

TRADE FAIR SECTOR IN EMILIA ROMAGNA

SYNTHESIS OF THE ANNUAL REPORT 2015

Trade fair market in Emilia Romagna

Trade fair activity in Emilia Romagna reached 900.000 sq.m. of space hired in 2015, distributed among 95 exhibitions which attracted more than 23.000 direct exhibitors and 2.500.000 of visitors (Tab. 1).

TAB. 1

Trade fair activity in Emilia Romagna (2014-2015)

	2014	2015
INTERNATIONAL EXHIBITIONS		
N° events	45	39
Space hired (sq.m.)	928.956	653.944
Total exhibitors	24.924	20.153
Direct exhibitors	20.509	16.292
Foreign exhibitors	7.055	6.714
Total visitors	2.112.847	1.409.481
Foreign visitors	261.801	184.881
NATIONAL EXHIBITIONS		
N° events	32	34
Space hired (sq.m.)	93.736	104.403
Total exhibitors	3.430	4.211
Direct exhibitors	3.090	3.705
Foreign exhibitors	295	358
Total visitors	631.038	707.700
Foreign visitors	23.770	27.623
REGIONAL EXHIBITIONS		
N° events	18	22
Space hired (sq.m.)	91.165	123.679
Total exhibitors	2.982	3.443
Direct exhibitors	2.902	3.366
Foreign exhibitors	38	56
Total visitors	369.640	426.435
Foreign visitors	130	1.219
TOTAL EXHIBITIONS		
N° events	95	95
Space hired (sq.m.)	1.113.857	882.026
Total exhibitors	31.336	27.807
Direct exhibitors	26.501	23.363
Foreign exhibitors	7.388	7.128
Total visitors	3.113.525	2.543.616
Foreign visitors	285.701	213.723

Source: CERMES-Bocconi calculations on data from Regione Emilia Romagna

International events (39 in 2015) represent the biggest part of trade fair activity in Emilia Romagna, corresponding to 74% of hired space, around 72% of total exhibitors and 55% of total visitors.

National and regional events (respectively 34 and 22 in 2015) which represent just 26% of hired space, attracted around 45% of total visitors because of their targets, which are traditionally consumers.

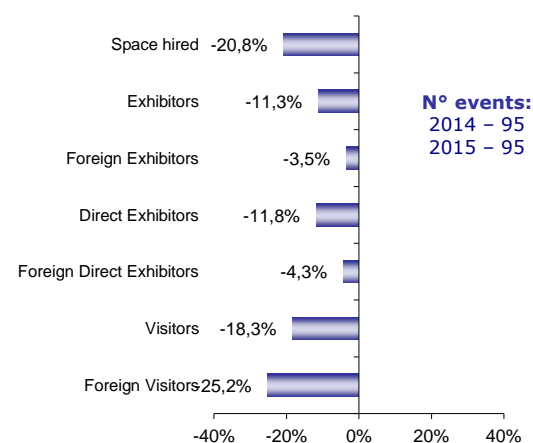
Trends in 2015

The trade fair market of the Region in 2015 showed a negative balance. Despite of the same number of events (95 in 2014 -2015), space hired decreased by 20,8%, total exhibitors by 11,3% and total visitors by 25,2%. These trends are part of a long-term conjuncture that is strongly linked with the maturity phase reached by the exhibitions industry in Italy and Europe. It should also be noted that, for Emilia Romagna, the negative trends registered in 2015 are mostly due to the negative impact of the pluriannual events, which typically present an unfavorable cycle in odd years. (Tab. 2)

As far as internationalization is concerned, data showed similar trends: direct foreign exhibitors decreased by 4.3% while foreign visitors registered a relevant drop (-25.2%).

TAB. 2

Trends of Emilia Romagna's trade fair market (2014 vs 2015)



Source: CERMES-Bocconi calculations on data from Regione Emilia Romagna

A deeper analysis of general trends can be done distinguishing "comparable events" (those held both in 2015 and 2014), "pluriannual events" and "new/cancelled events":

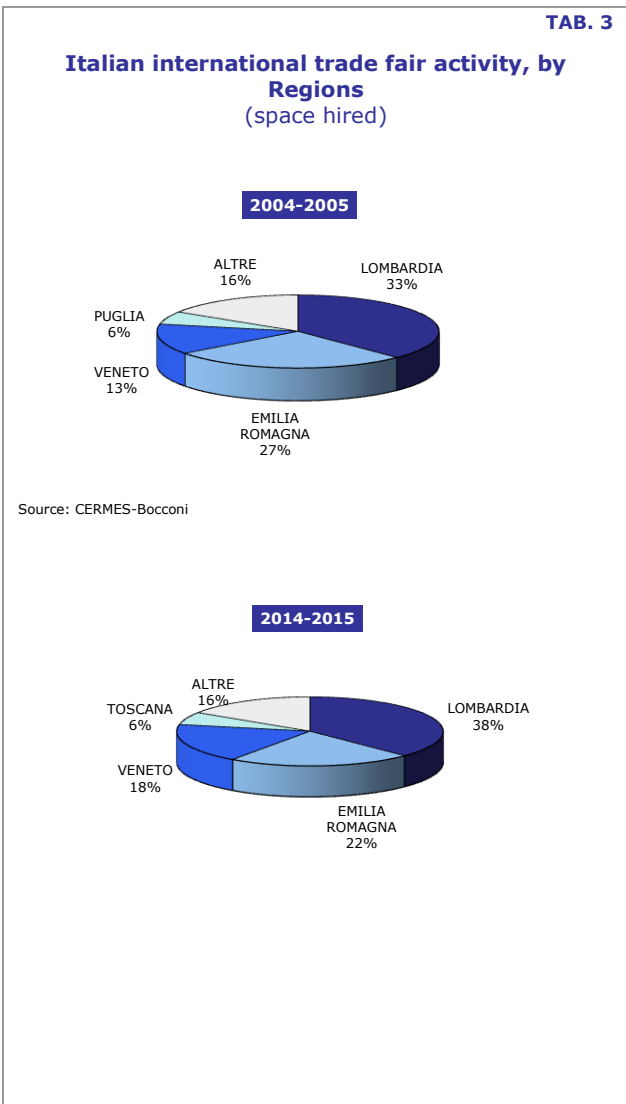
- Comparable events – 74 trade fairs in 2014 and 2015 - representing 83,2% of total space hired – showed a growth of space hired (+2,3%), exhibitors (2,2% direct and 1,3% total exhibitors), and total visitors 0,6%. Contrasting results has been registered for internationalization: foreign visitors decreased by 10,9% while foreign direct exhibitors increased by 2,2%;

- b) Pluriannual events – 10 in 2015, representing around 12,8% of space hired – confirmed their negative trend in odd years, with notable decreases in space hired (-67.2%), direct exhibitors (-56.2%) and total visitors (-79.5%).
- c) The substitutions of events occurred between 2014 and 2015 registered a negative balance, even if this category of exhibitions represents just 3,9% of the whole market. In 2015 there has been 11 new events and 8 were cancelled, with a significant reduction of activity.

Market shares for international events

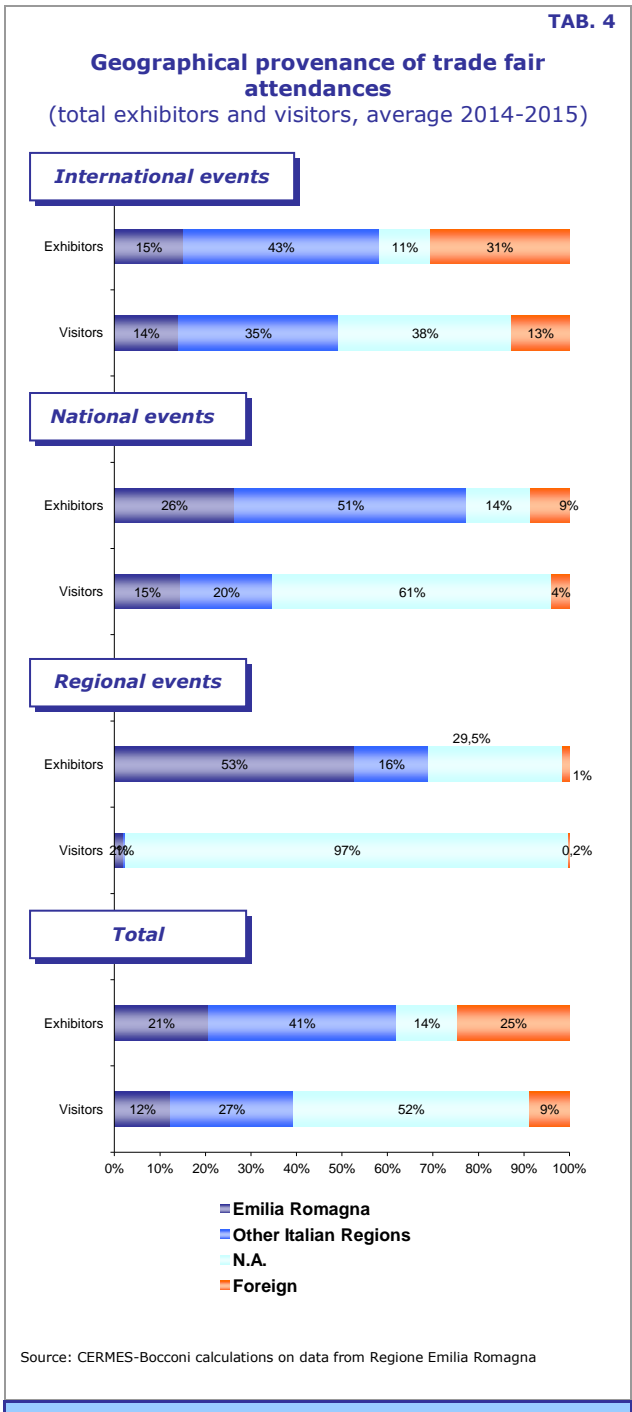
With reference to international events, Emilia Romagna is the second Italian region, behind Lombardy (Tab. 3).

During the two-years period 2014-2015, the Region hosted 22% of Italian international trade fair activity in terms of space hired, followed by Veneto (18%) and Toscana (6%). During the last decade, Emilia Romagna has weakened its competitive position, compared to the other Italian regions, especially Veneto.



Geographical origin of trade fairs attendances

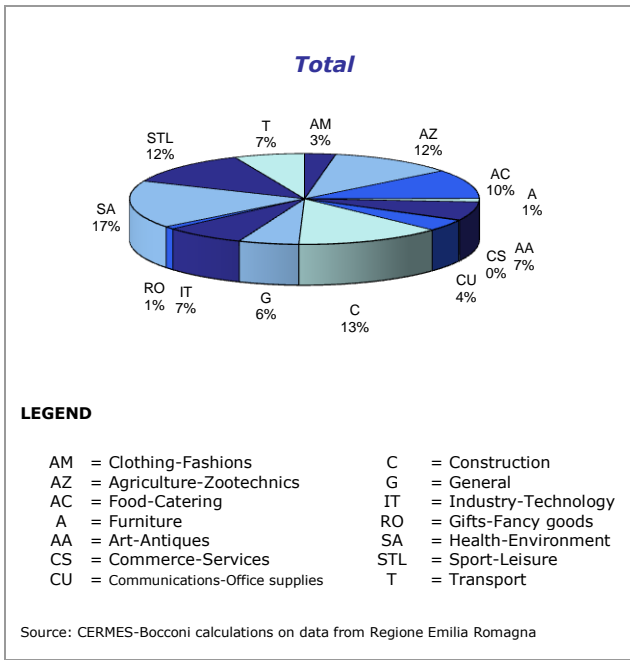
Internationalization levels of attendances at international exhibitions registered a slight increase for foreign exhibitors (31% of foreign exhibitors in the two-years period 2014-2015) and foreign visitors (from 12% of previous two years period, to 13%). National and regional events have, of course, a strong presence of exhibitors from Emilia Romagna (respectively 26% and 53%) and regional visitors too (15% or 2%). These types of events showed a good attractiveness for neighboring areas. (Tab. 4)



Trade fair activity by merchandise sectors

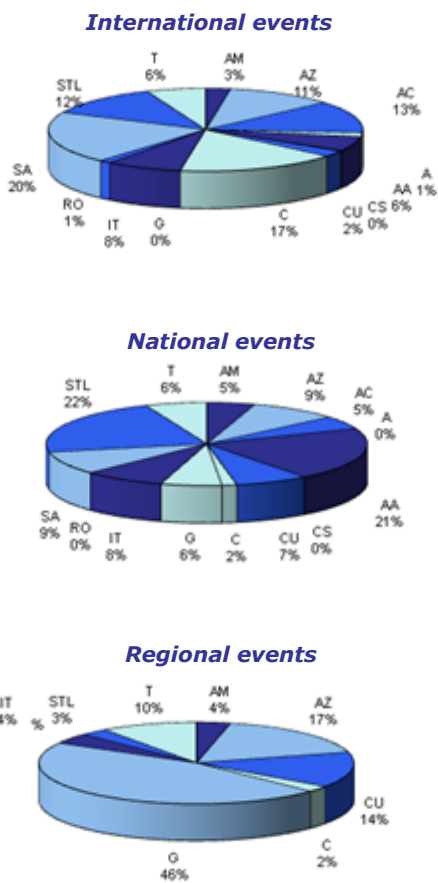
Emilia Romagna trade fair activity is well distributed among different merchandise sectors. Health-Environment leads the ranking in terms of space hired, with a “market share” of 20%: followed by Costructions (17%). On the exhibitors side, the Health-Environment sector still leads the ranking (with a share of 22%), followed by Sport-Leisure (14%), and Food –Catering 13% (Tab. 5).

On the visitors side, Health-Environment, with a share of 22%, overcomes Transport (14%), both followed by –Sport-Leisure (19%) and Food–Catering (14%).



TAB. 5

Emilia Romagna trade fair activity, by merchandise sectors (space hired, 2014-2015)



Exhibition capacity of Venues in Emilia Romagna

Emilia Romagna holds the second place in Italy also in terms of exhibitions capacity, with almost 500,000 sq.m. of covered spaces.

Exhibition spaces are mainly concentrated in 3 venues (Bologna, Rimini and Parma, accounting for 81% of total capacity). Since 2010, the exhibitions capacity of Emilia Romagna increased by 30,000 sq. m. through the enlargements made by Parma (Tab. 6).

TAB. 6

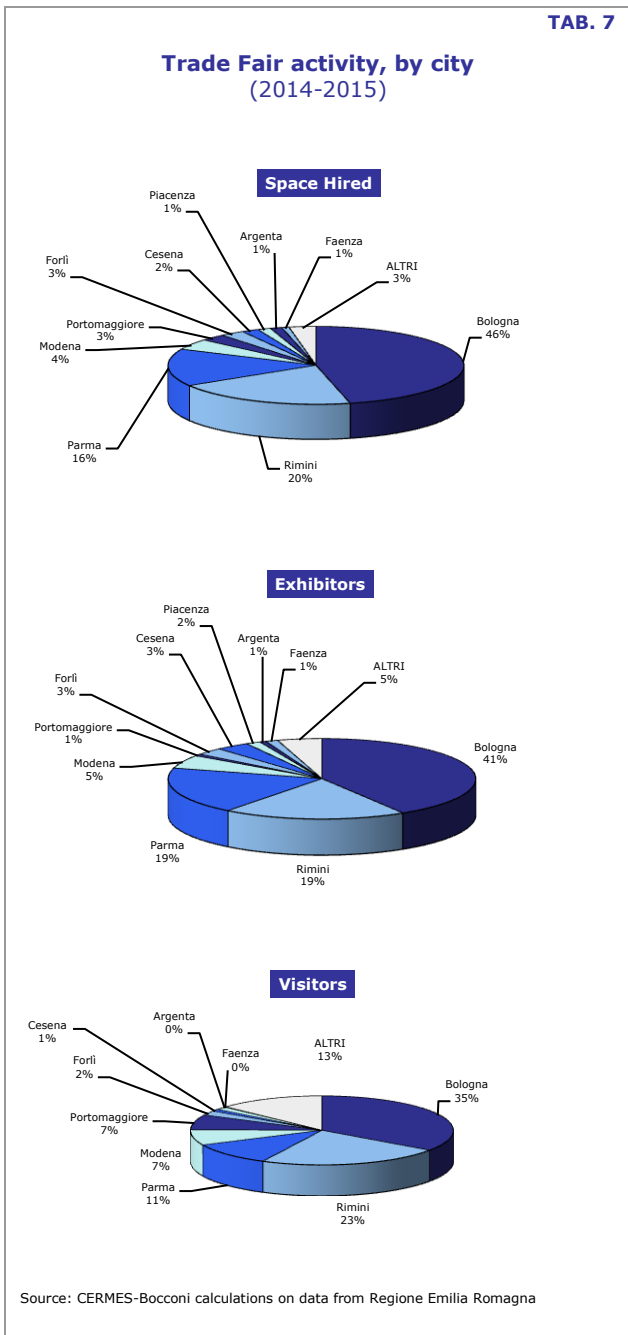
Exhibition capacity of main venues in Emilia Romagna (2015)

	Covered space (sqm)				Open air space (sqm, 2015)
	2000	2010	2015	variazione 2000/2015	
BOLOGNA FIERE	135.000	180.000	180.000	0	80.000
FIERE DI PARMA	100.000	100.000	130.000	30.000	10.000
RIMINI FIERA	82.000	109.000	109.000	0	30.000
FIERA DI FORLI'	17.000	19.000	19.000	0	30.000
FIERA DI CESENA	18.500	18.500	18.500	0	12.000
SIPER - REGGIO EM	18.000	18.000	18.000	0	20.000
FERRARA EXPO	14.000	14.000	14.000	0	10.000
PIACENZA FIERE	6.000	13.000	13.000	0	12.000
MODENA ESPOSIZIO	8.000	9.500	9.500	0	12.000
PALA DE ANDRE'	0	3.150	3.150	0	3.400
FAENZA FIERE	5.500	2.700	2.700	0	20.000
Totale	404.000	486.850	516.850	30.000	239.400

Source: CERMES-Bocconi survey among Venues

Trade fair activity by city

The distribution of trade fair activity by city in 2014-2015 (Tab. 7) confirms the traditional leadership of Bologna, with 46% of space hired, 41% of exhibitors and 35% of visitors. Rimini holds the second place (20% of space hired, 19% of exhibitors and 23% of visitors), followed by Parma (16% of space, 19% of exhibitors, 11% of visitors).

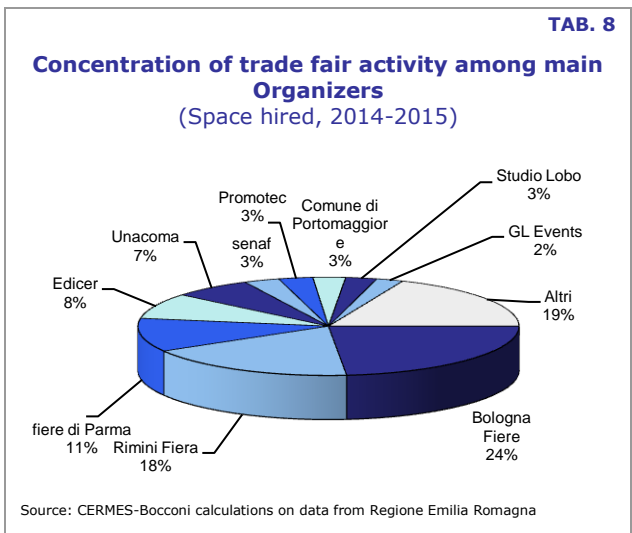


Trade fair activity by Organizers

There is quite a big number of trade fair Organizers operating in Emilia Romagna (44 in the two-years period 2014-2015), but the first ten of them control 82% of total trade fair activity in terms of space hired (Tab. 8). Considering the international events, top ten Organizers are even bigger, accounting for around 90% of the overall market.

Regional ranking of trade fairs Organizers in terms of space hired in 2014-2015 confirms the leadership of Bologna Fiere, followed by Rimini Fiera and Fiere di Parma in the third position.

At a general level, venues control the major share of total trade fair activity in terms of space hired (64% in 2014-2015). Organizers controlled by Associations account for 20,2%, while Private Organizers control 16,2% of the market. A marginal share of the trade fair activity, mainly of national and regional level, is held by Public bodies and not-for-profit Organizations.



TRADE FAIR SECTOR IN EMILIA ROMAGNA
 -
SYNTHESIS OF THE REPORT 2015

by

UFFICIO ORDINAMENTO SISTEMA FIERISTICO REGIONALE
 REGIONE EMILIA ROMAGNA

in collaboration with

CERMES
 Research Centre on Marketing and Services
 of Bocconi University