

SEPTEMBER
2026
EDITION

PREMIER ISSUE - A NEW ERA FOR GLOBAL EXHIBITIONS

EXHIBITION GLOBE

Connecting the World Through Exhibitions

THE GLOBAL EXHIBITION SEASON BEGINS

WHERE BUSINESS RETURNS TO THE SHOW FLOOR

As the world reconnects, Q4 2026
promises unprecedented opportunities
for global trade, business and innovation.



GERMANY
THE WORLD'S
EXHIBITION
CAPITAL



AI & EVENTTECH
RESHAPING THE
FUTURE OF
TRADE SHOWS



Q4 2026
MARKET OUTLOOK
FOR ORGANISERS &
EXHIBITORS



SUSTAINABLE
EVENTS FOR A
BETTER FUTURE



EXCLUSIVE INTERVIEW
Insights from a Global
Industry Leader



DESTINATION FOCUS
Germany - Innovation.
Infrastructure. Impact.



GLOBAL CALENDAR
Key Exhibitions
Around the World



INDUSTRY NEWS
Latest Updates, Appointments
& Announcements

A conceptual image representing Artificial Intelligence. A human hand is shown in the lower right, pointing its index finger towards the center. The background features a stylized brain shape composed of a white wireframe mesh. Numerous bright blue light points are scattered across the brain's surface, connected by thin white lines. The letters 'AI' are prominently displayed in a large, white, sans-serif font across the upper part of the brain. Below the 'AI' text, the words 'ARTIFICIAL INTELLIGENCE' are written in a smaller, white, sans-serif font. The entire scene is overlaid with a grid of binary code (0s and 1s) in a light blue color, giving it a digital and technological feel.

AI

ARTIFICIAL INTELLIGENCE

INDEX

SEPTEMBER 2026 EDITION

Connecting the World Through Exhibitions



1 OPENING PERSPECTIVE

04-09

- 01 Editor's Note
- 02 Industry Pulse
- 03 Market At a Glance
- 04 Quote That Inspires



2 EG INSIGHT

10-14

- 06 Why September Matters
- 08 Global Business Calender
- 10 EG Global Intelligence
- 12 Industry Driving
- 13 EG Oppprtuniy Radar



3 EG INTELLIGENCE

14-18

- 14 Future of Exihibitions
- 16 Global Market Dashboard
- 18 Investment Outlook
- 19 EG Predictions - For 2030



4 EG GLOBAL EVENT GUIDE

19-24

- 20 Investment Outlook
- 22 10 Mega shows
- 24 Plan Your Q4
- 25 Global Event Highlights



5 COUNTRY FOCUS

25-28

GERMANY - THE EXHIBITION CAPITAL

- 26 Why Germany Leads
- 27 Messe Cities of Germany
- 28 Global German Trade Fairs
- 29 In Conversation



6 INDUSTRY SPECIAL FEATURES

29-47

29-30 **EG EventTech & AI**
Technology Shaping the
Future of Exhibitions



31-37 **EG Executive Interview**
In Conversation with
MR. PRATHAMESH PUSALKAR



7 SUSTAINABLE FUTURE

38-45

- 38 EG Green Forum
- 38 Sustainable Exhibition Practices
- 41 Responsible Exhibition
- 43 ESG in the Exhibition Ecosystem



8 PEOPLE & CALENDAR

46-47

46 **EG People**
Voices Shaping the
Exhibition Industry



47 **EG Global Calendar**
Oct-Dec 2026



WHAT'S
INSIDE?



Global Insights
and Trends



Data, Intelligence
and Analysis



Country & Destination
Spotlights



Technology
& Innovation



Sustainability
& ESG



Events Calendar
Oct-Dec 2026

The Experience Economy: The Future of Exhibitions Has Already Begun

Dear Readers,

Every exhibition tells a story. For decades, that story centred on products, services, business meetings, and transactions. While these foundations remain essential, the global exhibition industry is undergoing one of its most significant transformations—we have entered the era of the Experience Economy.

Today's visitors expect far more than exhibition booths. They seek immersive demonstrations, personalised recommendations, educational content, meaningful networking, and memorable experiences that continue beyond the event itself. Success is no longer measured only by attendance or exhibitor numbers; it is increasingly defined by engagement, business relationships, and lasting value.

This shift is reshaping every aspect of the exhibitions and MICE industry. Artificial Intelligence is personalising visitor journeys, improving exhibitor recommendations, optimising floor plans, and enhancing buyer-seller matchmaking. Digital platforms are extending exhibitions beyond physical venues through virtual communities, webinars, content libraries, and year-round networking. Sustainability has become a strategic priority, influencing venue operations,



By Kamlesh Dubey
CEO & Founder, Exhibition Globe

booth design, logistics, and energy efficiency, while data analytics enables organisers and exhibitors to measure ROI with greater accuracy and make smarter business decisions. Technology, however, is only one part of the story. At its core, the exhibition industry remains a people-driven business. Trust, collaboration, innovation, and shared ambition continue to create real value. The conversations that spark partnerships, the product demonstrations that inspire investment, and the ideas exchanged between industry leaders remain the true essence of successful exhibitions. Technology enhances these moments—it never replaces them.

Around the world, governments increasingly recognise exhibitions as powerful engines of economic growth. Cities are investing in world-class convention centres, smart infrastructure, and sustainable venues, while tourism boards position business events as drivers of innovation, international collaboration, and knowledge exchange. Emerging markets across Asia, the

Middle East, Africa, and Latin America are expanding rapidly, creating new opportunities for organisers, exhibitors, investors, and service providers.

Today's buyers attend exhibitions seeking practical solutions, strategic partnerships, valuable insights, and experiences that help them make informed business decisions. These evolving expectations are raising the standards across the industry. Organisers are designing richer visitor experiences, venues are investing in smarter and greener infrastructure, technology companies are delivering innovative EventTech solutions, and exhibitors are focusing on measurable business outcomes while visitors expect personalised, efficient, and meaningful interactions. The organisations that embrace these changes with confidence and creativity will shape the future of exhibitions.

In this August 2026 edition of Exhibition Globe, we explore the trends, technologies, and ideas driving the next generation of global exhibitions. Our cover story, "The Experience Economy," examines how exhibitions are evolving from transactional marketplaces into dynamic business ecosystems where innovation, education, networking, and collaboration come together to create lasting value.

Throughout this issue, readers will discover insights into Artificial Intelligence, EventTech innovations, global exhibition trends, sustainable event practices, changing buyer behaviour, destination competitiveness, convention centre excellence, and emerging opportunities that will influence the industry in the years ahead. Our goal is not only to report on change but to help industry professionals understand it, prepare for it, and lead it.

At Exhibition Globe, our mission extends beyond publishing industry news. We strive to connect the global exhibitions community, encourage meaningful conversations, celebrate innovation, and provide practical knowledge that empowers organisers, exhibitors, venue operators, technology providers, destination marketing organisations, policymakers, associations, and entrepreneurs alike.

The exhibition industry has always reflected the spirit of progress—bringing together businesses, technologies, cultures, and people from around the world to exchange ideas and create opportunities that extend far beyond the exhibition floor. As the global economy evolves, its importance continues to grow.

The future belongs to exhibitions that create experiences, inspire conversations, strengthen partnerships, accelerate innovation, and build communities that thrive long after the event concludes.

Thank you for being part of this exciting journey. Together, let us shape a future where every exhibition creates lasting value, every connection opens new possibilities, and every experience contributes to the continued growth of the global business community.

Warm regards,
Kamlesh Dubey
Founder and CEO
Exhibition Globe

THE GLOBAL EXHIBITION SEASON BEGINS

WHY Q4 2026 WILL SHAPE THE FUTURE OF GLOBAL BUSINESS

September marks the start of the world's most influential business event season. Across continents, exhibition halls become catalysts for innovation, investment, trade and transformation. This is where global business moves from planning to action.

“ Every successful exhibition begins long before the doors open. September is when global business moves from planning to action. ”



Global Exhibitions
in Q4 2026

1,250+

Major Trade Shows
Worldwide



International
Participants

7.2M+

Expected Across
Top Events



Business
Meetings

35M+

Projected During
Q4 2026



Exhibition Industry
Market Size (2026)

US\$ 53.4 Bn

Growing at 10.2%
CAGR



THE POWER OF FACE-TO-FACE

Exhibitions create opportunities that digital channels cannot replicate-real conversations, product experiences and relationships that drive long-term business growth.

WHY THIS SEASON MATTERS

Every September, the global business landscape undergoes a noticeable transformation. Exhibition halls reopen at full capacity after the summer break, corporate decision-makers return to the road, product launches accelerate, and international buyers begin planning investments before the year closes. Across continents, the exhibition industry shifts into its busiest and most influential period, setting the tone for trade, innovation, and economic collaboration.

For organisers, September represents the beginning of a high-performance season. For exhibitors, it is the ideal time to showcase innovation, generate qualified leads, and strengthen customer relationships. For buyers, it is an opportunity to discover new technologies, evaluate suppliers, and make strategic purchasing decisions before the next financial cycle. For governments and trade promotion agencies, exhibitions become platforms to attract investment, support exports, and strengthen international partnerships.

As the final quarter of 2026 begins, the exhibition industry stands at the intersection of economic recovery, technological innovation, and global collaboration. Artificial intelligence is changing how visitors connect with exhibitors, sustainability is becoming a core expectation, and data-driven event management is delivering better outcomes for organisers and participants alike. Yet the true value of exhibitions remains unchanged: they bring people together to create opportunities that cannot be replicated elsewhere.

This edition of Exhibition Globe explores why September is more than the start of another event season—it is the beginning of a global business cycle that influences investment, exports, partnerships, &



FOR ORGANISERS

1. Launch flagship exhibitions with maximum international participation.
2. Attract sponsors, buyers and government delegations.
3. Set the momentum for annual revenue & industry influence.



FOR EXHIBITORS

1. Introduce new products and technologies.
2. Meet qualified buyers and distributors.
3. Generate leads that convert into long-term business.



FOR BUYERS

1. Compare solutions under one roof.
2. Build supplier networks.
3. Discover innovation before competitors.



FOR GOVERNMENTS & TRADE BODIES

1. Promote exports and inward investment.
2. Showcase national industries through country pavilions.
3. Strengthen international trade relationships.

EG PERSPECTIVE

The exhibition industry is no longer just about booking exhibition space or increasing visitor numbers. Today, successful events are measured by the quality of business connections they facilitate, the knowledge they share, the technologies they embrace, and the long-term value they create for every stakeholder.

The months ahead will test the industry's ability to innovate while remaining resilient. Those who adapt to changing visitor expectations, invest smarter event technologies, and deliver measurable business outcomes will define the next generation of exhibitions.

AT A GLANCE

September Marks the Start of:



The global autumn exhibition season



New product launch cycles



International buyer programmes



Cross-border sourcing activities



Business travel growth



investment and procurement decisions

AS EXHIBITION HALLS ACROSS THE WORLD COME ALIVE, ONE QUESTION EMERGES: WHY DOES SEPTEMBER CONSISTENTLY BECOME THE DEFINING MONTH FOR GLOBAL BUSINESS? THE ANSWER LIES IN THE UNIQUE CONVERGENCE OF PLANNING CYCLES, PRODUCT LAUNCHES, PROCUREMENT DECISIONS, AND INTERNATIONAL TRADE ACTIVITY THAT MAKE THIS SEASON UNLIKE ANY OTHER.

The Global Exhibition Season Begins

Why Q4 2026 Will Shape the Future of Global Business

September marks the start of the world's busiest exhibition season. As global businesses reconnect, innovate, and expand, exhibitions become the catalyst for meaningful partnerships, stronger trade, and sustainable growth.

Every September, the global business landscape shifts into high gear. After the summer break, exhibition halls across continents reopen at full capacity, bringing together innovators, buyers, investors, government leaders and industry experts to shape the future of business.

Exhibitions are no longer just events - they are engines of opportunity. They create environments where ideas come alive, relationships are built, and decisions are made that impact industries and economies.

As the final quarter of 2026 begins, organisations that engage early, participate strategically and embrace innovation will be best positioned year ahead.

THE POWER OF EXHIBITIONS - GLOBAL IMPACT



> 32,000

Major Trade Shows Globally (2026)



> 4.8 Billion

Exhibition Visitors Globally



> 1.5 Trillion

USD in Business Generated



> 27%

Growth in International Business Travel



> 70%

Exhibitors Report High-Quality Leads

THE GLOBAL EXHIBITION VALUE CHAIN



Innovation
New Ideas &
Technologies



Showcase
Products & Solutions



Connections Meet,
Network & Engage



Business Opportunities
Leads, Deals &
Collaborations



Economic Growth
Stronger Trade,
Better Future

Why This Season Matters



For Organisers

- ✓ Launch flagship events with maximum impact.
- ✓ Attract global buyers, sponsors & delegations.
- ✓ Drive industry growth and brand influence.



For Exhibitors

- ✓ Showcase innovations to the right audience.
- ✓ Generate qualified leads and new partnerships.
- ✓ Strengthen brand presence on a global stage.



For Buyers

- ✓ Discover new suppliers and solutions.
- ✓ Compare, evaluate and source under one roof.
- ✓ Make informed business decisions faster.



For Governments & Trade Bodies

- ✓ Promote exports and attract inward investments.
- ✓ Strengthen trade relationships across borders.
- ✓ Support SMEs and national industries.

Every successful exhibition begins long before the doors open. **September** is when global business moves from **planning** to **action**.



AT A GLANCE: SEPTEMBER 2026

- ✓ Global autumn exhibition season kicks off
- ✓ New product launch cycles accelerate
- ✓ International buyer programmes expand
- ✓ Cross-border sourcing activities increase
- ✓ Business travel and spending rise
- ✓ Q4 investment and procurement decisions
- ✓ Innovation and technology take center stage

EG TAKEAWAY

The exhibition industry is more than events - it is a strategic platform for growth, innovation, and global collaboration. The organisations that engage early and think global will lead the future.



Plan Early
Participate Smart



Think Global
Act Local



Build Relationships
That Last



Innovate Today
Lead Tomorrow

WHY SEPTEMBER MATTERS

The Business Cycle Behind the Global Exhibition Season

“

Every year, billions of dollars in business opportunities begin with a handshake on the exhibition floor. September is when those conversations start happening across the world.

”

or many industries, September represents much more than the end of summer—it marks the beginning of a new business cycle. Across Europe, North America, Asia-Pacific and the Middle East, companies return from seasonal slowdowns with renewed focus on growth, investment and market expansion. Procurement teams reopen purchasing programmes, manufacturers introduce new technologies, governments resume international trade missions, and buyers begin identifying products and suppliers for the coming financial cycle. As these activities converge, exhibitions become the meeting point where innovation, investment and collaboration come together.

Unlike traditional sales channels, exhibitions allow businesses to showcase products, compare competitors, engage directly with decision-makers and build long-term partnerships—all within a few days. This unique environment continues to make trade shows one of the most effective platforms for business development.

The September-December period also determines a significant share of annual business performance for organisers, exhibitors and service providers. Success during these months often influences budgets, partnerships and expansion plans for the following year.

THE ANNUAL EXHIBITION BUSINESS CYCLE

JAN-MAR

Planning & Budgeting



Companies set annual goals, allocate budgets and identify key markets.

APR-JUN

Sales & Marketing



Marketing campaigns launched, exhibitor bookings rise and buyer interest builds.

JUL-AUG

Preparation & Product Readiness



Booth design, product finalisation, travel planning and meeting schedules.

SEPT-NOV

GLOBAL EXHIBITION SEASON



The peak period for exhibitions, business meetings, partnerships and deals.

DEC

Business Review & Strategic Planning



Performance review, ROI analysis and planning for the next year.

INSIDE THE NUMBERS



32,000+

Major trade shows held globally every year



303 MILLION+

Business professionals attend exhibitions annually



70%+

Of B2B decision-makers prefer face-to-face interactions



\$325 BILLION+

Estimated global exhibition industry value by 2027*

TOP 10 INDUSTRIES MOST ACTIVE IN SEPTEMBER

- 1 Manufacturing
- 2 Food & Beverage
- 3 Healthcare
- 4 Renewable Energy
- 5 Construction
- 6 Logistics
- 7 Packaging
- 8 Electronics
- 9 Agriculture
- 10 Hospitality

THE GLOBAL BUSINESS CALENDAR: WHY Q4 MATTERS

NORTH AMERICA



Companies accelerate product launches, procurement activities and industry conferences before year-end planning.

EUROPE



The autumn exhibition season begins, with major trade fairs in Germany, France, Italy, Spain and the Netherlands attracting global participation.

ASIA-PACIFIC & CHINA



Manufacturing, electronics, logistics and export-focused industries enter a high-activity period as companies connect with global buyers.

MIDDLE EAST



Governments, investors and businesses prepare for major international exhibitions and economic diversification initiatives.

LATIN AMERICA



Infrastructure projects, trade agreements and industrial investments drive participation in international exhibitions.

INDIA



The festive season, combined with industrial exhibitions and infrastructure projects, creates strong demand across multiple sectors.

EG ANALYSIS

WHY FACE-TO-FACE STILL WINS



Despite the rapid growth of digital marketing, virtual meetings and AI-powered communication tools, businesses continue to invest in exhibitions because they deliver outcomes that online channels often cannot.



Real Human Connections
Build trust, credibility and long-term relationships that drive business.



Live Product Experience
Products can be demonstrated, compared and evaluated in real time.



Faster Decision Making
Face-to-face interactions accelerate discussions and shorten sales cycles.



Market Intelligence
Understand competitors, trends and customer needs directly from the source.

EG QUICK INSIGHTS



New Product Launches



Export Promotion



Distributor Appointments



International Buyer Programmes



Investment Meetings



Industry Conferences



Technology Demonstrations



Procurement Decisions

EG TAKEAWAY

“.....
September is not simply another month on the calendar. It is the starting point of the economy. Organisations that plan early, strategise strategically and build meaningful connections during this period are often best positioned for sustainable growth throughout the year.”

Plan Early
Engage Strategically
Build Relationships
Measure Impact
Grow Sustainably

EG GLOBAL INTELLIGENCE

EXHIBITION INDUSTRY DASHBOARD

SEPTEMBER 2026

GLOBAL SNAPSHOT



GLOBAL HOTSPOTS

Where business happening this month



INDUSTRIES IN FOCUS

Ranked by exhibition activity this month

-  Manufacturing
-  Food & Beverage
-  Healthcare
-  Renewable Energy
-  Construction
-  Logistics
-  Packaging
-  Technology
-  Agriculture
-  Automotive

TREND WATCH

-  **AI-powered matchmaking**
More organisers are using AI to connect buyers with exhibitors before events even begin.
-  **Sustainability becomes standard**
Reusable booths, carbon reporting and waste reduction continue to gain momentum.
-  **Data-driven exhibitions**
Organisers are leveraging visitor analytics to improve engagement and demonstrate exhibitor ROI.
-  **Experience-first events**
Interactive activations, immersive technology and personalised visitor journeys are becoming key differentiators.

BUSINESS OPPORTUNITIES

Sectors expected to generate strong demand in Q4 2026



EG QUICK FACTS

-  Visitors spend an average of 6-8 hours at a major B2B trade exhibition.
-  More international buyers are planning multi-country exhibition visits than in previous years, reflecting increasing global business mobility.
-  Face-to-face meetings consistently produce stronger business outcomes than digital-only interactions.
-  Exhibition participation remains one of the most effective channels for product launches, distributor appointments, and strategic partnerships.

WHAT TO WATCH THIS MONTH



EG GLOBAL INDEX

Overall Exhibition Industry Outlook



DESTINATION MOMENTUM INDEX

Top 5 fastest-growing exhibition destinations

- Dubai
- Singapore
- Riyadh
- Mumbai
- Bangkok

SECTOR HEAT MAP

(High Activity)



EVENTTECH TRACKER

Emerging technologies shaping exhibitions

- AI & Automation
- Virtual & Hybrid Platforms
- Smart Badges & Access Control
- Immersive Experiences (AR/VR)
- Data Analytics & Insights

INDUSTRIES DRIVING GLOBAL EXHIBITION GROWTH

THE SECTORS CREATING THE BIGGEST OPPORTUNITIES IN Q4 2026

As the global exhibition season reaches full momentum, these industries are attracting the highest levels of investment, innovation and international participation. Understanding where growth is happening helps exhibitors, buyers and investors make smarter decisions and achieve greater impact.

“Exhibitions are where industries come together to innovate, collaborate and build the future.”
- Exhibition Globe Perspective

TOP GROWTH SECTORS TO WATCH

-  Artificial Intelligence
-  Smart Manufacturing
-  Renewable Energy
-  Electric Mobility
-  Data Centres
-  Cyber security
-  Defence Technology
-  Biotechnology
-  Sustainable Packaging
-  Circular Solutions

EG INDUSTRY GROWTH INDEX - Q4 2026 OUTLOOK

RANK	INDUSTRY	OUTLOOK	WHY IT MATTERS
1	Manufacturing	★★★★★	Automation, Industry 4.0, industrial equipment and factory modernisation continue to attract significant investment worldwide.
2	Food Beverage	★★★★☆	Food security, processing technologies, exports, packaging and hospitality drive strong exhibition activity worldwide.
3	3 X +Healthcare & Medical	★★★★★	Demand for medical devices, diagnostics, digital health and hospital infrastructure remains robust across all regions.
4	Renewable Energy	★★★★☆	Solar, wind, hydrogen, battery storage and clean energy technologies continue expanding rapidly.
5	Construction & Infrastructure	★★★★☆	Urban development, smart cities and infrastructure investment support strong demand globally.
6	Logistics & Supply Chain	★★★★☆	Warehousing, automation, freight technologies and resilient supply chains remain strategic priorities.
7	Electronics & Semiconductors	★★★★☆	AI hardware, chips, consumer electronics and industrial electronics continue to drive innovation.
8	Packaging	★★★★☆	Sustainable packaging, automation and e-commerce logistics reshape the sector.
9	Agriculture & AgriTech	★★★★☆	Precision farming, food processing and agricultural exports create new opportunities for growth.
10	Hospitality & Tourism	★★★★☆	Recovery in business travel and MICE strengthens demand across global destinations.

1 MANUFACTURING LEADS THE WAY

Manufacturing remains the cornerstone of the global exhibition industry. As companies invest in automation, robotics, industrial software and smart factories, trade fairs are essential platforms for demonstrating new technologies & connecting with buyers, distributors & partners.

KEY DRIVERS

- Industry 4.0 adoption
- Automation & robotics
- Smart factory solutions
- Global supply chain realignment

2 FOOD & BEVERAGE: A TRULY GLOBAL MARKETPLACE

Food and beverage exhibitions connect producers, exporters, retailers, distributors and hospitality professionals worldwide. Rising consumer demand, sustainability and food safety are expanding opportunities across the entire food value chain.

KEY DRIVERS

- Global food security
- Processing & packaging innovation
- Export market expansion
- Sustainable & healthy products

3 HEALTHCARE INNOVATION ACCELERATES

Healthcare exhibitions are global platforms where medical technology companies, healthcare providers, researchers and policymakers collaborate to shape the future of patient care and improve health outcomes.

KEY DRIVERS

- Medical technology advances
- Digital health & AI solutions
- Telemedicine & connected devices
- Global aging population

EG OPPORTUNITY RADAR



Artificial
Intelligence



Smart
Manufacturing



Renewable
Energy



Electric
Mobility



Data
Centres



Cybersecurity



Defence
Technology



Biotechnology



Sustainable
Packaging



Circular Economy
Solutions

REGIONAL BUSINESS OPPORTUNITIES

NORTH AMERICA

Innovation-driven sectors such as AI, aerospace, healthcare, clean technology and logistics remain strong. Businesses are focusing on resilience, digitalisation & supply chain security.

MIDDLE EAST

Large-scale investments in infrastructure, tourism, energy transition and smart cities create significant exhibition opportunities across the region.

AFRICA

Growing infrastructure, agriculture, mining and energy projects are driving new demand and attracting global exhibitors.

EUROPE

Advanced manufacturing, industrial technology, renewable energy & healthcare continue to dominate exhibition activity with strong international attendance.

ASIA-PACIFIC

Manufacturing, electronics, semiconductors, logistics & export-oriented industries continue to attract strong international participation.

INDIA

Infrastructure, renewable energy, food processing, electronics manufacturing, healthcare and startups remain key growth sectors in 2026.

WHAT MAKES HIGH GROWTH EXHIBITION?



Strong international exhibitor participation
Brings diversity, innovation and global market access.



Qualified buyer programmes
Ensures meaningful B2B meetings and lead quality.



Industry association support
Adds credibility, content depth and community reach.



Conference-led knowledge sharing
Creates value, thought leadership and engagement.



Technology-enabled networking
AI matchmaking, digital tools and smart apps.



Measurable business outcomes
Data-driven insights and ROI measurement.



Sustainability initiatives
Greener events, responsible practices and long-term impact.



Digital engagement 360°
Marketing, networking and follow-up before, during and after the event.

EXECUTIVE CHECKLIST FOR EXHIBITORS

- ✓ Does the exhibition attract decision-makers?
- ✓ Is international buyer participation strong?
- ✓ Does the event align with my target industry?
- ✓ Can I launch new products effectively?
- ✓ What networking opportunities are available?
- ✓ What ROI can realistically be expected?
- ✓ Does the organiser provide data and lead-generation tools?



32,000+
Major trade shows held globally every year



303 MILLION+
Business professionals attend exhibitions annually



70%+
Of B2B decision-makers prefer face-to-face interactions



\$325 BILLION+
Estimated global exhibition industry value by 2027*

EG TAKEAWAY

The industries leading exhibition growth today are also shaping the future of global commerce. Organisations that align their exhibition strategies with these high-growth sectors will be better positioned to expand internationally, strengthen partnerships and remain competitive in an increasingly connected marketplace.

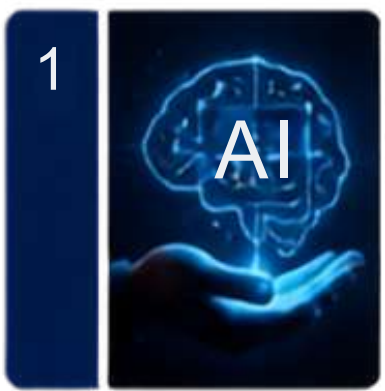


THE FUTURE OF EXHIBITIONS

FIVE FORCES SHAPING THE NEXT GENERATION OF BUSINESS EVENTS

Exhibitions are no longer just physical gatherings-they are intelligent business ecosystems powered by technology, sustainability, data and global collaboration. As we look beyond 2026, five powerful forces will redefine how exhibitions are organised, experienced and measured.

“ The next decade belongs to exhibitions that are smarter, greener and more human. ”



AI WILL BECOME THE NEW EVENT PARTNER

AI will power decisions, personalise experiences and create unmatched value for every participant.

- AI Matchmaking & Networking
- Smart Scheduling
- Predictive Analytics
- Personalised Visitor
- AI Chatbots & Virtual Assistants Journeys

EG FORECAST



By 2030, AI will be an essential part of every major exhibition rather than a differentiator.



SUSTAINABILITY WILL DRIVE COMPETITIVE ADVANTAGE

Sustainable practices will not only reduce impact but also attract stakeholders and build long-term value.

- Carbon-Neutral Events
- Circular Booth Design
- Green Logistics
- ESG Reporting
- Sustainable Procurement

EG FORECAST



Sustainability will move from commitment to a mandatory competitive edge.



DATA WILL BECOME THE NEW CURRENCY

Data-driven insights will help organisers and exhibitors prove value, optimise performance and deliver ROI.

- Lead Quality
- Visitor Engagement
- Dwell Time
- ROI Measurement
- Business Generated

EG FORECAST



By 2030, events will be judged by the quality of outcomes and business impact, not just attendance.

EG EXECUTIVE SUMMARY (PAGES 10-13)



WHAT HAPPENED?
Q4 2026 is the peak season for global business events. Multiple high-growth industries are driving strong exhibition activity and investment worldwide.



WHY DOES IT MATTER?
Exhibitions fuel trade, innovation and investment. They create measurable business outcomes and strengthen international relationships.



WHAT SHOULD BUSINESSES DO NEXT?
Focus on high-growth sectors, adopt emerging technologies, embrace sustainability and build partnerships to stay ahead of the curve.

4



HYBRID EXPERIENCES WILL CONTINUE TO EVOLVE

Digital technologies will extend exhibitions, create new engagement models and deliver value before, during and after the event.



AI Networking
& Matchmaking



Live
Streaming



Virtual Product
Catalogues



Mobile Apps &
Event Platforms



Digital Lead
Management

EG FORECAST



Hybrid models.
will become more
immersive, interactive
and integrated
with physical events.

5



GLOBAL COLLABORATION WILL ACCELERATE

Countries and organisations will deepen collaboration to drive trade, investment and knowledge exchange.



World-Class
Infrastructure



Trade
Promotion



International Buyer
Programmes



Export
Growth



Business
Tourism

EG FORECAST



Cross-border
collaboration will
unlock new markets,
partnerships and
economic growth.

EG 2030 OUTLOOK: EXHIBITION INDUSTRY EVOLUTION

2026



BUSINESS EVENTS

Strong recovery, global participation and renewed business confidence.

2027



DATA-DRIVEN EXHIBITIONS

Better insights, targeted engagement and measurable outcomes.

2028



AI-POWERED EXPERIENCES

Intelligent automation, predictive personalisation and real-time decisions.

2029



SMART SUSTAINABLE VENUES

Green operations, energy efficiency and zero-waste events.

2030



INTELLIGENT GLOBAL BUSINESS ECOSYSTEMS

Fully connected exhibitions driving trade, innovation and long-term value.

EG PREDICTIONS: FIVE PREDICTIONS FOR 2030



AI assistants will accompany every visitor, exhibitor and organiser.



Personalised exhibition journeys will become the standard experience.



Sustainability reporting will be expected at every major global event.



Data-driven ROI measurement will replace traditional attendance metrics.



International collaboration between organisers, destinations and governments will continue to expand.

EG TAKEAWAY LOOKING AHEAD

The exhibition industry has consistently demonstrated its ability to adapt to changing economic conditions, technological advances and evolving customer expectations. As businesses continue seeking trusted platforms for innovation, collaboration and international growth, exhibitions will remain among the world's most powerful drivers of commerce.

The future will not be defined by larger venues alone, but by smarter experiences, stronger partnerships, measurable outcomes and sustainable growth.

Organisations that embrace these changes today will shape the next chapter of the global exhibitions and MICE industry.

UP NEXT

GLOBAL MARKET OUTLOOK

Regional Trends, Investment Flows & Emerging Opportunities in Q4 2026



SECTION 2

THE GLOBAL EXHIBITION ECONOMY

Where Business Is Growing in Q4 2026

As businesses enter the final quarter of 2026, the global exhibition industry continues to demonstrate resilience, adaptability and strategic importance.

While economic conditions differ from region to region, for face-to-face engagement continues to support strong participation across major exhibitions. Governments are investing in convention infrastructure, organisers are expanding international portfolios, and companies are prioritising exhibitions as a core component of market expansion strategies.

Artificial intelligence, sustainability and data-driven decision-making are reshaping how events are planned and measured, while international business travel continues to strengthen participation across key exhibition destinations. The final quarter of the year is expected to remain one of the most active periods for the global MICE industry, supported by major trade fairs, international buyer programmes and sector-specific events that drive innovation and commerce.

84

/100

EG OUTLOOK SCORE

Global Industry Confidence

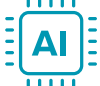
★ ★ ★ ★ ★

STRONG

EG GLOBAL BUSINESS DASHBOARD

INDICATOR	Q4 2026 OUTLOOK	TREND
 Global Exhibition Activity Exhibition calendar activity vs. Q4 2025	STRONG 	
 Business Travel International business travel recovery vs. Q4 2025	GROWING 	
 International Participation International exhibitors & visitors vs. Q4 2025	INCREASING 	
 AI Adoption AI tools adoption by organisers & exhibitors	ACCELERATING 	
 Sustainability Initiatives Green practices adoption across events	EXPANDING 	
 Venue Investments New venues, expansions & Renovations	STRONG 	
 Cross-border Trade Global goods trade outlook for Q4 2026	POSITIVE 	

MAJOR TRENDS SHAPING THE INDUSTRY



AI EVERYWHERE

Artificial intelligence is transforming registration, matchmaking analytics and visitor engagement.



SUSTAINABLE EVENTS

Sustainable exhibition practices are becoming a competitive advantage and industry standard.



GLOBAL EXPANSION

Organisers continue launching international editions of successful events.



BUSINESS TOURISM

Cities and countries are investing heavily in convention centres and business tourism.



SMART VENUES

Digital infrastructure is becoming essential for modern exhibitions.

REGIONAL MARKET INTELLIGENCE

Global exhibition activity thriving across all key regions with strong infrastructure, investment and international collaboration driving growth.

NORTH AMERICA



Technology, healthcare, manufacturing and professional services continue to drive strong exhibition demand.

Key Countries:
USA | CANADA | MEXICO

EUROPE



The world's exhibition leader with a strong ecosystem of organisers, venues and international participation.

Key Countries:
GERMANY ITALY | FRANCE
SPAIN | NETHERLANDS

MIDDLE EAST



Fastest infrastructure growth and government-led investment in exhibitions and business events.

Key Countries:
UAE | SAUDI ARABIA | QATAR
OMAN | BAHRAIN | KUWAIT

FASTEST GROWING DESTINATIONS

1

DUBAI
(UAE)

2

SINGAPORE

3

RIYADH
(SAUDI ARABIA)

4

MUMBAI
(INDIA)

5

BANGKOK
(THAILAND)

6

HQ CHI MINH CITY
(VIETNAM)

LATIN AMERICA



Growing focus on food, agriculture, mining and industrial development. Increasing participation of global buyers and exhibitors.

Key Countries:
BRAZIL ARGENTINA | CHILE
COLOMBIA | PERU

AFRIC



Emerging opportunities in infrastructure, mining, energy and agriculture with rising international interest.

Key Countries:
SOUTH AFRICA | EGYPT | NIGERIA
KENYA | MOROCCO

ASIA-PACIFIC



Manufacturing, electronics, AI, exports and supply chain sectors are driving robust exhibition activity.

Key Countries:
CHINA | JAPAN | SOUTH KOREA
AUSTRALIA | INDONESIA | THAILAND

INDIA



Strong growth supported by infrastructure, renewable energy, manufacturing, healthcare and startups. Infrastructure Renewable Energy Manufacturing Healthcare Startups

2026 AT A GLANCE



32,000+

Major exhibitions worldwide



303 MILLION+

Business professionals attending exhibitions annually



7.6%+

Projected global exhibition industry growth in 2026"



70%+

B2B decision-makers prefer face-to-face interactions



US\$ 325 BN+

Estimated global exhibition industry value by 2027"



60%+

Organisers implementing sustainability initiatives in events

EG PREDICTIONS - FIVE PREDICTIONS FOR 2030



AI ASSISTANTS EVERYWHERE

AI assistants will accompany every visitor, exhibitor and organiser, enhancing every step of the event journey.



PERSONALISED EXPERIENCES

Personalised exhibition journeys based on behaviour, interests and business goals will become the standard.



SUSTAINABILITY AS A STANDARD

Sustainability reporting and ESG compliance will be expected at every major global event.



DATA-DRIVEN ROI

measurement will replace traditional attendance metrics, focusing on business outcomes.



GLOBAL COLLABORATION

International collaboration between organisers, destinations and governments will continue to expand.

EMERGING MARKETS TO WATCH

-  **VIETNAM** Focus: Manufacturing, Electronics, Logistics, Exports
-  **INDONESIA** Focus: Infrastructure, Tourism, Consumer Market
-  **PHILIPPINES** Focus: BPO, IT Services, Construction
-  **MOROCCO** Focus: Automotive, Renewable Energy, Trade
-  **NIGERIA** Focus: Energy, Agriculture, Infrastructure

EXECUTIVE CHECKLIST

Should You Exhibit Internationally in 2027?

- ✓ Is your target market ready for expansion?
- ✓ Is the exhibition aligned with your business goals?
- ✓ Is international buyer participation strong?
- ✓ Is your budget approved and ROI defined?
- ✓ Is your logistics and team preparation complete?
- ✓ Is your marketing and lead generation plan ready?
- ✓ Does the organiser provide data, analytics and post-show support?

KEY TAKEAWAYS



Global exhibition activity remains strong across all major regions.



Infrastructure and venue investments are at an all-time high.



International participation continues to grow significantly.



High-growth sectors are driving exhibitions and business opportunities.



The final quarter of 2026 is set to deliver strong performance globally.

Exhibitions are not just events. They are engines of growth, drivers of innovation and bridges to the future.

CLOSING STATEMENT

The global exhibition industry enters the final quarter of 2026 with renewed confidence, stronger international collaboration and increasing investment across industries.

Organisations that understand regional market dynamics and align their exhibition strategies with emerging opportunities will be best positioned to strengthen their global presence and drive sustainable business growth. The future is global. The future is connected. The future is at exhibitions.

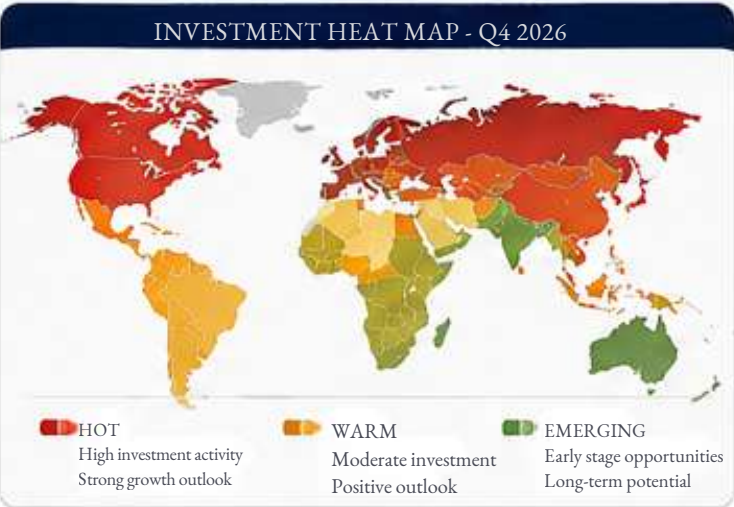
UP NEXT

EG INDUSTRY FOCUS - MANUFACTURING
Market Trends Innovations Leading Exhibitions Opportunities

INVESTMENT OUTLOOK

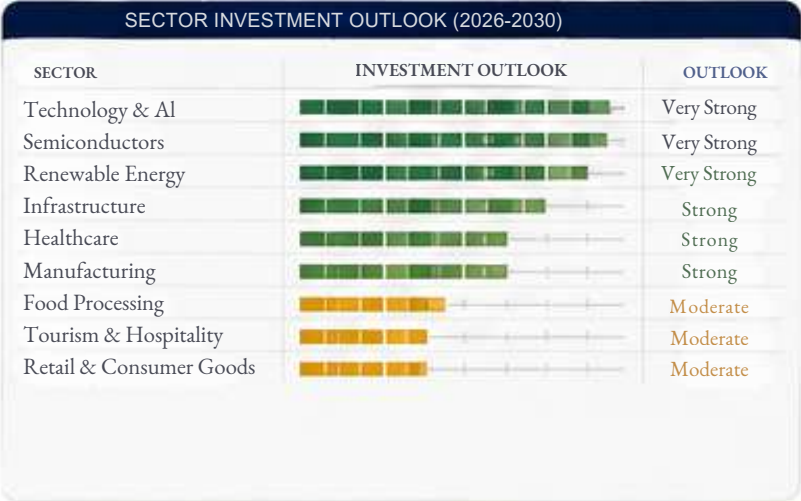
Where the Next Opportunities Are

Strategic investments in emerging sectors, infrastructure and technology are shaping the future of exhibitions and driving global economic growth.



TOP COUNTRIES BY INVESTMENT ATTRACTIVENESS (OUT OF 100)

RANK	COUNTRY	SCORE	KEY STRENGTHS
1	United States	86	Innovation, Technology, Capital Markets
2	Germany	82	Manufacturing, Engineering, R&D
3	Singapore	80	Business Hub, Infrastructure, Connectivity
4	UAE	79	Infrastructure, Trade, Tourism, Investment
5	China	77	Manufacturing, Exports, Innovation
6	India	76	Demographics, Digital Growth, Reforms



EG EXECUTIVE SUMMARY

WHAT'S HAPPENING?

Investments are flowing into technology, renewables, infrastructure & healthcare, creating strong opportunities for exhibitions & business events.

WHY IT MATTERS?

These investments drive innovation, create jobs, boost trade and strengthen economic growth across regions.

WHAT SHOULD BUSINESSES DO?

Align with high-growth sectors, expand into emerging markets and participate in global exhibitions capture opportunities.

10 MEGA SHOWS

THAT INFLUENCE GLOBAL BUSINESS

The World's Most Powerful Exhibitions. The Biggest Opportunities.

These mega exhibitions set industry agendas, launch innovations, generate billions in business and bring together global decision-makers. If your business is looking to expand, invest, partner or lead-these are the shows you cannot afford to miss.



01 EMO HANNOVER 2026

22-26 Sep 2026

Hannover, Germany

100,000+ Visitors

1,850+ Exhibitors

Metalworking, Manufacturing,
Machine Tools, Automation

www.emo-hannover.com

WHY MATTERS

The world's leading trade fair for production technology and metal working. Where the future of manufacturing is shaped.



02 GULFOOD MANUFACTURING 2026

03-05 Nov 2026

Dubai, UAE

45,000+ Visitors

1,600+ Exhibitors

Food & Beverage Processing,
Packaging, Ingredients

www.gulfoodmanufacturing.com

WHY IT MATTERS

The largest F&B manufacturing event in the Middle East. Where food innovation meets global opportunities.



03 MEDICA 2026

16-19 Nov 2026

Düsseldorf, Germany

120,000+ Visitors

5,500+ Exhibitors

Medical Technology, Diagnostics,
Healthcare, Lab Technology

www.medica.de

WHY IT MATTERS

The world's largest medical trade fair connecting healthcare innovators and global medical buyers.



04 CES 2027

05-08 Jan 2027

Las Vegas, USA

115,000+ Visitors

4,500+ Exhibitors

Consumer Technology, AI, IoT,
Robotics, Smart Devices

www.ces.tech

WHY IT MATTERS

The most influential tech event in the world. Where global innovations make their first big impact.



05 GITEX GLOBAL 2026

12-16 Oct 2026

Dubai, UAE

180,000+ Visitors

6,500+ Exhibitors

AI, Cybersecurity, Cloud, FinTech,
Smart Cities, Digital Economy

www.gitex.com

WHY IT MATTERS

The world's largest tech and startup show. Driving digital economies and global transformation.

WHY THESE SHOWS MATTER

- ✓ Global decision-makers under one roof
- ✓ Launchpads for innovation and new technologies
- ✓ High-value business development
- ✓ Access to global markets and buyers
- ✓ Strategic networking and partnerships

KEY TO ICONS

- Dates
- Location
- Expected Visitors
- Exhibitors
- Key Industries
- Official Website

Mega exhibitions are more than events - they are global business catalysts that shape industries, create partnerships and drive economic growth.

06



THE BATTERY SHOW EUROPE 2026

- 06-08 Oct 2026
- Stuttgart, Germany
- 20,000+ Visitors
- 900+ Exhibitors
- Battery Tech, EV, Energy Storage, Advanced Materials

WHY IT MATTERS

Europe's leading event for advanced battery technology and the EV energy ecosystem.

www.thebatteryshow.eu

07



BAUMA 2025*

- 07-13 Apr 2025
- Munich, Germany
- 495,000+ Visitors
- 3,700+ Exhibitors
- Construction Machinery, Mining, Building Materials, Vehicles

WHY IT MATTERS

The world's largest construction and mining trade fair. The heartbeat of the global construction industry.

www.bauma.de

08



SIAL PARIS 2026

- 18-22 Oct 2026
- Paris, France
- 310,000 Visitors
- 7,000+ Exhibitors
- Food & Beverage, Ingredients, Packaging, Private Label

WHY IT MATTERS

The world's largest food innovation exhibition connecting global food business professionals.

www.sialparis.fr

09



TRANSPORT LOGISTIC 2026

- 02-05 Jun 2026
- Munich, Germany
- 77,000+ Visitors
- 2,300+ Exhibitors
- Logistics, Freight, Supply Chain, Ports, IT Solutions

WHY MATTERS

The leading global exhibition for logistics and supply chain solutions.

www.transportlogistic.de

10



SOLAR & STORAGE LIVE 2026

- 29-30 Sep 2026
- Birmingham, UK
- 25,000+ Visitors
- 800+ Exhibitors
- Solar Energy, Storage, EV, Smart Energy Solutions

WHY IT MATTERS

The UK's largest solar and energy storage exhibition driving clean energy transition.

www.terrapiinn.com/exhibition/sol-europe

MEGA SHOWS AT A GLANCE



1.2+ MILLION
Total Expected Visitors



35,000+
Exhibitors



40+
Countries Represented



10 KEY INDUSTRIES
One Global Platform



BILLIONS IN BUSINESS
Opportunities Generated

PLAN YOUR Q4 EXHIBITION STRATEGY

A SMART PLAN TODAY. BIGGER RETURNS TOMORROW

A successful exhibition is the result of early planning, the right choices and flawless execution. Use this guide to plan, prepare and perform at global trade shows in Q4 2026.

BEFORE YOU BOOK: ASK THE RIGHT QUESTIONS

01	02	03	04	05	06	07	08
							
TARGET MARKET	BUYERS ATTENDING	BUDGET & ROI	COMPETITION	EXPORT POTENTIAL	LOGISTICS	MARKETING PLAN	SUCCESS METRICS
Is the show aligned with your target markets and business goals?	Will the right buyers, decision-makers and partners be present?	Is the budget realistic and is the expected ROI clearly defined?	Who are your competitors exhibiting and how will you stand out?	Does the event help you expand exports and explore new markets?	Are travel, freight, visa, insurance and on-site logistics arranged?	Do you have a pre-show marketing strategy in place?	How will you measure success and track ROI after the show?

EXHIBITOR PLANNING TIMELINE

120 DAYS BEFORE	90 DAYS BEFORE	60 DAYS BEFORE	30 DAYS BEFORE	SHOW WEEK	POST-SHOW FOLLOW-UP
					
Finalise exhibitions Set clear objectives Reserve your space Define budget Start visa process	Design booth concept Plan marketing campaigns Book travel & accommodation Prepare product materials	Announce participation Launch digital promotions Plan meetings with buyers Staff training begins	Finalise booth construction Ship materials Confirm meetings Prepare presentations & collaterals	Execute your plan Engage visitors Capture quality leads Meet partners & media Daily review & adjust	Follow within 48 hrs Nurture leads Measure RO Review outcomes Plan next steps

EG CHECKLIST: ARE YOU READY?

» Clear objectives and success metrics defined	» Travel, visa and accommodation confirmed
» Target audience and buyer profile identified	» Shipping, logistics and insurance arranged
» Budget approved and resources allocated	» Product demos and presentations prepared
» Booth design and branding finalised.	» Meetings and buyer appointments scheduled
» Marketing and communication plan launched	» Lead capture tools and CRM ready
» Staff trained and roles assigned	» Post-show follow-up plan in place

EG EXPERT TIP

The most successful exhibitors don't attend more exhibitions—they attend the right exhibitions with clear strategy, measurable objectives and a disciplined follow-up process.

MAXIMIZE IMPACT. MAXIMIZE ROI.

EXHIBITION SUCCESS BLUEPRINT

BEFORE THE EXHIBITION



RESEARCH & ANALYZE

Study visitor profile, market trends and competitor participation.



PLAN & PROMOTE

Launch targeted campaigns, email marketing and social media outreach.



SCHEDULE MEETINGS

Set appointments with key buyers and partners in advance.



PREPARE YOUR TEAM

Train staff on product knowledge, communication and goals.



CREATE BUZZ

Announce your participation and showcase what you'll reveal.

DURING THE EXHIBITION



ENGAGE ACTIVELY

Welcome visitors, start conversations and understand their needs.



DEMONSTRATE VALUE

Showcase products, solutions and real-world applications.



NETWORK STRATEGICALLY

Connect with industry leaders, associations and media.



COLLECT QUALITY LEADS

Use digital tools to capture, qualify and categorize leads.



AMPLIFY YOUR PRESENCE

Share live updates, photos and insights on social media.

AFTER THE EXHIBITION



FOLLOW UP FAST

Contact leads within 48 hours while interest is still high.



NURTURE & CONVERT

Provide information, quotes and solutions to move leads forward.



MEASURE & ANALYZE

Evaluate ROI, lead quality and overall performance.



THANK & STAY CONNECTED

Thank visitors, partners and team. Build long-term relationships.



PLAN AHEAD

Document learnings and start planning for the next show.

EG EXPERT TIPS

FOCUS ON QUALITY, NOT QUANTITY

Engage the right visitors, not just more visitors.

CREATE AN EXPERIENCE

Make your booth interactive, engaging and memorable.

TELL YOUR STORY

Communicate your brand value with clarity and confidence.

LEVERAGE TECHNOLOGY

Use lead scanning, analytics and digital follow-up tools.

BUILD RELATIONSHIPS, NOT JUST LEADS

Strong relationships convert into long-term business.



SCAN TO DOWNLOAD
EG EXHIBITOR CHECKLIST
(TEMPLATE)

THE EXHIBITOR ROI FORMULA



Quality
Leads

×



Conversion
Rate

×



Average Deal
Value

=



ROI
(Growth)

Track. Measure. Improve. Repeat.

POST-SHOW FOLLOW-UP TIMELINE



WITHIN 48
HOURS

Send Thank You
emails and initial
information.



WITHIN 1
WEEK

Share detailed
information and
product literature.



WITHIN 2-3
WEEKS

Schedule calls
and provide
custom solutions



WITHIN 1
MONTH

Close deals,
request feedback
and testimonials.



ONGOING

Stay connected,
share updates and
nurture leads.



The right exhibition can change your business trajectory.
Plan smart. Exhibit global. Grow beyond borders.



GERMANY

WHERE THE WORLD COMES TO DO BUSINESS

How Germany Continues to Set the Global Benchmark for Trade Fairs

GERMANY
A GLOBAL LEADER
IN EXHIBITIONS
FOR OVER

70

YEARS

Germany is more than a destination for exhibitions-it is one of the world's most mature business event ecosystems. Its exhibition industry has been built over decades through collaboration between organisers, chambers of commerce, industry associations, public authorities, and private enterprises.

Every year, professionals from around the world gather at German trade fairs to discover new technologies, launch products, build partnerships, and strengthen international trade relationships.

The country's strategic location within Europe, combined with outstanding infrastructure and a strong export-oriented economy, continues to attract global participation.

EG GERMANY SNAPSHOT

- Multiple internationally recognised exhibition cities
- Strong participation from global exhibitors and buyers
- Extensive convention and hospitality infrastructure
- High standards of event management and visitor services
- Continuous investment in venue modernisation and sustainability

WHY GERMANY LEADS



WORLD-CLASS INFRASTRUCTURE

Modern exhibition venues, excellent public transport, international airports, and extensive hotel capacity make travel seamless for global visitors.



INDUSTRY SPECIALISATION

German exhibitions set the benchmark industries such as manufacturing, engineering, healthcare, automotive, food processing, logistics, packaging, and environmental technologies.



GLOBAL BUYER PARTICIPATION

Trade fairs in Germany consistently attract senior decision-makers and international delegations, creating exceptional networking and business development opportunities.



INNOVATION ECOSYSTEM

Universities, research institutions, startups, and multinational corporations contribute to a culture of innovation that strengthens exhibition content and drives future industries.



SUSTAINABILITY COMMITMENT

German venues and organisers lead the way in sustainable event practices, energy efficiency, and responsible resource management.

GERMANY'S EXHIBITION INDUSTRY AT A GLANCE (2025)



= 180

International trade fairs
held annually



> 34 MILLION

Visitors from
around the world



> 180,000

Exhibiting companies
each year



TOP 3

Global ranking in
exhibition destinations*



= €28 BILLION

Economic impact
annually

MESSE FRANKFURT



- Strengths:** Mobility, Technology, Textiles, Lighting
- Signature Events:** Automechanika Frankfurt, Ambiente, ISH
- Venue Highlights:** One of Europe's most modern venues with 592,127 m² of exhibition space.
- Why It Matters:** A global hub for innovation, design and future industries.

MESSE DÜSSELDORF



- Strengths:** Packaging, Plastics, Medical, Retail, Printing
- Signature Events:** K 2025, MEDICA, drupa, EuroShop
- Venue Highlights:** 19 interconnected halls and state-of-the-art facilities.
- Why It Matters:** Home to world-leading industry-specific exhibitions.

KOELNMESSE



- Strengths:** Food & Beverage, Food Processing, Gardening
- Signature Events:** ANUGA, IDS, spoga+gafa
- Venue Highlights:** Excellent central location and strong global connectivity.
- Why It Matters:** The world's food and nutrition marketplace.

DEUTSCHE MESSE (HANNOVER)



- Strengths:** Industrial Technology, Automation, Energy
- Signature Events:** HANNOVER MESSE, EMO Hannover, AGROTECHNICA
- Venue Highlights:** The largest exhibition site in the world -1.4 million m².
- Why It Matters:** The global platform for industrial transformation.

MESSE MÜNCHEN



- Strengths:** Electronics, Aerospace, Sports, Building, Laser Technology
- Signature Events:** electronica, BAU, IAA Mobility, Laser World c Photonics
- Venue Highlights:** Innovative, sustainable and future-ready campus.
- Why It Matters:** Drives high-tech industries and global innovation.

NÜRNBERGMESSE



- Strengths:** Toys, Security, Process Technology, Embedded Systems
- Signature Events:** Spielwarenmesse, SPS, POWTECH
- Venue Highlights:** Compact, efficient and exhibitor-friendly venue.
- Why It Matters:** Strong focus on specialised and B2B industries.

LESSONS FOR THE GLOBAL MICE INDUSTRY



BUILD INDUSTRY CLUSTERS

Successful exhibitions thrive where organisers work closely with industry associations, academia, and government.



INVEST IN VISITOR EXPERIENCE

Technology, accessibility, multilingual services and efficient logistics improve satisfaction and encourage repeat participation.



THINK INTERNATIONAL

Strong buyer programmes, country pavilions and export promotion attract global audiences and expand market reach.



EMBRACE SUSTAINABILITY

Green venue operations and responsible event practices deliver long-term value for organisers, exhibitors and communities.

EG EXECUTIVE INSIGHTS

5 LESSONS EVERY ORGANISER CAN LEARN FROM GERMANY

- 1 Focus on long-term industry relationships rather than individual events.
- 2 Build specialised exhibitions around strong industrial sectors.
- 3 Invest in world-class venue infrastructure.
- 4 Measure success through business outcomes, not attendance alone.
- 5 Continuously innovate through technology and sustainability.



EG TAKEAWAY

Germany's leadership in the exhibition industry is the result of consistent investment, collaboration and strategic planning over many decades. While every destination has its own strengths, the principles that underpin Germany's success-quality, innovation, international engagement and customer focus-can inspire organisers and destinations around the world.



GERMANY'S EXHIBITION POWERHOUSES

World-Class Venues. Global Impact.

From international trade fairs to specialised industry events, Germany's leading exhibition venues set the benchmark for quality, innovation and business generation.

6 WORLD-CLASS
VENUES DRIVING
GLOBAL BUSINESS
OPPORTUNITIES



MESSE FRANKFURT Frankfurt am Main



EXHIBITION SPACE
592,127 m²



EXHIBITORS (ANNUAL)
10,400+



VISITORS (ANNUAL)
82.1 MILLION+

SIGNATURE EVENTS

Ambiente

- Light + Building
- ISA

INDUSTRY STRENGTHS

Home, Living, Technology,
Design, Lighting, Building,
HVAC, Environment

WHY IT MATTERS

One of the world's largest
venue operators with a
truly global event portfolio
and unmatched international
reach.

MESSE DÜSSELDORF Düsseldorf



EXHIBITION SPACE
262,000 M²



EXHIBITORS (ANNUAL)
8,000+



VISITORS (ANNUAL)
8 1.3 MILLION+

SIGNATURE EVENTS

- MEDICA
- drupa
- K
- boot Düsseldorf

INDUSTRY STRENGTHS

Medical, Printing & Paper,
Plastics, Rubber, Packaging,
Maritime

WHY IT MATTERS

A global leader in healthcare
and manufacturing trade fairs
with strong international
buyer participation.

3 KOELNMESSE Cologne



EXHIBITION SPACE
284,000 m²



EXHIBITORS (ANNUAL)
7,100+



VISITORS (ANNUAL)
1.1 MILLION+

SIGNATURE EVENTS

- Anuga
- imm cologne
- IDS
- gamescom

INDUSTRY STRENGTHS

Food & Beverage, Interiors,
Dental, Entertainment,
Digital Gaming

WHY IT MATTERS

Hosts some of the world's
most iconic consumer and
industry fairs with enormous
global influence.

4 DEUTSCHE MESSE (HANNOVER) Hannover



EXHIBITION SPACE
496,000 m²



EXHIBITORS (ANNUAL)
6,200+



VISITORS (ANNUAL)
98 1.0 MILLION+

SIGNATURE EVENTS

- HANNOVER MESSE
- AGRITECHNICA
- EMO Hannover

INDUSTRY STRENGTHS

Industrial Technology,
Agriculture, Automation,
Energy, Engineering

WHY IT MATTERS

The global platform for
industrial transformation
and sustainable
manufacturing.

5 MESSE MÜNCHEN Munich



EXHIBITION SPACE
200,000 m²



EXHIBITORS (ANNUAL)
5,000+



VISITORS (ANNUAL)
900,000+

SIGNATURE EVENTS

- BAU
- electronica
- IFAT

INDUSTRY STRENGTHS

Construction, Electronics,
Environmental Technologies,
Water, Waste & Raw Materials

WHY IT MATTERS

Strong focus on innovation
and sustainability with
high-quality, future-focused
events.

6 NÜRNBERGMESSE Nuremberg



EXHIBITION SPACE
170,000 m²



EXHIBITORS (ANNUAL)
3,000+



VISITORS (ANNUAL)
700,000+

SIGNATURE EVENTS

- SPS-Smart Production
- Solutions
- Spielwarenmesse
- BIOFACH

INDUSTRY STRENGTHS

Automation, Toys, Organic
Food, Retail, Embedded
Systems

WHY IT MATTERS

Delivers world-leading
specialist fairs with strong
community engagement
and global appeal.

LESSONS FOR THE GLOBAL MICE INDUSTRY



BUILD INDUSTRY CLUSTERS



Successful exhibitions thrive when organisers work closely with industry associations, chambers, academia and government to create focused, high-value events.



INVEST IN VISITOR EXPERIENCE



From seamless registration to onsite services, technology integration and accessibility - a great visitor experience drives satisfaction and repeat participation.



THINK INTERNATIONAL



Strong buyer programmes, country pavilions export promotion initiatives attract global audiences and create cross-border business opportunities.



EMBRACE SUSTAINABILITY



Green venue operations, resource efficiency and responsible event practices are becoming essential competitive advantages in the global market.

EG EXECUTIVE INSIGHTS

5 LESSONS EVERY ORGANISER CAN LEARN FROM GERMANY



FOCUS ON LONG-TERM RELATIONSHIPS

Build strong, long-term partnerships with industries, exhibitors and associations instead of focusing only on individual events.



BUILD SPECIALISED EXHIBITIONS

Create events around strong industrial sectors and specific value chains to attract the right audience and exhibitors.



INVEST IN WORLD-CLASS INFRASTRUCTURE

Modern, well-connected. venues with flexible spaces and advanced technology ensure global competitiveness.



MEASURE BUSINESS OUTCOMES

Evaluate success based on business deals, networking quality and ROI, not just visitor numbers.



INNOVATE CONTINUOUSLY

Embrace technology. digital formats and sustainable practices to keep exhibitions future-ready.

EG TAKEAWAY

Germany's leadership in the exhibition industry is the result of consistent investment, collaboration and strategic planning over many decades. The principles of quality, innovation, international engagement and customer focus can inspire organisers and destinations around the world.



BY THE NUMBERS - GERMANY'S EXHIBITION IMPACT



€28
BILLION
Economic impact
annually



> 180,000
Companies exhibit
in German trade
fairs every year



>34 MILLION
Visitors from around
the world attend
German exhibitions



TOP 3
Global ranking in
exhibition destinations"



SUSTAINABILITY
A core focus across
venues, events and
operations

AI IS TRANSFORMING AI THE FUTURE OF EXHIBITIONS.

Smarter Events. Better Experiences.
Measurable Business Outcomes.

Artificial Intelligence is rapidly becoming one of the most influential technologies shaping the future of exhibitions and business events.

While the industry has always embraced innovation, AI is now moving beyond operational efficiency to fundamentally transform how organisers engage visitors, how exhibitors identify prospects, and how buyers discover relevant business opportunities.

Today's exhibitions generate enormous volumes of data—from registration records and visitor preferences to booth interactions, networking activities and post-event feedback. AI enables organisers to convert this information into actionable insights, creating personalised event experiences and delivering measurable value for every stakeholder.

Rather than replacing face-to-face interactions, AI enhances them. It helps visitors discover relevant exhibitors, recommends conference sessions, optimises networking schedules and provides exhibitors with better qualified leads. For organisers, it improves decision-making, streamlines operations and strengthens return on investment. As technology continues to evolve, AI will become a core capability for exhibitions seeking to remain competitive in an increasingly data-driven world.

TECH SPOTLIGHT



THIS MONTH: ARTIFICIAL INTELLIGENCE

AI is at the heart of the next wave of exhibition innovation—powering smarter connections, personalised experiences and measurable results.

Next Month: Smart Venues & IoT

THE NEXT
5 YEARS

AI will be a core capability for every future-ready exhibition.

EG EVENTTECH JOURNEY

THE VISITOR JOURNEY POWERED BY AI



01
AI REGISTRATION
Smart forms, identity verification and preference capture.



02
PERSONALISED AGENDA
AI recommends sessions, workshops and activities.



03
SMART MATCHMAKING
Connect with the right people and opportunities.



04
INTERACTIVE NAVIGATION
AI-powered maps for easy wayfinding and updates.



05
LEAD CAPTURE
Intelligent scanning and lead scoring for quality engagement.



06
REAL-TIME ANALYTICS
Live dashboards for data-driven decisions.



07
POST-EVENT FOLLOW-UP
Automated insights and personalised follow-up.



79%
of organisers believe AI will significantly impact their events in the next 3 years.



65%
of exhibitors say AI helps them generate better quality leads.



80%
of attendees value personalised recommendations at events.



2x
higher ROI for events using AI-driven matchmaking and analytics.

1

AI MATCHMAKING

Algorithms connect exhibitors with buyers based on interests, purchasing intent and business objectives, increasing the quality meetings.

2

SMART EVENT APPS

Modern event apps provide personalised schedules, navigation, exhibitor recommendations and live notifications.

3

PREDICTIVE ANALYTICS

Organisers can forecast attendance, optimise floor layouts and allocate resources more effectively using historical and real-time data.

4

AI CHATBOTS

Virtual assistants answer attendee questions, assist with registration and provide instant information before and during the event.

5

INTELLIGENT LEAD SCORING

AI helps exhibitors prioritise follow-up by analysing visitor behaviour and engagement levels.

6

MULTILINGUAL EXPERIENCES

Real-time translation tools make exhibitions more accessible to international participants.



AI BENEFITS FOR EVERY STAKEHOLDER

BENEFITS	ORGANISERS	EXHIBITORS	VISITORS
BETTER PLANNING	Better Planning	Qualified Leads	Personalised Experience
GREATER SATISFACTION	Higher Satisfaction	Improved ROI	Faster Networking
SMARTER DECISIONS	Data-Driven Decisions	Better Follow-up	Relevant Content & Sessions
HIGHER EFFICIENCY	Operational Efficiency	Smarter Marketing & Targeting	Easier Navigation & Wayfinding

Artificial Intelligence will not replace face-to-face exhibitions- it will make every interaction **more meaningful, measurable and personalised.**



AI + HUMAN CONNECTION
The perfect blend for powerful business outcomes.



BETTER EXPERIENCES
Technology removes friction. Experiences create value.



STRONGER RESULTS
AI-driven insights lead to smarter decisions and higher ROI.

THE LISTED FUTURE OF EXHIBITIONS

An Exclusive Conversation with Propshop Events & Exhibitions on the Next Era of Brand Experiences

Interview by Exhibition Globe

Featured in: Exhibition Globe News | September 2026 Edition



Q.1. Propshop has now become one of the few exhibition-focused companies to enter India's public markets. What does this IPO mean to you personally—and what does it mean for the Indian exhibition industry as a whole?

Mr. Pusalkar:

Going public is a significant milestone for any entrepreneurial organisation, but for us it represents much more than a financial event. It is a validation of the journey we have undertaken over the years and the trust that our customers, employees, partners and stakeholders have placed in Propshop.

Personally, it is extremely gratifying to see a business that began with a strong focus on exhibitions evolve into a professionally structured organisation with global ambitions.

For the Indian exhibition industry, we believe this listing sends an important message. Exhibitions, trade shows and brand experiences are no longer simply execution-driven businesses. They are becoming an increasingly strategic part of how companies build brands, generate business and engage customers.

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They are becoming an increasingly strategic part of how companies build brands, generate business and engage customers.

Q.2. The IPO was priced at ₹69, while the shares opened at ₹55.20 on NSE Emerge. How do you interpret the market's initial response, and what would you like investors to understand about Propshop's long-term story?

Mr. Pusalkar:

As the general public was not aware of this industry vertical and this sector of business, Propshop has been one of the only companies consistently contributing toward creating awareness that the Exhibition Industry itself can become a billion-dollar industry in the coming years. Propshop will continue its hard work, retain the trust of its clients, and provide an AI-driven end-to-end experience to help brands achieve their business objectives while positioning the company among the top global players.

We respect the market's initial response and understand that a listing reflects market sentiment at a particular point in time. However, our focus has always been on building a strong and sustainable business rather than reacting to short-term market fluctuations.

The IPO is an important milestone, but not the destination. It provides us with greater visibility,



PROPSHOP: India's Emerging Global Leader in Brand Experiences



MR. PRATHAMESH PUSALKAR
Founder, Propshop Events & Exhibitions Ltd.

"The exhibition stand of the future will not simply be a space to display products; it will be an intelligent platform for engagement, data and business."

credibility and access to capital markets. Our success will ultimately be defined by how effectively we expand globally, strengthen customer relationships, invest in technology, and create sustainable value for stakeholders.

We want investors to view Propshop not as a short-term listing opportunity, but as a long-term growth story driving the future of the exhibition and brand-experience industry globally.

Q.3. The exhibition industry is often perceived as a fragmented, project-based business. How do you plan to transform Propshop from an exhibition stand company into a scalable global events and brand-experience business?

Mr. Pusalkar:

We believe the opportunity extends far beyond exhibition stand construction.

Globally, there has always been a gap between clients and service providers in terms of trust, understanding the desired visualization needs of customers, and delivering mature, high-quality execution. Propshop has successfully bridged this gap by consistently delivering innovative solutions and building organic trust with more than 1,000 clients across international markets.

Today, brands are looking for strategic partners who can understand their business objectives, visualize their ambitions, and execute them flawlessly. That is why we are expanding into experiential marketing, corporate events, performance marketing, and technology-led engagement solutions.

Our ambition is to build a comprehensive brand-experience platform where design, execution, AI, technology, creativity, and measurable business outcomes come together under one roof.

Within the next five years, Propshop aims to establish a dominant footprint across the USA, Europe, UK, UAE, Asia and APAC markets, further strengthening its position as a globally scalable brand-experience company originating from India.

"We don't just build exhibition stands; we build trust, experiences, and global brand journeys."

Q.4. Where do you see Propshop's next major growth coming from—India, international markets, experiential marketing, corporate events or technology-led solutions?

Mr. Pusalkar:

We see the next phase of growth coming from a balanced combination of India, international markets, experiential marketing, corporate events, and technology-enabled services.

India remains a high-potential market as the exhibition ecosystem continues to grow, while our global presence allows us to serve both international brands and Indian companies expanding overseas.

More importantly, Propshop has positioned itself as a single-bucket solution for global clients. Instead of engaging multiple agencies and vendors across different markets and services, clients can rely on Propshop as a unified partner for exhibitions, experiential marketing, events, technology integration, creative design, and business growth initiatives.

By providing end-to-end solutions, we help global brands accelerate revenue growth, improve customer engagement, and achieve consistency across multiple geographies. Technology, AI, and data-driven insights will continue to act as strong enablers of this growth strategy.

Q.5. With the company now listed, what are the three biggest investments or strategic priorities Propshop plans to pursue over the next three to five years?

Mr. Pusalkar:

There are three broad priorities. First, strengthening our international footprint. We want to deepen our presence in key exhibition markets and develop stronger local capabilities and partnerships.

Second, investing in people, systems and technology. As the organisation scales, operational excellence becomes extremely important. We need strong project management, design capabilities, technology infrastructure and talent to deliver consistently across markets.

Third, expanding our service portfolio. We want to build capabilities around experiential marketing, corporate events and performance-led marketing so that we can participate in a larger share of the customer's brand-experience journey.

The IPO gives us an additional platform to execute these priorities in a more structured and disciplined manner.

Q.6. AI, immersive technology, data analytics and virtual experiences are changing how brands participate in exhibitions. What will the "Exhibition Stand of 2030" look like—and where does Propshop see itself in that future?

Mr. Pusalkar:

The exhibition stand of 2030 will probably be very different from the conventional booth we know today.

Physical spaces will remain important because face-to-face interaction is one of the fundamental strengths of exhibitions. However, technology will make those spaces much more intelligent and interactive.

We expect greater use of AI, immersive

"The exhibition stand of the future will not simply be a space to display products; it will be an intelligent platform for engagement, data and business."

experiences, digital content, interactive displays, data capture and personalised visitor journeys.

But technology should not become a gimmick. The real question should always be: does it help the exhibitor attract the right audience, communicate its proposition more effectively and generate measurable business outcomes?

Our ambition is to be at the intersection of creativity, technology and business results.

We see Propshop evolving from a company that builds physical spaces into a company that creates intelligent brand experiences.

Q.7. Exhibitors today increasingly demand measurable ROI—not just beautiful booths. How is Propshop helping clients move from stand design to lead generation, engagement and measurable business outcomes?

Mr. Pusalkar:

This is one of the biggest changes taking place in our industry. A beautiful stand can attract attention, but attention alone is not the final objective.

Exhibitors ultimately participate in trade shows to create relationships, generate leads, launch products, meet customers and drive business.

Therefore, our approach increasingly begins with understanding what the client wants to achieve. The design, visitor journey, content, engagement mechanisms and technology should all contribute towards that objective.

We see data becoming increasingly important in this process. The more effectively we can understand visitor engagement and connect event activity with business outcomes, the more valuable exhibitions become for our clients.

The future belongs to exhibition partners who can combine creativity with commercial understanding.

Q.8. India is rapidly becoming an important destination for exhibitions, trade shows and business events. What needs to change in India's exhibition ecosystem for the country to compete with the world's leading exhibition markets?

Mr. Pusalkar:

India has enormous potential and is already emerging as a significant hub for exhibitions, trade shows, and business events. However, to compete with the world's leading exhibition destinations, we need continued investments in world-class venues, infrastructure, international connectivity, technology adoption, skilled talent, and global operating standards.

Propshop is proud to contribute to India's economic growth by not only building a globally recognized Indian company but also by continuously bringing international clients to India and showcasing the country's capabilities on the global exhibition stage.

The exhibition sector has the potential to contribute significantly to India's economy and GDP in the coming years. As more international exhibitions, conferences, trade delegations, and business events choose India as a destination, the industry's impact on tourism, hospitality, logistics, manufacturing, and employment generation will continue to multiply.

India is currently ranked among the leading exhibition destinations globally, and we believe it has the potential to become one of the Top 2 exhibition markets in the world in the coming years. As a contributor to this transformation,

“The future of exhibitions is not about square metres; it is about business outcomes.”

Propshop will continue competing globally, attracting international business, and helping position India as a preferred destination for exhibitions and brand experiences.

Our aspiration is not just to host more exhibitions in India, but to make India one of the world's most respected exhibition and business-event ecosystems.

Q.9. As a listed company, will Propshop consider strategic acquisitions, partnerships or consolidation in India's fragmented exhibition and events-services market?

Mr. Pusalkar:

We believe consolidation and strategic partnerships can play an important role in the evolution of this industry.

The exhibition ecosystem is highly fragmented, and there are many specialised companies with strong capabilities in particular regions or service areas.

Rather than trying to build everything organically, there could be opportunities to collaborate with or acquire businesses that bring complementary capabilities, technology, geography or customer relationships.

However, any such decision has to be strategic. We would look at whether a potential partnership or acquisition genuinely strengthens the business and creates value for customers and stakeholders.

Our immediate priority is to build the organisation organically and strengthen our existing capabilities. But as a listed company with a long-term growth ambition, we will certainly remain open to strategic opportunities.

Q.10. Five years from now, what would make you say that the IPO was successful—not simply because of the share price, but because of the business Propshop built?

Mr. Pusalkar:

Five years from now, I would define success not by the share price but by the strength, scale, and impact of the business we have built. I would like Propshop to be recognized as a globally respected brand-experience company originating from India, serving clients across major international markets with technology-driven and innovative solutions.

Success would mean building a stronger international footprint, serving a larger base of global customers, expanding our service portfolio, and creating sustainable revenue growth while maintaining operational excellence and customer trust.

Beyond the company itself, I would be proud if Propshop contributes to the growth of India's SME ecosystem by creating opportunities for thousands of small and medium businesses that support the exhibition and events value chain. As India continues its journey of becoming a global economic powerhouse, we want Propshop to be an example of an Indian company successfully competing with international players across the world.

Most importantly, I would like our IPO to be remembered as the beginning of a larger global journey—one that demonstrates how Indian entrepreneurship, innovation, and execution excellence can create world-class businesses that make India truly global.

“The IPO is not the destination. It is the beginning of Propshop's global journey from India to the world.”

RAPID-FIRE ROUND

One word that defines Propshop today?

Mr. Pusalkar: Ambition.

One word that defines the future of exhibitions?

Mr. Pusalkar: Experience.

The biggest opportunity for India's exhibition industry?

Mr. Pusalkar: Globalisation.

The biggest threat?

Mr. Pusalkar: Resistance to change.

AI: Threat or opportunity?

Mr. Pusalkar: Opportunity.

Physical exhibitions or virtual events?

Mr. Pusalkar: Physical experiences enhanced by digital technology.

India as an exhibition destination?

Mr. Pusalkar: Underestimated.

Propshop in one sentence five years from now?

Mr. Pusalkar: A globally recognised brand-experience company built from India.

One message to the next generation of exhibition entrepreneurs?

Mr. Pusalkar: Think globally, invest in people and technology, and build businesses—not just projects.

THE LISTED FUTURE OF EXHIBITIONS

“
The IPO is not the
destination. It is the
beginning
of our next chapter.
”

-MR. PRATHAMESH PUSALKAR
Founder, Propshop Events & Exhibitions Ltd.



THE SUSTAINABLE EXHIBITION

From Green Booths to Responsible Events

The exhibition industry creates temporary cities.

For a few days, thousands of people travel to one location, build hundreds or thousands of stands, operate lighting and technology, move products and materials, consume food and water, and then dismantle everything within a matter of hours.

That makes sustainability an important responsibility—but also an opportunity.

Sustainability is increasingly becoming part of the event design itself—through reusable structures, digital communication, energy-efficient venues, responsible logistics, waste reduction and smarter food management.



THE EXHIBITION LIFECYCLE

BEFORE

Plan • Source • Transport



Plan



Source



Transport



DURING

Build • Operate • Engage



Build



Operate



Engage



AFTER

Dismantle • Reuse • Measure



Dismantle



Reuse



Measure



The most sustainable exhibition is therefore not created on opening day. It is designed months before the first visitor arrives.



EG GREEN INSIGHT

Sustainability should not be a decorative message on the exhibition stand. It should be built into the way the event is designed, delivered and measured.



THE BIGGEST OPPORTUNITY

Instead of asking:

"How can we make this exhibition greener?"



We should ask:

"How can we design this exhibition differently from the beginning?"



SHIFT THE MINDSET: FROM ADD-ONS TO DESIGN



Green Additions
Add at the end



Sustainable Design
Plan from the beginning



Better Outcomes
Lower impact • Better experience • Greater value

THE GREEN EXHIBITION PLAYBOOK

Eight practical ways to make an event more sustainable

01 DESIGN FOR REUSE

Temporary structures don't always need to be single-use.

- Modular stands
- Reusable flooring
- Reconfigurable signage
- Rental furniture
- Reusable branding systems



Better approach:
Build once Reuse many times

02 REDUCE MATERIAL WASTE

Exhibitions can generate significant amounts of packaging, printed material and temporary construction waste.

- Digital brochures
- Recyclable materials
- Modular displays
- Minimal packaging
- Reusable graphics



Less waste today.
Stronger impact tomorrow.

03 USE ENERGY INTELLIGENTLY

Energy consumption should be considered during both venue planning and stand design.

- Energy-efficient lighting
- Smart controls
- Efficient equipment
- Monitoring systems
- Switching off unused equipment



EG Question:
Do we need everything
switched on all the time?

04 MAKE DIGITAL THE DEFAULT

Not every piece of information needs to be printed.

- Registration
- Event programmes
- Maps
- Exhibitor information
- Product catalogues
- Surveys
- Lead capture



The objective is not to
eliminate print completely.
It is to print with purpose.

05 RETHINK EXHIBITION LOGISTICS

Freight and transportation are important parts of the exhibition lifecycle.

- Consolidated shipments
- Local sourcing
- Reusable crates
- Efficient delivery schedules
- Return logistics



Better planning today
means lower impact
tomorrow.

06 RESPONSIBLE FOOD & BEVERAGE

Catering is another area where event design can make a difference.

- Local sourcing
- Seasonal menus
- Better portion planning
- Reusable serveware
- Food-waste reduction.
- Responsible disposal



Good for the planet.
Good for people.

07 DESIGN FOR ACCESSIBILITY

A sustainable event should also be inclusive.

- Accessible entrances
- Clear navigation
- Seating
- Accessible restrooms
- Inclusive communication
- Digital accessibility



Sustainability is not only
environmental. It is also
about people.

08 MEASURE WHAT MATTERS

A sustainability strategy becomes stronger when results can be measured.

- Energy
- Waste
- Water
- Materials
- Transport
- Food
- Reuse
- Accessibility



Measure. Learn. Improve.
Repeat.

EG GREEN CHECK



PLAN



REDUCE



REUSE



MEASURE



IMPROVE

“

Sustainable exhibitions
are better for the planet,
better for people and
better for business.



FROM GREEN BOOTH TO GREEN SHOW

The exhibitor's sustainability checklist

Sustainability starts with individual choices.

A booth can be a powerful demonstration of responsible event design.



BEFORE THE SHOW

DESIGN

- ✓ Use modular / reusable structures
- ✓ Minimise unnecessary materials
- ✓ Plan for future reuse
- ✓ Choose durable materials
- ✓ Reduce single-use branding.



PROCUREMENT

- ✓ Select responsible suppliers
- ✓ Source locally where practical
- ✓ Rent instead of purchasing where appropriate
- ✓ Minimise packaging
- ✓ Plan material recovery after the event



DURING THE SHOW

ENERGY

- ✓ Use efficient lighting
- ✓ Switch off equipment when not required
- ✓ Avoid unnecessary screens.



COMMUNICATION

- ✓ Use QR codes where useful
- ✓ Offer digital catalogues
- ✓ Reduce excessive printed material



VISITOR EXPERIENCE

- ✓ Provide accessible interaction
- ✓ Avoid unnecessary giveaways
- ✓ Choose useful, durable promotional products
- ✓ Communicate sustainability claims, accurately



AFTER THE SHOW

DON'T THROW IT AWAY.

Ask:



Can it be reused?



Can it be donated?



Can it be recycled?



Can it be redesigned for the next event?



EG EXHIBITOR QUESTION

Does sustainability increase the cost of exhibiting?

Not necessarily.

Some sustainable choices can require investment, while others can reduce costs through:

Reuse

Lower material consumption

Reduced printing

Smarter logistics

Better planning

The objective is not to choose the most expensive "green" option. The objective is to make better decisions.



THE GREEN BOOTH SCORECARD

AREA	BASIC	BETTER	BEST PRACTICE
 Stand	Single-use	Modular	Designed for repeated reuse
 Graphics	Printed	Reduced print	Reusable/digital
 Lighting	Conventional	Efficient	Smart-controlled
 Materials	Mixed	Recyclable	Reused/recovered
 Giveaways	High volume	Reduced	Purposeful useful
 Lead Capture	Paper	Hybrid	Digital
 Logistics	Multiple trips	Consolidated	Optimised
 Measurement	None	Basic	Tracked & reported

THE ROAD TO THE RESPONSIBLE EXHIBITION

What will sustainable events look like in the years ahead?

The sustainable exhibition of the future will be the result of hundreds of better decisions made throughout the event life cycle.



SMARTER VENUES

Energy and resource consumption increasingly monitored and managed through intelligent systems.



MODULAR EXHIBITIONS

Stands and event infrastructure designed for repeated use rather than disposal.



CIRCULAR MATERIALS

Materials selected with reuse, recovery and recycling in mind.



LOWER-IMPACT LOGISTICS

Better freight planning local sourcing and consolidated transportation.



DIGITAL-FIRST ENGAGEMENT

Digital registration, lead capture, information and communication where appropriate.



RESPONSIBLE CATERING

More thoughtful sourcing, portions, serveware and food-waste management.



MEASURABLE EVENTS

Sustainability performance tracked alongside commercial performance.

EG GREEN RADAR

WHAT SHOULD ORGANISERS WATCH?



CIRCULAR EVENT DESIGN

Move from take → make → discard toward use → reuse recover.



SMART ENERGY

Use technology to understand where and when energy is being consumed.



MATERIAL PASSPORTS

Know what materials are being used, where they came from and what can happen them after the event.



SMART LOGISTICS

Plan freight and transportation as part of the event design-not as an afterthought.



SUSTAINABILITY DATA

Measure environmental and operational performance rather than relying only on claims.



PEOPLE-CENTRIC EVENTS

Sustainability should include accessibility, inclusion, safety, wellbeing and visitor experience.

THE 2030 QUESTION



Will "sustainable exhibition" still be a special category- or simply become the standard way exhibitions are organised?

The industry has an opportunity to make sustainability part of normal event planning rather than treating it as a separate initiative.

EG ORGANISER CHECKLIST

CAN YOUR NEXT EXHIBITION ANSWER "YES" TO THESE?



- ✓ Have we designed for reuse?
- ✓ Have we reduced unnecessary materials?
- ✓ Are we monitoring energy use?
- ✓ Can we reduce waste?
- ✓ Have we considered logistics?

- ✓ Are our catering practices responsible?
- ✓ Is the event accessible?
- ✓ Can we measure our progress?
- ✓ Have we communicated claims transparently?
- ✓ What will we improve at the next edition?



EG TAKEAWAY

The sustainable exhibition is not the one with the most green messaging. It is the one where sustainability is quietly built into hundreds of decisions from the first floor-plan sketch to the final dismantling truck.



EDITOR'S NOTE

The transition toward more responsible exhibitions will require all stakeholders to work together. Better design. Less waste. Smarter resources. Stronger experiences. That is the opportunity for the next generation of exhibitions.



FROM EXHIBITION TO INDUSTRY BRAND

How a Major Trade Exhibition Builds Recognition, Relevance and Regional Influence

CASE STUDY:

PROPAK ASIA 2026

Building a Regional Platform for Processing, Packaging & Manufacturing Technology



Location
IMPACT Challenger,
Bangkok, Thailand



Sector
Processing • Packaging
Manufacturing • Food & Beverage
Technology • Pharma • Logistics

ASIA'S
NO.1
PROCESSING &
PACKAGING EVENT

A successful trade exhibition does more than fill an exhibition hall. It creates a meeting point for an entire industry. It gives companies a place to launch products, demonstrate technology, meet buyers, build partnerships and understand where their market is heading. That is the strategic role played by major industrial exhibitions such as ProPak Asia.

The 2026 edition expanded its footprint significantly, with IMPACT stating that exhibition space increased by more than 70,000 square metres to accommodate continued growth and international demand. The event was expected to feature more than 2,500 leading brands from countries, organised across nine specialised zones covering the wider processing and packaging ecosystem. **The significance is not simply scale. The bigger story is positioning.**

THE BRAND IMPACT MODEL



EXHIBITION

Brings the industry together



EXPERIENCE

Lets buyers see technology in action



NETWORK

Creates relationships between businesses



KNOWLEDGE

Creates conversations around industry trends



VISIBILITY

Gives brands a platform to be seen



RECOGNITION

The exhibition becomes associated with the industry it serves.

WHY THIS MATTERS

An exhibition's brand is not created by its logo alone. It is created through repeated experiences:



Who exhibits?



Who visits?



What technology is demonstrated?



Which experts speak?



What partnerships are formed?



What industries are represented?



What business conversations happen?

EG CASE STUDY INSIGHT

“The strongest trade exhibitions don't simply rent floor space. They build a business community around a sector.”

PROPAK ASIA
AT A GLANCE



2,500+
Leading brands expected



45
Countries represented



9
Specialised technology zones



70,000+ SQ. M.
Additional exhibition space reported for the 2026 expansion

These figures illustrate the scale of the platform, while the deeper value lies in how the exhibition connects different parts of the industry ecosystem.

BUILDING AN INDUSTRY ECOSYSTEM

Why sector specialisation creates stronger exhibition brands

One of the strongest lessons from ProPak Asia is the value of specialisation within a broader industry ecosystem.

Rather than presenting one narrow product category, the exhibition brings together multiple stages of the processing and packaging value chain.

Its 2026 edition included specialised zones covering areas such as:



This creates a more complete visitor proposition: instead of seeing isolated products, buyers can explore solutions across the broader production ecosystem.

THE VALUE-CHAIN EFFECT



EG BRAND BUILDER

RELEVANCE + CONSISTENCY + COMMUNITY = RECOGNITION



RELEVANCE Stay aligned with industry needs.	CONSISTENCY Build the event year after year.	COMMUNITY Bring the complete industry ecosystem together.	RECOGNITION Becomes the go-to platform for the industry.
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THE EXHIBITOR'S BRAND JOURNEY

BEFORE THE SHOW



Awareness
↓
Marketing
↓
Appointment

AT THE SHOW



Experience
↓
Demonstration
↓
Conversation

AFTER THE SHOW



Follow Up
↓
Relationship
↓
Opportunity

LONG-TERM BRAND VALUE

PROPAK
ASIA 2026

THE COMPLETE
PROCESSING &
PACKAGING SOLUTIONS
IN ONE PLATFORM

WHY THIS STRENGTHENS BRAND RECOGNITION

An exhibition becomes more memorable when visitors understand exactly what industry problem it solves.



EXPERTISE

Where the industry comes to understand technology.



ACCESS

Where buyers meet suppliers.



INNOVATION

Where new solutions are launched.



NETWORKING

Where partnerships are created.



KNOWLEDGE

Where industry trends are discussed.



BUSINESS

Where commercial opportunities begin.



EG QUESTION

What makes an exhibition memorable?

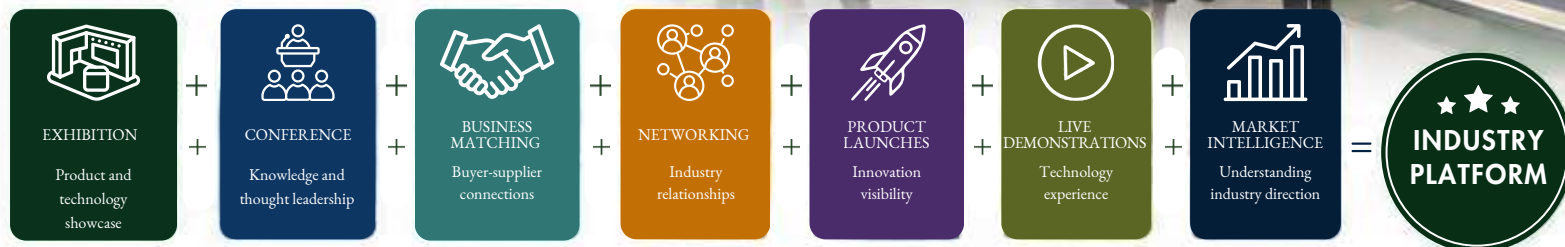
Not simply the number of booths.
It is the quality of the ecosystem surrounding those booths.



FROM FLOOR SPACE TO MARKETPLACE

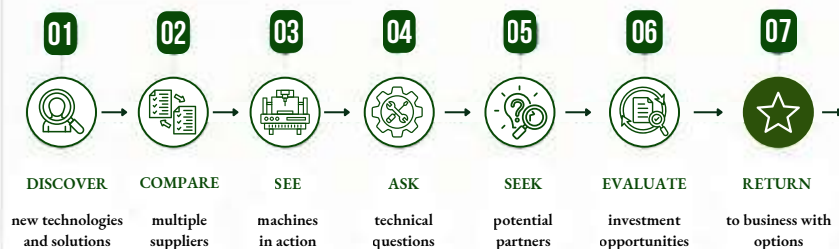
The modern industrial exhibition is becoming a complete business platform.

ProPak Asia brings the entire value chain together in one place-creating opportunities that go beyond the exhibition floor.



WHAT THE BUYER EXPERIENCES

A visitor arrives with an objective.
A complete journey helps them make better business decisions.



One visit. One destination. Many solutions. Real business outcomes.

EG BRAND IMPACT SCORECARD

Measuring what matters for long-term brand value

BRAND OBJECTIVE	WHAT TO MEASURE
Awareness	Relevant audience reach, brand impressions
Recognition	Brand interactions, booth visits, recall
Engagement	Demonstrations, conversations, content downloads
Authority	Speaking opportunities, thought leadership visibility
Relationships	Qualified meetings, new connections
Market Position	Industry visibility, share of voice
Business	Pipeline opportunities, enquiries, orders
Long-Term Value	Repeat participation, referrals, industry loyalty



WHAT THE EXHIBITOR EXPERIENCES

Multiple touchpoints that strengthen brand equity and drive long-term business value.

- 01 VISIBILITY**
Your company becomes visible to a highly relevant industry audience.
- 02 CREDIBILITY**
Association with a leading industry platform strengthens market positioning.
- 03 DEMONSTRATION**
Technology can be experienced, not just described,
- 04 NETWORKING**
Meet customers, partners and industry stakeholders.
- 05 MARKET INTELLIGENCE**
Competitor activity and customer requirements become visible.
- 06 CONTENT**
Generate stories, interviews, product launches and social media content.

THE NEW EXHIBITION KPI



"HOW MANY PEOPLE ATTENDED?"



"HOW MANY RELEVANT PEOPLE ENGAGED WITH THE BRAND?"



BEST QUESTION
"WHAT DID THOSE RELATIONSHIPS CREATE?"



“

Scale attracts attention.
Relevance creates engagement.
Community creates loyalty.
Consistency creates recognition.



WHAT OTHER TRADE SHOW ORGANISERS CAN LEARN

Five lessons from the ProPak Asia model

01 OWN A CLEAR INDUSTRY POSITION



An exhibition should be easy to describe

Visitors should immediately understand:

"Why should I attend?"

The clearer the value proposition, the stronger the brand identity.

02 THINK ECOSYSTEM, NOT BOOTHS

Bring together the complete industry ecosystem.

- Manufacturers
- Technology Providers
- Buyers
- Distributors
- Associations
- Experts
- Investors
- Media

The stronger the ecosystem, the stronger the exhibition.

03 CREATE MULTIPLE REASONS TO ATTEND

A visitor should not come only to walk the floor.

- Product discovery
- Live demonstrations
- Education
- Networking
- Business matching
- Market intelligence
- Industry discussions

More reasons to attend
= More value delivered.

04 MAKE THE EXHIBITION A CONTENT ENGINE

The event itself can generate year-round content.

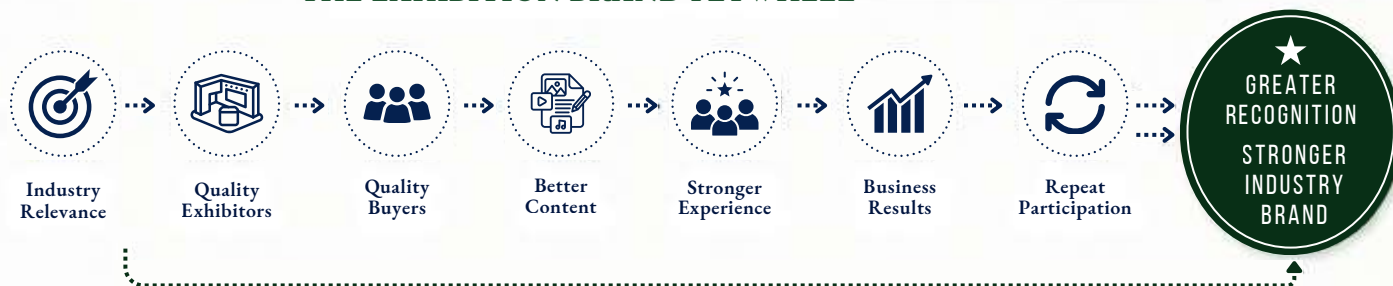


05 MEASURE BRAND IMPACT, NOT JUST EVENT SIZE

A successful exhibition should understand:

- Who knows us?
 - Who trusts us?
 - Who participates?
 - Who returns?
 - Who recommends us?
 - Who does business because of the platform?
- Brand impact builds industry leadership.

THE EXHIBITION BRAND FLYWHEEL



EG ORGANISER CHECKLIST

Is Your Exhibition Becoming an Industry Brand?

- | | |
|---|--|
| ☐ Is the positioning clear? | ☐ Are business meetings facilitated? |
| ☐ Does the event serve a defined industry? | ☐ Are exhibitors receiving measurable value? |
| ☐ Are the right exhibitors participating? | ☐ Is the event generating year-round content? |
| ☐ Are qualified buyers being attracted? | ☐ Are visitors returning? |
| ☐ Is there meaningful content? | ☐ Is the brand becoming synonymous with the sector? |

“A trade exhibition becomes a powerful industry brand when people stop thinking of it as an event they can attend and start thinking of it as a platform they need to be part of.”

EDITOR'S NOTE

The ProPak Asia example demonstrates a broader principle relevant to trade exhibitions across sectors: Scale is valuable, but scale alone does not create a lasting brand. The strongest exhibitions combine specialised content, relevant exhibitors, qualified buyers, technology, knowledge, networking and business opportunities into one coherent ecosystem.

That is how an exhibition moves from **event** → **marketplace** → **community** → **industry brand**.

ABOUT PROPAK ASIA

ProPak Asia is part of the global ProPak network and is organised by Informa Markets in Thailand. The 2036 edition expanded by more than 70,000 sq. m. and is expected to feature more than 2,500 leading brands from 45 countries across 9 specialised zones at IMPACT Challenger, Bangkok.

Learn more: www.propakasia.com



OCTOBER 2026

A month of sourcing, manufacturing,
technology & international trade



ASIA



CANTON FAIR-PHASE 2
23-27 October 2026 | Guangzhou, China

Focus:
Consumer goods Home Kitchenware • Gifts.
Decorations Building & furniture



CANTON FAIR - PHASE 3
31 October-4 November 2026 | Guangzhou, China

Focus:
Fashion • Textiles Sports Food Healthcare.
Personal care Toys Baby products



INDIA

AUTOTECHNICIA 2026

AUTOTECHNICIA 2026
22-24 October 2026 | Mumbai, India
Focus: Automotive technology,
components and aftermarket

STEEL CONSTRUCTION EXPO 2026

STEEL CONSTRUCTION EXPO 2026
27-29 October 2026 | Mumbai, India
Focus: Steel construction Infrastructure.
Engineering



CHINA



CPCA SHOW PLUS 2026
27-29 October 2026 | Shenzhen, China

Focus: Electronics • PCB.
Manufacturing technology

OCTOBER BUSINESS WATCH

What buyers should watch



Manufacturing technology



Consumer sourcing



Automotive



Electronics



Construction



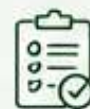
Industrial supply chains

EG TRAVEL TIP



October = Sourcing Season

For companies looking
at international sourcing,
October offers an unusually
strong combination of
Asian manufacturing,
consumer goods and
technology exhibitions.



Plan meetings
before arriving.



NOVEMBER-DECEMBER 2026

From industrial technology to healthcare,
construction and global business

EG WATCH

Event dates and venue information are subject to change. Readers should confirm details with the official event organiser before making travel or participation arrangements.

EG WATCH

Food manufacturing is becoming a technology story. AI, automation, robotics, digitalisation & production efficiency are increasingly central to the sector.

EG WATCH

Healthcare + Technology
The convergence of medical devices, digital health and AI continues to create new exhibition opportunities.

EG WATCH

Experience is becoming technology-driven. Immersive attractions, digital experiences, AI & guest technology are reshaping the attractions industry.

EG WATCH

Construction is becoming a technology industry. Smart buildings, sustainable materials, AI, geospatial technology & advanced construction systems are increasingly important to the sector.



UAE - DUBAI

GULFOOD MANUFACTURING 2026

3-5 November 2026

Dubai World Trade Centre, UAE

Focus: Food manufacturing Processing.

Packaging Automation Ingredients.

Technology



GERMANY - DÜSSELDORF

MEDICA 2026

16-19 November 2026

Messe Düsseldorf, Germany

Focus: Medical technology Diagnostics.

Digital health Healthcare equipment



USA - ORLANDO

IAAPA EXPO 2026

17-20 November 2026

Orange County Convention Center, Orlando, USA

Focus: Attractions Theme parks.

Family entertainment • Technology.

Guest experience



UAE - DUBAI

BIG 5 GLOBAL

23-26 November 2026

Dubai World Trade Centre, UAE

Focus: Construction Infrastructure.

Urban development Building technology

2,800+
Global Exhibitors

85,000+
Attendees

165+
Participating Countries

DECEMBER 2026

THE YEAR-END WINDOW

December traditionally becomes a quieter period for major global B2B exhibitions compared with October and November. For organisers and exhibitors, that makes it an important period for:



BUILD 2027

EG CALENDAR - THE 90-DAY VIEW

MONTH	KEY MARKETS	DOMINANT THEMES
OCTOBER	China India	Sourcing Manufacturing Trade
NOVEMBER	UAE Germany USA	Technology Healthcare. Construction F&B
DECEMBER	Global	Planning Strategy. 2027 Preparation

EG EDITOR'S PICK THE THREE MARKETS TO WATCH

	CHINA	Manufacturing + Global Sourcing	
	UAE	Construction + Food Manufacturing + Regional Trade	
	INDIA	Automotive. Manufacturing + Infrastructure	



EG FINAL THOUGHT

The exhibition calendar is not simply a list of dates. It is a map of where industries are growing, where buyers are searching and where new business relationships are being created.

47/exhibitionglobal.com | SEPTEMBER 2026

PREMIER ISSUE - A NEW ERA FOR GLOBAL EXHIBITIONS

SEPTEMBER
2026
EDITION

EXHIBITION GLOBE

Connecting the World Through Exhibitions

THE WORLD
MEETS HERE.
AND THE NEXT
CONNECTION COULD
BE YOURS.

The global exhibition industry continues to evolve-but its fundamental purpose remains unchanged.



CONNECT PEOPLE

Bring industries, innovators, buyers and decision-makers together.



DRIVE INNOVATION

Showcase ideas, technologies and solutions that shape tomorrow.



CREATE OPPORTUNITIES

Generate leads, build partnerships and unlock new possibilities.



MOVE INDUSTRIES FORWARD

Together, we drive growth, impact and better future.

EXHIBITION GLOBE

EXHIBITIONS | TRADESHOWS | MICE | CONFERENCES | EVENTS

CONNECTING INDUSTRIES. CONNECTING MARKETS. CONNECTING THE WORLD.



SEE YOU IN THE NEXT EDITION

OCTOBER 2026

New Markets New Exhibitions New Ideas New Opportunities



THE WORLD IS FULL OF OPPORTUNITIES.
WE HELP YOU CONNECT THEM.



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