



**Exhibition statistics and audit experience
in Central East Europe**

2016-2017

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CENTREX Basics

- **CENTREX – since 1997 – joint non-profit organisation of trade fair ORGANISERS in Central Europe (voluntary, non-government)**
- **Idea: to establish exhibition data transparency (to provide correct marketing guide to exhibitors, visitors, public) on trade fair values**
- **Joint statistics concept and praxis – common rules & statistics audit**
- **Internationally comparable – working closely with UFI, AUMA**
- **Joint publication of the statistics – own & UFI EuroFair Stats**
- **Why these data: exhibitors, visitors, trade fair size – they substantiate MARKET VALUES OF EXHIBITIONS – to make comparable with said values of other media competing**

I. Exhibition statistics, data, values

Trade fairs are Media as well as Tool

Really media? – Yes and No

Why these data?

- **Number of Exhibitors (and whereabouts):**
 - how many companies are really interested to use, invest
- **Exhibition size:**
 - measuring of market value for sellers – how do they value, how much they are ready to invest in this tool, media
- **Number of Visitors (and whereabouts):**
 - How many (and what quality) feel this will be useful for them, invest time and money to see, get info, get in touch

New approach for „international”

- Globalisation, mergers and acquisitions – serious effects in CEE
- Are we just short-sighted statisticians or marketers?
- Need for new – redefined – content what „international” means
- Experimental approach for multinationals – substantial part of international character
- Data: self-declaration of exhibitors
- New „international” = direct foreign (decreasing) + multinationals
- Mainly at B2B fairs – better displaying real internationality of supply

CENTREX Membership & collaboration

- **Presently 12 members from 6 countries – the main trade fair organisers of the region**
 - They represent approx. 65-80 p.c. of their respective markets
- **Additional collaboration: beyond membership we extend common rules and conduct statistics audit – additionally plus 3 countries, 14 organisers – annually altogether 280-330 fairs are being audited**
 - International, national, regional – but we do not categorise
- **Personal contacts, visits, consulting during the visits and audits in all these countries**
- **Open organisation – if accept, introduce common rules incl. audit**
- **CENTREX is a member of UFI, partner of Global Exhibition Day**

II. Marketing/Research/Education

- **Marketing collaboration started by 1999 – joint promotion of trade fairs as the TOOL – this is common interest in digital challenges**
- **Joint actions, organising forums, exchange of experience, joint research, trainings, joint promotional brochure**
- **Exhibition Knowledge Provider – disseminate knowledge for all sides**
- **Joint approach towards education institutions – to better educate the current – and future partners, both exhibitors and visitors**
- **Exhibitor and organisers' trainings – how to do it better**

CENTREX's „1st“ / Pioneering Experiences

- | | | |
|---|---|-----------------------------------|
| Joint approach/regulation on statistics and audit | ⇒ | Global 1st |
| Central East European Exhibition Forum (CEEEF) | ⇒ | EU-regional 1st |
| Joint visitor research | ⇒ | Global 1st |
| Forum for educational institutions (CEEEF2)
(joint forum for university lecturers & fair specialists) | ⇒ | Global 1st |
| Forum on use of research results (CEEEF3)
(joint forum for researchers & fair specialists) | ⇒ | Global 1st |
| „Visions of Trade Fairs 2020“
(CEE competition for students) | ⇒ | Global 1st |
| Re-considering what international is in XXI century | ⇒ | Global innovative |
| VIP card cooperation | ⇒ | Global 1st |

Examples of Student Visions

TravelLand



„Where continents come alive”

17-18-19 July 2020

by: Kata Benke – Petra Zelizi



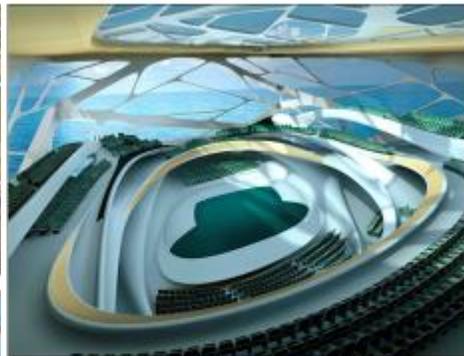
„After the hundredth monkey”

by Sabina Obłój, Leszek
Urbanowicz and Sylwester
Szymański

Architektura



Wnętrze



ITECHNIKA
SZÓWSKA
19100 KRAKÓW

For more info and statistics:

2015:

287 fair statistics audited under CENTREX system

2 612 580 visitors

41 609 exhibitors (incl. 8 008 international)

1 458 214 sq.m. total net exhibition space

- <http://www.centrexstat.org/index.php/statistics-audit/centrex-statistics>

Thank you for your attention!

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