

# GERMANY: 178 INTERNATIONAL AND NATIONAL FAIRS PLANNED IN 2014



Thanks to the slightly improved economic outlook, the German event organizers look cautiously optimistic into the year 2014.

The Association of the German Trade Fair Industry (AUME) expects constant though slightly growing number of events in comparison to the previous year. **Overall, 178 fairs with international or national importance are planned domestically.**

According to the data of the AUMA approximately 180,000 exhibitors are to present their services and projects on a floor space of 6.9 million sq. meters. The number of visitors is estimated at 9.7 million.

Among the reasons of this cautious optimism is the expected growth in machine engineering and electrical engineering, i.e. industries typically organizing large fairs, but also for the private consumption.

The prognosis for the development of the fairs lines up with the results of a questionnaire distributed among the fair organizers. The survey was conducted by the Institute for German Economic Research (IW) and AUMA. According to the findings, the sales of the fair organizers for the entire domestic and foreign transactions are expected to slightly exceed the results for 2013. The investments should remain somewhat constant. Currently, the majority of the organizers estimate the general atmosphere to be like that of the turn of the year 2012/2013.

Date: 2014-01-25

Article link:

<http://www.tourism-review.com/german-mice-178-international-and-national-events-in-2014-news3996>