

TRADE FAIR SECTOR IN EMILIA ROMAGNA

SYNTHESIS OF THE ANNUAL REPORT 2013

Trade fair market in Emilia Romagna

Trade fair activity in Emilia Romagna reached 932.000 sq.m. of space hired in 2013, distributed among 96 exhibitions which attracted almost 23.000 direct exhibitors and almost 2.300.000 of visitors (Tab. 1).

TAB. 1

Trade fair activity in Emilia Romagna (2012-2013)

	2012	2013
INTERNATIONAL EXHIBITIONS		
N° events	43	40
Space hired (sq.m.)	902.462	715.861
Total exhibitors	22.594	20.535
Direct exhibitors	18.047	16.878
Foreign exhibitors	6.844	6.955
Total visitors	1.912.494	1.426.387
Foreign visitors	204.618	196.705
NATIONAL EXHIBITIONS		
N° events	34	38
Space hired (sq.m.)	141.131	132.839
Total exhibitors	5.131	5.025
Direct exhibitors	4.132	4.006
Foreign exhibitors	465	346
Total visitors	796.469	710.170
Foreign visitors	40.064	27.878
REGIONAL EXHIBITIONS		
N° events	23	18
Space hired (sq.m.)	102.883	82.955
Total exhibitors	3.212	2.314
Direct exhibitors	3.053	2.280
Foreign exhibitors	49	32
Total visitors	253.774	154.760
Foreign visitors	160	129
TOTAL EXHIBITIONS		
N° events	100	96
Space hired (sq.m.)	1.146.476	931.655
Total exhibitors	30.937	27.874
Direct exhibitors	25.232	23.164
Foreign exhibitors	7.358	7.333
Total visitors	2.962.737	2.291.317
Foreign visitors	244.842	224.712

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

International events (40 in 2013) represent the biggest part of trade fair activity in Emilia Romagna, corresponding to 77% of hired space, around 74% of total exhibitors and 62% of total visitors.

National and regional events (respectively 38 and 18 in 2013) which represent just 23% of hired space, but attracted around 38% of total visitors because of their targets, which are traditionally consumers.

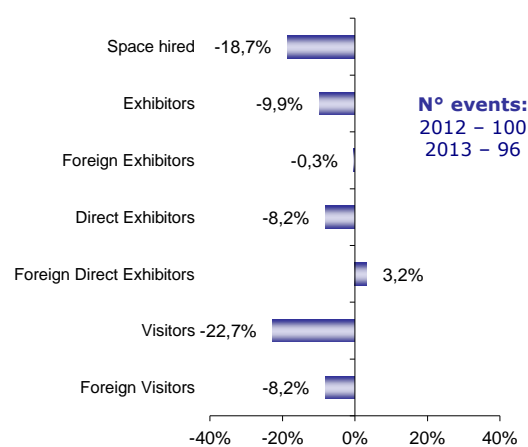
Trends in 2013

The trade fair market of the region in 2013 showed a negative balance (Tab. 2). In light of the slight decrease in the number of events (which were 100 in 2012 and 96 in 2013), space hired decreased by 18,7%, total exhibitors by 9,9% (-8,2% direct exhibitors) and total visitors by 22,7%. It should be noted that these negative trends are mostly due to the negative impact of the pluriannual events, which typically present an unfavorable cycle in odd years.

As far as internationalization is concerned, data showed conflicting trends: direct foreign exhibitors increased by 3,2% while foreign visitors registered a relevant drop (-8,2%).

TAB. 2

Trends of Emilia Romagna's trade fair market (2012 vs 2013)



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 2013 and 2012), "pluriannual events" and "new/cancelled events":

- Comparable events - 68 trade fairs in 2012 and 2013 - representing 78% of total space hired - showed a fall of space hired (-5%) and exhibitors (-3,8% direct and -3,4% total exhibitors) while total visitors increased by 5,2%. Contrasting results has been registered for internationalization: foreign visitors grew by 9,8% while foreign direct exhibitors decreased by 1,6%;
- Pluriannual events - 16 in 2013, representing around 17% of space hired - confirmed their negative trend in odd years, with notable

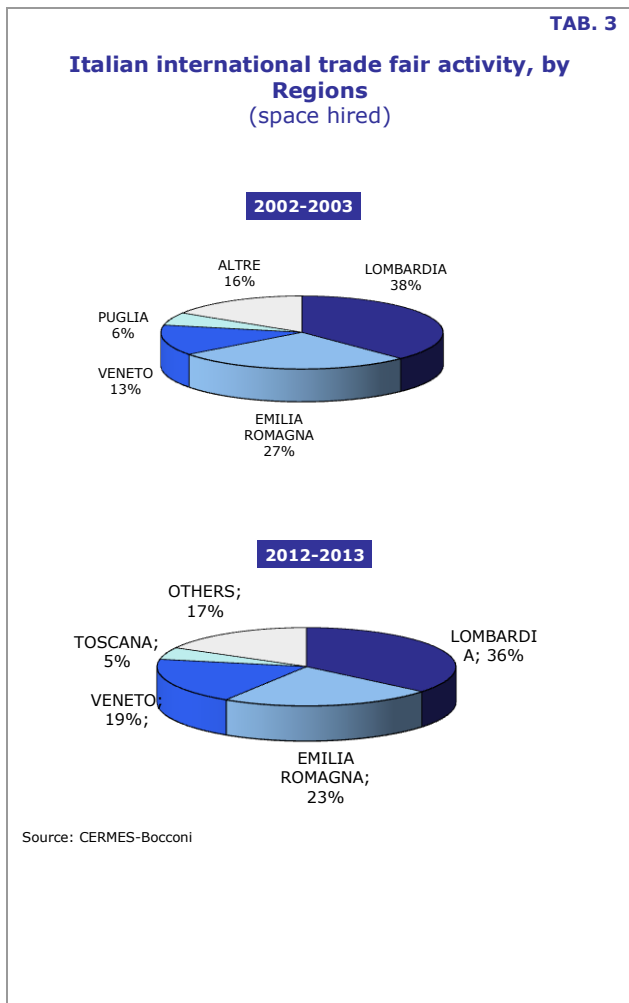
decreases in space hired (-45.8%), direct exhibitors (-21.2%) and total visitors (-38.9%). Divergent trends were registered with reference to the internationalization of these events: direct foreign exhibitors increased by 4,8% and foreign visitors decreased by 51.7% ;

- c) The substitutions of events occurred between 2012 and 2013 registered a negative balance, even if this category of exhibitions represents just 4% of the whole market. In 2013 there has been 12 new events and 19 were cancelled, with a significant reduction of activity.

Market shares for international events

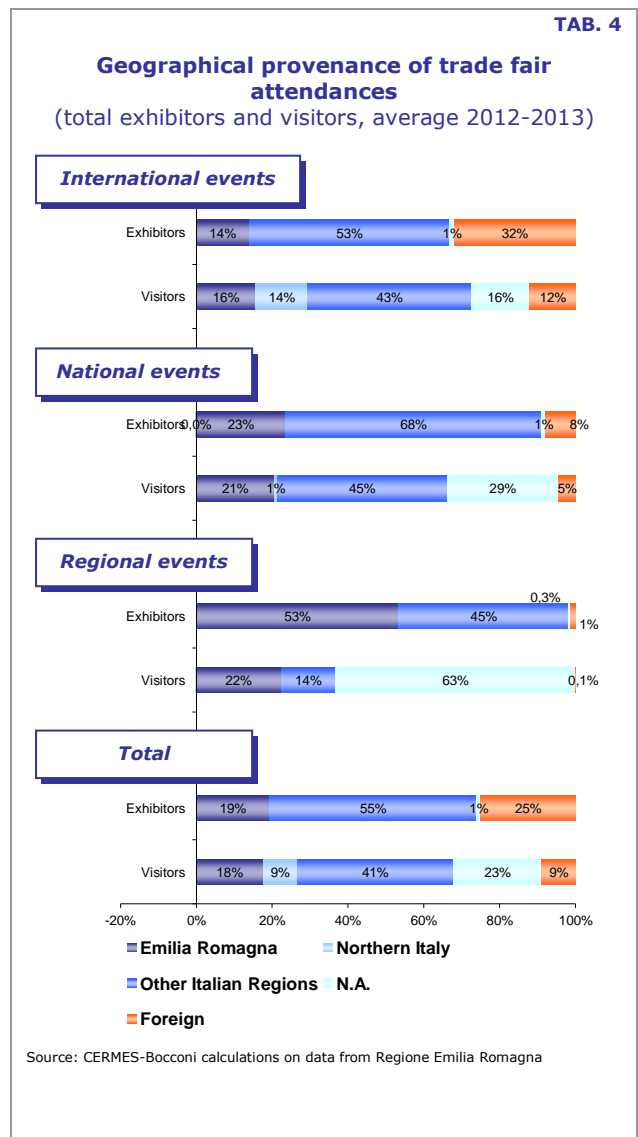
With reference to international events, Emilia Romagna is the second Italian region, behind Lombardy (Tab. 3).

During the two-years period 2012-2013, the Region hosted 23% of Italian international trade fair activity in terms of space hired, followed by Veneto (19%) and Toscana (5%). During the last decade, Emilia Romagna has weakened its competitive position, compared to the other Italian regions, especially Veneto.



Geographical provenience of trade fairs attendances

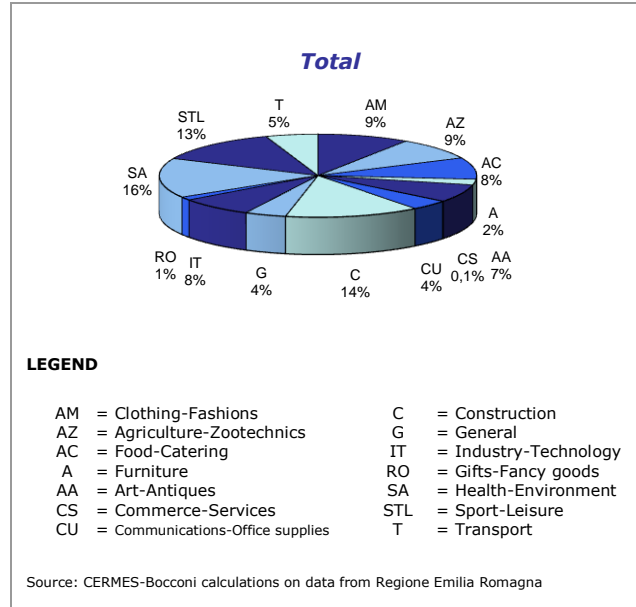
Internationalization levels of attendances at international exhibitions registered a slight increase for foreign exhibitors (from 30% to 32% of foreign exhibitors in the two-years period 2012-2013) and foreign visitors (from 8% to 12%). The main share of foreign exhibitors at International events comes from Europe (57% from European Union Countries and 6% from the rest of Europe) even if there's a significant presence from extra-Europe countries: Asians, in particular, accounted for 21% of foreign exhibitors (they were only 18% in 2010-2011). Considering visitors, data are analogous: 54% of foreign attendance comes from EU countries, 17% from the rest of Europe and Asians are the bigger cluster of foreign visitors: 14% of the total. National and regional events have, of course, a good presence of exhibitors from Emilia Romagna (respectively 26% and 54%) and regional visitors too (19%). These types of events showed a good attractiveness for neighboring areas. (Tab. 4)



Trade fair activity by merchandise sectors

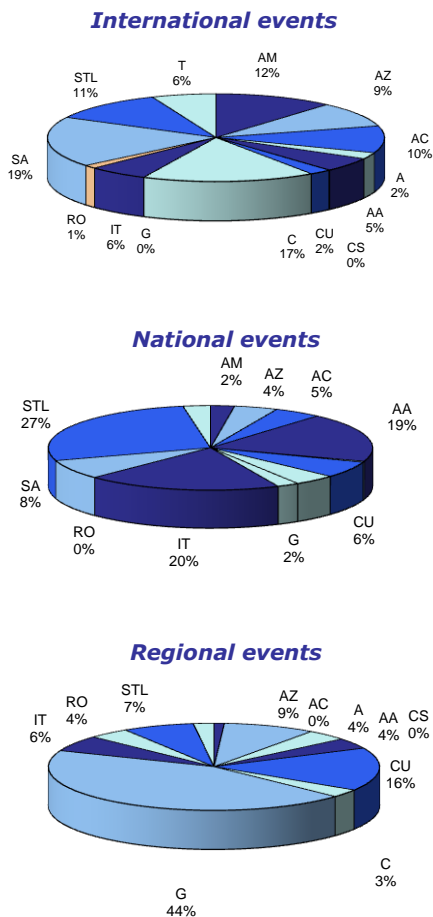
Emilia Romagna trade fair activity is well distributed among different merchandise sectors. Health-Environment leads the ranking in terms of space hired, with a "market share" of 15% (Tab. 5): followed by Costructions (14%). On the exhibitors side, the Health-Environment sector still leads the ranking (with a share of 18%), followed by Sport-Leisure (14%), and Art-Antiques (11%).

On the visitors side, Sport-Leisure, with a share of 18%, overcomes Transport (14%), both followed by Food -Catering (15%).



TAB. 5

Emilia Romagna trade fair activity, by merchandise sectors (space hired, 2012-2013)



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 83% of total capacity). Since 2000, the exhibitions capacity of Emilia Romagna increased by 100,000 sq.m. (+26%), mainly through the enlargements made by Bologna and Rimini and Parma (Tab. 6).

TAB. 6

Exhibition capacity of main venues in Emilia Romagna (2013)

	Covered space (sqm)				Open air space (sqm, 2013)
	2000	2010	2013	variazione 2000/2013	
BOLOGNA FIERE	135.000	180.000	180.000	45.000	80.000
FIERE DI PARMA	100.000	100.000	115.000	15.000	10.000
RIMINI FIERA	82.000	109.000	109.000	27.000	30.000
FIERA DI FORLI'	17.000	19.000	19.000	2.000	30.000
FIERA DI CESENA	18.500	18.500	18.500	0	12.000
SIPER - REGGIO EMILIA	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	7.000	12.000
MODENA ESPOSIZIONE	8.000	9.500	9.500	1.500	12.000
PALA DE ANDRE'	0	3.150	3.150	3.150	3.400
FAENZA FIERE	5.500	2.700	2.700	-2.800	20.000
Totale	404.000	486.850	501.850	97.850	239.400

Source: CERMES-Bocconi survey among Venues

Trade fair activity by city

The distribution of trade fair activity by city in 2012-2013 (Tab. 7) confirms the traditional leadership of Bologna, with 48% of space hired, 43% of exhibitors and 36% of visitors. Rimini holds the second place (21% of space hired, 20% of exhibitors and 26% of visitors), followed by Parma (14% of space, 17% of exhibitors, 12% of visitors).

Trade fair activity by Organizers

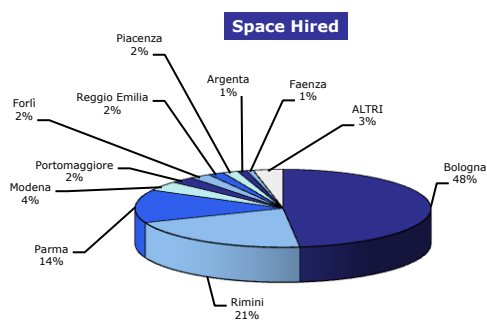
There is quite a big number of trade fair Organizers operating in Emilia Romagna (56 in the two-years period 2012-2013), but the first ten of them control 80% of total trade fair activity in terms of space hired (Tab. 8). Considering the international events, top ten Organizers are even bigger, accounting for around 92% of the overall market.

Regional ranking of trade fairs Organizers in terms of space hired in 2012-2013 confirms the leadership of Bologna Fiere, followed by Rimini Fiera and EDI.CER in the third position.

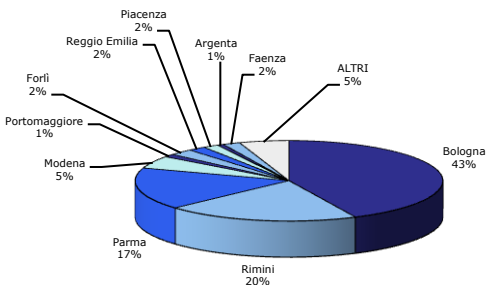
At a general level, venues control the major share of total trade fair activity in terms of space hired (61% in 2012-2013). Organizers controlled by Associations account for 21%, while Private Organizers control 17,8% of the market. A marginal share of the trade fair activity, mainly of national and regional level, is held by Public bodies and not-for-profit Organizations.

TAB. 7

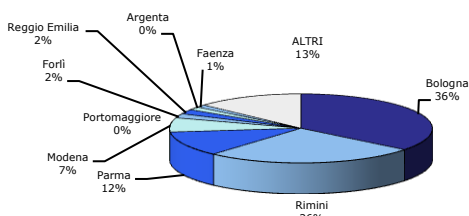
Trade Fair activity, by city (2012-2013)



Exhibitors



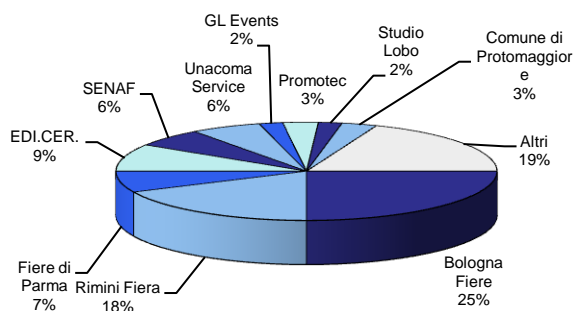
Visitors



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

TAB. 8

Concentration of trade fair activity among main Organizers (Space hired, 2012-2013)



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

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by

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