decisive or co-decisive influence.

AUMA_MesseTrend 2011

Trade fairs in the communication 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 fairs; October 2010

How trade fairs rate in the buying and procurement process ■ According to senior executives, trade fairs represent one of the most important elements of the purchasing and procurement process. During the initial phase of decision-making, that of obtaining market information, trade fairs even rank first. At this stage 66% of senior executives regard them as important or very important. The second most important elements are company websites (59%) and trade publications (51%). At 47% and 35%, visits by company sales representatives and mailshots/brochures rank fourth and fifth respectively.

A reader survey in spring 2009 which polled senior executives in business and administration revealed that more and more senior executives visit trade fairs. According to the survey, around 2 million senior executives attend trade fairs both as buyers and in order to obtain information, equivalent to 84% of senior executives overall. For job reasons around 900,000 visitors in a decision-making capacity attend trade fairs more than once a year.

Furthermore, according to the analysis, young executives from German businesses in particular visit trade fairs just as often as their older colleagues. In the age group up to 39, 85% of all respondents attend trade fairs, with 68% visiting at least once a year. Top-floor senior executives attend trade fairs as well: 90% of them go to trade fairs.

Objectives ■ The trade visitors at German exhibitions primarily pursue information objectives: almost half of all visitors want to gather information about new products (48%), while 41% of respondents are striving for a general market orientation; over one-third are looking for further training and extending their knowledge, and 29% expect to participate in an exchange of experience and information. A further major group of visitors pursues specific business objectives: thus 23% of visitors come with the aim of making business contacts, 24% prepare decisions or wish to conclude contracts. Foreign visitors are even more interested in specific business objectives: 31% of them want to make business contacts, 35% make buying decisions or make preparations for them.

Service companies

Only the involvement of a large number of service companies makes the optimal success of a trade fair possible. At the top of the list are stand construction companies, designers, event specialists and consulting companies, but also freight forwarders, suppliers of training for stand personnel as well as the catering and hotel trades. The stand construction companies united in the FAMAB trade association alone, registered total turnover in 2010 of € 1.8 billion.



Functions
of trade fairs

Functions of trade fairs

Trade fairs fulfil specific business, but also macro-economic and social functions.

Business Functions

Of all the marketing instruments, trade fairs have by far and away the broadest range of functions: they serve the development and the cultivation of customer relations, the search for partners and personnel as well as the positioning of the entire company. Trade fairs are test markets for new products and thus also market research instruments. Trade fairs also serve to increase the level of awareness of the own company, to analyze the competitive situation and to prepare the sale of products and services. For young companies, in particular, it is important to have the opportunity to gain an overview of the competition, their presentation and their products. For this purpose, at an early stage of opening up a market, a visit to a trade fair can be sufficient.

The high level of importance attached to trade fairs is reflected in the expenditure of German exhibitors for their trade fair participations. Around 40% of expenditure for business-to-business communication flow into trade fair participations. On average, German exhibitors spend around € 350,000 on trade fair participations within two years and in doing so conduct around eight participations in Germany and abroad.

Measured against the expenditures for other forms of communication, for example, advertisements, trade fair participations are thus inexpensive.

Customer cultivation and customer acquisition ■ In business, the development of long-term customer relationships is taking the place of short-term thinking in individual transactions. Such links in the sense of relation management can be achieved particularly effectively through trade fairs, with which the customers are bound through quality standards that have proved themselves over many years as with a branded product. Trade fairs offer an ideal communication platform for the effective direct customer contact. The sales benefits for the exhibiting companies result from the contact opportunities with a powerful national and international buying clientele which extends well beyond the own circle of customers. As a result, frequently new additional markets are opened up.

More than one-third of the visitors at German trade fairs are first-time guests at the respective event. Foreign visitors are particularly frequently first-time visitors: Almost every second foreign trade fair visitor is present for the first time, among the domestic visitors the figure is nearly one in three. Exhibitors, therefore, have excellent opportunities to win new customers by participating at a trade fair.



Presentation of new products and services ■ Especially as a result of their temporal and spatial concentration, trade fairs are perceived as events which make the many different sector trends visible and due to the spatial proximity of the respective competitors virtually demand that innovations are offered. Trade fairs are test markets for the acceptance of products ready for the market as well as for prototypes and design studies. In particular, smaller and medium-sized companies benefit from a trade fair, because their innovations attract more interest in the spotlight of a trade fair than otherwise. Almost 90% of the exhibitors at German trade fairs want to present innovations; only the winning of new customers and the increase of the awareness of companies and products (92% and 90%) is more important for the exhibitors.

Platforms for founders of new business ■ Newly-founded companies need contacts to potential customers, sales and service partners and platforms for the public presentation of their products and their company. They can achieve all this directly by participating at a trade fair. Consequently, most start-ups attend trade fairs in order to meet potential business partners.

Image improvement and media effect ■ Through attractive company and product information as well as competent communication, exhibiting companies strengthen their image among the visitors, but also among the wider trade public, because trade fairs are events with a powerful media effect. They are occasions that are widely used by the daily and trade press for intensive sector re-

porting. The topical media make use of trade fairs for reports on the situation in the sector and company reports; the trade press reports extensively on the exhibited products and design innovations.

Benchmarking ■ Due to the fact that during the trade fair the competitors present themselves to visitors in close proximity to each other, a unique competitive situation is created. The trade fair participation strengthens the consideration of the quality of own products and services and those of competitors. The trade fair is, therefore, within the sector, the classic instrument for benchmarking among competitors.

Employee motivation and employee recruitment ■ Trade fairs represent a challenge in terms of logistics and planning for all concerned within the company, since their dates cannot be shifted. They thus create a powerful motivation for the achievement of company objectives. Surrounded by an impressive trade fair stand, employees of exhibiting companies often feel motivated in a special way, to make contacts with customers and examine the competitive environment. In addition, trade fairs provide the exhibitors with the opportunity to meet potential new employees. Through the direct personal contact, the exhibitor can immediately obtain an initial idea as to whether the person would fit into the company.

Personal communication ■ The direct conversation between business partners and the joint experience generate trust and sustainability. At the trade fair the customer can extensively check out function and design, and pose his questions about them directly, explain his individual requirements and be provided with the appropriate counselling. The flow of information is channelled through a process of selection. As a kind of basic supply for the provision of permanent, general information, the Internet provides support for trade fair preparation and follow-up. The personal, trust-building communication cannot be replaced by this.

Emotional approach ■ Trade fairs are events for the senses: buyers want to assess product quality with all their senses. They want to see machines in action, feel fabrics and taste foods. At the same time, in marketing the emotional approach to the consumer is becoming increasingly important. These functions cannot be satisfied as effectively as by trade fairs by any other communications instrument. Therefore, even in the online age, trade fairs will continue to retain their leading position in the area of emotional product relations.

Macro-economic functions

Economic promotion ■ The conduct of trade fairs is of benefit not only to exhibitors and visitors, but also to a considerable degree to the regional economy in the catchment area of the trade fair city. In particular, the hotel and restaurant trades, transport companies as well

as companies which render trade fair services for organizers and exhibitors, such as stand construction and logistics, interpreter and hostess services are the beneficiaries. The regional economic effects at very international trade fair centres, amount to five or seven times the turnover generated by the organizers. Trade fairs thus secure jobs on a considerable scale in the region, especially in small and medium-sized companies.

In addition, substantial additional tax revenues are created for cities, federal states and the federal government. In an average trade fair year that equates to € 3,8 billion. The direct expenditures of visitors and exhibitors also lead to increased production and employment in up-stream sectors of industry. Trade fairs, therefore, promote industry well beyond the region and thus reinforce the overall economy.

Market formation and market cultivation ■ Trade fairs bring supply and demand together for a limited period of time in a concentrated manner. The market participants get platforms for interaction on a regular basis. These platforms contribute to the stimulation and development of markets. Trade fairs thus coordinate the interests of industry and trade.



Creation of market transparency ■ Trade fairs provide a comprehensive market overview and thus create one of the preconditions for a functioning market economy. Nowhere else buyers obtain such a comprehensive overview of the product ranges of a sector, make direct comparisons and communicate personally.

Platforms for the German export ■ The positive economic development in Germany in the last few decades is not least attributable to the German trade fairs with an international appeal. As “home game” trade fairs, they enable many German companies to make a start on world markets. Vice versa, the strong position of German industry on the world’s markets has made a significant contribution to the growth of German trade fairs, that are world-wide leading. The position Germany has reached as one of the world export leaders thus is closely connected with the development of the German trade fair industry to become the world market leader from the founding years of the Federal Republic of Germany to this very day.

Without the marketing instrument of the trade fair, in particular, small and medium-sized German companies would have fewer opportunities to open up international customer potential. The participation at trade fairs is one of the key reasons for the export success of the medium-sized and smaller companies, which form the backbone of German industry.

Social Functions

Transfer of knowledge ■ Trade fairs and congresses have always been platforms for the exchange of knowledge. Knowledge means information that is processed, refined and placed in the right context. In today’s knowledge-based society information has become a decisive resource. The production, selection, filtration and channelling of information is thus becoming one of the most important tasks in a national economy. For this reason trade fair-accompanying congresses and congress-accompanying trade fairs are increasingly frequently regarded and made use of as an attractive form of knowledge transfer with a rapid response.

Contacts between business and politics ■ Trade fairs reinforce the interest of the political institutions for a sector of industry. They offer a platform for the dialogue between representatives of companies and associations, on the one hand, and the representatives of government and parliament, on the other, on sector-relevant questions of finance, economic and social policy. At the same time, the trade fair city is a focus of attention for political decision-makers from home and abroad.



International understanding ■ At trade fairs the international community of a sector meets. The interest in a joint sector marketing as well as in international contacts and cooperations overcomes political and geographical borders. In the direct exchange at close quarters, new ideas can be conveyed and national as well as cultural characteristics effectively communicated in the sense of multinational understanding. The intensification of trade associated with trade fairs not only has the obvious economic effects, but also an equally important positive influence on peaceful coexistence and friendliness of the various nations. Trade fairs are media of the personal border-crossing dialogue and, in this spirit, can also be described as “Marketplaces of international understanding”.



German trade fair
competence

German trade fair competence

Quality characteristics of trade fairs in Germany

Intensive competitive situation ■ The German trade fair industry has achieved its high level of economic importance because it is a part of the market economy and thus competition-oriented. For decades, the trade fair industry has been free of legislative regulations with respect to market access for organizers or the foundation of new events. The resulting intensive competitive situation has made a decisive contribution to the internationally respected high quality of German trade fairs. Furthermore, it has developed a range of trade fairs, which are oriented towards the long-term requirements of industry and are further developed in close consultation with the participating sectors. The consequence is, measured against other industrial nations, an extremely high number of internationally leading trade fairs which are of exceptional importance for German and foreign exhibitors and visitors.

High level of professionalism ■ The German trade fair organizers have extensive experience in the conduct of international trade fairs. They not only organize one or two globally leading trade fairs a year, but in some cases over 20 and in doing so, employ highly-specialized, internationally-experienced experts for all aspects of the trade fair business, whether it be marketing, sales, service or technology.

Global exhibitor and visitor marketing ■ The large German trade fair companies have the most tight networks of foreign representatives world-wide, who inform exhibitors and visitors in their home countries. The requirements of the customers are thus optimally addressed and the high level of internationality of German trade fairs permanently secured. World-wide, there are around 450 information offices for potential exhibitors and visitors to make contact with the German trade fair organizers. Individual trade fair companies have representatives in up to 150 countries.





Internationality ■ A high degree of internationality is one of the key features of the German exhibition industry. The growth rates, in particular, of the international exhibitor and visitor figures, reflect the globalization of sales and procurement. The average share of over 50% of foreign exhibitors as well as about 30% of foreign trade visitors at international events at trade fairs in Germany, rank highest worldwide.

Long-term cooperation of market partners ■ A particularly important success factor of the German trade fair industry is the intensive cooperation between the market partners, in other words, the exhibitors, visitors and organizers. At all important trade fairs there are advisory committees, in which the organizer regularly discusses the further development of the trade fairs with representatives of the exhibiting and visiting industries. As a result, long-term successful, market-oriented concepts and optimal trade fair dates are ensured.

Leading standard in trade fair service ■ In order that exhibitors can make use of trade fairs even more intensively and simply, the German trade fair companies are constantly expanding their already existing range of services. For example, they offer support with travel bookings, press relations activity and marketing promotions as well as in the realization of online presentations.

For individual sectors trade fair companies, often in cooperation with partners, organize permanent online marketplaces and thus considerably extend the effects of their trade fairs. As a result, they succeed in being a

competent marketing partner for their customers, not only on a few trade fair days a year, but rather all-year-round, and thus integrate the electronic media into their portfolio of services for the benefit of the exhibiting industry.

Location in the heart of Europe ■ Germany is located, on the one hand, in the middle of the Single European Market with around 450 million consumers and thus in one of the world's regions with the strongest demand. On the other hand, thanks to outstanding flight connections, the German trade fairs are also easy to reach in reasonable time from the business centres of America and Asia.

Leading quality of exhibition centres ■ In terms of architecture, logistics and technology, German exhibition centres fulfil the latest requirements of exhibitors and visitors. This also applies to congress and conference centres. In total the German exhibition centres invest around € 100 million annually in improvements in their facilities.

For the conduct of national and international trade fairs, 22 German exhibition centres have more than 2.7 million square meters of hall space. Ten centres have more than 100,000 square meters of hall capacity, five more than 50,000 square meters. The recognized good traffic infrastructure in the conurbations, in which many of the international trade fairs are located, represents an important precondition for cost-effective travel to and from the trade fair.

Trade Fairs in Germany 2011

Exhibition capacities*
gross in sq. m.

Location	Halls	Outdoor
Hanover	466 765	58 070
Frankfurt/M.	355 678	96 078
Cologne	284 000	100 000
Düsseldorf	262 704	43 000
Munich (New Exh. Center)	180 000	360 000
Berlin	160 000	100 000
Nuremberg	160 000	50 000
Essen	110 000	20 000
Stuttgart	105 200	40 000
Leipzig	101 200	69 998
Hamburg	86 465	10 000
Friedrichshafen	86 200	15 160
Bad Salzflun	65 195	4 000
Dortmund	59 235	
Karlsruhe (New Exh. Center)	52 000	10 000
Augsburg	48 000	10 000
Bremen	39 000	100 000
Munich (M, O, C,)	29 113	
Saarbrücken	24 600	27 400
Freiburg	21 500	80 000
Offenburg	22 570	37 877
Offenbach	18 000	400

Status: 1.1.2011

* Locations with at least one event
according to AUMA category international and national events

Sustainability ■ 20 years ago the German trade fair industry already laid down important foundations for environmentally friendly participation in trade fairs. Today it makes substantial efforts to ensure sustainability in all aspects of trade fair business. These efforts concern the construction of exhibition halls, the organization of fairs, stand construction, the holding of supporting events, as well as the traffic and energy consumption caused by trade fairs.

Excellent price / benefit ratio ■ On an international comparison, the German trade fairs have a moderate stand rental level with a simultaneously high level of visitor quality and quantity. They thus offer favourable prices per visitor contact in comparison to foreign trade fairs, but also to other media.



Exhibition Centres Worldwide 2011

Exhibition capacities

gross in sq. m.

Location	Halls
Hanover Exhibition grounds	466 765
Frankfurt/Main Exhibition grounds	355 678
Fiera Milano	345 000
China Import & Export Fair Complex Guangzhou	340 000
Cologne Exhibition grounds	284 000
Düsseldorf Exhibition grounds	262 704
McCormick Place Chicago	248 141
Paris-Nord Villepinte	242 582
Feria Valencia	230 837
Paris Porte de Versailles	227 380
Crocus Expo IEC Moskau	226 399
The NEC Birmingham	201 634
Fira Barcelona Gran Vía	200 000
BolognaFiere	200 000
IFEMA Feria de Madrid, Parque Ferial Juan Carlos I	200 000
Orange County Convention Center Orlando	190 875
Las Vegas Convention Center	184 456
Munich (New Exhibition Center)	180 000
Messezentrum Basel	162 000
Berlin Exhibition grounds	160 000
Nuremberg Exhibition grounds	160 000
IMPACT Muang Thong Thani Bangkok	140 000
VVC Moskau	132 700
Georgia World Congress Center Atlanta	130 112
SNIEC Shanghai	126 500
Veronafiere	122 000
Fiera del Levante Bari	120 000
BVV Brno	119 281
Fiera Roma	118 910
Reliant Park Houston	118 680
Fira Barcelona Montjuic	115 211
Brussels Expo	114 445
MTP Poznan	113 100
Essen Exhibition grounds	110 000
Nanjing International Expo Center	110 000
Rimini Fiera	109 000
Bilbao Exhibition Centre	108 000
New China International Exhibition Center Beijing	106 800
Stuttgart Exhibition grounds	105 200
Shenyang International Exhibition Center	105 200
Shenzhen Convention & Exhibition Center	105 000
Geneva Palexpo	102 470
Ernest N. Morial Convention Center New Orleans	102 230
Leipzig Exhibition grounds	101 200
Eurexpo Lyon	100 775
ExCeL London	100 000
Fiere di Parma	100 000
Singapore Expo	100 000
Jaarbeurs Utrecht	100 000

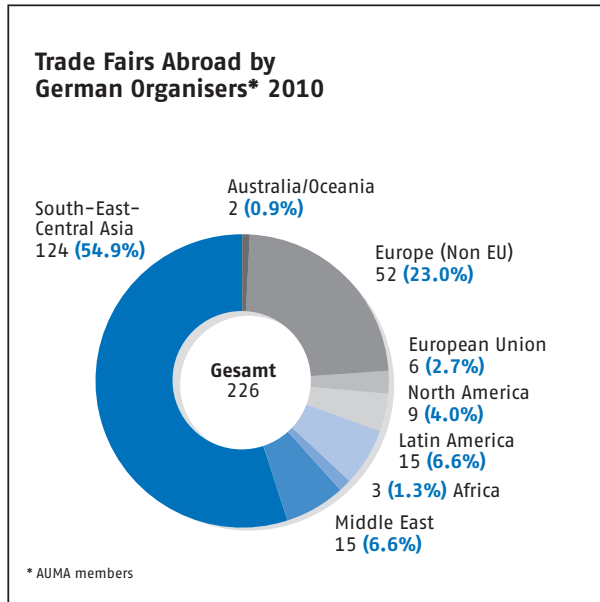
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German Trade Fair Quality Abroad (GTQ)

Extending international business ■ German trade fair organizers belonging to AUMA make their in-depth knowledge of events and industries available to customers around the world. The concepts of their exhibitions abroad are based on established international trade fairs in Germany, thus enabling exhibitors to take on dynamic and distant markets with "made in Germany" quality standards. The German trade fair companies pursue a double strategy: on the one hand, they continue to extend their international marketing overseas at a fast pace in order to ensure that worldwide supply and demand is represented as completely as possible at their leading trade fairs in Germany. On the other, they demonstrate global competence for specific sectors by their exhibitions abroad.

They thus reach companies in other countries who are interested in trade fairs, but would not participate at a trade fair in Western Europe. They can convince many companies through the quality of their foreign events, to make the leap to the German leading trade fairs for their sectors at a later date. Their foreign trade fairs also have – alongside the domestic trade fairs – a door-opening function for German companies in new markets.

Almost all the larger German trade fair organizers today bank on the market segment of own events abroad and do so with increasing intensity.



Summarizing, they thus primarily pursue three objectives:

- to benefit from higher growth rates outside Europe,
- to demonstrate global competence for specific sectors of industry as well as
- to acquire new exhibitors and visitors for domestic leading trade fairs.

These are all objectives which also benefit the German exhibiting industry, directly or indirectly.

Supporting small and medium-sized business ■ Small and medium-sized companies are increasingly turning their attention abroad and, in doing so, are often dependent upon external information and marketing partners. The German trade fairs abroad demonstrate their strength particularly in this area: they serve the initial exploration of unfamiliar markets, the search for sales partners, the making of contacts with new customers and the testing of product acceptance in new markets.

On the basis of their many years of experience in the conduct of leading international trade fairs in Germany, the German organizers can position their foreign trade fairs as premium events through high standards of quality in conception, organization and marketing as well as through cooperation with the participating industry. The exhibitors are aware of the concepts of the trade fairs from their participation at the domestic events, they have familiar contact persons in the trade fair companies. They appreciate this “German Trade Fair Quality Abroad”. In addition, these trade fairs are supported in many cases by German industry associations.



AUMA – Serving the trade fair industry

AUMA – Serving the trade fair industry

Association of the German Trade Fair Industry ■ As a lobby organization, AUMA represents the interests of the trade fair industry as a whole in its dealings with government and parliament and also with the EU Commission.

In its trade fair database and in print media, AUMA provides information on dates, product ranges, numbers of exhibitors and visitors at trade fairs in Germany and worldwide. The data of 5,000 events can be found in four languages: German, English, French and Spanish. AUMA conducts marketing for the trade fair medium and supports the international marketing of the German organizers with the aim of increasing the internationality of the German trade fairs.

AUMA coordinates the interests of German business during the selection of foreign trade fair participations of the Federal Ministry of Economics and Technology (BMWi) and supports the BMWi and the Federal Ministry of Food, Agriculture and Consumer Protection in the implementation of their respective foreign trade fair programs.

With the Institute of the German Trade Fair Industry, AUMA provides a platform for knowledge-transfer and a competence network for the sector. The institute regards trade fair research, trade education and further training and consulting as well as practice-oriented exchange of knowledge as its main tasks.

Further information from AUMA about trade fair participations in Germany and abroad, tips for exhibitors as well as topical sector-specific news is available at ► www.auma.de



Outlook



Outlook

For the German exhibition industry as a consequence of their current position in the national and international competitive environment, there are four objectives, in particular:

- To retain the market leadership in international trade fairs at the location of Germany and, wherever possible, to further develop it in the sense of strengthening the core business.
- To increasingly establish German trade fair quality through premium events abroad and thus to also support the further internationalization of German industry.
- To optimize service quality and infrastructure in a permanent process.
- To communicate the core function of trade fairs, exhibitions and accompanying congresses even more clearly, so that the medium trade fair is unequivocally positioned in the marketing mix and to support exhibitors in determining trade fair benefits systematically.

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