

TRADE FAIR SECTOR IN EMILIA ROMAGNA

SYNTHESIS OF THE ANNUAL REPORT 2012

Trade fair market in Emilia Romagna

Trade fair activity in Emilia Romagna reached 1.1 million sq.m. of space hired in 2012, distributed among 100 exhibitions which attracted almost 31,000 exhibitors and more than 3 millions of visitors (Tab. 1).

Trends in 2012

The trade fair market of the region in 2012 showed a not particularly positive balance (Tab. 2). Although there has been the same number of events (which were 99 in 2011 and 100 in 2012), space hired increased by 2.4% while total exhibitors decreased by 2.6% (-4.4% direct exhibitors) while total visitors registered a substantial drop (-12,2%). It should be noted how these results occurred although on 2012 there has been a positive impact due to the favourable events cycle, typical of even years.

As far as internationalization is concerned, data showed conflicting trends: direct foreign exhibitors decreased by 3.9% while foreign visitors registered a substantial growth (22.6%).

TAB. 1

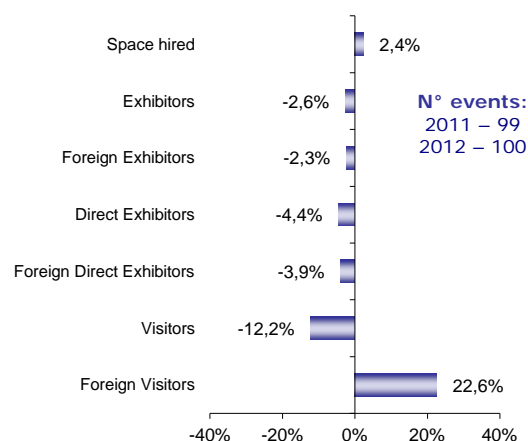
Trade fair activity in Emilia Romagna (2011-2012)

	2011	2012
INTERNATIONAL EXHIBITIONS		
N° events	38	43
Space hired (sq.m.)	791.799	902.462
Total exhibitors	21.285	22.594
Direct exhibitors	17.715	18.047
Foreign exhibitors	6.886	6.844
Total visitors	2.035.510	1.872.494
Foreign visitors	166.746	204.618
NATIONAL EXHIBITIONS		
N° events	37	34
Space hired (sq.m.)	210.150	141.131
Total exhibitors	6.735	5.131
Direct exhibitors	5.277	4.132
Foreign exhibitors	588	465
Total visitors	986.151	796.469
Foreign visitors	32.197	40.064
REGIONAL EXHIBITIONS		
N° events	24	23
Space hired (sq.m.)	118.064	102.883
Total exhibitors	3.743	3.212
Direct exhibitors	3.409	3.053
Foreign exhibitors	56	49
Total visitors	308.065	253.774
Foreign visitors	705	160
TOTAL EXHIBITIONS		
N° events	99	100
Space hired (sq.m.)	1.120.013	1.146.476
Total exhibitors	31.763	30.937
Direct exhibitors	26.401	25.232
Foreign exhibitors	7.530	7.358
Total visitors	3.329.726	2.922.737
Foreign visitors	199.648	244.842

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

TAB. 2

Trends of Emilia Romagna's trade fair market (2011 vs 2012)



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

International events (43 in 2012) represent the bigger part of trade fair activity in Emilia Romagna, corresponding to 79% of space hired, around 73% of total exhibitors and 63% of total visitors.

National and regional events (respectively 34 and 23 in 2012) which represent just 21% of space hired, attracted around 27% of total visitors because of their targets, which are traditionally consumers.

- a) Comparable events - 75 trade fairs in 2011 and 2012 - representing 68% of total space hired - showed a fall of space hired (-8.8%) and exhibitors (-6.3% direct and -7% total exhibitors) while total visitors decreased by 20,2%. On the contrary, a positive trend has been registered for internationalization: both direct foreign exhibitors and visitors grew, respectively, by 1.6% and 7.5%;

- b) Pluriannual events – 15 in 2012, representing around 26% of space hired – confirmed their positive trend in even years, with notable increases in space hired (+112.4%), direct exhibitors (+55.5%) and total visitors (+121.8%). Divergent trends were registered with reference to the internationalization of these events: direct foreign exhibitors decreased by 5.1% and foreign visitors increased by 135,7% ;
- c) The substitutions of events occurred between 2011 and 2012 registered a negative balance, even if this category of exhibitions represents just 6% of the whole market. In 2012 there has been 10 new events and 13 cancelled, with a significant reduction of activity. This phenomenon is related to the newest events featured by regional or national scale, or new thematic exhibitions held at the same time as better known exhibitions, anyway with greater consumer target and of smaller size.

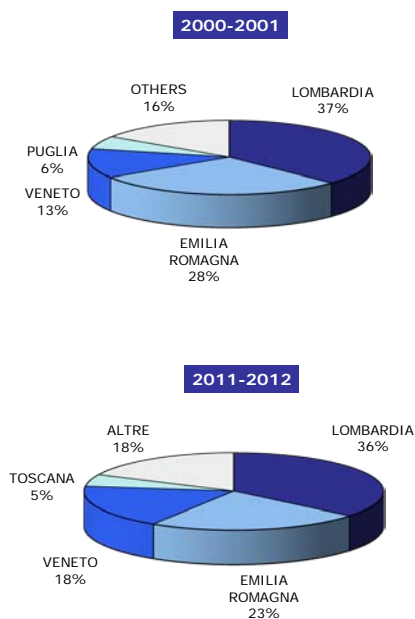
Market shares for international events

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

During the two-years period 2011-2012, the Region hosted 23% of Italian international trade fair activity in terms of space hired, followed by Veneto (18%) and Toscana (5%). During the last decade, Emilia Romagna has weakened its competitive position, compared to the other Italian regions, especially Veneto.

TAB. 3

Italian international trade fair activity, by Regions (space hired)



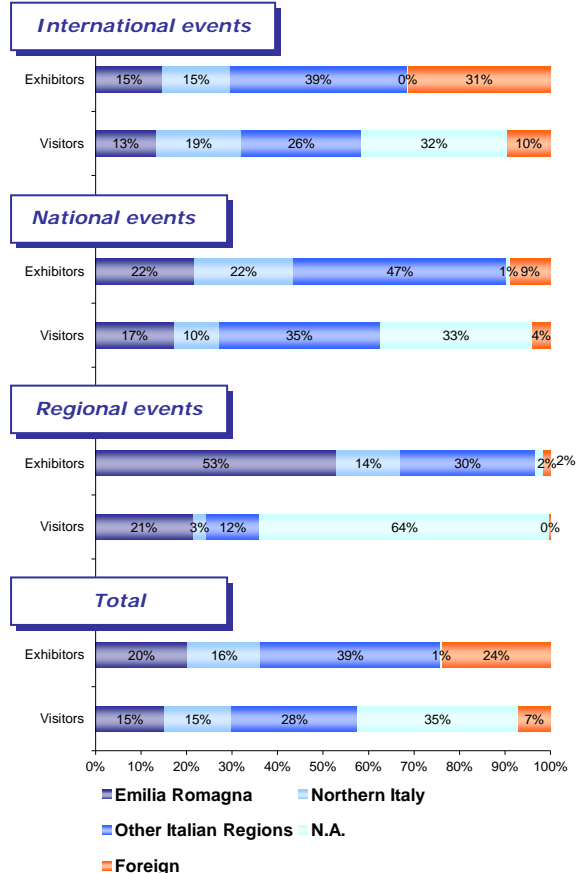
Source: CERMES-Bocconi

Geographical provenience of trade fairs attendances

Internationalization levels of attendances at international exhibitions registered a slight decline -for foreign exhibitors (from 30% to 24% of foreign exhibitors in the two-years period 2011-12) and substantial stability for foreign visitors (7%). The main part 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 2009-2010). Considering visitors, data are analogous: 55% of foreign attendance comes from EU countries, 18% from the rest of Europe and Asians are the bigger cluster of foreign visitors: 15% of the total (13% in 2009-2010). National and regional events have, of course, a good presence of exhibitors from Emilia Romagna (respectively 22% and 53%) and regional visitors too (17% and 21%). These types of events showed a good attractiveness for areas neighboring regional users. (Tab. 4)

TAB. 4

Geographical provenience of trade fair attendances (total exhibitors and visitors, average 2011-2012)

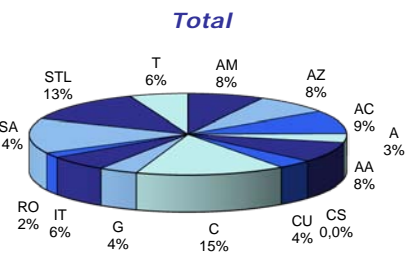


Source: CERMES-Bocconi calculations on data from Regione Emilia Romagna

Trade fair activity by merchandise sectors

Emilia Romagna trade fair activity is well distributed among different merchandise sectors although Construction sectors confirm its dominance in terms of space hired (Tab. 5): it accounts for 15%, followed by Health-Environment (14%) and Sport-Leisure (13%). On the exhibitors side, Health-Environment leads the ranking (15%), followed by Sport-Leisure (14%), Art-Antiques (12%) and Food-Catering (11%).

On the visitors side, Transport sector maintains its leadership thanks to very popular events such as the Motorshow and Autopromotec: it accounted for more than 26% of total visitors.



LEGEND

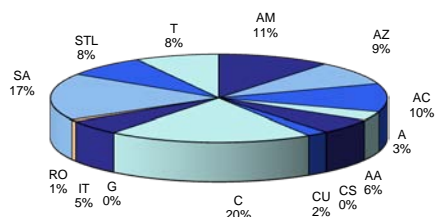
AM = Clothing-Fashions	C = Construction
AZ = Agriculture-Zootechnics	G = General
AC = Food-Catering	IT = Industry-Technology
A = Furniture	RO = Gifts-Fancy goods
AA = Art-Antiques	SA = Health-Environment
CS = Commerce-Services	STL = Sport-Leisure
CU = Communications-Office supplies	T = Transport

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

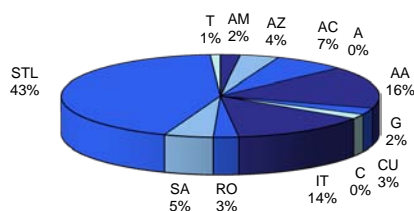
TAB. 5

Emilia Romagna trade fair activity, by merchandise sectors (space hired, 2011-2012)

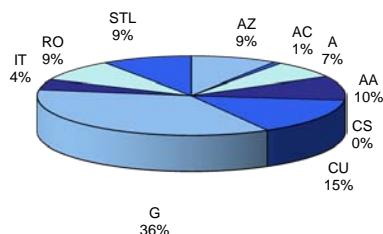
International events



National events



Regional events



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 2000, the exhibitions capacity of Emilia Romagna increased by 98,000 sq.m. (+24%), mainly through the enlargements made by Bologna and Rimini (Tab. 6).

TAB. 6

Exhibition capacity of main venues in Emilia Romagna (2011)

	Covered space (sqm)				Open air space (sqm, 2011)
	2000	2010	2011	variazione 2000/2011	
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 FORLÌ	17.000	19.000	19.000	2.000	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	7.000	12.000
MODENA ESPOSIZIO	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

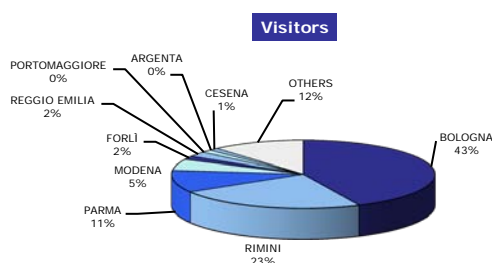
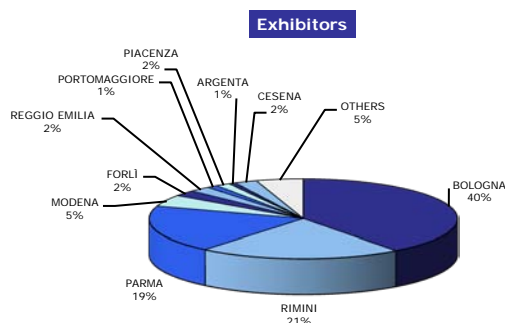
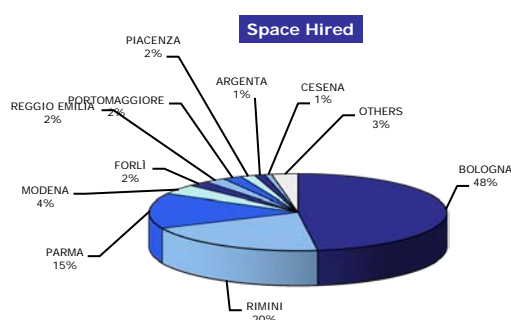
Source: CERMES-Bocconi survey among Venues

Trade fair activity by city

The distribution of trade fair activity by city in 2011-12 (Tab. 7) confirms the traditional leadership of Bologna, with 48% of space hired, 40% of exhibitors and 43% of visitors. Rimini holds the second place (20% of space hired, 21% of exhibitors and 23% of visitors), followed by Parma (15% of space, 19% of exhibitors, 11% of visitors).

TAB. 7

Trade Fair activity, by city (2011-2012)



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

Trade fair activity by Organizers

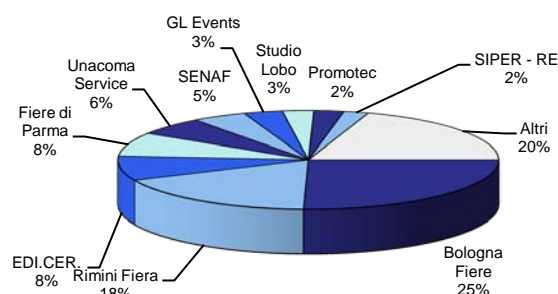
There is quite a big number of trade fair Organizers operating in Emilia Romagna (47 in the two-years period 2011-2012), but the first ten of them control 80% of total trade fair activity in terms of space hired (Tab. 8). Considering the international events, top ten Organizers account for around 91% of the market.

Regional ranking of trade fairs Organizers in terms of space hired in 2011-12 confirms the leadership of Bologna Fiere, followed by Rimini Fiera and Fiera di Parma in the third position with a share similar to EDI.CER.

At a general level, venues control the major share of total trade fair activity in terms of space hired (60% in 2011-2012). Private Organizers control 20% of the market, while Organizers controlled by Associations account for 19%. 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. 8

Concentration of trade fair activity among main Organizers (Space hired, 2011-2012)



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

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by

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