2019

AUMA German trade fair industry figures

German trade fairs – in great demand

- 58,000 exhibiting companies headquartered in Germany
- 87% of exhibitors are small and medium-sized enterprises
- 160–180 international and national trade fairs every year in Germany with 180–190,000 exhibitors and 10 million visitors
- The international advantage: 60% of exhibitors and 35% of trade visitors are from outside Germany
- 40% of foreign exhibitors and 1/4 of foreign visitors are from outside Europe
- 160 regional trade and consumer exhibitions with over 55,000 exhibitors and nearly 6 million visitors per year

Leading worldwide

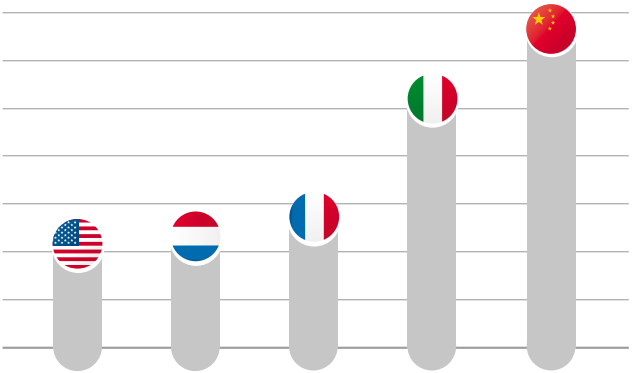
- 2/3 of all leading international trade fairs take place in Germany
- Four of the world's ten biggest exhibition venues are in Germany
- 25 venues with around 2.8 million square metres of hall space
- 5 organisers are among the TOP 10 in the international revenue rankings
- German exhibition organisers generated 4 bn euros in revenue in 2018

Global players from Germany

- Almost half of German exhibiting businesses also exhibit outside of Germany
- As part of the foreign trade fair programme of the German Federal Ministry for Economic Affairs and Energy, almost 6,000 exhibitors participate in around 230 trade fairs abroad every year
- German exhibition companies organise around 320 trade fairs abroad on every continent with 140,000 exhibitors and 9 million visitors per year

Trade Fairs in Germany 2018

The five most important exhibiting countries



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Key economic factor

- German companies spend over 45% of their B2B marketing budgets on trade fairs
- In b-to-b communication exhibitions are the second tool, ranking between corporate website and sales force
- Exhibitors and visitors spend more than 14 bn euros a year on trade fairs
- Annual effects on production by trade fairs are around of 28 bn euros
- Organising trade fairs safeguards 231,000 jobs

AUMA Association of the German Trade Fair Industry

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