

TRENDS OF THE RAPIDLY GROWING EXHIBITION INDUSTRY IN ASIA

Walter Yeh

President

Asian Federation of Exhibition & Convention
Associations (**AFECA**)

9th Dec. 2015

Walter Yeh



- President, Asian Federation of Exhibition & Convention Associations (AFECA)
- Board of Directors, UFI
- Board of Directors, IAEE
- Chairperson of IAEE Asia Exhibition Council
- President, Taiwan Exhibition & Convention Association (TECA)
- Executive Vice President, Taiwan External Trade Development Council (TAITRA)

About AFECA

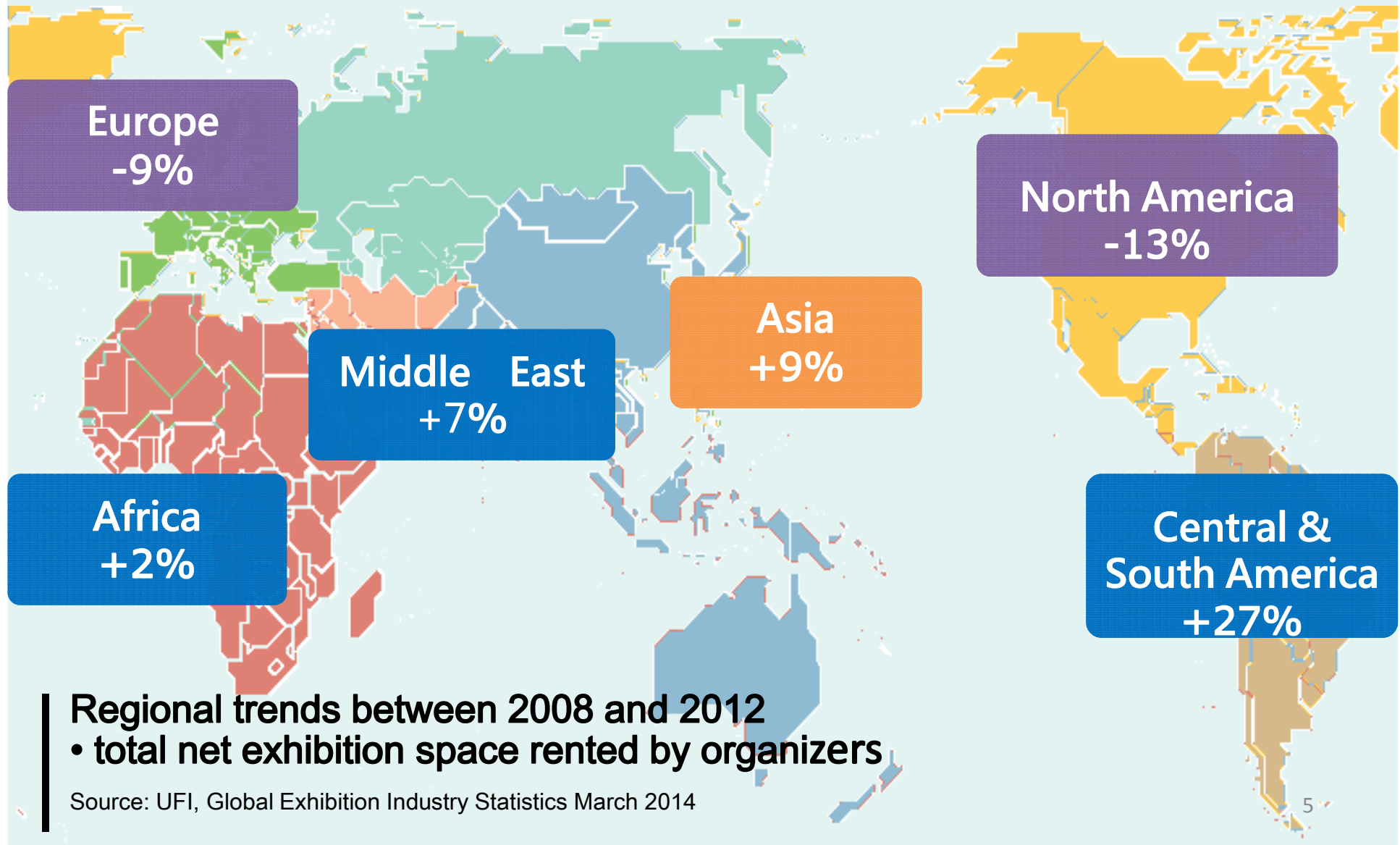


- AFECA was officially registered **since 2005**.
- There are **27 association members, 89 corporate members, and 2 affiliate members** from **17 countries/regions** across Asia including Singapore, Vietnam, Myanmar, Malaysia, Philippines, Thailand, Indonesia, India, Taiwan, Japan, Korea, China, Hong Kong, Macau, Australia, Pakistan and Bahrain.

*Founding members are underlined

THE **STATUS QUO** OF ASIAN EXHIBITION INDUSTRY

Global estimates on exhibitions



EXHIBITION SPACE SOLD, 2010-2014

NET SQUARE METERS

	Estimated size 2010 vs. 2014 in % change	Estimated annual in m ² in 2014	Estimated annual in m ² in 2013	Estimated annual in m ² in 2012	Estimated annual in m ² in 2011	Estimated annual in m ² in 2010
Macau	108.4%	197,500	143,000	72,500	84,500	94,750
Taiwan	41.2%	779,250	716,250	629,250	619,250	552,000
Singapore	33.0%	332,500	329,250	308,250	286,500	250,000
Indonesia	32.2%	221,750	203,000	189,750	178,000	167,750
Philippines	28.3%	164,500	151,250	145,000	139,500	128,250
Thailand	27.2%	550,000	506,250	464,250	462,500	432,500
China	22.6%	10,443,000	9,719,750	8,996,000	8,733,750	8,517,500
Pakistan	22.5%	81,750	77,000	72,500	70,750	66,750
Malaysia	21.1%	321,000	300,000	296,000	273,500	265,000
India	20.5%	920,000	854,750	810,750	789,000	763,750

Source: UFI, The trade fair industry in Asia, June 2015

EXHIBITION SPACE SOLD, 2010-2014

NET SQUARE METERS

	Estimated size 2010 vs. 2014 in % change	Estimated annual in m ² in 2014	Estimated annual in m ² in 2013	Estimated annual in m ² in 2012	Estimated annual in m ² in 2011	Estimated annual in m ² in 2010
Vietnam	20.3%	170,250	158,750	150,250	143,250	141,500
Korea	14.8%	924,750	854,500	826,750	820,250	805,750
Australia	8.7%	574,000	556,250	536,750	522,750	528,000
Hong Kong	7.4%	934,750	906,000	876,500	880,000	870,000
Japan	5.1%	2,026,750	1,977,000	1,932,750	1,873,000	1,928,250
Total	20.2%	18,641,750	17,453,000	16,307,250	15,876,500	15,511,750

GROWTH IN EXHIBITION CENTERS IN ASIA, 2014-2016

	2014 No. of centres	2014 Total gross indoor size	2015 Total gross indoor size	2016 Total gross indoor size	% change (from 2014 to 2016)
Indonesia	9	106,094	164,694	164,694	55.2%
Pakistan	2	26,958	37,191	37,191	38.0%
Taiwan	5	117,178	154,818	154,818	32.1%
Australia	10	137,042	137,042	177,042	29.2%
Thailand	9	222,984	222,984	256,984	15.2%
China	105	4,796,192	5,526,692	5,526,692	15.2%
Japan	13	355,658	358,658	358,658	0.8%
India	16	319,892	319,892	319,892	0.0%
Korea	12	308,368	308,368	308,368	0.0%

GROWTH IN EXHIBITION CENTERS IN ASIA, 2014-2016

	2014 No. of centres	2014 Total gross indoor size	2015 Total gross indoor size	2016 Total gross indoor size	% change (from 2014 to 2016)
Singapore	4	219,970	219,970	219,970	0.0%
Hong Kong	2	149,820	149,820	149,820	0.0%
Macau	2	76,715	76,715	76,715	0.0%
Malaysia	4	71,292	71,292	71,292	0.0%
Vietnam	4	33,793	33,793	33,793	0.0%
Philippines	3	26,257	26,257	26,257	0.0%
Total	200	6,968,214	7,808,187	7,882,187	13.1%

New Exhibition Centers in Asia

China

Hangzhou International Financial Conference & Exhibition Centre (2016)

National Exhibition & Convention Center (Shanghai) (2015)

Kunming Dianchi International Convention & Exhibition Center (2015)

India

Dhirubhai Ambani International Conventions & Exhibition Centre (2016)

Indonesia

Jakarta International Exhibition & Congress Center (2017)

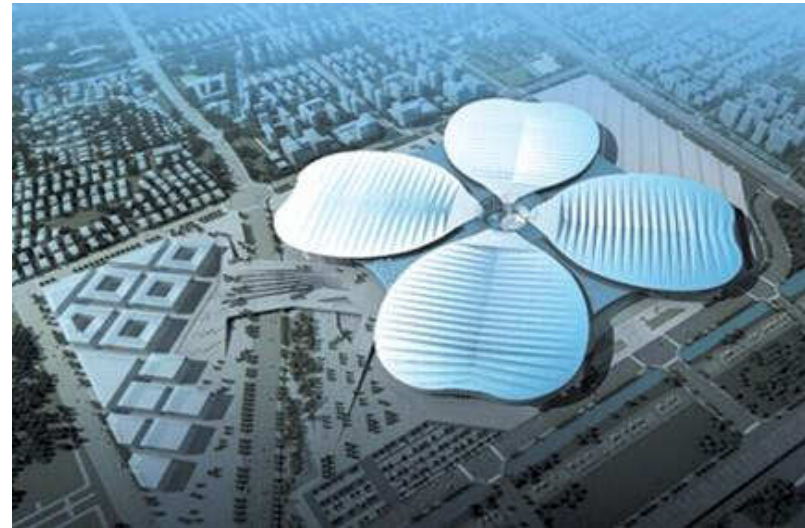
Indonesia Convention Exhibition center (ICE) (2015)

Indonesia International Exhibition & Convention Centre (2014)

Malaysia

Malaysia International Trade & Exhibition Centre (2016)

Source: AFECA Research



National Exhibition and Convention Center (Shanghai)



Jakarta International Exhibition & Congress Center

New Exhibition Centers in Asia

Korea

Seoul Station Convention Center (2014)

Myanmar

Myanmar Event Park (2014)

Myanmar Convention Center (expansion)

Thailand

Bangkok International Trade and Exhibition Center (expansion) (2016)

Taiwan

Taipei World Trade Center Nangang Exhibition Hall 2 (2018)

Kaohsiung Exhibition Center (2014)

Japan

Tokyo Big Sight (2020)

*as a Media Center for the 2020 Olympics

Source: AFECA Research



Seoul Station Convention Center



Kaohsiung Exhibition Center

TOP 10 ORGANIZERS

ranked by net area sold, 2014

Ran-king	Organizers	Revenues ranking position	Regional HQ
1	China Foreign Trade Centre (Group)	3	Guangzhou
2	Reed Exhibitions	2	Singapore
3	UBM Asia Limited	1	Hong Kong
4	China Council for the Promotion of International Trade (CCPIT)	8	Beijing
5	Hong Kong Trade Development Council (HKTDC)	4	Hong Kong
6	Messe Frankfurt	5	Hong Kong
7	Taiwan External Trade Development Council (TAITRA)	9	Taiwan
8	Allworld Exhibitions	6	
9	Shanghai EastBest International (Group) Co., Ltd		Shanghai
10	Koelnmesse		Singapore

Source: UFI, The trade fair industry in Asia, June 2015

THE **TREND** OF ASIAN EXHIBITION INDUSTRY

TREND 1
“GENERATION Y”

**Generation Y : Interactive,
Me-centric, and Smart visual
culture.**

TREND 1 “GENERATION Y”

Exhibitions should offer:

- ✓ Quality time off line.
- ✓ Interactive experiences (on- & offline).
- ✓ Visual in a smart way and use Gen. Y's visual language and icons.



TREND 1 “Generation Y”

FOSTER YOUNG PROFESSIONALS

- AFECA Asia MICE Youth Challenge

Nov. 2015, Kuala Lumpur, Malaysia

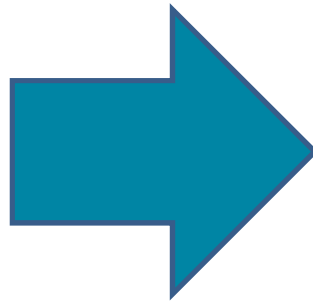


- Asian MICE Young Generation Forum

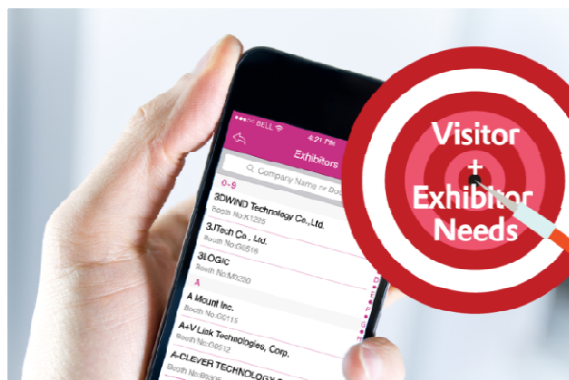
Sep. 2015, Taipei, Taiwan



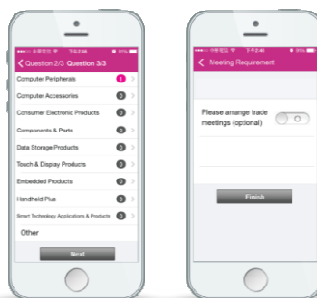
TREND 2 MOBILE DEVICES



TREND 2 MOBILE DEVICES



Total Solution via App



1-on-1 trade meetings



Free and Easy Access to Public Transportation



TREND 2

MOBILE DEVICES



TREND 3

INTERNATIONAL ALLIANCES

AFECA signed MOU with IAEE

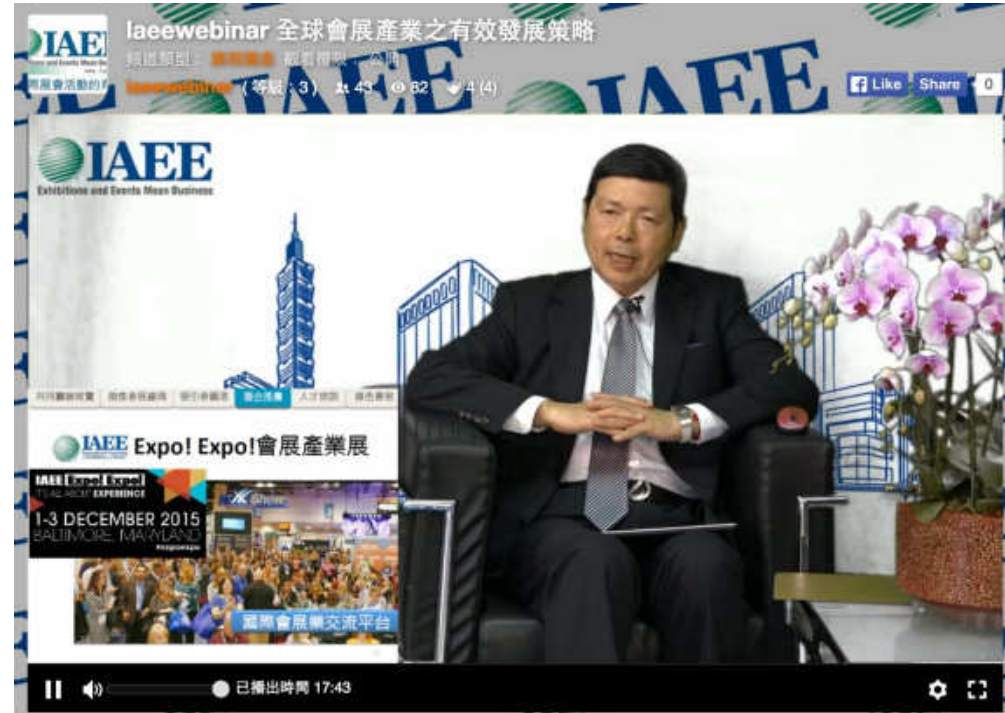


TREND 3

INTERNATIONAL ALLIANCES



IAEE Webinar first time ever was held overseas to seek regional and international cooperation



TREND 3

INTERNATIONAL ALLIANCES

- Communication & cooperation among Asian & global exhibition industry
- Share and create win-win situation



TREND 4 SUSTAINABILITY



2015 United Nations
Climate Change
Conference, Paris, France

UK Pavilion at Milan Expo
2015 with the theme:
No Bees, No Food



TREND 4 SUSTAINABILITY

- Carbon emission investigation (ISO 14064-1)
- Carbon footprint (PAS-2050)
- Event sustainability management systems (ISO-20121)



TREND 4 SUSTAINABILITY

Taipei NANGANG Exhibition Center Hall1
– ISO 20121 (2014)



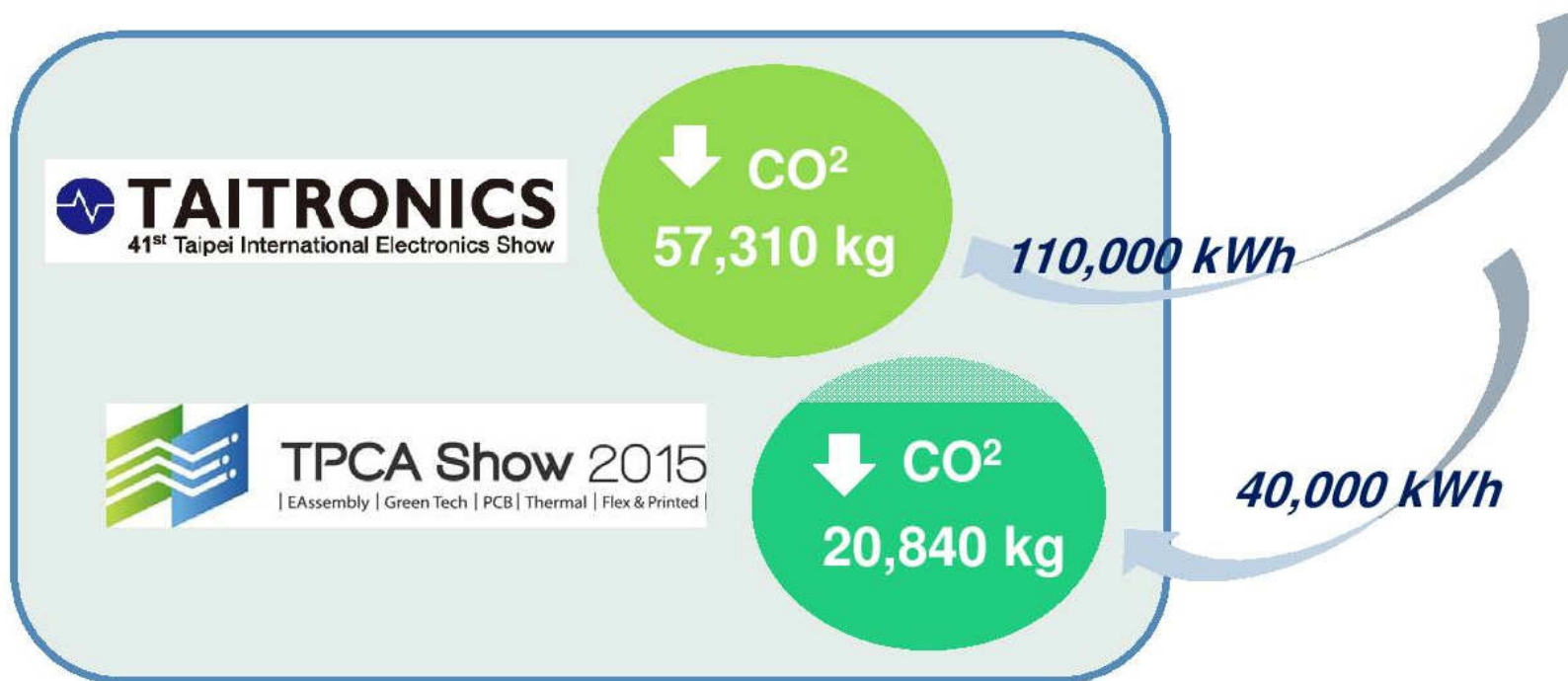
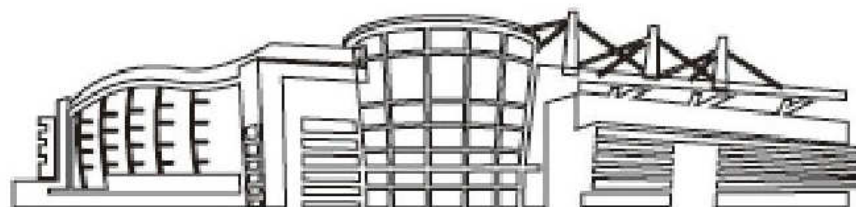
Queen Sirikit National Convention Centre
– ISO 20121 (2014)



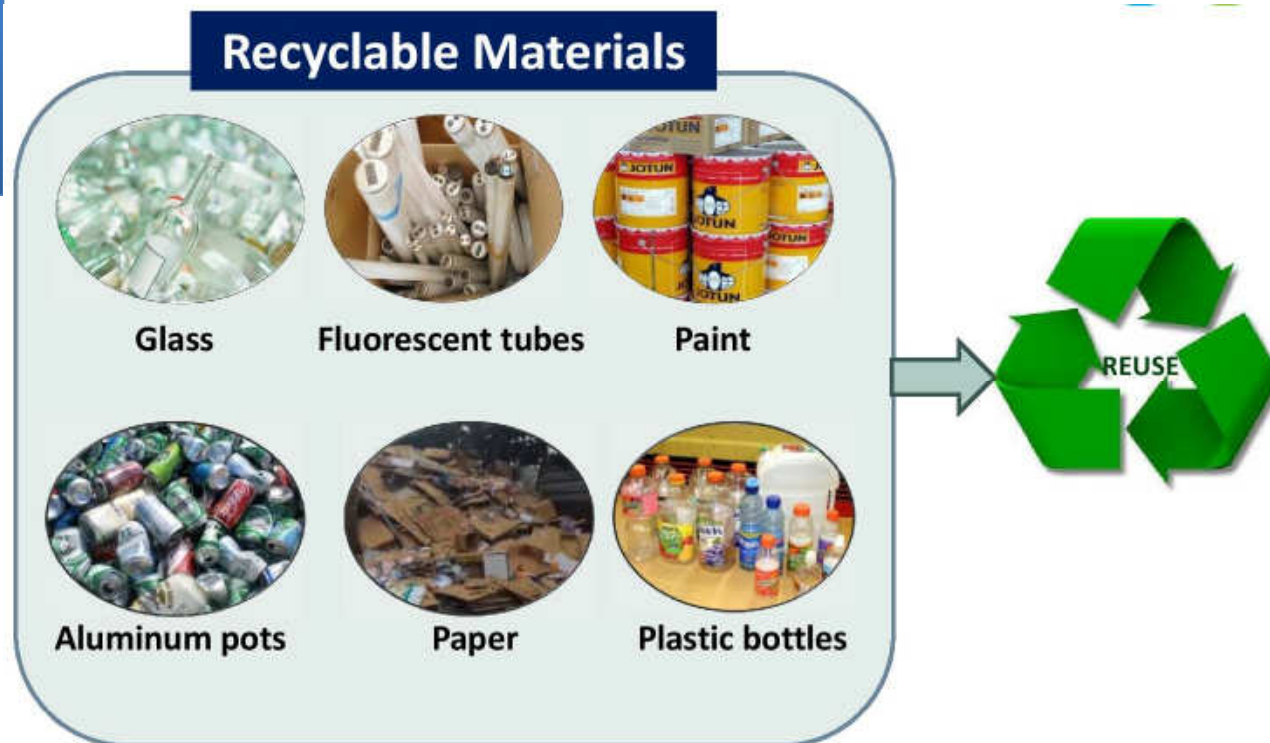
Sands Expo and Convention Centre at
Marina Bay Sands
– UFI Sustainable Development Award
(2015)



TREND 4 SUSTAINABILITY



TREND 4 SUSTAINABILITY



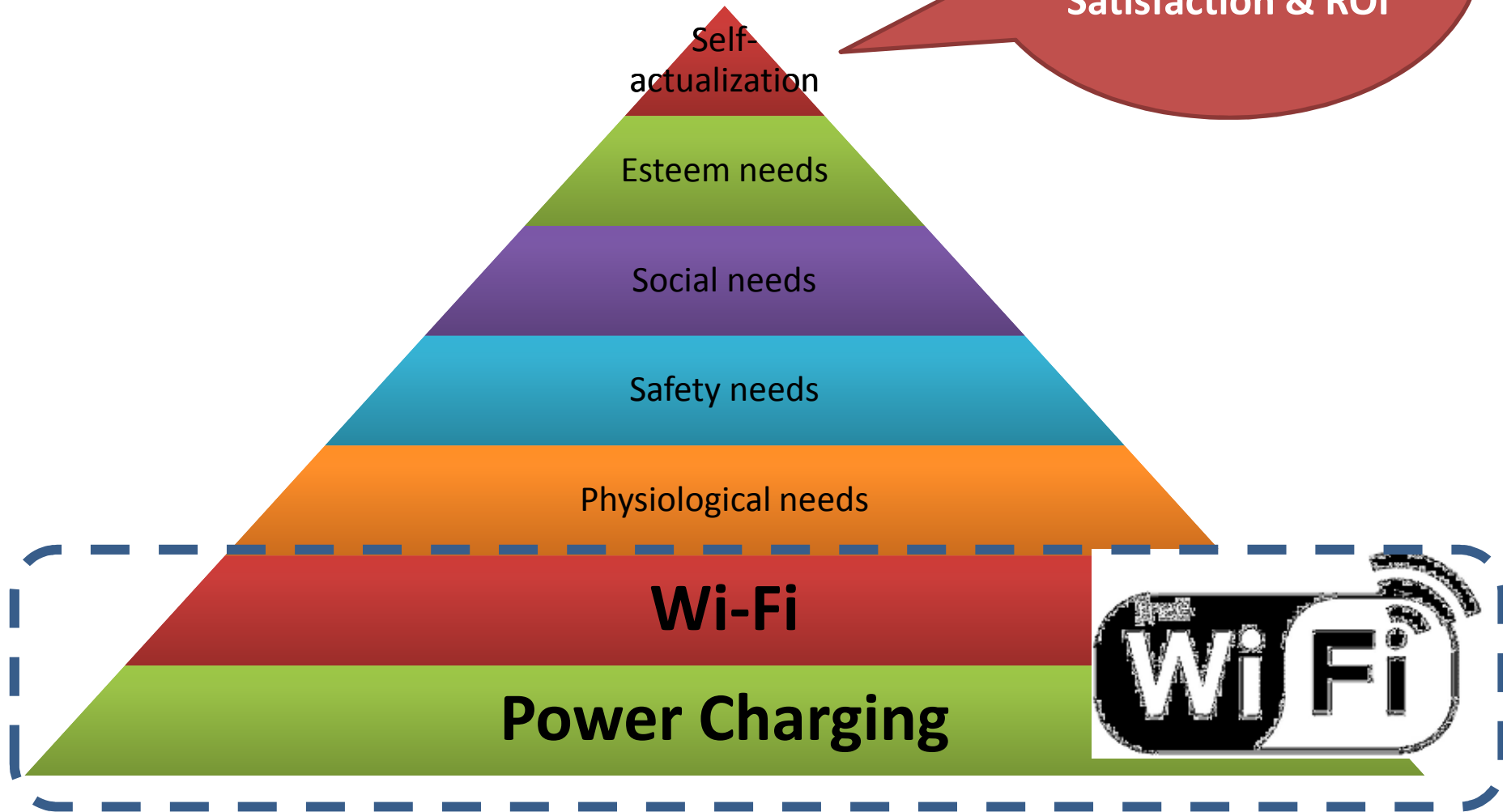
「陽光的全方位服務」

我們整合社工、復健、心理等專業人員，以團隊合作的方式，全方位協助顏面損傷和燒傷朋友。具體的服務項目包括：



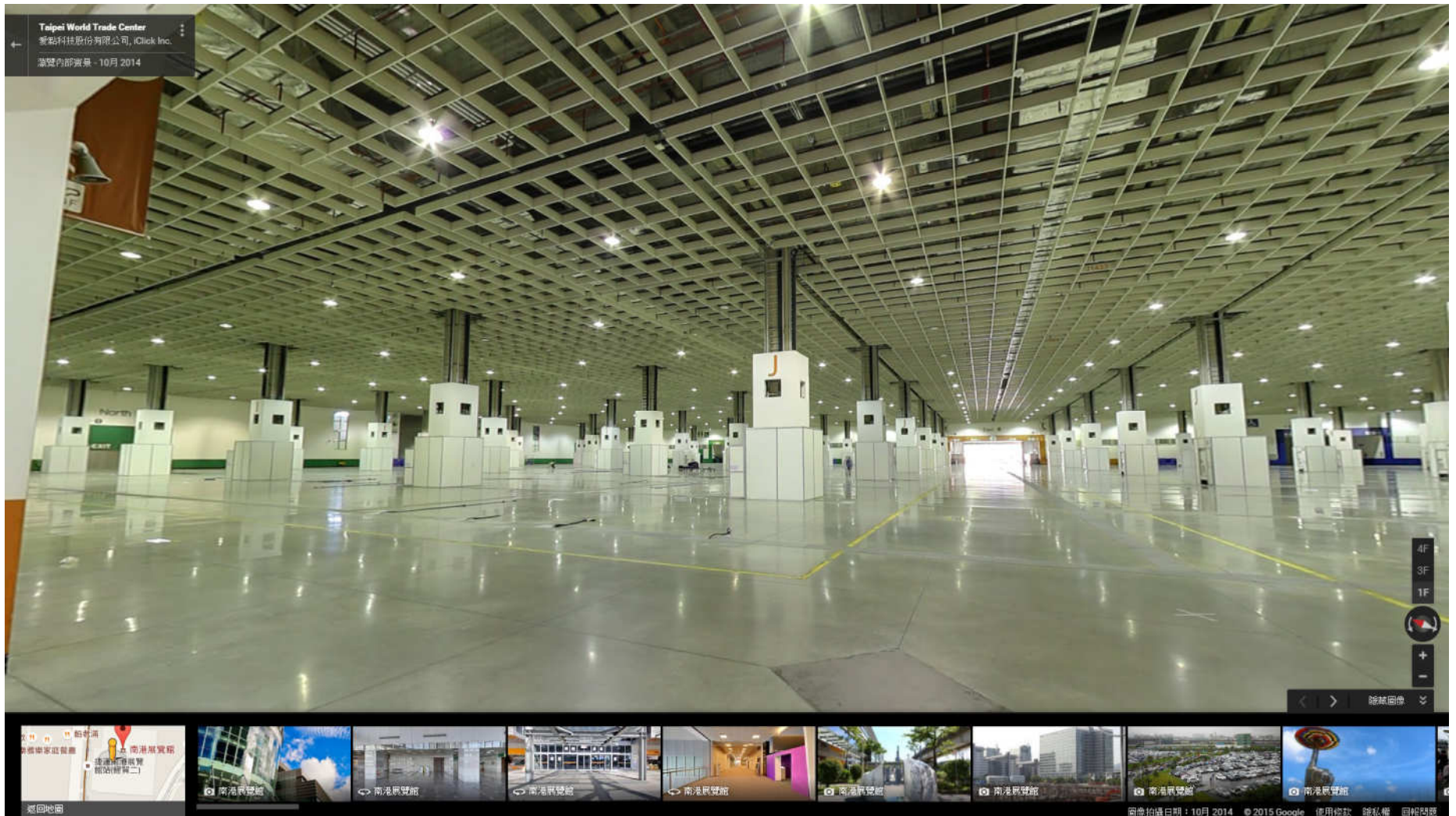
Charity event:
Making Bags from the material of Exhibition PR Flag

TREND 5 TECHNOLOGIES



TREND 5 TECHNOLOGIES

Virtual Reality (VR) Application



Google 360-degree indoor panoramic views

OTHER TRENDS

COMBINING SERIES OF EVENTS

- TAIPEI CYCLE 2016
- Velo-City Global 2016 – First time ever in Asia
Feb. 27 – Mar. 1st, Taipei, Taiwan
- Tour de Taiwan



CHALLENGES AND PERSPECTIVE OF ASIAN EXHIBITION INDUSTRY

CHALLENGE 1

ONLINE PLATFORMS

B to B



B to C



CHALLENGE 2 STRENGTHEN TALENT POOL

TOTAL CEMS	2015	2014
U.S.	865	814
Belgium	1*	0
Brazil	16	0
Canada	82	77
Taiwan (TAITRA)	96	70
China (CCPIT)	762	704
Japan	1*	1*
Mexico	228	210
Netherlands	2*	1*
Korea (COEX)	160	188
Spain	7	8
Portugal	24	18
Singapore	56	53
South Africa	1*	0
Turkey	1*	1*
Qatar	1*	0
Azerbaijan	13	0
TOTAL	2,316	2,158



CHALLENGE 2 STRENGTHEN TALENT POOL

- Matchmaking
- Recruitment and keep good talents



PERSPECTIVES

2015 AFECA PROGRAMME

Date:

Nov. 11th – 13th, 2015

Venue:

Kuala Lumpur
Convention Center
(KLCC), Kuala Lumpur,
Malaysia



PERSPECTIVES

2015 AFECA AWARDS



PERSPECTIVES

2015 AFECA FORUM



PERSPECTIVES

2015 AFECA ASIA MICE YOUTH CHALLENGE



2015 AEC+ EXPO



- Theme: Innovations in MICE – The Way Forward
- Date: Nov. 11th to 13th, 2015
- Venue: Kuala Lumpur Convention Center (KLCC), Malaysia
- Organizers:
 - Asian Federation of Exhibition & Convention Associations (AFECA)
 - Malaysian Association of Convention and Exhibition Organisers and Suppliers (MACEOS)

PERSPECTIVES

2015 AEC+ EXPO



PERSPECTIVES

2015 AEC+ EXPO





Thank you for your attentions.
ご清聴ありがとうございます。