



**AFECA**  
**A S I A N**  
Federation of Exhibition &  
Convention Associations

# TRENDS OF THE RAPIDLY GROWING EXHIBITION INDUSTRY IN ASIA

**Walter Yeh**

President

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

9<sup>th</sup> 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

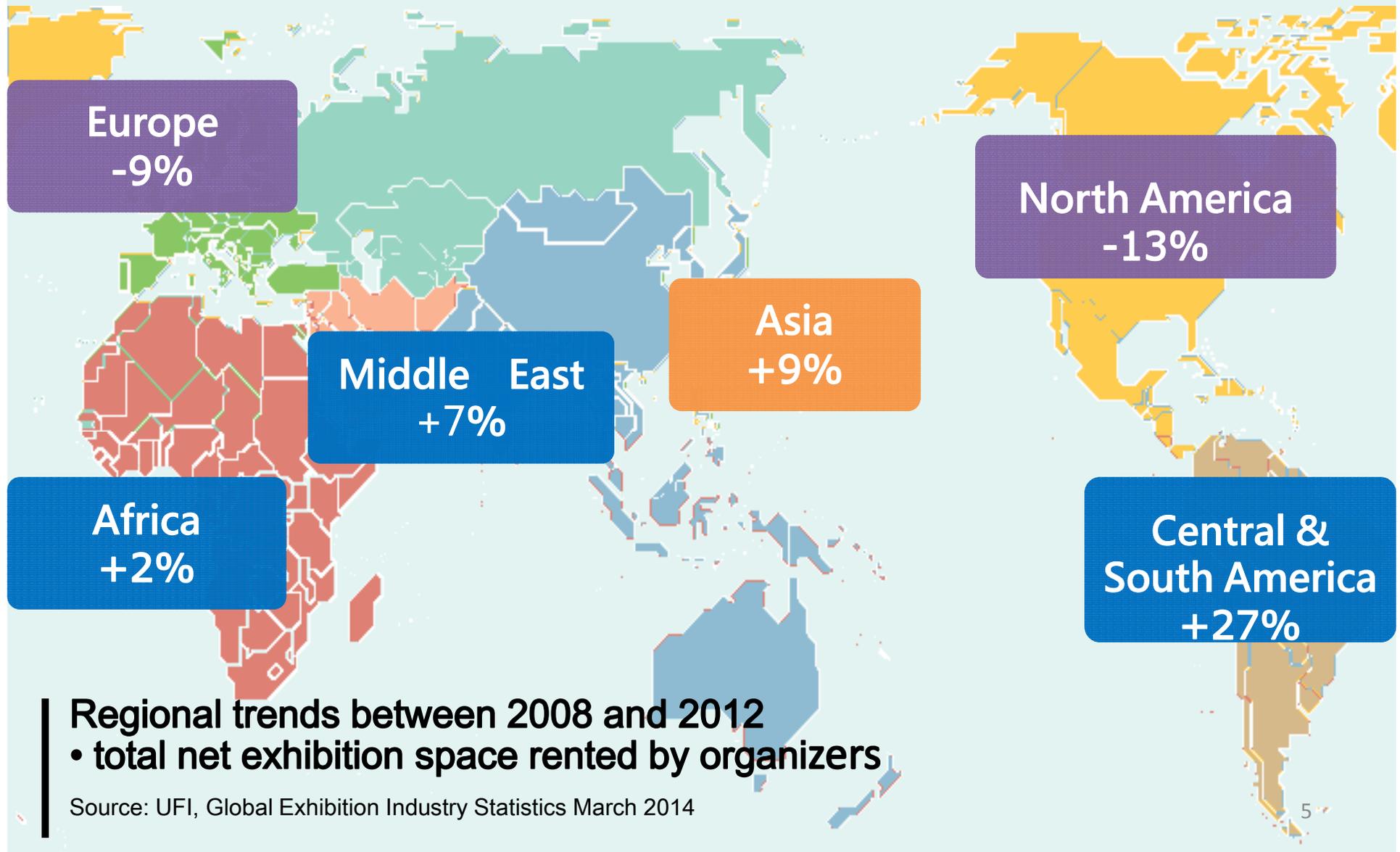


- AFECA was officially registered **since 2005**.
- There are **27 association members, 89 corporate members, and 2 affiliate members** from **17 countries/regions** across Asia including Singapore, Vietnam, Myanmar, Malaysia, Philippines, Thailand, Indonesia, India, Taiwan, Japan, Korea, China, Hong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

\*Founding members are underlined

# THE **STATUS QUO** OF ASIAN EXHIBITION INDUSTRY

# Global estimates on exhibitions



**Regional trends between 2008 and 2012**  
• total net exhibition space rented by organizers

Source: UFI, Global Exhibition Industry Statistics March 2014

# EXHIBITION SPACE SOLD, 2010-2014

NET SQUARE METERS

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

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

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Vietnam	<b>20.3%</b>	170,250	158,750	150,250	143,250	141,500
Korea	<b>14.8%</b>	924,750	854,500	826,750	820,250	805,750
Australia	<b>8.7%</b>	574,000	556,250	536,750	522,750	528,000
Hong Kong	<b>7.4%</b>	934,750	906,000	876,500	880,000	870,000
Japan	<b>5.1%</b>	2,026,750	1,977,000	1,932,750	1,873,000	1,928,250
<b>Total</b>	<b>20.2%</b>	<b>18,641,750</b>	<b>17,453,000</b>	<b>16,307,250</b>	<b>15,876,500</b>	<b>15,511,750</b>

# 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	<b>55.2%</b>
Pakistan	2	26,958	37,191	37,191	<b>38.0%</b>
Taiwan	5	117,178	154,818	154,818	<b>32.1%</b>
Australia	10	137,042	137,042	177,042	<b>29.2%</b>
Thailand	9	222,984	222,984	256,984	<b>15.2%</b>
China	105	4,796,192	5,526,692	5,526,692	<b>15.2%</b>
Japan	13	355,658	358,658	358,658	<b>0.8%</b>
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%
<b>Total</b>	<b>200</b>	<b>6,968,214</b>	<b>7,808,187</b>	<b>7,882,187</b>	<b>13.1%</b>

# 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)

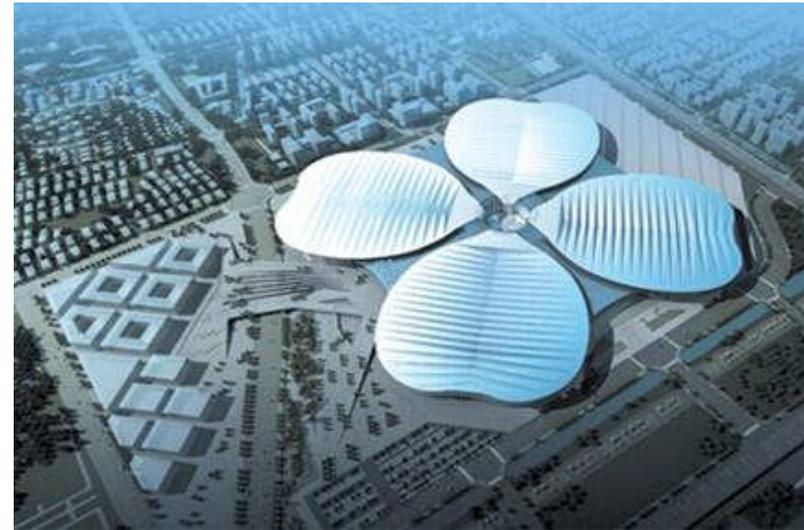
Indonesia Convention Exhibition center (ICE) (2015)

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

Ranking	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

# 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

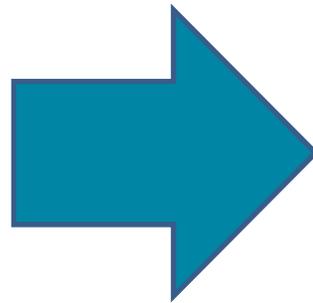


- Asian MICE Young Generation Forum

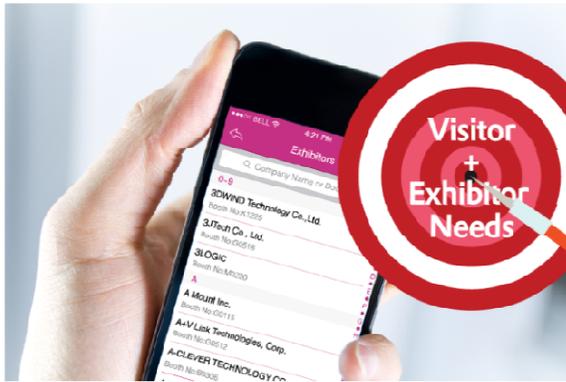
Sep. 2015, Taipei, Taiwan



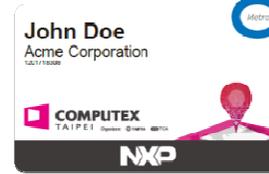
# TREND 2 MOBILE DEVICES



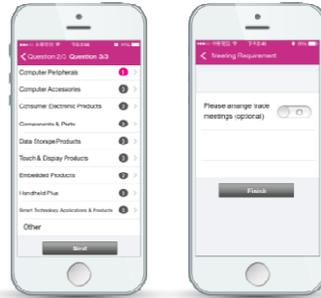
# TREND 2 MOBILE DEVICES



**Total Solution via App**



**Free and Easy Access to Public Transportation**



**1-on-1 trade meetings**

**10,251**  
number of visitors

**Taking public transportation**

**11,537**  
number of visitors

**Real-Time Positioning & Navigation**

**13,458**  
number of exhibitors

**Data collection via App**



**iBeacons**

## TREND 2 MOBILE DEVICES



# TREND 3 INTERNATIONAL ALLIANCES

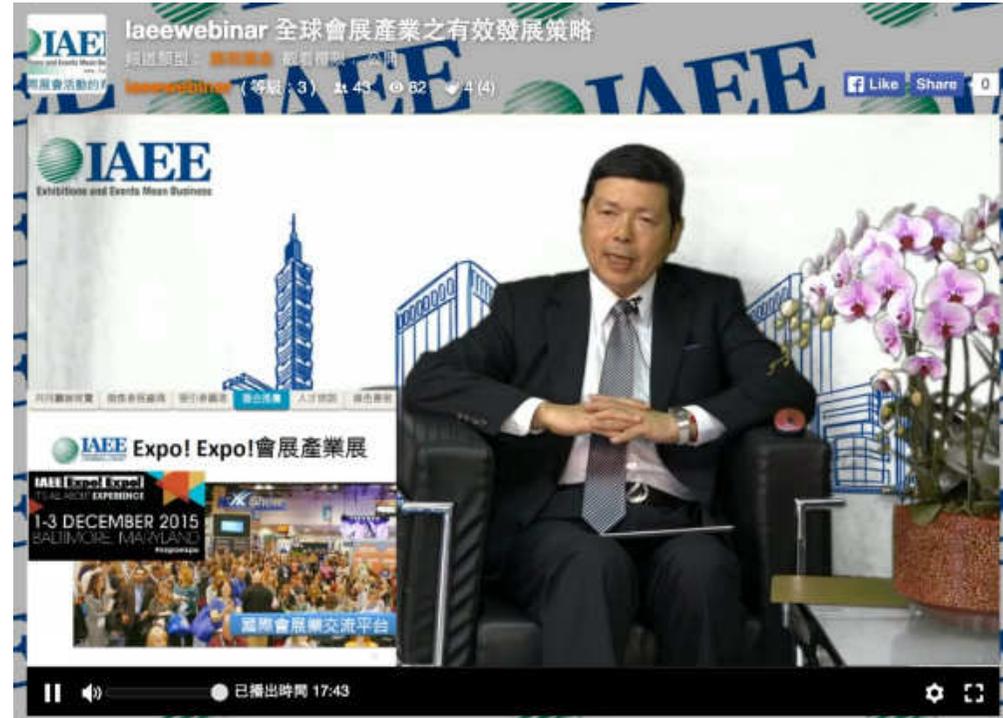
AFECA signed MOU with IAEE



# 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)



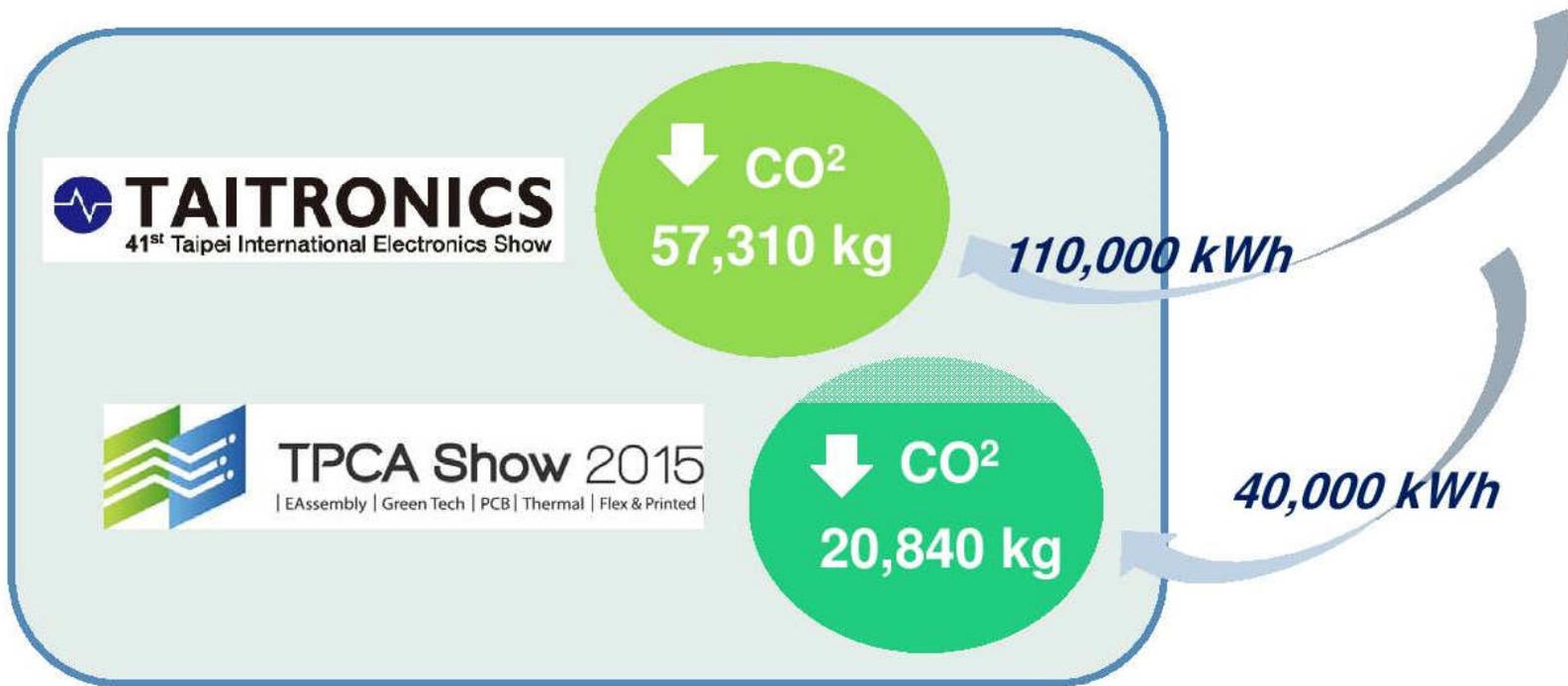
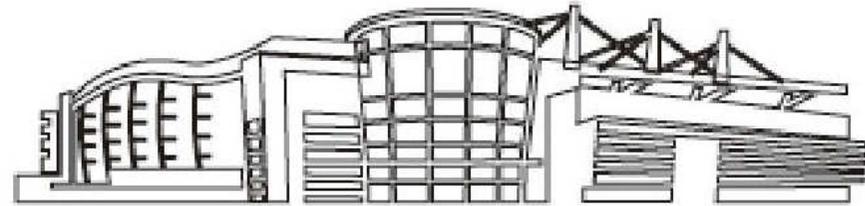
Queen Sirikit National Convention Centre  
– ISO 20121 (2014)



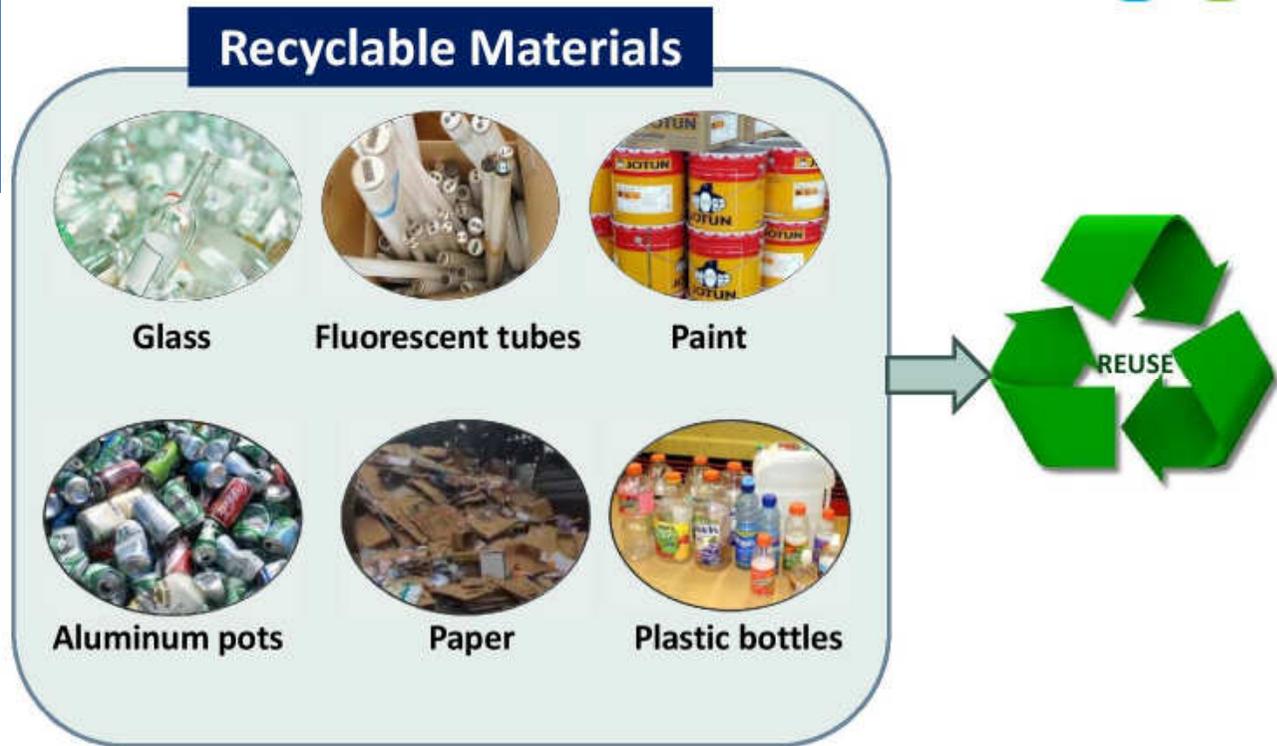
Sands Expo and Convention Centre at  
Marina Bay Sands  
– UFI Sustainable Development Award  
(2015)



# TREND 4 SUSTAINABILITY



# TREND 4 SUSTAINABILITY



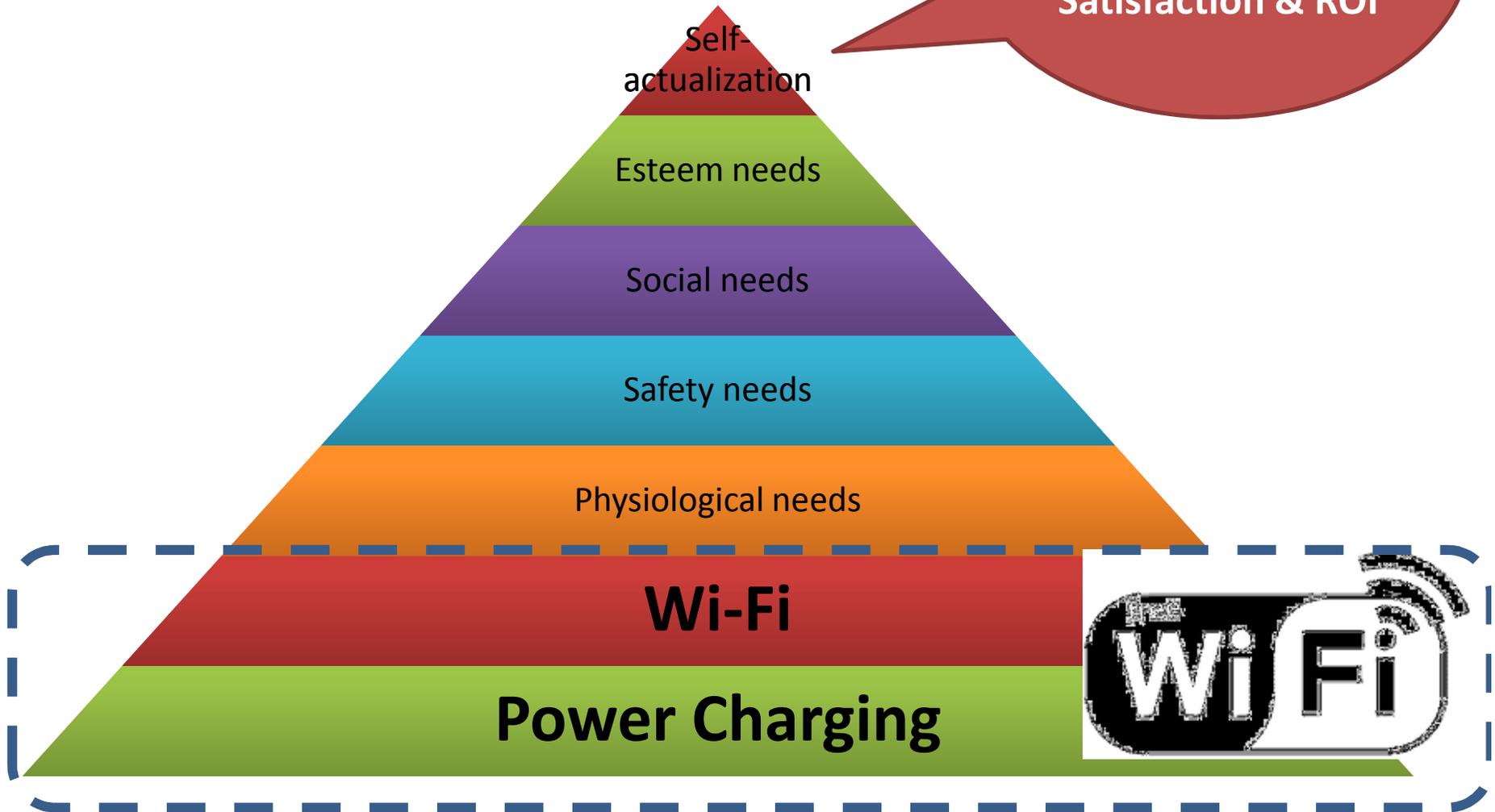
## 「陽光的全方位服務」

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：



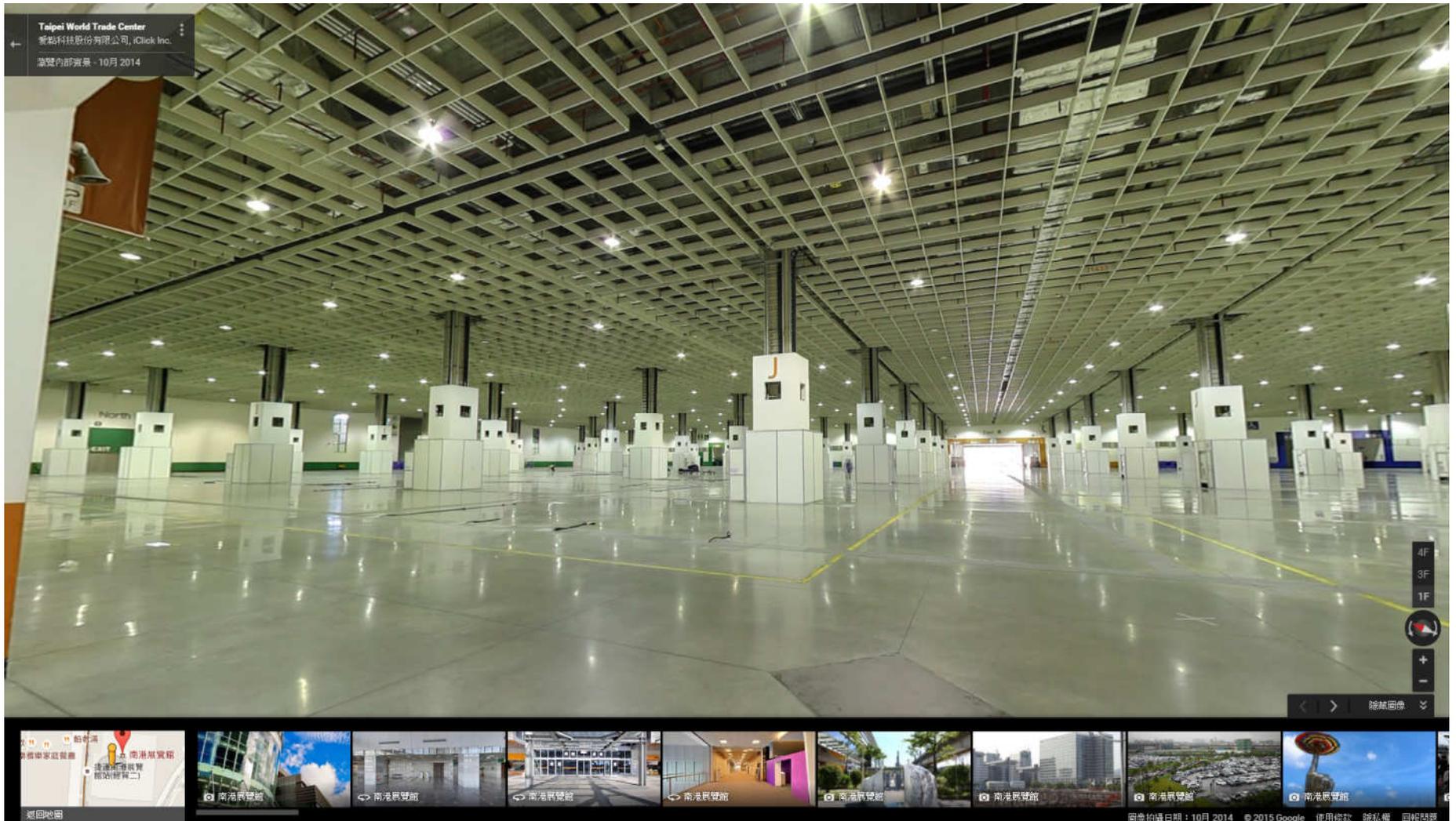
Charity event:  
Making Bags from the material of Exhibition PR Flag

# 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. 1<sup>st</sup>, 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

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



## CHALLENGE 2 STRENGTHEN TALENT POOL

- Matchmaking
- Recruitment and keep good talents



# PERSPECTIVES

## 2015 AFECA PROGRAMME

**Date:**

Nov. 11<sup>th</sup> – 13<sup>th</sup>, 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. 11<sup>th</sup> to 13<sup>th</sup>, 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。