

Reopen – Regain – Rebound

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Reopening of the Exhibition Industry (Page 2/5) 

ASIA	2020					
	July	August	September	October	November	December
Market						
Australia	Red	Red	Yellow	Yellow	Yellow	Yellow
Cambodia	Red	Red	Red	Red	Yellow	Yellow
China	Green	Green	Green	Green	Green	Green
Hong Kong	Red	Red	Red	Yellow	Yellow	Yellow
India	Red	Red	Red	Green	Green	Green
Indonesia	Red	Red	Red	Red	Grey	Grey
Japan	Yellow	Yellow	Yellow	Green	Green	Green
Macau	Yellow	Yellow	Yellow	Yellow	Yellow	Yellow
Malaysia	Yellow	Green	Green	Green	Green	Green
Myanmar	Red	Red	Red	Red	Red	Yellow
New Zealand	Green	Green	Green	Green	Green	Green
Pakistan	Red	Red	Red	Red	Red	Grey
Philippines	Red	Red	Red	Red	Yellow	Yellow
Singapore	Red	Red	Yellow	Yellow	Yellow	Yellow
South Korea	Green	Yellow	Yellow	Yellow	Yellow	Yellow
Taiwan	Green	Green	Green	Green	Green	Green
Thailand	Green	Green	Green	Green	Green	Green
Vietnam	Yellow	Yellow	Yellow	Yellow	Yellow	Yellow

[More info](#)

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Reopening of the Exhibition Industry (Page 3/5)



EUROPE

Market	2020						More info
	July	August	September	October	November	December	
Austria	Yellow	Yellow	Yellow	Yellow	Yellow	Yellow	More info
Belgium	Red	Red	Green	Green	Green	Green	More info
Bulgaria	Green	Green	Green	Green	Green	Green	More info
Croatia	Yellow	Yellow	Green	Green	Green	Green	More info
Finland	Yellow	Green	Green	Green	Green	Green	More info
France	Red	Red	Yellow	Yellow	Green	Green	More info
Germany	Yellow	Yellow	Green	Green	Green	Green	More info
Greece	Green	Green	Green	Green	Green	Green	More info
Italy	Yellow	Yellow	Green	Green	Green	Green	More info
Ireland	Grey	Grey	Grey	Yellow	Yellow	Yellow	More info
Latvia	Green	Green	Green	Green	Green	Green	More info
Luxembourg	Green	Green	Green	Green	Green	Green	More info
Netherlands	Green	Green	Green	Green	Green	Green	More info
Poland	Green	Green	Green	Red	Red	Red	More info
Portugal	Red	Red	Red	Grey	Grey	Grey	More info
Russia	Yellow	Yellow	Yellow	Yellow	Yellow	Yellow	More info
Spain	Yellow	Yellow	Green	Green	Green	Green	More info
Switzerland	Yellow	Yellow	Green	Green	Green	Green	More info
Turkey	Yellow	Yellow	Green	Green	Green	Green	More info
Ukraine	Yellow	Yellow	Yellow	Yellow	Yellow	Yellow	More info
UK	Red	Red	Red	Red	Red	Red	More info

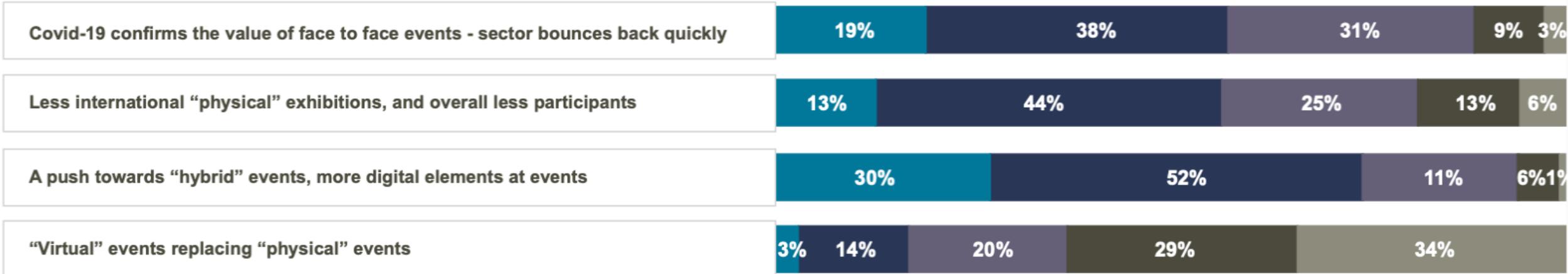
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Format of Exhibitions in the Coming Years World



Format of exhibitions in the coming years

■ Yes, for sure
 ■ Most probably
 ■ Not sure
 ■ Not sure at all
 ■ Definitely not



Resources available at ufi.org/research

Reopen –
Regain –
Rebounce

Global Recovery Insights 2020

Part 1: The way forward for business events

PRODUCED BY:



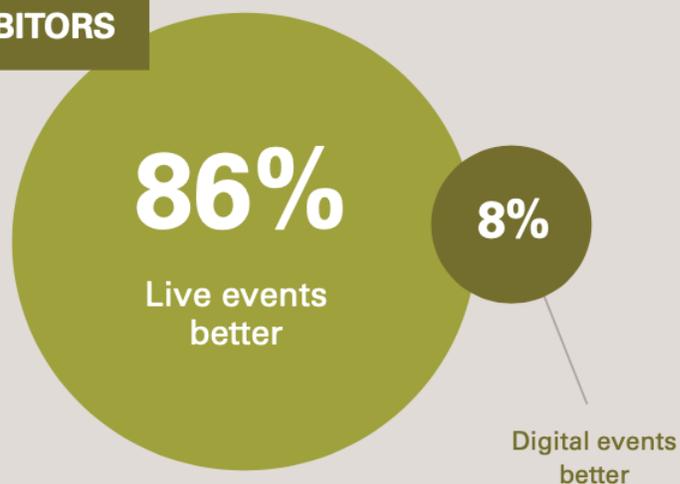
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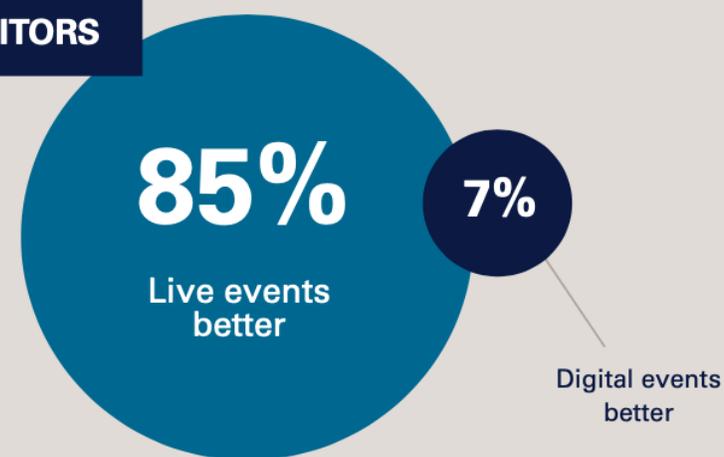
www.ufi.org/research

How do digital events compare to live events for networking?

EXHIBITORS



VISITORS

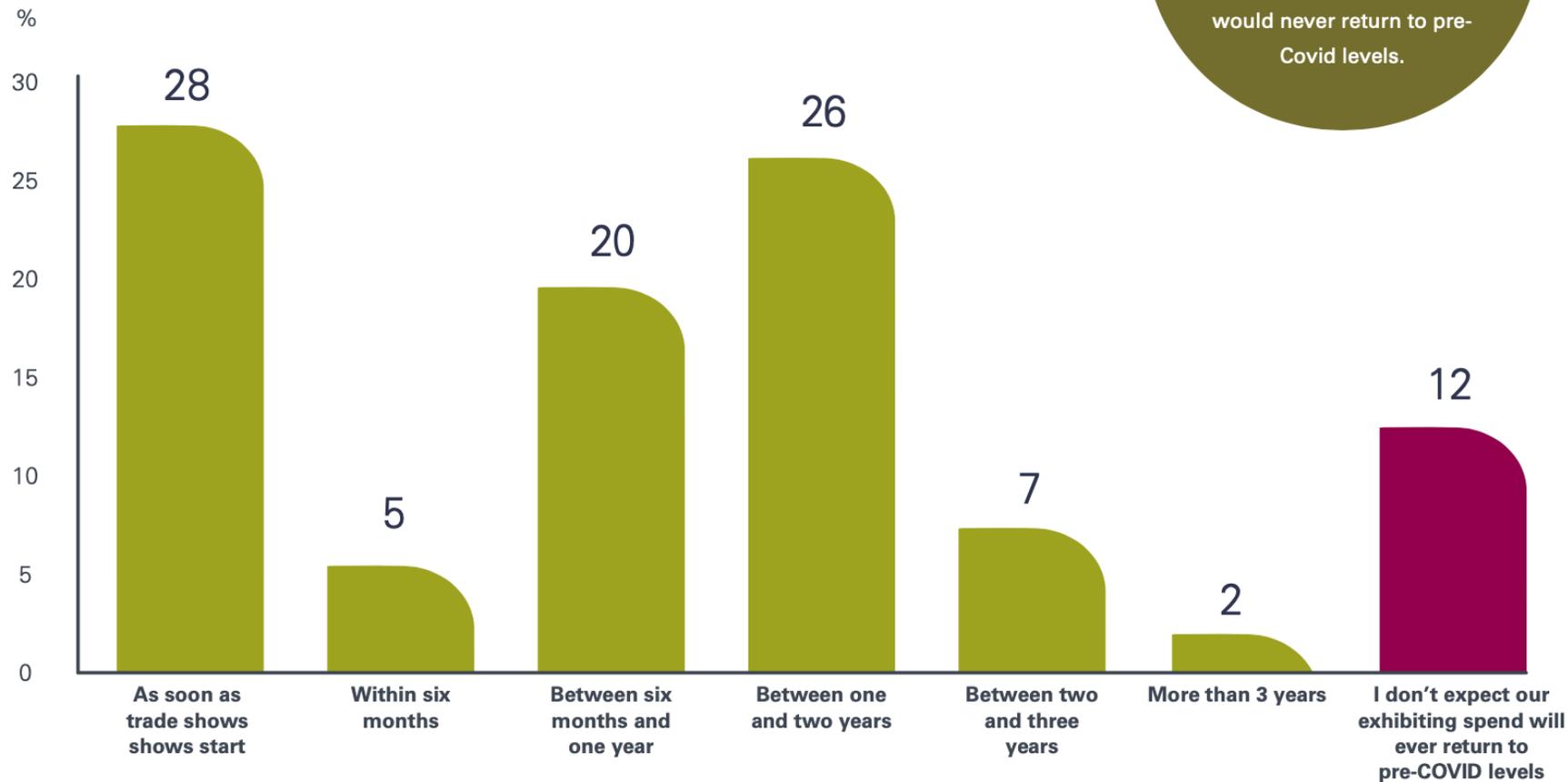


It was cited as the biggest impact caused by the cancellation of business events and a priority for organisers when they return.

Digital events are not currently filling this gap, with “quality of networking” being the area they scored most poorly in comparison to live events with only 8% of exhibitors and 7% of visitors feeling that digital could compete with live.

Most Spend to Return in 1-2 Show Cycles

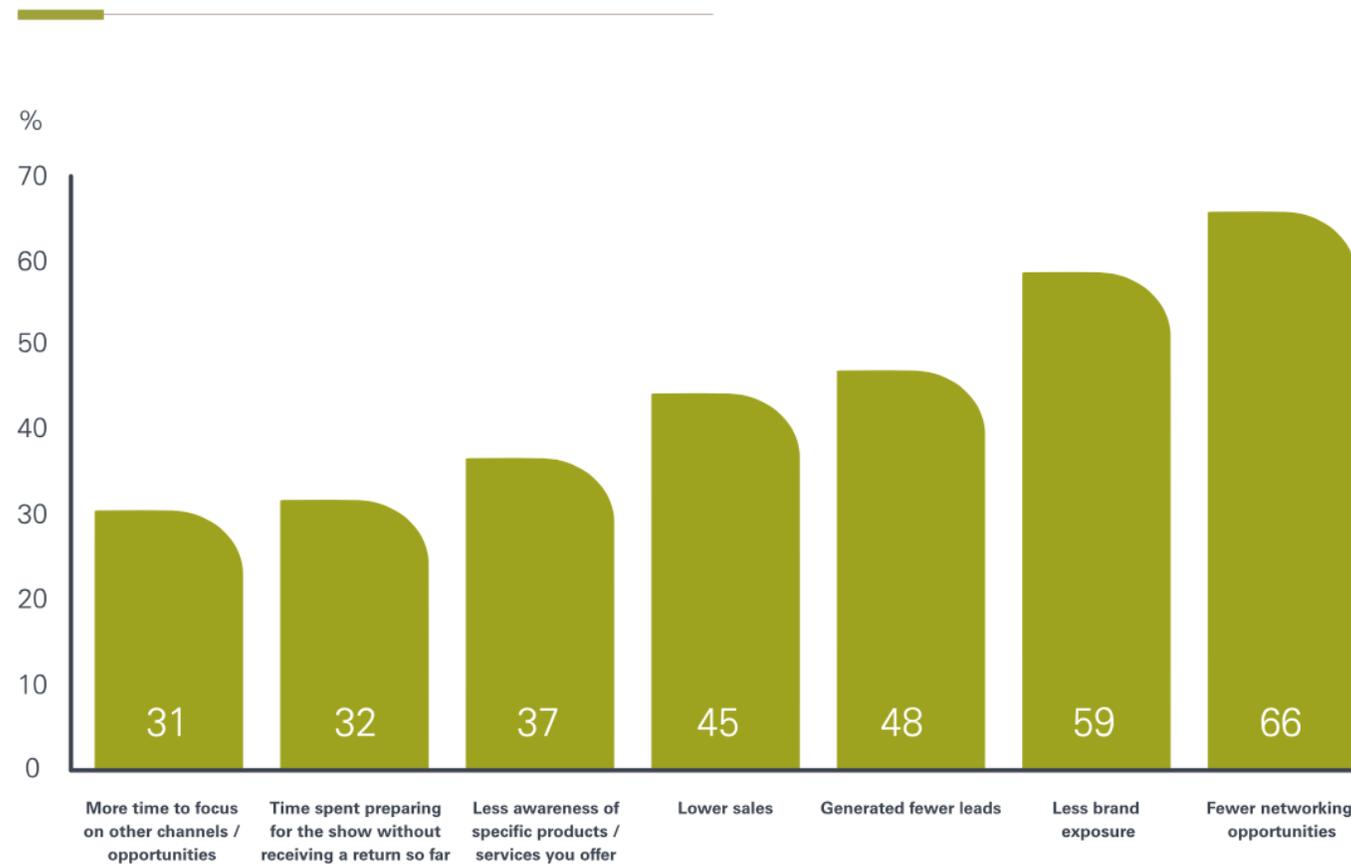
When, if at all, do you expect your trade show exhibiting spend to return to pre-COVID levels?



12%

Only 12% of exhibitors reported that their spend would never return to pre-Covid levels.

How has the cancellation and / or postponement of events at which you were due to exhibit affected your business?



Almost half of companies reported that the absence of live events was negatively affecting their ability to generate new business. 48% have generated fewer leads and 45% have seen a negative impact on their sales, through not being able to exhibit.

Reasons why visitors might attend less in future



Safety concerns



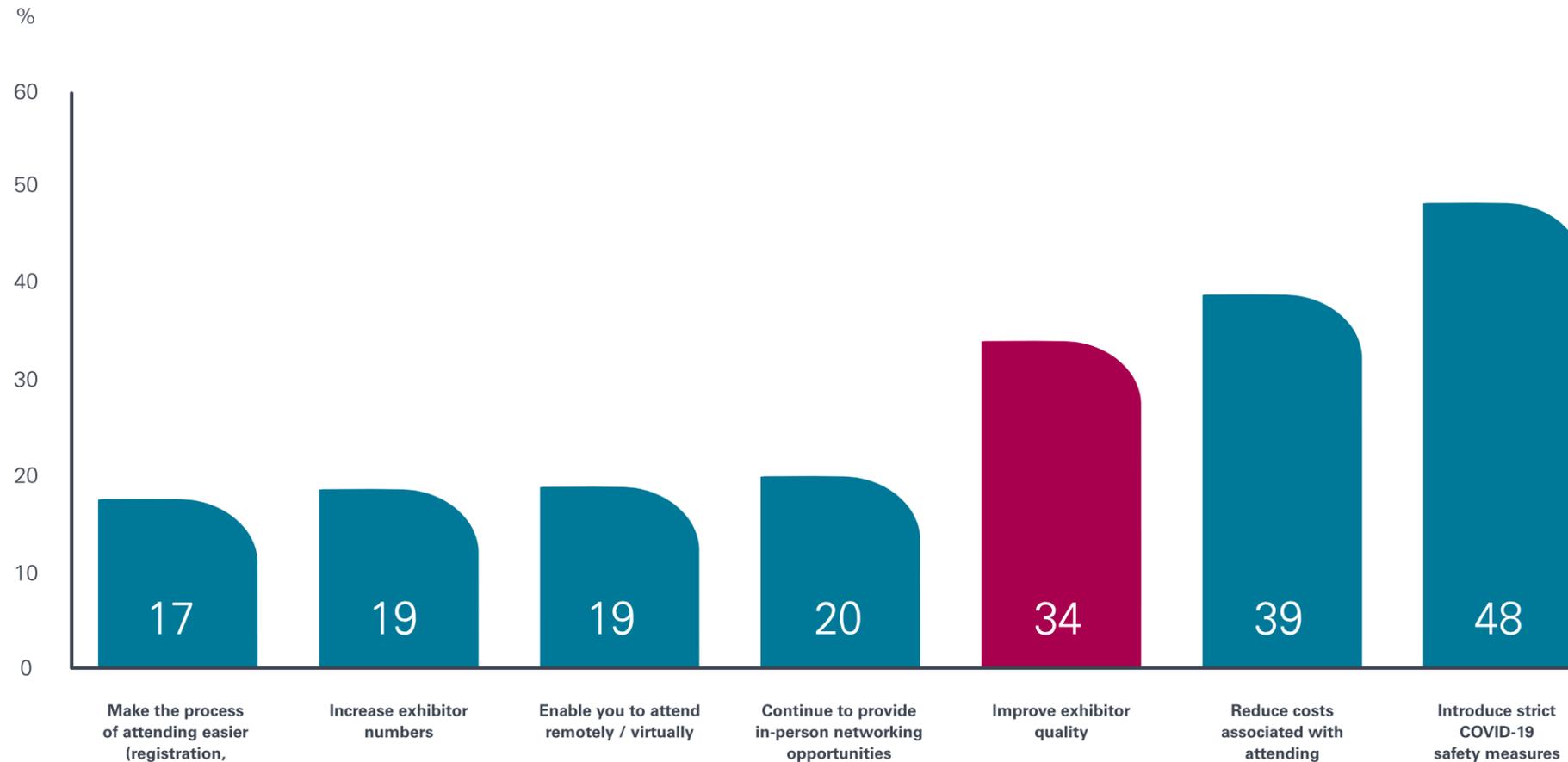
Travel
restrictions



Concerns
about possible
cancellations

Visitors Priorities for Organisers

What are the main things trade show organisers should focus on to encourage you to attend their shows?





Resources available at
ufi.org/coronavirus

And follow the global developments on:
<https://www.linkedin.com/company/ufi-association>

A dark grey cover for a document titled 'GOOD PRACTICE GUIDANCE SEPTEMBER 2020'. The main title is 'Addressing COVID-19 Requirements for Re-Opening Business Events' in large white and orange text. Below the title is 'VERSION 2' in white. A large orange arrow points from the right side towards the text. At the bottom, there are three logos: AIPC (EXCELLENCE IN CONVENTION CENTRE MANAGEMENT), ICCA (EXCELLENCE IN CONVENTION CENTRE MANAGEMENT), and UFI (The Global Association of the Exhibition Industry).

