


UFI

At A Glance

As our industry's global association, UFI directly represents more than **50,000 exhibition industry employees globally**, and also works closely with its **56 national and regional associations members**.

UFI represents, promotes and supports the business interests of its members and the exhibition industry. Globally.

UFI was founded in **1925**.

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- Exhibition industry deeply affected by Covid-19 across the globe.
 - Exhibitions brought to a standstill.
 - Many venues were/continue to be used as emergency medical facilities.
 - Exhibitions are gradually restarting across the globe.

Global Tracker: Re-openings

As of 4th August

Red: closed
 Green: open
 Yellow: partially open
 Grey: status unclear



Reopening of the Exhibition Industry (Page 3/5)

Reopening of the Exhibition Industry (Page 5/5)

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

AMERICAS

AMERICAS	2020					
	July	August	September	October	November	December
Market						
Argentina	Red	Red	Grey	Grey	Grey	Grey
Bolivia	Red	Red	Grey	Grey	Grey	Grey
Brazil	Yellow	Yellow	Yellow	Yellow	Yellow	Yellow
Canada	Red	Red	Grey	Grey	Grey	Grey
Central America	Red	Red	Grey	Grey	Grey	Grey
Chile	Red	Red	Grey	Grey	Grey	Grey
Colombia	Red	Red	Grey	Grey	Grey	Grey
Ecuador	Red	Red	Grey	Grey	Grey	Grey
Mexico	Red	Red	Grey	Grey	Grey	Grey
Peru	Red	Red	Grey	Grey	Grey	Grey
USA	Yellow	Yellow	Yellow	Yellow	Yellow	Yellow

[More info: San Pablo](#)
[More info: Texas](#)
[More info: Georgia](#)

Impact of Covid-19: UFI Research

Economic Damage Analysis

- Global damage assessment of COVID-19: €81,6 billion of total economic impact NOT generated by end of Q2.
- €134 billion worth of unconcluded contracts.
- Hot off the press: new Explori/UFI study (9,000 responses from 30 countries) show important negative impact on companies relying on exhibitions:
- **Two thirds** of those who exhibit at business events reported their cancellation has had a notable detrimental impact on their business, reducing their ability to build brand awareness with their target markets.

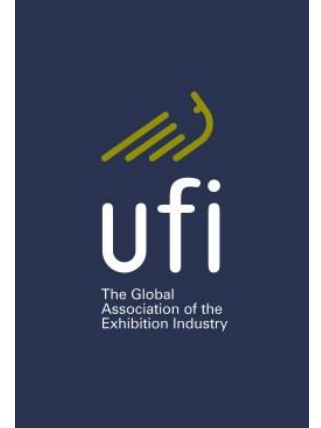
UFI updates global COVID-19 exhibition industry damage assessment

- At least **€134 billion (USD 145 billion)** of contracts not concluded as events do not take place as planned through Q2 2020.
- **€81.6 billion (USD 88.2 billion)** of total economic output will not be generated related to the exhibition industry by the end of Q2.

Calculated as of March 20, 2020. For more information: www.ufi.org/coronavirus

Impact of Covid-19: UFI research

Joint reports with AIPC and ICCA



- Joint reports sharing good practice approaches for venues
- Co-produced with AIPC, ICCA (G3 collaboration)



Global framework for reopening exhibitions

Global framework for reopening exhibitions and B2B trade events post the emergence from COVID-19

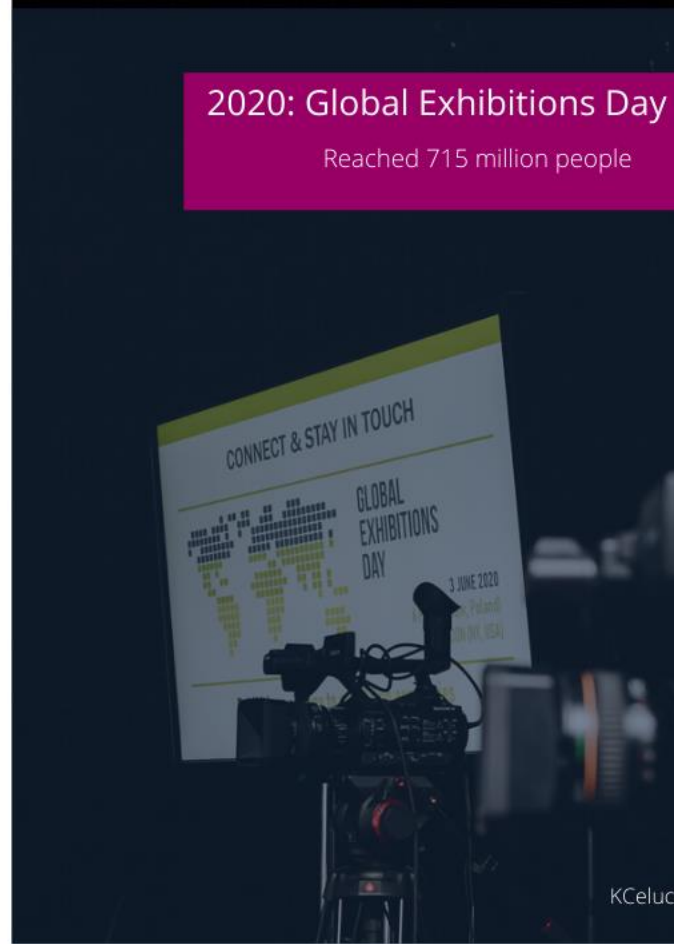
Interim guidance
11 May 2020



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1969: Moon Landing
Watched by 600 million people



2020: Global Exhibitions Day
Reached 715 million people

715 million people saw the message
"Exhibitions are Key to Rebuilding Economies"

Let's use the momentum



“Eyeballs don’t sign contracts”

Thank you!

Sources:

- UFI Global Barometer: www.ufi.org/research
- AIPC/ICCA/UFi Guidance: www.ufi.org/coronavirus
- Coronavirus resources: www.ufi.org/coronavirus