A NEW ERA FOR GLOBAL EXHIBITIONS

NOVEMBER
2026

EXHIBITION GLOBE

Connecting the World Through Exhibitions

THE ROAD TO 2027

BIGGER
SMARTER
GREENER
MORE CONNECTED
MORE VALUABLE
HOW THE EXHIBITION INDUSTRY IS PREPARING FOR WHAT COMES NEXT

COVER STORY

A STRONGER EXHIBITION INDUSTRY IN 2027

PEOPLE. PLATFORMS.
PARTNERSHIPS.
PROGRESS.

GLOBAL NEWS
KEY INDUSTRY DEVELOPMENTS SHAPING 2027

SUSTAINABILITY FOCUS
FROM INTENT TO REAL IMPACT

VENUES & DESTINATIONS
NEW MARKETS. NEW OPPORTUNITIES.

INDUSTRY VOICES
SIX BIG QUESTIONS FOR 2027


AI
EXHIBITION
2027
REIMAGINE
CREATE
NSPIRE
THE FUTURE
IS
CREATIVE
ARTIFICIAL INTELLIG
AUGMENTED IMAGIN
GENERATIVE FUTURES
ATION
AGE
AGE
ATION
AI
2027
DISCOVER.
EXPERIENCE.
CREATE TOGETHER.
#AIEXPO2027

EXHIBITION GLOBE

THE GLOBAL EXHIBITION INDUSTRY MAGAZINE

INDEX

NOVEMBER 2026 VOLUME 18

IDEAS INSIGHTS OPPORTUNITIES | PEOPLE MARKETS



COVER STORY

THE ROAD TO 2027

A STRONGER EXHIBITION INDUSTRY IN A CHANGING WORLD

BIGGER. SMARTER. GREENER.
MORE CONNECTED. MORE VALUABLE

04 **Editor's Note**
A Defining Year for a More Connected Exhibition Industry

05 **EG GLOBAL INTELLIGENCE**
Trends, Opportunities and What to Watch

12 **Global Outlook 2027**
Trends, Opportunities and What to Watch

17 **India Special**
That 2027 Could Mean for Growth

46 **EG Newsroom**
Global Exhibition, Venue, Organiser & MICE News

49 **December 2026: The Year in Review**
A Preview of Our Annual Review Edition



05 **INDIA SPECIAL**
What 2027 Could Mean for Growth



21 **MIDDLE EAST FOCUS**
The New Exhibition Power Corridor



25 **EXHIBITIONS & THE GLOBAL ECONOMY**
Trade, Investment and New Opportunities



29 **AI & EVENTTECH 2027**
From Hype to Real Business Value



33 **EXHIBITOR STRATEGY**
The New Rules of Trade Show ROI



37 **THE SUSTAINABLE EXHIBITION**
What Will Change by 2027?



42 **THE VENUE OF 2027**
Smarter, Greener, More Connected



43 **2027 SHOW RADAR**
Must-Attend Global Exhibitions January-June 2027



AT A GLANCE

TRENDS
WHAT WILL SHAPE EXHIBITIONS IN 2027?

Markets. Technology. People. Sustainability.

AI
PRACTICAL APPLICATIONS BEYOND THE HYPE

Real use cases. Real value.

SUSTAINABILITY
FROM COMMITMENT TO ACTION

Stands. Energy. Waste. Logistics.

GLOBAL EVENTS
YOUR 2027 EXHIBITION CALENDAR

January-June 2027



66

Exhibitions do more than showcase markets. They connect people, create opportunities and help industries shape a better future.

EXHIBITION GLOBE
THE ROAD TO 2027

EDITORIAL

The Road to 2027

A Defining Year for a More Connected Exhibition Industry

From new opportunities to higher expectations, 2027 will test and strengthen-our industry.

The exhibition industry is entering 2027 at an important moment. Around the world, businesses are looking for new markets, new partners and new solutions. In a time of economic uncertainty and rapid technological change, exhibitions continue to do something that few other platforms can do effectively- they bring people, industries and ideas together in one place, at one time, with a shared purpose. This edition of Exhibition Globe looks ahead to the key trends, opportunities and questions that will shape our industry in 2027. We explore how organisers, venues, exhibitors and service providers can move from environmental awareness to practical sustainability action. We examine the next generation of exhibition centres and what makes them competitive in a changing world. Our 2027 Show Radar highlights major international exhibitions in the first half of the year. And our Newsroom and Industry Voices pages bring together important developments and the questions that leaders across the industry are discussing. Several themes run through this issue. Sustainability is moving closer to procurement & operations. Technology—especially artificial intelligence is creating new possibilities, but it also demands clear objectives and measurable results. Exhibitors are increasingly looking for evidence of return on investment. Destinations are investing in infrastructure and opportunities.

And industry organisations are working on better data, stronger collaboration and more practical guidance.

Yet the real strength of the exhibition industry has always come from its people. It is the organisers who create platforms, the exhibitors who bring innovation, the venues that enable world-class events, the contractors and suppliers who deliver the experience, and the visitors who make it all meaningful. It is also the industry. associations, destination partners, government bodies and many others who support the ecosystem. As we look towards 2027, there will be challenges. Costs, geopolitical shifts, changing trade patterns and evolving customer expectations will continue to test our resilience. But there is also reason for confidence. Industries are innovating. Markets are expanding. New regions are emerging. And exhibitions remain one of the most efective ways to connect, collaborate and create opportunities for growth. At Exhibition Globe, our aim is to provide insight, perspective and practical information that helps the industry make better decisions. We hope this edition supports your plans for the months ahead- and we look forward to continuing this conversation throughout 2027.

Warm regards,
Kamlesh Dubey
Founder and CEO
Exhibition Globe

KEY TAKEAWAYS FOR 2027

01. PEOPLE
Stronger connections between industries, markets and communities.

02. TECHNOLOGY
From AI to real-world applications.

03. SUSTAINABILITY
From commitment to action.

04. OPPORTUNITIES
New markets, new industries and new growth areas.

05. COLLABORATION
A more integrated exhibition ecosystem.

06. A BRIGHTER TOMORROW
An industry that creates lasting value.

EG GLOBAL INTELLIGENCE

The Global Exhibition Industry at a Glance

Key trends, market size, regional highlights and growth drivers shaping the global exhibition industry as we head into 2027.



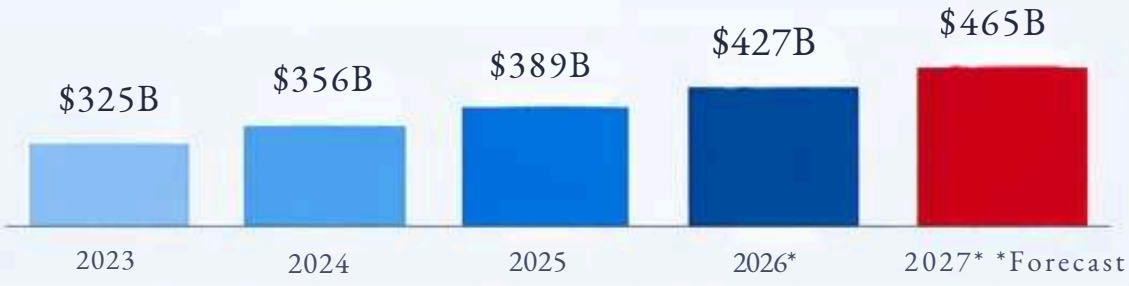
The global exhibition industry continues to demonstrate resilience and strong growth momentum, reafirming its position as one of the most powerful platforms for business development, innovation and international collaboration.

As markets expand, technologies evolve and new opportunities emerge, exhibitions are playing a critical role in connecting industries, creating business opportunities and driving economic growth worldwide.

> Exhibitions remain one of the most efective platforms for businesses to connect, grow and explore new opportunities in an increasingly globalised world.

GLOBAL EXHIBITION INDUSTRY SIZE

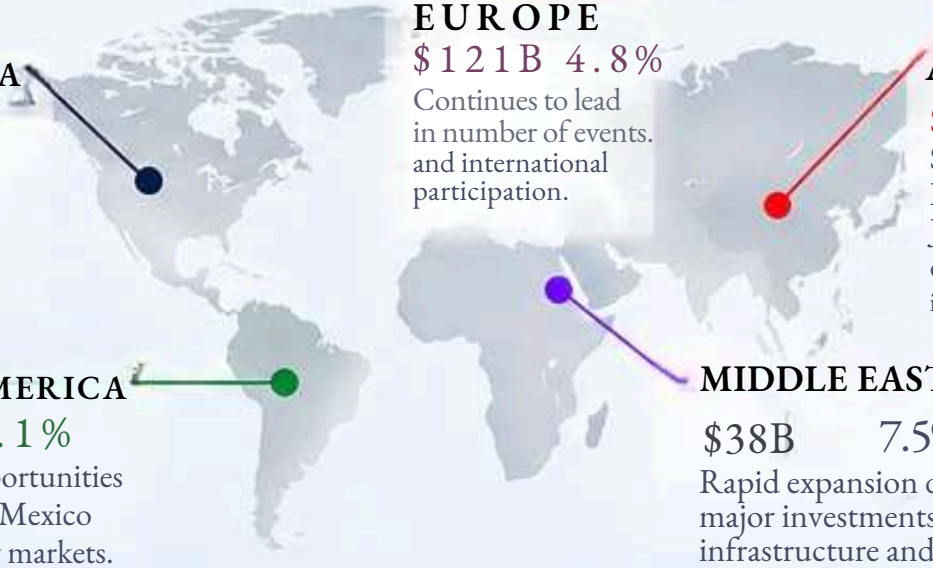
The global exhibition industry is on a strong growth trajectory, with increasing participation from exhibitors and visitors worldwide.



5.8%
CAGR
(2023-2027)

REGIONAL MARKET OVERVIEW

Each region is showing unique growth drivers, with Asia-Pacific and the Middle East. emerging as key growth markets heading into 2027.



NORTH AMERICA

$98B 4.5%

Steady growth driven by strong corporate participation and innovation-led events.

EUROPE

$121B 4.8%

Continues to lead in number of events. and international participation.

ASIA-PACIFIC

$132B 7.2%

Strong growth across China, India, Southeast Asia and Japan, supported by rising demand and government initiatives.

LATIN AMERICA

$38B 6.1%

Growing opportunities across Brazil, Mexico and other key markets.

MIDDLE EAST & AFRICA

$38B 7.5%

Rapid expansion driven by major investments in venues, infrastructure and global events.

KEY INDUSTRY INDICATORS (2026)

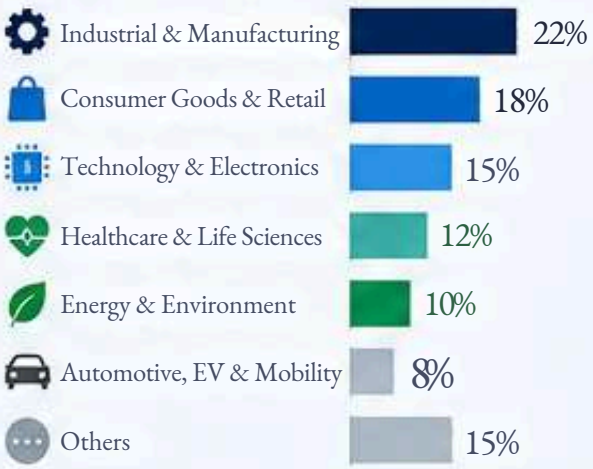
32,000+ Exhibitions Worldwide

303 Million Visitors (Estimated)

4.5 Million Exhibiting Companies

1.5 Million sqm New Venue Space (Added in 2026)

TOP INDUSTRY SECTORS BY NUMBER OF EXHIBITIONS



KEY TRENDS SHAPING THE INDUSTRY

- Growing Demand for Business Outcomes
- Adoption of Al & Digital Technologies
- Sustainability and Green Venues
- Rise of Regional & Industry-Specific Events
- Expanding International Participation



THE ROAD AHEAD

With strong market fundamentals, rising demand and continued investment in infrastructure and innovation, the global exhibition industry is well positioned for sustained growth and new opportunities in 2027 and beyond.

COVER STORY

The Road to 2027

Where Is the Global Exhibition Industry Heading?

As the industry enters a new phase of growth, transformation and opportunity, 2027 is shaping up to be a landmark year for global exhibitions. We explore the key trends, market shifts, emerging opportunities and strategic priorities that will define the next chapter of the exhibition industry.



The global exhibition industry has proven its resilience over the past few years, bouncing back from unprecedented disruptions to emerge stronger, more innovative & more globally connected. As we look ahead to 2027, the industry is set to enter a new phase one defined by evolving business models, technology-driven experiences, regional growth hotspots and a sharper focus on measurable outcomes.

Exhibitions are no longer just about showcasing products. They have become powerful platforms for business development, market expansion, knowledge exchange, investment & international collaboration. So, where is the global exhibition industry heading in 2027? Let's explore the key forces shaping its future.

The next phase of growth for the exhibition industry will be driven by innovation, global collaboration & a stronger focus on delivering real business value for exhibitors & visitors.

EXHIBITION GLOBE

KEY TAKEAWAYS FOR 2027

- Continued global growth with stronger international participation
- Greater use of AI, data and digital tools
- Rising demand for sustainable and responsible events
- Expanding opportunities in emerging markets
- Clearer focus on ROI and business outcomes
- More collaboration across the global exhibition ecosystem

32,000+
Exhibitions Worldwide (in 2026)

303 Million
Visitors (Estimated)

$427 Billion
Market Size (2026)

5.8%
CAGR (2023-2027)

Key Trends Shaping the Global Exhibition Industry



From technology and sustainability to new markets and business models, six major trends are defining the industry's journey to 2027.

The global exhibition industry is experiencing a period of significant transformation, driven by changing business needs, rapid technologicaladvancements and evolving audience expectations. As we move towards 2027, six key trends are shaping the future of exhibitions, offering new opportunities for organisers, exhibitors, venues and service providers. These trends reflect a more resilient, innovative and globally connected industry that is ready to deliver greater value, stronger business outcomes and more meaningful experiences

> "The next phase of growth will be shaped by innovation, new markets, sustainable practices and a stronger focus on measurable business outcomes.
>
> EXHIBITION GLOBE

SIX KEY TRENDS FOR 2027

01 Technology & Digital Transformation

02 Sustainability & Responsible Events

03 Emerging Markets & Global Expansion

04 Changing Audience Expectations

05 New Business Models & Revenue Streams

06 Focus on Measurable Impact & ROI

01 TECHNOLOGY & DIGITAL TRANSFORMATION

AI, data and digital tools are creating smarter, more engaging and more efficient exhibitions.

Technology is no longer just a support function - it is a core driver of the exhibition industry. From AI-powered matchmaking and data analytics to immersive experiences and digital platforms, technology is helping organisers and exhibitors deliver more personalised, efficient and impactful events.



- AI-powered matchmaking and lead generation
- Advanced data analytics for better insights
- Virtual and hybrid event formats.
- Automation for improved operational eficiency

02 SUSTAINABILITY & RESPONSIBLE EVENTS

Sustainability is becoming a core business priority for the exhibition industry.

Environmental and social responsibility are now central to event planning and execution. Organisers, venues and exhibitors are adopting greener practices, reducing waste and creating more inclusive and responsible events.



- Waste reduction and recycling
- Energy-efficient venues and operations
- More inclusive and accessible events
- Responsible sourcing and sustainable stand designs

03 EMERGING MARKETS & GLOBAL EXPANSION

New markets are creating significant opportunities for business growth.

While traditional markets remain strong, emerging regions in Asia, the Middle East, Latin America and Africa are witnessing rapid growth in the number and scale of exhibitions, driven by increasing industrial activity, infrastructure development and government support.



- **Asia-Pacific** — Expanding trade and investment opportunities
- **Middle East** — New exhibition hubs and mega events
- **Latin America** — Growing industrial and consumer markets
- **Africa** — Rising demand for international exhibitions

04 Changing Audience Expectations

Visitors are looking for more than products - they want knowledge, networking and meaningful business opportunities. The profile of exhibition visitors is evolving. Today's attendees want more personalised experiences, access to industry experts, live demonstrations, networking opportunities and content that helps them solve real business challenges. Organisers are responding with more hybrid formats, curated meetings, conference tracks and digital engagement tools.



WHAT VISITORS WANT IN 2027



KEY TAKEAWAYS

- More personalised and relevant experiences
- Greater focus on knowledge and learning
- Enhanced networking and matchmaking opportunities
- Seamless integration of physical and digital experiences

05 New Business Models and Revenue Streams

Organisers are diversifying event formats and revenue models to create more value for exhibitors and visitors. The exhibition industry is moving beyond traditional booth sales. New models such as year-round digital platforms, community engagement, content monetisation, sponsorship packages, hosted buyer programmes and data-driven services are becoming key revenue streams. These models help organisers build stronger relationships with exhibitors and visitors before, during and after the event.



EVOLVING REVENUE MODELS

- Traditional Booth Sales (Still Core)
- Digital Platforms and Online Engagement
- Content & Conference Monetisation
- Sponsorship and Partnership Programmes
- Data-Driven Services and Market Insights

> The most successful organisers in 2027 will be those who create ongoing value beyond the event dates.

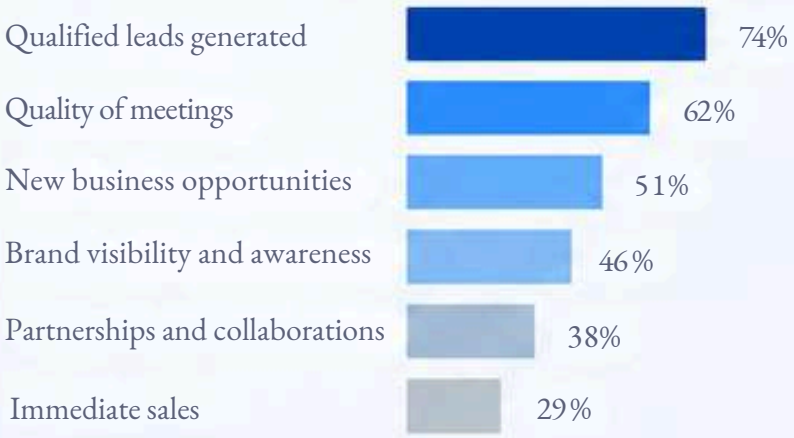
06 Focus on Measurable Impact and ROI

Data and analytics are helping the industry demonstrate clearer business outcomes.

Exhibitors and organisers are increasingly focused on measurable results. Advanced analytics, AI-driven insights and integrated lead management tools are making it easier to track engagement, measure ROI and demonstrate the value of participating in exhibitions. This focus on outcomes is strengthening the credibility of exhibitions as a vital business platform.



TOP ROI METRICS FOR EXHIBITORS (2027)



HOW THE INDUSTRY IS IMPROVING ROI

- Better data collection and analytics
- AI-powered lead matching
- Clearer objectives and goal setting
- Integrated physical and digital engagement
- Post-event reporting and follow-up

A More Resilient, Innovative and Globally Connected Future

As we look ahead to 2027, the global exhibition industry is set to be more resilient, innovative and globally connected than ever before. By embracing technology, sustainability, new markets and measurable outcomes, the industry will continue to create powerful platforms for businessesto connect, grow and explore new opportunities
in an increasingly globalised world.



Exhibitions will remain one of the most efective platforms for businesses to connect, grow and create opportunities in 2027 and beyond.

EXHIBITION GLOBE

GLOBAL OUTLOOK

A Stronger, Bigger and More Connected Exhibition Industry



The global exhibition industry is set for sustained growth through 2027, driven by strong demand, expanding markets and evolving event formats.

GLOBAL MARKET GROWTH FORECAST

Market Size (USD Billion)



KEY GROWTH DRIVERS

- Increasing participation from exhibitors and visitors
- Expansion into emerging markets
- Technological advancements and digital integration
- Growing demand for international business opportunities
- Investments in new venues and infrastructure

WHY 2027 IS A PIVOTAL YEAR

2027 is expected to be a defining year for the exhibition industry as several long-term trends converge, creating new opportunities for organisers, exhibitors, venues and destination markets.

01 Pent-Up Demand for Global Business

International participation continues to rise, with more companies looking to expand into new markets.

02 Evolving Event Formats

A stronger mix of in-person, hybrid and digital elements to reach wider and more diverse audiences.

03 Technology-Driven Experiences

AI, data analytics and smart event solutions are enhancing engagement and business outcomes.

04 Focus on Sustainability

Organisers are prioritising green venues, responsible practices and measurable environmental impact.

05 Rising Investment in Infrastructure

New exhibition and convention centres are opening in key markets across Asia, the Middle East and Latin America.



A MORE GLOBALISED EXHIBITION ECOSYSTEM

With stronger regional connectivity, improved air travel, easing trade policies and growing international collaboration, the exhibition industry in 2027 will be more globalised than ever-connecting businesses, industries and economies across borders.

GLOBAL MARKET OUTLOOK

The World's Most Promising Exhibition Markets for 2027



As global business activity accelerates, several countries and regions are emerging as key growth markets for exhibitions in 2027, driven by investment, infrastructure, Emerging markets, new rising participation and increasing international focus.

The global exhibition industry is entering a new phase of growth, with multiple markets showing strong potential in 2027. Economic expansion, sector-specific demand, government suppczand new venue developments are creating favourable conditions for organisers, exhibitors and industry stakeholders. This section highlights the most promising exhibition markets worldwide, based on current trends, upcoming investments, international interest and long-term business opportunities.

business sectors and growing international participation are set to make 2027 a defining year for global exhibitions.

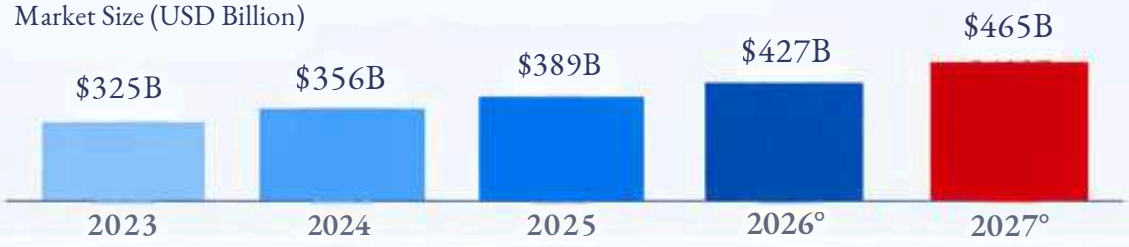
EXHIBITION GLOBE

KEY FACTORS DRIVING GROWTH IN 2027

- Economic growth and rising business activity
- New venues and infrastructure developments
- Increasing international participation
- Sector-specific demand (technology, manufacturing. energy, mobility, etc.)
- Government support and favourable policies

GLOBAL EXHIBITION INDUSTRY SIZE FORECAST

Market Size (USD Billion)



5.8%

CAGR (2023-2027)

TOP 5 MOST PROMISING EXHIBITION MARKETS FOR 2027

Based on market potential, infrastructure, international participation and business opportunities.

1 CHINA



- Strong economic growth
- High domestic demand
- Expanding international events
- New venue developments

2 U S A



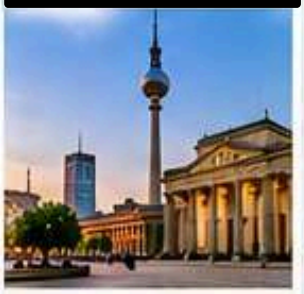
- Largest exhibition market
- Diverse industry sectors
- High international participation
- Strong corporate spending

3 SAUDI ARABIA



- Major government investment
- New mega venues
- Growing global events portfolio
- Vision 2030 initiatives

4 GERMANY



- Europe's leading market
- Strong industrial base
- High international participation
- Expanding venue capacity

5 INDIA



- Rapid market growth
- Expanding infrastructure
- Growing domestic demand
- Increasing international focus

REGIONAL MARKET OUTLOOK

Each region offers unique opportunities, with Asia-Pacific and the Middle East expected to show the strongest growth in 2027, supported by rising demand and new investments.



NORTH AMERICA

$98B 4.5%

Steady growth driven by strong corporate participation and innovation-led events.

EUROPE

$121B 4.8%

Continues to lead in number of events and international participation.

ASIA-PACIFIC

$132B 7.2%

Strong growth across China, India, Southeast Asia and Japan, supported by rising demand and new infrastructure.

LATIN AMERICA

$38B 6.1%

Growing opportunities across Brazil, Mexico and other key markets.

MIDDLE EAST & AFRICA

$38B 7.5%

Rapid expansion driven by major investments in venues, infrastructure and global events.

A WORLD OF OPPORTUNITIES IN 2027

With strong economic fundamentals, increasing international participation and significant investments in venues and infrastructure, the global exhibition industry is entering a period of sustained growth. These key markets will ofer exciting opportunities for organisers, exhibitors and industry stakeholders in 2027.



Asia-Pacific: The Powerhouse of Global Exhibitions



Asia-Pacific continues to be the fastest-growing region for exhibitions, driven by strong economic growth, rising domestic demand, government support and expanding international participation.

CHINA
Scale, Innovation and Global Influence



- World's largest exhibition market by venue capacity and number of events
- Strong government support and industrial policies
- Growing international exhibitor participation
- Expansion of new venues in key cities

SINGAPORE
A Global MICE and Exhibition Hub



- Strategic location and strong connectivity
- World-class venues and infrastructure
- Attracts major international exhibitions & conferences
- Strong government support and business-friendly ecosystem

THAILAND
Rising as a Regional Exhibition Destination



- Growing international exhibitions and trade fairs
- Strong tourism and hospitality infrastructure

Focus on key sectors such as manufacturing, healthcare, food and tourism

- Government initiatives to attract global events

JAPAN
A Mature and High-Value Market



- Advanced infrastructure and world-class venues
- Strong domestic participation and international interest
- Focus on technology, innovation and sustainability
- Major expansion plans for exhibition venues

SOUTH KOREA
Innovation-Driven Exhibition Growth



- Strong growth in B2B exhibitions and trade shows
- Major focus on technology, electronics and advanced manufacturing
- Increased international participation
- New venue developments and government support

AUSTRALIA
A Key Market in the Southern Hemisphere



- Growing number of international exhibitions.
- Strong demand for business events and conferences
- Expanding venue capacity in major cities
- Key sectors include mining, agri-business, healthcare and technology

Middle East & Africa: High-Growth Markets with Global Ambitions



The Middle East and Africa are rapidly emerging as key growth markets for global exhibitions, supported by major investments, new world-class venues and a strategic focus on economic diversification.

TOP COUNTRIES IN THE MIDDLE EAST & AFRICA

UAE
A Global Exhibition E Hub and MIC



- World-class venues in Dubai and Abu Dhabi
- Strong government support and investment
- Attracts major international events across multiple industries
- Strategic location connecting Asia, Europe and Africa

SAUDI ARABIA
Transforming into a Global Exhibition Destination



• Major investments in new venues and infrastructure
Growing international exhibitions and conferences
Focus on Vision 2030 diversification goals
• Expanding opportunities in sectors such as technology, energy, tourism and healthcare

QATAR
Hosting World-Class Events



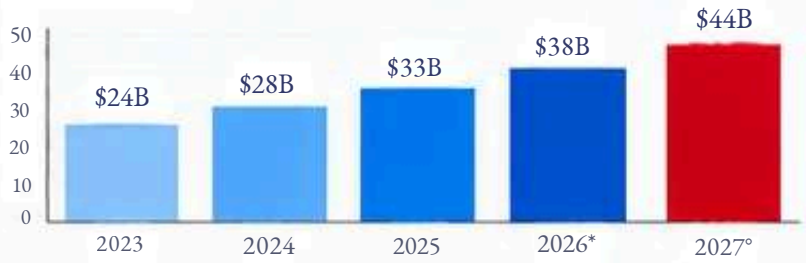
State-of-the-art venues and infrastructure
• Increased focus on international exhibitions and conferences
Strong investment in MICE and tourism
Growing opportunities in sports, technology, energy and innovation

AFRICA
A Continent of Growing Opportunities



Rising number of international exhibitions and trade fairs
Growing domestic demand and regional trade
• Expanding venue development and infrastructure
Key sectors include energy, mining, agriculture, healthcare and technology

MIDDLE EAST & AFRICA EXHIBITION MARKET SIZE (USD BILLION)



KEY DRIVERS OF GROWTH

- Major investments in new venues
- Increasing international participation
- Government support and economic diversification
- Growing regional trade and business opportunities
- Expansion into new sectors and industries

A NEW ERA OF OPPORTUNITIES IN THE MIDDLE EAST & AFRICA

With major investments, world-class infrastructure and a growing focus on economic diversification, the Middle East and Africa are set to play a bigger role in the global exhibition industry in 2027 and beyond.



INDIA SPECIAL

India's Exhibition Economy:

What 2027 Could Mean for Growth

India's exhibition industry is entering a new phase of expansion, driven by a strong economy, rising infrastructure investment, growing international participation and a rapidly evolving business landscape. With major new venues, sector-specific demand and government support, 2027 could be a landmark year for India's exhibition economy.



> India is not just a large market, it is a strategic exhibition destination with immense potential for the next decade.
>
> EXHIBITION GLOBE

INDIA EXHIBITION INDUSTRY AT A GLANCE (2026)

950+	15+ Million	1.8+ Million US	$ 7.5 Billion
Trade shows and eshiticnes atmudly (estimated)	Viales (estimated)	So, m. Of edsbition space	Irclustry size (estimated)

SECTOR-WISE OPPORTUNITIES IN 2027

Manufacturing & Industrial Growth



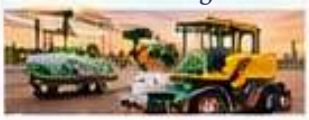
Strong demand for machinery, automation, engineering and supply chain exhibitions.

Automotive, EV & Mobility



Rapid growth in EV, components and mobility solutions driving new trade shows.

Agriculture & Food Processing



Increasing focus on agri-tech, food processing and export-focused exhibitions.

.Technology, Al & Digital Transformation



Growing demand for technology. Al, data centres and digital solutions exhibitions.

Healthcare & Life Sciences



Expanding healthcare infrastructure and innovation driving new events.

Renewable Energy & Sustainability



Increasing investment in clean energy, green technologies and sustainability events.

Real Estate & Infrastructure



Major infrastructure projects and urban development creating new opportunities.

Consumer Goods & Retail



Growing domestic demand and retail expansion supporting more trade shows.

Travel, Tourism & MICE



India's growing tourism sector boosting business travel and MICE events.

EMERGING CITIES AND REGIONAL OPPORTUNITIES



Delhi NCR

- Leading exhibition hub
- World-class infrastructure
- Strong international connectivity



Mumbai

- Expanding venue capacity
- Strong corporate and industrial base
- Growing international events.



Bengaluru

- Technology and innovation hub
- Rising demand for B2B exhibitions
- Strong startup ecosystem



Hyderabad

- Growing industrial and technology sectors
- New venue developments
- Strategic location



Chennai

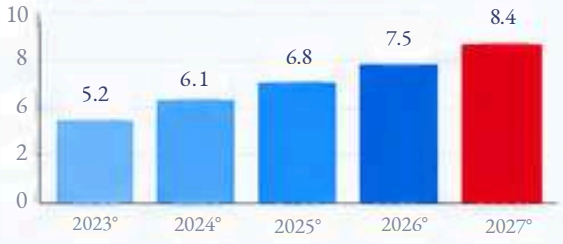
- Strong manufacturing base
- Increasing international participation
- Expanding exhibition infrastructure

KEY DRIVERS OF INDIA'S EXHIBITION GROWTH

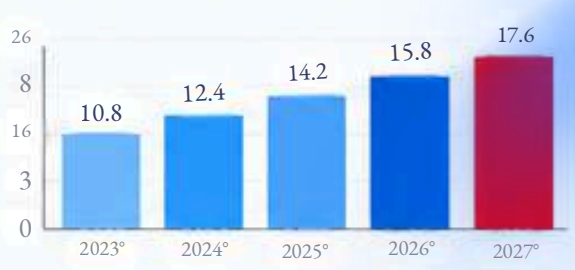
- Strong economic growth
- Expanding infrastructurel and new venues
- Growing industrial activity
- Rising international participation
- Supportive government policies
- Increasing focus on sector-specific exhibitions



INDIA EXHIBITION INDUSTRY SIZE (USD BILLION)



VISITOR GROWTH (MILLION)



EXHIBITION GU

> With the right infrastructure, policy support and global collaboration, India can emerge as one of the top exhibition destinations in the world by 2027.



POLICY SUPPORT AND GOVERNMENT INITIATIVES

- Development of world-class venues
- Promotion of India as a global MICE destination
- Support for sector-specific exhibitions
- Ease of doing business for international organisers
- Incentives for tourism, business and trade promotion

INVESTMENT IN NEW VENUES AND INFRASTRUCTURE



Bharat Mandapam, New Delhi

- World-class exhibition and convention centre
- Hosting major international events.
- Positioning India as a global MICE hub



Upcoming and Expanding Venues

- New venues in Mumbai, Bengaluru, Hyderabad and Chennai
- Increased exhibition space and better facilities.
- Focus on sustainable and smart infrastructure

INTERNATIONAL PARTICIPATION ON THE RISE



- Growing number of international exhibitors and visitors
- Increased participation from Asia, Europe, the Middle East and the Americas
- India emerging as a key market for global brands and organisers"

KEY CHALLENGES TO ADDRESS

- Need for more world-class venues in key cities
- Improved connectivity and last-mile infrastructure
- Streamlined regulations and approvals
- Greater industry collaboration and skilled workforce

OUTLOOK FOR 2027

> India's exhibition economy in 2027 has the potential to be bigger, more international and more impactful, creating significant opportunities for businesses, industries and communities across the country.
>
> EXHIBITION GLOBE

01 Higher number of international trade shows and exhibitions

02 Increased investment venues and infrastructure

03 Stronger participation from global organisers and exhibitors

04 Greater focus on technology. sustainability and innovation

05 Expansion into Tier 2 and Tier 3 cities

06 Positioning India among the top exhibition markets globally

INDIA SPECIAL SECTOR OPPORTUNITIES

Sector-wise,Opportunities in India's Exhibition Economy



India's diverse and fast-growing economy is creating strong opportunities for exhibitions across multiple sectors. From advanced manufacturing and EVs to agriculture, healthcare, technology and infrastructure, trade shows are becoming key platforms for business growth, innovation and global collaboration.

KEY SECTORS DRIVING EXHIBITION GROWTH

MANUFACTURING & INDUSTRIAL GROWTH



- Strong demand for machinery,automation and engineering solutions
- Growing focus on advanced manufacturing and 'Make in India'
- Large participation from global and domestic suppliers

AUTOMOTIVE, EV & MOBILITY



- Rapid growth in EVs and components
- Increasing investment in battery technology and charging infrastructure
- Expanding trade shows for vehicles, components and mobility solutions

AGRICULTURE & FOOD PROCESSING



- Growing focus on agri-tech, food processing and export opportunities
- Strong participation from domestic and international exhibitors
- Rising demand for technology-driven farming and supply chain solutions

TECHNOLOGY, AI & DIGITAL TRANSFORMATION



- Increasing demand for Al, data centres, cybersecurity and digital solutions
- Growing number of technology exhibitions and conferences
- India emerging as a global technology destination

+ HEALTHCARE & LIFE SCIENCES



- Expanding healtheare infrastructure and medical devices market
- Growing focus on pharmacenticals, biotechnology and diagnostics
- Strong international participation and innovation showcases

RENEWABLE ENERGY & SUSTAINABILITY



- Rising investment in clean energy and green technologies
- Growing exhibitions on solar, wind, hydrogen and energy storage
- Increasing focus on sustainability and carbon reduction.

A REAL ESTATE & INFRASTRUCTURE



- Major infrastructure projects and smart city development
- Growing demand for construction technology and materials
- Greater participation from global investors and developers

CONSUMER GOODS & RETAIL



- Expanding domestic consumption and retail sector
- Trade shows for lifestyle, fashion, F&B and consumer products
- Increasing participation from Indian brands and global retailers

TRAVEL, TOURISM & MICE



- India's growing tourism sector supporting business travel and MICE
- Increasing trade shows for travel, hospitality and tourism services
- Positioning India as a global MICE and destination for major events

Emerging Cities, New Venues and a Stronger Outlook for 2027



While traditional hubs like Delhi NCR, Mumbai and Bengaluru continue to lead, several emerging cities are rapidly developing new venues and attracting major trade shows. With increasing infrastructure, policy support and global interest, India's exhibition industry is set for stronger growth in 2027.

EMERGING CITIES FOR EXHIBITIONS

HYDERABAD



- Growing technology, pharma and life sciences exhibitions
- Strong infrastructure and connectivity
- Becoming a key exhibition destination in South India

AHMEDABAD



- Expanding industrial and manufacturing trade shows.
- New convention and exhibiton centres
- Strong government support and industrial base

CHENNAI



- Growing manufacturing and automotive exhibitions
- Strategic location for South Asia and ASEAN
- Increasing participation from international exhibitors

PUNE



- Strong industrial base and engineering exhibitions
- Growing demand for technology and innovation events
- Proximity to Mumbai and strong business ecosystem

KOLKATA



- Expanding trade shows in engineering, textiles & consumer goods
- Strategic location for Eastern India & neighbouring countries
- Rising infrastructure investment

KOCHI



- Emerging hub for maritime, food processing and tourism exhibitions
- Strong participation from international exhibitors
- Growing MICE infrastructure in Kerala

NEW VENUES UNDER DEVELOPMENT





Yashobhoomi Phase II
New Delhi NCR

- Larger exhibition space
- Improved connectivity.
- Designed for global events



NESCO Expansion
Mumbai

- Additional halls and facilities
- Enhanced infrastructure
- Focus on international trade shows



Bangalore International Exhibition Centre (BIEC) Expansion

- Increased capacity
- Modern facilities and services
- Attracting large-scale global events

INDIA EXHIBITION INDUSTRY OUTLOOK 2027

- Higher number of international trade shows
- Increased participation from global exhibitors
- new venues across key cities
- Stronger support from government and industry
- Greater focus on sustainability and innovation

> Emerging cities, new venues and increasing global participation will make India one of the most dynamic and attractive exhibition markets in 2027.
>
> EXHIBITION GLOBE

MIDDLE EAST FOCUS

Saudi Arabia, UAE & Qatar: The New Exhibition Power Corridor

The Middle East is rapidly emerging as a global hub for exhibitions driven by strong government support, mega infrastructure projects, economic diversification, rising international participation and a growing calendar of world-class events. Saudi Arabia, UAE and Qatar are at the centre of this transformation, creating a powerful exhibition corridor for the next decade.



> The Middle East is no longer a regional player - it is a global exhibition destination, ofering world-class venues, strategic connectivity and tremendous business opportunities.
>
> EXHIBITION GLOBE

WHY THE MIDDLE EAST MATTERS

- Strategic location bethenen An Europe and Africa
- World-class venues and infrastructure
- Growing international participation
- Strong government investment and economic diversification
- Expanding opportunities across multiple industries

MIDDLE EAST EXHIBITION MARKET SIZE (USD BILLION)



MAJOR VENUES AND INFRASTRUCTURE DEVELOPMENTS

SAUDI ARABIA



Expanding World-Class Venues

- Riyadh Exhibition and Convention Centre
- Jeddah Superdome (upcoming)
- Dhahran EXPO (expansion)
- NEOM and Red Sea projects
- Multiple new exhibition and event spaces under development

UAE



A World-Class Exhibition Ecosystem

- Dubai Exhibition Centre (DEC)
- Dubai World Trade Centre (DWTC) expansion
- Abu Dhabi National Exhibition Centre (ADNEC)
- Expo City Dubai legacy venues
- Continuous investment in new venues and upgraded facilities

QATAR



Building a Stronger Exhibition Infrastructure

- Doha Exhibition and Convention Centre (DECC)
- New venues and facilities under development
- Growing focus on international exhibitions
- Integration with tourism and hospitality
- Strategic investment in event infrastructure

TOP EXHIBITIONS IN THE MIDDLE EAST



LEAP
Riyadh, Saudi Arabia
Technology & Innovation



GITEX
GLOBAL
Dubai, UAE
Technology & Digital



ADIPEC
Abu Dhabi, UAE
Energy & Sustainability



Arab Health
Dubai, UAE
Healthcare



BIG 5
Dubai, UAE
Consturction



Qatar International
Boat Show
Doha, Qatar
Marine & Lifestyle

THE MIDDLE EAST EXHIBITION CORRIDOR

SAUDI ARABIA



A Transformational Market

- Vision 2030 driving massive investment in exhibitions and events
- New venues and mega projects in Riyadh, Jeddah and Dammam
- Growing international exhibitions across multiple sectors
- Focus on tourism, entertainment, trade and investment
- Positioning as a global MICE destination

UAE



A Global Exhibition Hub

- Established as a leading global exhibition destination
- World-class venues in Dubai and Abu Dhabi
- Strong international participation
- Major events across technology, energy, healthcare, aviation, real estate and consumer sectors
- Excellent connectivity and ease of business setup

QATAR



A Growing Global Player

- Expanding exhibition and convention infrastructure
- Hosting major international events
- Strong focus on sports, hospitality, real estate and technology
- Growing regional and international participation
- Leveraging global visibility after hosting the FIFA World Cup 2022

KEY SECTORS DRIVING GROWTH

- Energy & Sustainability
- Construction & Infrastructure
- Technology & Digital Economy
- Healthcare & Life Sciences
- Aviation & Aerospace
- Real Estate & Smart Cities
- Tourism & Hospitality

> "Saudi Arabia, the UAE and Qatar are shaping a new exhibition power corridor—where visionary investments, world-class infrastructure and global business ambitions converge to define the future of international trade."

MIDDLE EAST EXHIBITION OUTLOOK 2027



8.4%
Expected CAGR (2024-2027)

520+
Major exhibitions expected annually by 2027

45+ Million
Estimated visitor footfall by 2027

3.8 Million
Sq. m. of exhibition space (estimated)

65%
International participation in major events

Strong
Global connectivity with 250+ destinations

KEY OPPORTUNITIES FOR GLOBAL STAKEHOLDERS

- High-growth markets with government backing
- New venues and mega projects
- Expanding international participation
- Growing demand for sector-specific exhibitions
- Opportunities for partnerships and joint ventures
- Access to a diverse and growing business community

CHALLENGES TO ADDRESS

- Need for more skilled workforce
- Managing capacity during peak events
- Ensuring sustainable growth & environmental responsibility
- Streamlined regulations and & business processes



Saudi Arabia, UAE and Qatar are not just competing - they are together creating the most exciting exhibition power corridor in the world.

EXHIBITION GLOBE

World-Class Venues Fueling the Middle East's Exhibition Boom



Saudi Arabia, the UAE and Qatar are investing heavily in world-class exhibition and convention infrastructure, creating unparalleled opportunities for global organisers, exhibitors and industry stakeholders. From giga-venues to innovative event spaces, the region is setting new benchmarks for the global exhibition industry.

KEY EXHIBITION VENUES

SAUDI ARABIA — Giga Projects, Global Events, Big Opportunities



Riyadh Exhibition and Convention Centre (RECC)

- One of the world's largest exhibition venues
- Multiple halls and outdoor areas
- Hosts major global events including LEAP, Cityscape and Big 5 Saudi



Jeddah Superdome (Under Development)

- Multipurpose venue for exhibitions, sports and concerts
- Will strengthen Saudi Arabia's position as a global event destination



Dhahran EXPO (Planned)

- Dedicated to industrial. energy and technology events
- Supports Vision 2030 and economic diversification

UPCOMING DEVELOPMENTS



- New exhibition spaces in Riyadh and Jeddah
- Integrated business districts. with hotels and convention centres
- Focus on sustainability and smart venue technology

UAE — A Global Exhibition Ecosystem



Dubai World Trade Centre(DWTC)

- Region's most established exhibition venue
- Hosts over 300 events annually
- Flagship events: GITEX Global, Arab Health, Big 5, Gulfood



Dubai Exhibition Centre (DEC) - Expo City

- State-of-the-art, sustainable exhibition venue
- Large-scale international events
- Advanced infrastructure and connectivity



Abu Dhabi National Exhibition Centre (ADNEC)

- Major hub for exhibitions, conferences and events
- Expanding capacity with new halls and facilities
- Hosts ADIPEC and major industry events

UPCOMING DEVELOPMENTS



- Expansion of ADNEC complex
- New mixed-use event districts
- Enhanced digital infrastructure and hybrid event capabilities
- Focus on sustainability and green venues

QATAR — Building a World-Class Event Destination



Doha Exhibition and Convention Centre (DECC)

- Qatar's premier MICE destination
- Modern facilities and flexible halls
- Hosts major international exhibitions and conferences



Qatar National Convention Centre (QNCC)

- Integrated convention and exhibition facilities
- State-of-the-art infrastructure
- Hosts global events across multiple sectors



Lusail Multipurpose Hall (Under Development)

- New venue to support mega events and exhibitions
- Part of Lusail City development
- Designed for global standards

UPCOMING DEVELOPMENTS



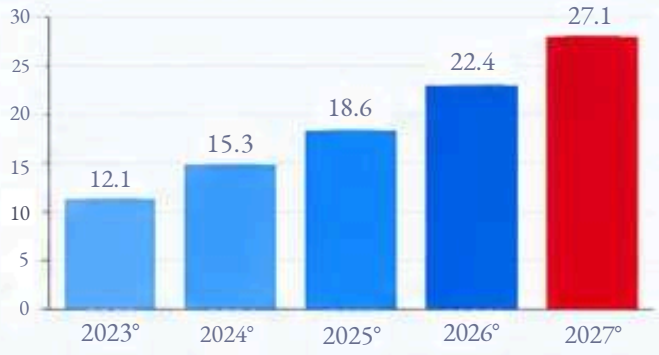
- Expansion of DECC and QNCC
- New venues in Lusail City
- Focus on international trade shows, sports and entertainment
- Strengthening Qatar's position as a regional MICE hub

The Middle East Exhibition Outlook: A Decade of Opportunity



With strong government support, massive infrastructure investments and a growing pipeline of international events, the Middle East - led by Saudi Arabia, the UAE and Qatar - is set to be one of the most dynamic exhibition markets globally through 2027 and beyond.

MIDDLE EAST EXHIBITION MARKET OUTLOOK (USD BILLION)



CAGR (2023-2027)

22.3%

KEY GROWTH DRIVERS

- Mega infrastructure investments and new venues
- Increasing international events. and global participation
- Strong government support and favourable policies
- Economic diversification and non-oil sector growth
- Growing focus on sustainable and smart exhibitions

MAJOR UPCOMING EVENTS (2026-2027)

SAUDI ARABIA



- LEAP 2027
- Cityscape Global 2027
- Big 5 Construct Saudi 2027
- Future Minerals Forum 2027
- World Defense Show 2026

UAE



- GITEX Global 2027
- Arab Health 2027
- Big 5 Global 2027
- Gulfood 2027
- World Future Energy Summit 2027

QATAR



- Qatar Economic Forum 2027
- Qatar Sustainability Expo 2027
- Qatar Hospitality & Tourism Expo 2027
- Doha International Trade Fair 2026
- Build Qatar 2027

OPPORTUNITIES FOR GLOBAL STAKEHOLDERS

- Entry into high-growth markets
- New sectors and industries
- Partnerships with local organisers
- Opportunities for joint ventures and investments
- Innovation in venue design and event technology

OUTLOOK BEYOND 2027



The Middle East is expected to continue its strong growth trajectory, with further investments in exhibition infrastructure, rising international participation and a focus on innovation, sustainability and global connectivity. Saudi Arabia, the UAE and Qatar will remain key engines of growth, shaping the future of the global exhibition industry.

ASIA PACIFIC

Asia's Exhibition Boom: China, Thailand, Singapore, Japan & Beyond



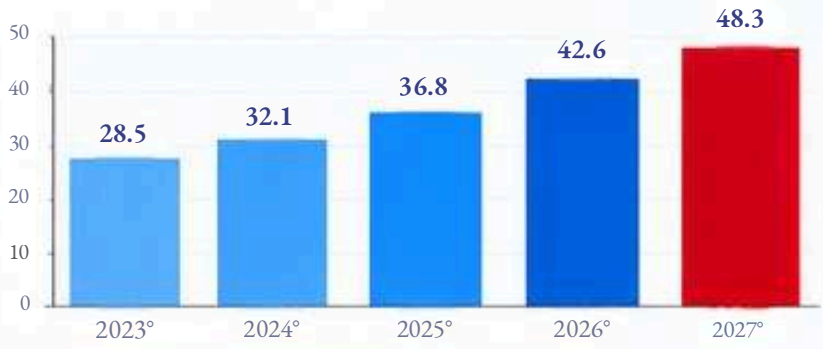
The Asia-Pacific region continues to be the global growth engine for exhibitions, driven by strong economic fundamentals, large consumer markets, rising international participation and significant investments in new venues. From China's massive market to Southeast Asia's emerging hubs, the region offers diverse opportunities for organisers, exhibitors and industry stakeholders through 2027 and beyond.

> Asia-Pacific is not just a region of growth, it is the innovation and opportunity hub for the global exhibition industry.
>
> EXHIBITION GLOBE

WHY ASIA-PACIFIC LEADS GLOBAL EXHIBITION GROWTH

- Strong economic growth
- Large and diverse consumer markets
- Increasing international participation
- Significant investment in new venues
- Supportive government policies
- Growing sector-specific opportunities across industries

ASIA-PACIFIC EXHIBITION MARKET SIZE (USD BILLION)



KEY TRENDS TO 2027

- More large-scale and international events
- Expansion of MICE infrastructure
- Growing industry-specific exhibitions
- Focus on sustainability and green venues
- Adoption of digital and hybrid formats
- Rising participation from global brands



> Asia-Pacific
> A Region of Opportunity for a Connected World

KEY MARKETS IN ASIA PACIFIC

CHINA
The World's Largest Exhibition Market



- World's largest exhibition market by venue capacity and number of events
- Strong government support and industrial policies
- Growing international exhibitor participation
- Expansion of new venues in key cities like Shanghai, Beijing, Shenzhen and Guangzhou

SINGAPORE
A Global MICE and Exhibition Hub



- Strategic location and strong connectivity
- World-class venues and infrastructure
- Attracts major international exhibitions and conferences
- Strong government support and business-friendly ecosystem

THAILAND
Rising as a Regional Exhibition Destination



- Growing international exhibitions and trade fairs
- Strong tourism and hospitality infrastructure
- Focus on key sectors such as manufacturing, healthcare, food and tourism
- Government initiatives to attract global events

JAPAN
A Mature and High-Value Market



- Advanced infrastructure and world-class venues
- Strong domestic participation and international interest
- Focus on technology, innovation and sustainability
- Major expansion plans for exhibition venues

SOUTH KOREA
Innovation-Driven Exhibition Growth



- Strong growth in B2B exhibitions and trade shows
- Major focus on technology, electronics and advanced manufacturing
- Increased international participation
- New venue developments and government support

AUSTRALIA
A Key Market in the Southern Hemisphere



- Growing number of international exhibitions
- Strong demand for business events and conferences
- Expanding venue capacity in major cities
- Key sectors include mining, agribusiness, healthcare and technology

EMERGING MARKETS IN ASIA PACIFIC



INDONESIA
Growing industrial and consumer markets



MALAYSIA
Increasing international events and trade shows



VIETNAM
Rising manufacturing and export opportunities



PHILIPPINES
Expanding MICE infrastructure



INDIA (ASIA PACIFIC)
A major regional player with global ambitions



NEW ZEALAND
Niche exhibitions and business events

OUTLOOK FOR 2027



01 Strong growth across major and emerging markets
02 Expansion of venue capacity and new infrastructure
03 Increased international participation
04 Greater focus on sustainability and innovation
05 More industry-specific and hybrid events
06 Asia-Pacific to remain the global growth engine for the exhibition industry

Market Insights: Key Destinations Driving Asia's Exhibition Growth



From China's mega venues to Southeast Asia's rising markets, the Asia-Pacific region ofers unparalleled opportunities for organisers, exhibitors and global brands. Each market has unique strengths, sector specialisations & ambitious expansion plans, making Asia-Pacific a key growth engine for the global exhibition industry in 2027 and beyond.

CHINA

Scale, Innovation and Global Influence



- World's largest exhibition market by venue capacity and number of events
- Strong government support and favourable industry policies
- High international participation
- Focus on technology, manufacturing, consumer goods and green industries

KEY SECTORS

- Advanced Manufacturing
- Technology & AI
- Clean Energy
- Consumer Goods

SINGAPORE

A Global MICE and Exhibition Hub



- Strategic location and connectivity
- World-class venues and infrastructure
- Major international trade shows and conferences
- Strong support from government and industry associations
- Focus on technology, fintech, logistics & sustainability

KEY SECTORS

- Fintech & Financial Services
- Technology & IT
- Logistics & Supply Chain
- Life Sciences & Healthcare

THAILAND

A Rising Regional Exhibition Destination



- Growing international exhibitions and trade fairs
- Strong tourism and hospitality infrastructure
- Focus on MICE and incentive travel
- Key sectors include food & agriculture, healthcare, automotive and consumer goods

KEY SECTORS

- Food & Agriculture
- Automotive & EV
- Healthcare & Wellness
- Tourism & Hospitality

JAPAN

A Mature and High-Value Market



- Advanced infrastructure and high-quality venues
- Strong domestic participation and international interest
- Focus on technology, robotics, healthcare and sustainable solutions
- Major expansion plans for exhibition venues

KEY SECTORS

- Robotics & Automation
- Electronics & Semiconductors
- Healthcare & Life Sciences
- Green Technology

SOUTH KOREA

Innovation-Driven Exhibition Growth



- Strong growth in B2B exhibitions and trade shows
- Focus on technology, electronics and advanced manufacturing
- Increasing international participation
- New venue developments and government support

KEY SECTORS

- Electronics & IT
- Smart Manufacturing
- Biotechnology & Healthcare
- Content, Media & Entertainment

AUSTRALIA

A Key Market in the Southern Hemisphere



- Strategic gateway to the Asia-Pacific region
- Growing number of international exhibitions
- Strong demand for busines events and conferences
- Focus on mining, agnbusiness, clean energy, education and tourism

KEY SECTORS

- Mining & Resources
- Clean Energy
- Agribusiness & Food
- Education & Skills

Emerging Markets, New Venues and a Bright Outlook for 2027



Beyond the established markets, several emerging destinations in Asia-Pacific are investing in new infrastructure, attracting international events and creating fresh opportunities for global exhibitors. With strong economic growth, increasing regional collaboration and a focus on sustainable and technology-driven events, Asia-Pacific is set to offer significant potential in 2027 and beyond.

EMERGING DESTINATIONS IN ASIA PACIFIC

INDONESIA



- Growing industrial and consumer markets
- Increasing international exhibitions
- New venue developments in Jakarta and Bali
- Focus on manufacturing, green energy and digital economy

MALAYSIA



- Expanding venue capacity and infrastructure
- Strategic location for regional events
- Focus on electronics, medical devices and halal industry
- Strong government support

VIETNAM



- Rising manufacturing and export opportunities
- Growing number of trade shows
- Focus on electronics, textiles, furniture and agribusiness
- Increasing international participation

PHILIPPINES



- Expanding MICE infrastructure
- Growing consumer market
- Focus on construction, infrastructure, renewable energy and retail
- Strategic location for regional events

NEW ZEALAND



- Niche exhibitions and business events
- Focus on agribusiness, food, clean energy and education
- Strong international participation
- Gateway to the Pacific region

NEW VENUES AND EXPANSION PLANS



Singapore EXPO
Upcoming expansion to increase exhibition and convention space



Tokyo Big Sight
New hails and upgraded facilities under development

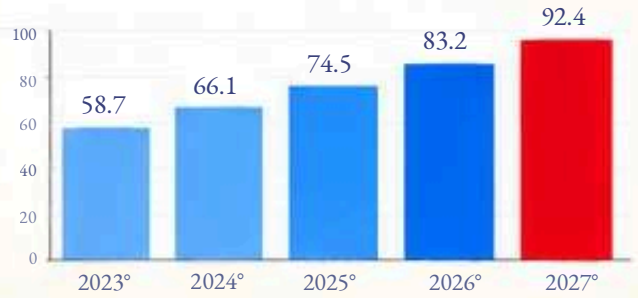


Bangkok QSNCC
Ongoing expansion to cater to growing international events



Sydney ICC
Future development plans to enhance venue capacity

ASIA-PACIFIC EXHIBITION MARKET OUTLOOK (USD BILLION)



KEY OPPORTUNITIES FOR GLOBAL STAKEHOLDERS

- Access to growing consumer markets
- Partnerships with local organisers
- Opportunities in emerging industries
- Sustainable and smart venues
- Increased regional collaboration and participation

> Asia-Pacific is not just a market of today, but a region of immense opportunity for the future, driven by innovation, connectivity and a dynamic exhibition ecosystem.
>
> EXHIBITION GLOBE

EVENT TECHNOLOGY

AI & EventTech 2027: From Hype to Real Business Value



Artificial Intelligence and advanced event technology are no longer just buzzwords in the exhibition industry. In 2027, they are delivering measurable business value - from smarter networking and personalised experiences to data-driven ROI and more eficient operations. As organisers, exhibitors and visitors demand more impactful and seamless events, AI and Event Tech are becoming essential enablers of growth, innovation and global connectivity.

> AI and EventTech are transforming exhibitions from physical spaces into intelligent, connected and high-impact business ecosystems.
>
> EXHIBITION GLOBE

KEY AI & EVENTTECH TRENDS IN 2027

AI-POWERED MATCHMAKING

- Smarter networking
- Personalised recommendations
- Higher quality business meetings

DATA-DRIVEN DECISION MAKING

- Real-time visitor analytics
- Exhibitor ROI tracking
- Predictive insights for future events

IMMERSIVE TECHNOLOGIES

- AR/VR experiences
- Virtual venue tours
- Hybrid and phygital event formats

AUTOMATION & EFFICIENCY

- AI chatbots and virtual assistants
- Automated registration and check-in
- Smart crowd and queue management

PERSONALISED VISITOR EXPERIENCE

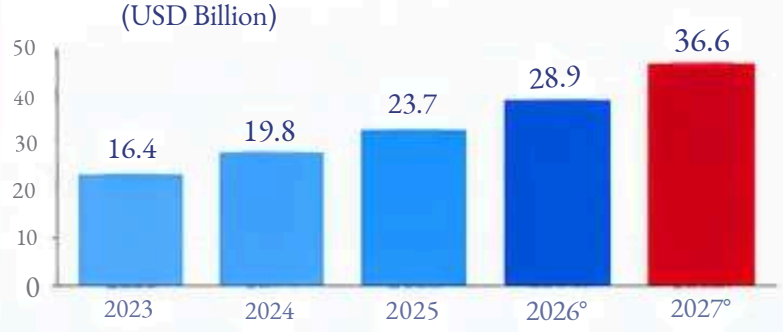
- AI-based agenda planning
- Tailored content and recommendations
- Enhanced engagement across touchpoints

SUSTAINABILITY THROUGH TECH

- Digital badges and paperless processes
- Smart resource management
- Lower carbon footprint for events

GLOBAL EVENTTECH MARKET OUTLOOK

Event Technology Market Size (USD Billion)



KEY GROWTH DRIVERS

- Increasing adoption of AI and automation
- Rising demand for hybrid and virtual events
- Focus on enhanced attendee experiences
- Growing need for data-driven outcomes
- Sustainability and cost efficiency
- Greater participation from global exhibitors

AI & EventTech in Action: Real Solutions for Real Results



From intelligent matchmaking and immersive experiences to seamless event operations, Al and Event Tech are already delivering tangible value at exhibitions and trade shows across the world. In 2027, wider adoption and deeper integration will make these technologies even more powerful, eficient and accessible for organisers, exhibitors and visitors.

HOW AI & EVENTTECH ARE CREATING BUSINESS VALUE

SMART MATCHMAKING & NETWORKING



- Al-driven recommendations for relevant exhibitors, buyers and partners
- Higher quality meetings and stronger business outcomes
- Personalised networking agendas

INTELLIGENT EVENT OPERATIONS SELF CHECK-IN



- Al-powered registration and check-in
- Real-time crowd and space management
- Predictive analytics for better planning
- Reduced wait times and smoother visitor flow

IMMERSIVE & INTERACTIVE EXPERIENCES



- AR/VR product showcaces and virtual tours
- Interactive digital booths and experiences
- Hybrid and phygital event formats
- Greater engagement and longer dwell time

DATA & ANALYTICS FOR ROI



- Real-time visitor behaviour tracking
- Lead capture and qualification
- Data-driven ROI measurement for exhibitors
- Insights for better future event planning

SUSTAINABILITY ENABLED BY TECHNOLOGY



- Digital badges and paperless workflows
- Smart energy and resource management
- Reduced travel through hybrid formats
- Lower carbon footprint and more sustainable events

ENHANCED VISITOR EXPERIENCE



- Personalised agendas and content.
- Al chatbots and virtual assistants
- Real-time updates and recommendations
- Seamless journey across physical and digital channels

SUCCESS STORIES FROM THE INDUSTRY

GLOBAL INDUSTRIAL SHOW



- Al matchmaking increased qualified meetings by 40%
- Real-time analytics improved exhibitor ROI
- Hybrid format expanded global participation

LEADING TECH EXHIBITION



- AR/VR experiences attracted higher visitor engagement
- Al-driven recommendations boosted exhibitor leads by 33%
- Digital tools reduced event operational costs.

MAJOR CONSUMER EXPO



- Al-based personalised agendas improved visitor satisfaction
- Smart check-in reduced wait times by 60%
- Sustainability initiatives cut event waste significantly

> 66
>
> The future of exhibitions is intelligent, immersive and sustainable - powered by AI and driven by people.
>
> EXHIBITION GLOBE

Emerging Event Tech Solutions Shaping Exhibitions in 2027



A new wave of EventTech solutions is redefining how exhibitions are planned, marketed and experienced. From AI-powered matchmaking to digital twins and immersive experiences, these technologies are helping organisers create more efficient, engaging and measurable events. In 2027, the focus will be on seamless integration, real-time data and solutions that deliver tangible business results for all stakeholders.

TOP EVENTTECH SOLUTIONS FOR 2027

1 AI MATCHMAKING & NETWORKING PLATFORMS



- Personalised exhibitor-visitor matching
- AI-driven meeting recommendations
- Higher quality business meetings
- Integration with CRM systems

2 VIRTUAL & HYBRID EVENT PLATFORMS



- Seamless in-person and online experience
- Interactive live streaming and on-demand sessions
- Greater global participation
- Monetisation opportunities for organisers

3 AR/VR & IMMERSIVE EXPERIENCES



- Virtual product demonstrations
- 3D booth tours and metaverse venues
- Immersive storytelling and gamification
- Stronger brand engagement

4 DATA ANALYTICS & INSIGHTS PLATFORMS



- Real-time attendee tracking
- Behaviour and engagement analytics
- Lead scoring and ROI measurement
- Data-driven decision making

5 CONTACTLESS & SMART EVENT SOLUTIONS



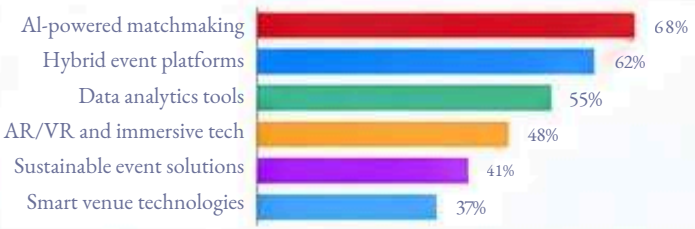
- QR code registration and digital badges
- Contactless check-in and access control
- Smart venue management
- Better attendee safety and convenience

6 SUSTAINABLE EVENT TECHNOLOGIES



- Digital brochures and paperless workflows
- Energy-efficient infrastructure
- Hybrid formats to reduce travel emissions
- Solutions to measure and report event carbon footprint

ADOPTION OF EVENTTECH AMONG ORGANISERS



KEY BENEFITS FOR STAKEHOLDERS

- More business opportunities for exhibitors
- Better and personalised experiences for visitors
- Higher efficiency and measurable ROI for organisers
- Stronger engagement and brand visibility
- More sustainable and responsible events for the industry

The Road Ahead: How EventTech Will Transform Exhibitions by 2027



As the exhibition industry looks ahead to 2027, EventTech will be a key enabler of growth, innovation and resilience. The next phase will see the convergence of AI, data, immersive technologies and sustainability solutions, creating smarter, more connected and impact-driven events. Organisers that invest in the right technologies today will be best positioned to meet evolving stakeholder expectations and stay competitive in a rapidly changing landscape.

FIVE BIG SHIFTS IN EVENTTECH BY 2027

01 From stand-alone tools to integrated event ecosystems
Seamless integration of AI, data, registration, content and engagement platforms.

02 From physical-only to phygital-first events
Hybrid formats will become the new standard.

03 From volume to quality engagement Focus on meaningful connections and measurable outcomes.

04 From manual processes to intelligent automation
AI and automation to streamline operations and reduce costs.

05 From traditional events to sustainable and responsible exhibitions
Technology to enable greener, more inclusive and accessible events.

FUTURE EVENT EXPERIENCES



Metaverse & Virtual Venues
Immersive, borderless experiences for global audiences



AI Event Assistants
24/7 support for exhibitors and visitors



Digital Twins
Virtual replicas of venues for planning and simulation



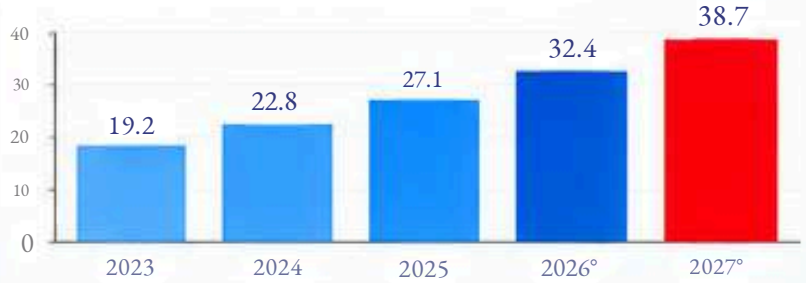
Immersive Content Zones
Engaging storytelling through AR/VR and mixed reality



KEY TAKEAWAYS

- Event Tech will be central to business growth in 2027
- Hybrid and immersive formats will expand global reach
- Data and AI will drive better decisions and higher ROI
- Sustainability will be a key diferentiator
- Organisers should invest in integrated, scalable and future-ready solutions today

EVENTTECH MARKET SIZE (USD BILLION)



CAGR (2023-2027)

19.1%

EXHIBITOR STRATEGY

Exhibiting in 2027: The New Rules of Trade Show ROI

Exhibitions remain one of the most powerful platforms for brand building, lead generation and business growth. But in 2027, the rules have changed. Success is no longer about just showing up with a booth - it is about having a clear strategy, measurable goals and a seamless integration of physical, digital and post-show engagement to maximise ROI.



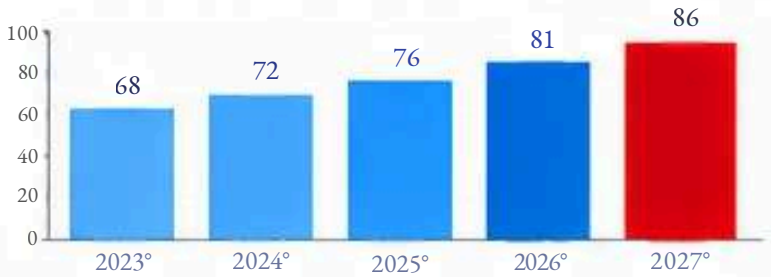
> In 2027, exhibiting success will come from strategy, innovation and measurable outcomes - not just bigger booths.
>
> EXHIBITION GLOBE

THE NEW RULES FOR TRADE SHOW ROI

1. **START WITH CLEAR GOALS**
   Define measurable objectives- leads, sales, partnerships or brand visibility.
2. **KNOW YOUR AUDIENCE**
   Focus on the right visitors using data, pre-show marketing and AI tools.
3. **CREATE MEANINGFUL EXPERIENCES**
   Go beyond brochures use product demos, interactive tech and storytelling.
4. **INTEGRATE DIGITAL**
   Use hybrid engagement, live streaming and online lead capture to extend reach.
5. **MEASURE AND ANALYSE**
   Track performance in real time and calculate ROI with clear metrics.
6. **FOLLOW UP EFFECTIVELY**
   Turn conversations into long-term business with structured post-show plans.

EXHIBITOR ROI TRENDS

Share of Exhibitors Reporting Positive ROI (%)



KEY BENEFITS OF EXHIBITING IN 2027

- High-quality leads and business opportunities
- Stronger brand visibility in target markets
- Networking with industry decision-makers
- Product launches and live demonstrations
- Market intelligence and competitor insights
- Partnerships, collaborations and new markets

"In 2027, trade show success isn't measured by how impressive your booth looks, but by how impactful your results are. Strategy sets the direction, measurable goals define success, and the integration of physical, digital, and post-show engagement turns every exhibition into a powerful engine for business growth."

— Exhibition Globe | The New Rules of Trade Show ROI

EXHIBITOR STRATEGY | PRACTICAL GUIDE

A Practical Guide to Maximising Exhibition ROI



With rising competition and evolving visitor expectations, exhibitors in 2027 need a well-planned and integrated approach. From pre-show preparation to on-site engagement and post-show follow-up, every step plays a crucial role in delivering a higher return on investment.

THE EXHIBITION ROI ROADMAP

1 PRE-SHOW PLAN

- Set clear ROI goals
- Research target visitors
- Use pre-show marketing
- Schedule meetings in advance
- Prepare engaging booth experience

2 ON-SITE ENGAGE

- Create immersive experiences
- Use AI-powered lead capture
- Run live demos and product launches
- Engage on social media
- Collect quality data and insights

3 POST-SHOW CONVERT

- Follow up within 7-14 days
- Nurture leads with personalised content
- Share highlights and recordings
- Measure results against goals
- Plan for next event based on learnings

4 LONG-TERM GROW

- Build ongoing relationships
- Leverage data for future events
- Explore new markets
- Innovate booth concepts
- Turn exhibition success into year-round business. growth

WHAT WORKS BEST IN 2027?

Immersive Booth Experiences



Use AR/VR, interactive displays and live product demos to attract and engage visitors.

AI-Powered Lead Capture



Leverage AI tools for smart lead scanning, visitor profiling and real-time insights.

Hybrid Engagement



Combine in-person and virtual experiences to reach wider audiences.

Sustainability in Booth Design



Use eco-friendly materials and showcase your sustainability commitments.

Strategic Content & Storytelling



Share compelling stories, industry insights and real-world success cases

Data-Driven Decision Making



Track visitor behaviour, measure ROI and optimise for future events.

TOP TIPS FOR EXHIBITORS

1. Define clear and measurable ROI targets
2. Invest in engaging and innovative booth design
3. Use digital tools for lead capture and analysis
4. Train your team for meaningful conversations
5. Leverage social media and influencer support
6. Focus on sustainability and responsible exhibiting
7. Follow up quickly and consistently
8. Analyse results and refine your strategy

EXHIBITION ROI METRICS TO TRACK

- Number and quality of leads
- Sales pipeline and revenue generated
- Visitor engagement and booth trafic
- Partnerships and new business deals
- Brand awareness and media coverage
- Long-term customer relationships

> Exhibiting in 2027 is about creating meaningful connections, leveraging technology and delivering measurable business value.
>
> EXHIBITION GLOBE

From Planning to Performance: A Smarter Exhibitor Playbook for 2027



Exhibiting in 2027 demands more than a good booth. It requires clear objectives, data-driven planning, compelling experiences and disciplined follow-up. This playbook outlines a step-by-step approach to help exhibitors maximise ROI, build stronger brand presence and create long-term business opportunities from trade shows.

THE 7-STEP EXHIBITOR PLAYBOOK

01

SET CLEAR OBJECTIVES

- Define business goals (leads, sales, partnerships, market entry)
- Align internal stakeholders

02

KNOW YOUR AUDIENCE

- Identify and profile target visitors
- Use event data and past insights
- Tailor messaging to key segments

03

DESIGN A COMPELLING BOOTH

- Create an open, inviting layout
- Showcase live demos and real use cases
- Use digital and interactive elements

04

PROMOTE BEFORE THE SHOW

- Announce participation early
- Run multi-channel campaigns
- Schedule meetings in advance

05

ENGAGE AT THE SHOW

- Deliver a memorable experience
- Capture quality leads (not just business cards)
- Involve product experts in conversations

06

FOLLOW UP EFFECTIVELY

- Nurture leads within 7-14 days
- Personalised communication
- Share relevant materials and proposals

07

MEASURE AND IMPROVE

- Track ROI and key metrics
- Analyse what
- worked (and what didn't)
- Refine strategy for next events

INVESTING IN THE RIGHT BOOTH EXPERIENCE



- Immersive and interactive booth designs
- Live product demonstrations
- Meeting zones for focused discussions
- Digital content, touchscreens and AR/VR experiences
- Sustainable and modular booth solutions
- Hospitality elements to enhance visitor experience

BUDGET ALLOCATION GUIDE (TYPICAL RANGE)



Booth Design & Construction	35-45%
Travel & Accommodation	15-20%
Marketing & Promotion	10-15%
Staffing & Training	10-15%
Technology & Digital Tools	5-10%
Hospitality & Other	5-10%

KEY KPIS TO TRACK

- Number of qualified leads
- Conversion rate (leads to opportunities)
- Revenue generated
- Cost per lead
- Meetings held and pipeline created
- Brand visibility and media mentions
- Customer and partner feedback
- Long-term relationships and repeat business

EXHIBITOR STRATEGY | REAL-WORLD INSIGHTS

Lessons from the Show Floor: Strategies That Drive Real ROI



Leading exhibitors share what worked for them, the challenges they faced and how they are rethinking their exhibition strategy for 2027. From targeted meeting programmes to immersive product experiences, these real-world insights highlight what it takes to turn trade show participation into measurable business value.

EXHIBITOR SUCCESS STORIES

Siemens Industrial Technology



- "Our focus in 2026 was on live demonstrations and expert talks. It helped us attract high-qualit leads and several strategic partnership discussions."

Schneider Electric - Energy & Sustainability



- "We leveraged interactive digital twins and sustainability showcases. The response was overwhelming, especially from international buyers."

Infor- Enterprise Software



- "Pre-scheduled meetings and AI-driven lead matching helped us make the most of our time at the show. Our pipeline grew by 35% compared to last year."

COMMON CHALLENGES & HOW TO OVERCOME THEM

HIGH COMPETITION
Stand out with unique themes, live demos and compelling storytelling.

ATTRACTING QUALIFIED VISITORS
Use pre-show marketing, targeted invitations. and AI-based matchmaking.

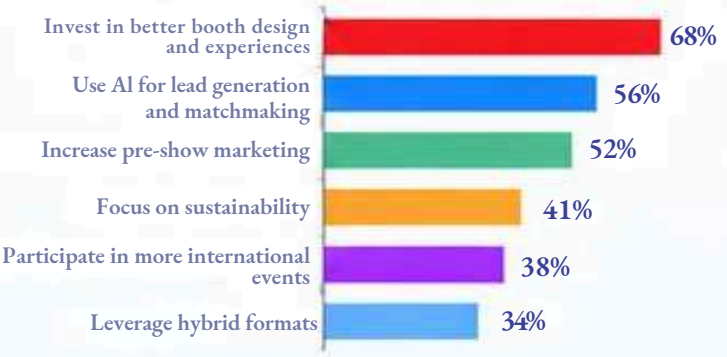
MEASURING ROI
Set clear KPIs and use lead tracking tools.

ENGAGING REMOTELY
Ofer hybrid experiences with virtual tours and online meeting options.

SUSTAINABILITY EXPECTATIONS
Use eco-friendly materials and demonstrate commitment to responsible exhibiting.

POST-SHOW FOLLOW UP
Have a structured follow-up plan and dedicated team for lead nurturing.

WHAT EXHIBITORS PLAN TO DO IN 2027



"The most successful exhibitors in 2027 will be those who combine technology, and a visitor-centric approach to deliver meaningful, measurable outcomes."

EXHIBITION GLOBE



"Successful exhibiting is not about being seen by everyone; it is about being remembered by the right people, engaging the right buyers and turning every meaningful interaction into measurable business growth."

SUSTAINABILITY

The Sustainable Exhibition: What Will Change by 2027?



Sustainability is no longer a side initiative in the exhibition industry - it has become a core business priority. By 2027, sustainable practices will not only be expected but will be a key differentiator for organisers, exhibitors and venues. From low-carbon venues and circular booth designs to responsible sourcing and digital innovation, the next two years will bring significant changes in how exhibitions are planned, built and experienced.

WHY SUSTAINABILITY MATTERS NOW

Growing Environmental Concerns
The industry must reduce its carbon footprint and resource consumption.

Changing Stakeholder Expectations
Exhibitors, visitors and investors are demanding responsible and transparent practices.

Regulatory Pressures
Governments and venues are introducing stricter environmental standards.

Business Opportunities
Sustainability drives innovation, efficiency and stronger brand reputation.

> Sustainability in exhibitions is not just about reducing environmental impact - it is about creating long-term value for people, communities and the planet.
>
> EXHIBITION GLOBE

KEY TRENDS THAT WILL SHAPE SUSTAINABLE EXHIBITIONS BY 2027

01



Circular Booth Designs
- Reusable and modular structures
- Recycled and biodegradable materials
- Minimal waste build-outs

02



Low-Carbon Venues
- Renewable energy adoption
- Energy-efficient infrastructure
- Green building certifications (LEED, BREEAM etc.)

03



Digital & Hybrid Integration
- Reduced travel emissions
- Virtual participation options
- Smarter digital tools to cut physical waste

04



Sustainable Operations
- Waste management systems
- Single-use plastic reduction
- Sustainable catering and local sourcing

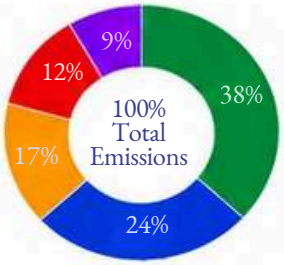
05



Community Engagement
- Local sourcing and local employment
- Social impact programmes
- Legacy programmes for host cities

EXHIBITION INDUSTRY CARBON FOOTPRINT (ESTIMATE)

Share of Emissions by Source



- 38% Travel (exhibitors & visitors)
- 24% Venue energy consumption
- 17% Stand construction & materials
- 12% Logistics & freight
- 9% Catering, waste & other

Source: Industry reports (indicative)

TARGETS FOR 2027

50%
Reduction in single-use plastics at major exhibitions

30%
Lower carbon emissions compared to 2023 levels

70%
Of exhibitions to adopt sustainable booth solutions

> **"The future of exhibitions is not just about creating bigger experiences, but building greener events through sustainable design, smarter resources and responsible innovation."**

Circular Exhibition Design:

Reusable Stands, Material Recovery and Real Cost Benefits



As sustainability moves from intent to action, circular design is becoming a practical and profitable approach for exhibitors and organisers. By using reusable structures, recyclable materials and smarter design, companies can reduce waste, lower long-term costs and create future-ready brand experiences.

The Circular Exhibition Model

From linear "build-use-dispose" to a circular "design-use-reuse-recover" approach.

DESIGN
Plan for modularity and reusability

USE
Flexible designs for multiple events

REUSE
Refurbish and adapt for new venues

RECOVER
Recyclable materials and responsible disposal

Material Choices That Make a Diference



Sustainable stands begin with the right materials. Modular Aluminium Systems Lightweight, durable and reusable for multiple shows.



Recycled & Recyclable Panels
Made from recycled wood, fabric or composite materials.



Eco-friendly Graphics
PVC-free, recyclable and water-based inks.



Sustainable Flooring Options
Recycled carpet tiles, bamboo or rented flooring systems.

Real Cost Benefits for Exhibitors

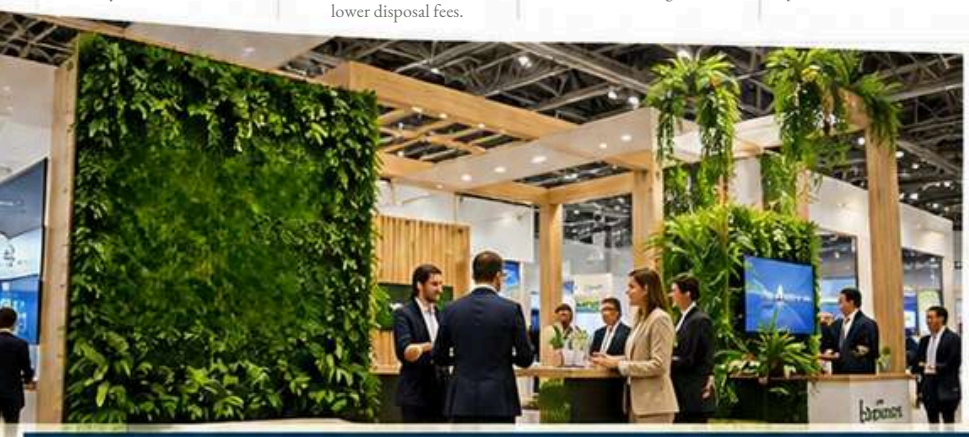
Sustainable design is not just good for the planet, it makes business sense too.

Lower Long-Term Costs
Reusable stands reduce rebuild costs by 30-50% over 3-5 years.

Reduced Waste Disposal Costs
Less material sent to landfills means lower disposal fees.

Efficient Logistics
Modular and lightweight systems reduce shipping volume and freight costs.

Higher Brand Value
Sustainable stands attract eco-conscious visitors, partners and investors.



Case Example

One Stand, Multiple Events
A global technology exhibitor redesigned its booth using a modular system, which was used across five international trade shows over two years, resulting in:

- 40% reduction in overall stand costs
- 65% less construction waste
- Faster build and dismantle time
- Consistent global brand presence

Design Tips for a Circular Stand

- Plan for multiple uses across different venues.
- Choose modular, tool-free systems.
- Use locally sourced and recycled materials.
- Avoid single-use elements and excessive customisation.
- Work with sustainability-7 focused stand builders.

"The future of exhibition design is circular—reuse more, waste less and turn sustainability into long-term savings."

Measuring Sustainability: The EG Sustainability Scorecard

From Commitments to Measurable Impact

As sustainability becomes a strategic priority, exhibitors and organisers need clear metrics to track progress. A standardised scorecard helps every stakeholder measure impact, identify improvement areas and set realistic targets for 2027 and beyond.



The EG Sustainability Scorecard

A practical framework for exhibitors and organisers to measure, compare and improve sustainability performance across key areas.

1. ENERGY & EMISSIONS

- Use of renewable energy at venue
- Energy-efficient lighting & equipment
- Measurement of Scope 1, 2 and 3 emissions

TARGET 2027
50%
reduction in energy-related emissions

2. MATERIALS & STAND DESIGN

- Use of reusable and modular structures
- Recycled, recyclable or low-impact materials
- Avoid single-use elements

TARGET 2027
70%
reusable or recyclable stand materials

3. WASTE MANAGEMENT

- Segregation at source
- Material recovery and recycling
- Food waste reduction and composting

TARGET 2027
75%
diversion of event waste from landfills

4. LOGISTICS & SUPPLY CHAIN

- Optimised shipping and consolidation
- Use of low-emission transport options
- Select local and sustainable suppliers

TARGET 2027
40%
reduction in logistics-related emissions

5. VISITOR TRAVEL & ENGAGEMENT

- Promote public transport and shared mobility
- Enable virtual participation options
- Educate and engage attendees on sustainability.

TARGET 2027
30%
reduction in visitor travel emissions (per attendee)

6. SOCIAL IMPACT & COMMUNITY

- Support local communities & SMEs
- Inclusive & accessible event design
- Measure long-term economic and social benefits

TARGET 2027
100%
major events to have a community impact initiative

Tracking Progress: A Real Example

A leading international trade show implemented the sustainability scorecard in 2025. The results showed:

48%
lower energy consumption

72%
waste diverted from landfills

35%
reduction in logistics emissions

82%
exhibitors used reusable or modular stands

Action Plan for Exhibitors: 5 Steps to 2027

1. **Set Clear Goals**
   Define measurable sustainability objectives for each event.
2. **Choose Sustainable Materials**
   Invest in modular, reusable and low-impact stand solutions.
3. **Work with Green Partners**
   Select venues, logistics providers and suppliers with strong ESG policies.
4. **Measure and Report**
   Track progress using a recognised sustainability framework.
5. **Engage Visitors and Teams**
   Communicate your eforts and involve attendees and staff in your journey.

> "Sustainability is no longer a marketing message. It is a measurable business strategy that delivers real value for exhibitors, organisers and the communities we serve."

The Road to 2027

Sustainability success requires collaboration across the entire event ecosystem - exhibitors, organisers, venues, suppliers and visitors. With clear measurement and consistent action, the exhibition industry can significantly reduce its environmental footprint while creating stronger, more resilient events.

CLEARER STANDARDS
Industry-wide sustainability guidelines

GREATER TRANSPARENCY
Consistent reporting and data sharing

BIGGER IMPACT
A more sustainable, inclusive and future-ready exhibition industry

VENUES & INFRASTRUCTURE

The Sustainable Exhibition: What Will Change by 2027?



Exhibition venues are at the heart of the industry's sustainability transformation. From energy-efficient buildings and smart infrastructure to better connectivity and circular design, venues are evolving to meet the expectations of exhibitors, visitors, and communities. By 2027, sustainability will no longer be a differentiator — it will be a standard requirement for world-class event destinations.

Venues as Enablers of a Sustainable Future

Modern exhibition venues are investing in green buildings, renewable energy, waste management systems and digital infrastructure. These initiatives reduce environmental impact, lower operating costs and enhance the overall event experience.



Next-Generation Event Infrastructure

- Energy-efficient and net-zero capable venues
- Flexible spaces for hybrid and multi-format events
- Smart technology for better event operations
- Improved accessibility and public transport links
- Integration with local communities and ecosystems

Key Changes in Venues & Infrastructure by 2027

1 Net-Zero Ready Venues



More venues will operate on renewable energy and aim for net-zero emissions.

2 Smarter & More Digital Infrastructure



IoT, AI and real-time data will enable efficient energy, space and crowd management.

3 Circular Venue Design



Use of modular, reusable and recyclable materials in venue construction and temporary structures.

4 Integrated Sustainable Mobility



Better public transport, electric shuttle services and EV infrastructure will reduce travel emissions.

5 Enhanced Visitor Experience



Healthier indoor environments, natural lighting and green spaces for a better visitor experience.

6 Stronger Community Integration



Venues will focus on local sourcing, community engagement and long-term social impact.

Global Examples Leading the Way



Messe Frankfurt, Germany
Investing in renewable energy, waste reduction and sustainable building certifications.



ExCel, London, UK
Solar power, waste recycling and sustainable water management.



Singapore EXPO, Singapore
Green building design, energy-efficient systems and smart event technologies.

The Business Case for Sustainable Venues

- Lower Operating Costs
- Attracts Global Events
- Meets ESG Requirements
- Enhanced Brand Visibility
- Long-Term Resilience

> "Venues that invest in sustainability today will be more competitive, resilient and attractive to global organisers in 2027 and beyond."

Green Buildings, Smarter Venues: Inside the Sustainability Transformation



Exhibition venues are investing in energy-efficient buildings, renewable energy, water conservation, waste management and smart technologies to meet the sustainability expectations of exhibitors, visitors and cities. By 2027, green infrastructure will be a key differentiator for global event destinations.

Key Sustainable Infrastructure Innovations in Venues

From building designs to day-to-day operations, venues are adopting practical solutions to reduce environmental impact and improve efficiency.

Renewable Energy
Solar power, green power purchase agreements and on-site renewable generation.

Water Conservation
Low-flow fixtures, rainwater harvesting and smart water management systems.

Waste Management
Segregation at source, recycling facilities and smart water waste recovery companies.

Smart Building Systems
AI-based energy management, smart lighting, IVAC optimization and real-time monitoring.

Sustainable Materials
Use of low-carbon construction materials, recycled products and modular reusable infrastructure.

Venue Investments: Then vs. 2027

Sustainability is moving from optional upgrades to strategic, long-term investments.

Infrastructure Area	Traditional Approach (2015–2025)	By 2027
Energy	Conventional grid power	High share of renewable energy, smart energy systems
Water	Standard water usage	Low-flow systems, rainwater harvesting, real-time monitoring
Waste	Basic waste collection	Zero-waste targets, material recovery and recycling
Building Materials	Conventional materials	Use of low-carbon, recycled and modular construction
Mobility	Limited transport options	Electric shuttles, EV charging and better public transport
Technology	Standalone systems	Integrated smart building management and data analytics

Sustainable Venue Features in Practice



Renewable Energy in Action
Many venues are installing solar rooftop systems and using 100% renewable electricity to power events.



Healthier, Greener Spaces
Natural lighting, better air quality and green indoor spaces create a more comfortable environment for visitors and exhibitors.



Sustainable Mobility
Electric shuttle services, EV charging stations, and improved public transport links reduce travel-related emissions.

Case Study: A Greener Venue Transformation



Singapore EXPO has implemented a comprehensive sustainability roadmap, including solar energy, water conservation, waste reduction and smart building systems. These initiatives have helped reduce its environmental footprint while enhancing the visitor and exhibitor experience.

Key Results (Illustrative)

30% reduction in energy consumption

60% diverted from landfills

40% reduction in water usage

Lower carbon emissions per event

> *Sustainable infrastructure is no longer just a responsibility — it is a competitive advantage. Venues that invest in green buildings and smart systems will attract more global events and long-term partnerships.*

The Venue of 2027:

Smarter, Greener, More Connected

By 2027, successful exhibition venues will combine sustainability, smart technology, and enhanced connectivity to deliver a better experience for exhibitors, visitors and host communities.
The next generation of venues will be cleaner, more efficient, more inclusive and more resilient – setting a new benchmark for global event destinations.



What Will Change by 2027?

Key trends shaping sustainable and future-ready exhibition venues.

Net-Zero Operations

More venues will operate on renewable energy and set science-based targets.

Smart Technology

AI, IoT and real-time analytics will optimize event planning and management, facility operations.

Zero-Waste Venues

Advanced waste recovery and composting systems will be more standard.

Sustainable Mobility

Electric shuttle services and better public transport links will reduce travel emissions.

Inclusive & Accessible

Venues will focus on universal design, accessibility and community engagement initiatives.

Resilient & Future-Ready

Climate resilience, energy security and adaptable infrastructure will help venues withstand future risks.

Technology Enabling Sustainable Venues

Digital innovation is helping venues reduce environmental impact and improve operational efficiency.



- AI-powered energy management systems
- Real-time monitoring of water and waste
- Smart lighting and HVAC optimisation
- Digital wayfinding and crowd management
- Data-driven operations for higher resource efficiency

Global Venue Initiatives to Watch

Leading exhibition venues are setting new sustainability benchmarks.



Messe Frankfurt, Germany
Expanding renewable energy, water reduction and green building certifications.



ExCel, London, UK
Investing in energy efficiency, water management and sustainable event services.



Singapore EXPO, Singapore
Implementing solar energy, water conservation and smart building technologies.

Benefits for All Stakeholders

Sustainable venues create long-term value for organisers, exhibitors, visitors and local communities.

Cost Efficiency

Lower operating costs through energy savings and efficiency.

Better Event Experience

Healthier, safe and more comfortable spaces for attendees.

Stronger Brand Value

Attracts global events and sustainable, conscious exhibitors.

Positive Community Impact

Healthier, safe and sustainable development and clean cities.

Industry Perspective

> "Sustainable venues are no longer a "nice to have". They are becoming a key requirement for global events. Venues that invest in green infrastructure, smart technology and community engagement will be the preferred partners for international organisers in 2027 and beyond".

> "The future of venues is sustainable, connected and people-centric. By 2027, we will see more venues using clean energy, smarter technologies and inclusive design to create better experiences for everyone."

2027 SHOW RADAR

Must-Attend Global Exhibitions: January – June 2027



The first half of 2027 brings a power-packed calendar of global trade shows across industries — from technology and manufacturing to food, healthcare, mobility and sustainability. Here are the key international exhibitions that businesses, innovators and trade professionals should have on their radar.

01 JANUARY 2027



CES 2027
Las Vegas, USA | 5 – 8 Jan 2027
Consumer Electronics & Technology

Arab Health 2027
Dubai, UAE | 25 – 28 Jan 2027
Healthcare & Medical Devices

BAU 2027
Munich, Germany | 11 – 16 Jan 2027
Architecture, Building & Construction

02 FEBRUARY 2027



Gulfood 2027
Dubai, UAE | 15 – 19 Feb 2027
Food & Beverage

ISE 2027 (Integrated Systems Europe)
Barcelona, Spain | 2 – 5 Feb 2027
Audio Visual & Systems Integration

Interpack 2027
Düsseldorf, Germany | 25 Feb – 3 Mar 2027
Packaging & Processing

03 MARCH 2027



Mobile World Congress 2027
Barcelona, Spain | 1 – 4 Mar 2027
Telecom, 5G & Connectivity

Hannover Messe 2027
Hannover, Germany | 19 – 23 Apr 2027
Industrial Technology & Automation

ITB Berlin 2027
Berlin, Germany | 7 – 9 Mar 2027
Travel, Tourism & Hospitality

04 APRIL 2027



Chinaplas 2027
Shenzhen, China | 13 – 16 Apr 2027
Plastics & Rubber

OEMONIA 2027
Muscat, Oman | 12 – 14 Apr 2027
Oil, Gas, Energy & Petrochemicals

Seatrade Cruise Global 2027
Miami, USA | 12 – 15 Apr 2027
Cruise & Maritime

05 MAY 2027



Interzum 2027
Cologne, Germany | 4 – 7 May 2027
Furniture Production & Interior Design

Ligna 2027
Hannover, Germany | 10 – 14 May 2027
Woodworking & Wood Processing

NAB Show 2027
Las Vegas, USA | 16 – 19 May 2027
Broadcast, Media & Entertainment

06 JUNE 2027



VITRINA 2027
São Paulo, Brazil | 6 – 9 Jun 2027
Glass & Window Technology

Money20/20 Europe 2027
Amsterdam, Netherlands | 8 – 10 Jun 2027
FinTech & Financial Services

Watertech China 2027
Shanghai, China | 14 – 16 Jun 2027
Water & Wastewater Technology

Key Trends Across H1 2027 Exhibitions

- Technology & Digital Transformation
- Sustainability & Green Solutions
- Advanced Manufacturing & Automation
- Healthcare Innovation
- Food Security & Agri-Tech
- Mobility & Smart Cities

Quick Insights

50+ major international trade shows (Jan – Jun 2027)

6 continents

Millions of business visitors expected

Countless partnership opportunities

> Global exhibitions in 2027 will be bigger, smarter and more sustainable, creating unmatched opportunities for businesses to connect, collaborate and grow across borders.
>
> **- Kamlesh Dubey**
> Founder & CEO
> Exhibition Globe

Must-Attend Global Exhibitions:

January – June 2027 (Part 2)



From breakthrough technologies to sustainable solutions, the first half of 2027 features a strong line-up of global trade shows that bring industries, innovators and investors together. Here are more key exhibitions to consider for your 2027 business and networking plan.

01 JANUARY 2027 (CONTD.)



Heimtextil 2027
Frankfurt, Germany
12 – 15 Jan 2027
Home Textiles & Interior Furnishings



World of Concrete 2027
Las Vegas, USA
19 – 21 Jan 2027
Construction, Building Materials & Equipment



ArabPlast 2027
Dubai, UAE
24 – 26 Mar 2027
Plastics, Petrochemicals & Packaging

02 FEBRUARY 2027 (CONTD.)



BIOFACH 2027
Nuremberg, Germany
16 – 19 Feb 2027
Organic Food & Natural Products



AHR Expo 2027
Atlanta, USA
8 – 10 Feb 2027
HVACR, Building Systems & Indoor Air Quality



Riyadh Travel Fair 2027
Riyadh, Saudi Arabia
23 – 25 Mar 2027
Travel, Tourism & Hospitality

03 MARCH 2027 (CONTD.)



ProWein 2027
Düsseldorf, Germany
7 – 9 Mar 2027
Wine & Spirits



ITB China 2027
Shanghai, China
25 – 27 Mar 2027
Travel & Tourism



Smart Energy Week 2027
Tokyo, Japan
24 – 26 Mar 2027
Renewable Energy, Battery & Smart Grid

04 APRIL 2027 (CONTD.)



HKTDC Hong Kong
Electronics Fair 2027
Hong Kong,
13 – 16 Apr 2027
Consumer Electronics & Components



InCosmetics Global 2027
Paris, France
6 – 8 Apr 2027
Personal Care Ingredients & Cosmetics



Automechanika Shanghai 2027
Shanghai, China
2 – 5 Dec 2027
Automotive Aftermarket & Services

05 MAY 2027 (CONTD.)



PLMA 2027
Amsterdam, Netherlands
25 – 26 May 2027\
Private Label & Retail



SIAL Shanghai 2027
Shanghai, China
18 – 20 May 2027
Food & Beverage



IFAT 2027
Munich, Germany
May 29 – June 1, 2028
Water, Sewage, Waste & Raw Materials Management

06 JUNE 2027 (CONTD.)



VivaTech 2027
Paris, France
16 – 19 Jun 2027
Technology, Startups & Innovation



Transport Logistic 2027
Munich, Germany
April 26 – 29 2027
Logistics, Mobility & Supply Chain



MIDO 2027
Milan, Italy
6 – 8 Feb 2027
Eyewear, Optics & Optical Technology

Top Industries in Focus (Jan - Jun 2027)

- Manufacturing & Industrial
- Technology & Electronics
- Food & Beverage
- Healthcare & Medical
- Packaging & Plastics
- Automotive & Mobility
- Sustainability & Clean Energy
- Travel, Tourism & Hospitality

Why Attend?

- Discover new markets and business opportunities
- Meet global suppliers and partners
- Explore latest innovations and technologies
- Gain industry insights and future trends
- Network with decision-makers and investors

> *"The first half of 2027 offers an exceptional calendar of global exhibitions, bringing together ideas, innovation and opportunities across key industries."*
>
> **- Kamlesh Dubey**
> Founder & CEO,
> Exhibition Globe

Must-Attend Global Exhibitions: January-June 2027



A verified selection of major international trade shows and business events scheduled for the first half of 2027. Always reconfirm details with organisers before travel.

Confirmed Exhibitions by Industry

Technology & Innovation

CES 2027 | Las Vegas, USA | 6-9 Jan 2027
Mobile World Congress | Barcelona, Spain | 1-4 Mar 2027
LEAP 2027 | Riyadh, Saudi Arabia | 12-15 Apr 2027
VivaTech | Paris, France | 16-19 Jun 2027

Construction & Industry

BAU 2027 | Munich, Germany | 11-15 Jan 2027
ISH Frankfurt | Frankfurt, Germany | 15-19 Mar 2027
HANNOVER MESSE | Hannover, Germany | 5-8 Apr 2027
CHINAPLAS | Shenzhen, China | 13-16 Apr 2027

Energy & Environment

World Future Energy Summit | Abu Dhabi, UAE | 12-14 Jan 2027
Battery Show Europe | Stuttgart, Germany | 22-24 Jun 2027

Healthcare

Arab Health | Dubai, UAE | 25-28 Jan 2027

Food & Agriculture

Djazagro | Algiers, Algeria | 12-15 Apr 2027
SIAL Shanghai | Shanghai, China | 18-20 May 2027

Automotive

Auto Shanghai | Shanghai, China | 23 Apr-2 May 2027

Regional Highlights

North America



CES | Las Vegas; World of Concrete | Las Vegas
19-21 Jan 2027

Europe



BAU | Munich; MWC | Barcelona; ISH | Frankfurt; HANNOVER MESSE | Hannover; VivaTech | Paris; Battery Show Europe | Stuttgart

Middle East



World Future Energy Summit | Abu Dhabi; Arab Health | Dubai; LEAP | Riyadh

Asia



CHINAPLAS | Shenzhen; Auto Shanghai | Shanghai; SIAL Shanghai | Shanghai

Why H1 2027 Matters

1. Global innovation and new product launches.
2. Cross-border sourcing and partnerships.
3. Emerging markets and regional expansion.
4. Technology-led transformation.
5. High-value networking and business development.

Tips for Attendees

- Register early and confirm dates.
- Check visa and travel requirements.
- Set clear business objectives.
- Pre-book meetings with exhibitors.
- Check oficial event websites for updates.

Top 5 Reasons to Attend

1. Discover Innovation
2. Expand Your Network
3. Meet Suppliers
4. Explore New Markets
5. Gain Industry Insights

> "The best exhibition strategy begins before the doors open- with clear goals, the right meetings and a plan to turn conversations into business."
>
> —Exhibition Globe Editorial

EG NEWSROOM

Global Exhibition, Venue, Organiser & MICE News



Latest updates from the global exhibitions and business events industry, including expansion plans, new venues, strategic partnerships, major show announcements and key developments shaping the MICE ecosystem.

INDUSTRY UPDATE



Singapore EXPO Announces Major Expansion Plan

Singapore EXPO has unveiled a multi-year expansion plan to add new event spaces, enhance sustainability, and to integrate smart technologies to meet the growing demand for global business events in Asia.

Read More

NEW VENUE



Riyadh to Welcome New World-Class Exhibition Centre

Riyadh is set to open a new state-of-the-art exhibition and convention centre in 2027, strengthening Saudi Arabia's position as a leading destination for international trade shows, conferences and MICE events.

Read More

ORGANISER NEWS



Messe Frankfurt Expands Global Portfolio

Messe Frankfurt has announced new editions and expanded formats for its leading trade fairs across Asia, the Middle East and the Americas, focusing on innovation, sustainability, and cross-industry collaboration.

Read More

SUSTAINABILITY



Informa Launches New Sustainability Programme

Informa has introduced a comprehensive sustainability programme across its global events, aiming for measurable reductions in carbon emissions, waste and single-use materials by 2030.

Read More →

STRATEGIC PARTNERSHIP



Global MICE Leaders Announce Strategic Collaboration

Leading exhibition organisers, venue operators and tourism boards are joining hands to develop new markets, share expertise and create enhanced opportunities for international business events.

Read More →

TECHNOLOGY



AI and Digital Innovation Transforming Trade Shows

From AI-powered matchmaking to intelligent event analytics, technology is redefining how exhibitions and conferences are planned, delivered and experienced, enabling better engagement and measurable ROI.

Read More →

NEWS QUICK BITES



UAE Announces New Business Events Strategy
UAE to strengthen its position as a global MICE hub with new initiatives and incentives.



IBTM World Sets Bigger 2026 Edition
IBTM World to feature more while boosted buyers and knowledge sessions in 2026.



Dubai World Trade Centre Eyes Record Year
Initiatives
International events and expansion in key industry sectors.



IMEX Announces New Education Tracks for 20127
Focus on people, innovation, and sustainable event events.



Fira Barcelona Unvels Sustainability Roadmap
New measures to reduce carbon footprint and create responsible events.



TCEB Launches MICE Growth Initiatives
Thailand to attract with enhanced support programmes.

INDUSTRY VOICE

"The global business events industry is entering a new era of growth, driven by innovation, sustainability and deeper focus on the audience. Exhibitions and MICE events are not just about business — they are powerful platforms to create opportunities, build communities and shape a better future."

"With new venues, smarter technologies and greater focus on sustainability, the next few years will see unprecedented opportunities for the exhibitions, expihiters and destinations worldwide. The MICE industry will continue to be a key driver of economic growth and global collaboration.

UPCOMING GLOBAL EVENTS

CES 2027 Las Vegas, USA 5 – 8 Jan 2027	Gulfood 2027 Dubai, UAE 15 – 19 Feb 2027	ITB Berlin 2027 Berlin, Germany 7 – 9 Mar 2027	Hannover Mese 2027 Hannover, Germany 19 – 23 Apr 2027	VivaTech 2027 Viva Tech, France 14 – 17 Jun 2027	

Global Exhibition, Venue, Organiser & MICE News

More industry developments, success stories and policy updates from the global exhibitions and business events ecosystem.



GLOBAL TRENDS



Global Industry Leaders Share Vision for the Future

At recent international forums, industry leaders highlighted the growing importance of sustainability, technology and human connections in shaping the next generation of exhibitions and business events.

Read More

POLICY & GOVERNMENT



Governments Back Exhibition Industry Growth

Several countries have announced new policies, incentives and infrastructure investments to strengthen their position as global business events destinations, recognising the economic and employment impact of exhibitions and MICE.

Read More

VENUE SPOTLIGHT



New Convention Centres Set to Open in 2027

From Asia to the Middle East and Europe, multiple world-class exhibitions and convention centres are under develop larger and set to open in 2027, offering larger exhibition spaces, advanced technology and sustainable infrastructure.

Read More

ORGANISER UPDATE



Major Organisers Announce Expanded Global Portfolios

Leading exhibition organisers have unveiled new event launches, international acquisitions and strategic partnerships to deliver greater value to exhibitors, visitors and host cities

Read More

TECHNOLOGY & INNOVATION



Immersive Technology Redefining Event Experiences

From AI-powered networking to innovative product showcases, technology is transforming how exhibitions and conferences are designed and delivered, creating more engaging and data-driven and sustainable all stakeholders.

Read More

PEOPLE & PARTNERSHIPS



Strategic Partnerships to Strengthen the MICE Ecosystem

Venue operators, tourism boards, airlines, and technology providers are collaborating to build integrated solutions for global exhibitions and business events, spanning travel, accommodation, digital tools, and on-site experiences.

Read More

IN BRIEF



Gulfood 2027

Preparations begin for Gulfood 2027 with expanded exhibitor participation and new themed pavilions.



CES 2027

Organisers announce new focus areas including AI, mobility and the (2027) 2027 for the 2027 edition



Dubai Business Events Strategy

Dubai announces new initiatives to promote the position as a leading global MICE destination.



ITB Berlin 2027

New country and sustainability programmes to feature at ITB Berlin 2027.



IMEX 2027

IMEX announces enhanced education tracks and expanded hosted buyer programme.



Singapore MICE Roadmap 2030

New roadmap aims to grow international events, sustainability and innovation in business events.

> The exhibition industry is evolving faster than ever, driven by innovation, sustainability and global collaboration. The next few years will be critical in shaping more resilient, inclusive and impactful business events for all.

KEY TAKEAWAYS

- Sustainability is now a core strategy for venues, organisers and exhibitors
- Technology is creating more immersive and data-driven experiences
- Global partnerships are unlocking new markets and opportunities
- Strong government support is driving infrastructure and industry growth.

LOOKING AHEAD

What to Expect in 2027

- More hybrid and immersive event formats
- Expansion of key exhibition venues globally
- Greater focus on sustainability and ESG
- New industry-specific trade shows
- Increased cross-border collaboration
- Stronger specific of technology and data
- Growing opportunities for emerging markets

December 2026: The Year in Review



A comprehensive look back at the key trends, milestones and success stories that shaped the global exhibitions and MICE industry in 2026 — and what lies ahead for 2027.

Key Features in the December 2026 Edition



2026: Key Trends and Market Insights

A data-driven review of how the global exhibition and MICE industry performed in 2026, with regional growth trends, market statistics and expert analysis.



Biggest Shows of 2026

Highlights, success stories and key takeaways from the world's most significant trade shows, conferences and business events in 2026.



Sustainability in Action

How venues, organizers and exhibitors advanced sustainability goals in 2026, with standout initiatives and impact stories from around the world.



Technology that Transformed

From AI and data analytics to immersive experiences, a look at the innovations that redefined how exhibitions and events were planned and delivered in 2026.



People, Partnerships and Progress

Key collaborations, industry alliances and leadership stories that strengthened the global exhibition and MICE ecosystem.



Outlook 2027: Opportunities Ahead

Expert predictions, growth horizons and emerging markets to watch in 2027, including new venues, policy support and investment opportunities.



OTHER HIGHLIGHTS

- **Regional Review**
  India | Asia | Middle East
  Europe | Americas
- **Venue Developments**
  New venues, expansions and infrastructure updates
- **Policy & Government**
  Initiatives supporting global exhibitions and MICE
- **Industry Awards**
  Top activities and and recognitions in 2026

EXPERT OPINIONS

> *"2026 has been a defining year for the exhibition industry, marked by resilience, innovation, and a stronger focus on collaboration. This momentum we have seen this year sets a solid foundation for an even more exciting 2027.*

Kamlesh Dubey
Founder & CEO, Exhibition Globe

STAY CONNECTED

- Subscribe to get the December 2026 Edition
- Follow us for the latest updates on global trade shows and business events
- Join our LinkedIn community
- Visit www.exhibitionglobe.com for news, articles, event calendar and more.

Don't Miss the December 2026 Edition

Your complete guide to the people, shows, trends and opportunities that defined 2026 and the road ahead for 2027.

SUBSCRIBE NOW

THANK YOU

Thank You for Being Part of Our Journey



As we close the November 2026 edition, we extend our sincere gratitude to our readers, contributors, industry leaders, partners and the global exhibition and MICE community for your continued support.

Your encouragement inspires us to bring meaningful insights, stories and opportunities from the world of exhibitions, business events and MICE.

FROM THE PUBLISHER'S DESK



"The exhibition and MICE industry continues to evolve, bringing people, ideas and opportunities together across borders. At Exhibition Globe, our commitment remains the same — to inform, connect and support the global business events community with valuable insights, meaningful stories and a platform for collaboration.

Kamlesh Dubey
Founder & CEO, Exhibition Globe

STAY CONNECTED

Join our growing global community and stay updated with the latest news, trends and opportunities from across the exhibition and MICE industry.

Website
www.exhibitionglobe.com

LinkedIn
linkedin.com/company/exhibition-globe

YouTube
youtube.com@ExhibitionGlobe

Instagram
instagram.com/exhibitionglobe

Facebook
facebook.com/ExhibitionGlobe

Subscribe to Newsletter
Get the latest updates in your inbox





Let's Build a Stronger Global MICE Ecosystem Together.

CONNECT
People, businesses and opportunities across markets

INSPIRE
Ideas, innovation and knowledge sharing

GROW
Markets, partnerships and global trade

CREATE IMPACT
A more sustainable, inclusive and future-ready industry

EXHIBITION GLOBE
Connecting the World Through Exhibitions

See You in the December 2026 Edition

More Insights. More Stories. More Opportunities.
For a Stronger Global Exhibition Industry.

NOVEMBER 2026

Global Exhibition Calendar | Energy Manufacturing Trade Healthcare





ADIPEC 2026

2-5 November 2026
ADNEC, Abu Dhabi, UAE
Energy Oil & Gas Low Carbon Digitalisation



GULFOOD MANIUFACTURING 2026

3-5 November 2026
Dubai World Trade Centre, UAE
Food Processing • Packaging Ingredients • Automation



CHINA INTERNATIONAL IMPORT EXPO (CIIE) 2026

5-10 November 2026
2 National Exhibition and Convention Center, Shanghai, China
Global Trade Consumer Goods Technology Services



AUTOMECHANIKA DUBAI 2026

10-12 November 2026
Dubai Exhibition Centre, Expo City Dubai, UAE
Automotive Aftermarket Parts Mobility Workshop Technology



INDIA INTERNATIONAL TRADE FAIR (IITF) 2026

14-27 November 2026
Bharat Mandapam, New Delhi, India
Trade • Consumer Products MSMEs International Pavilions



MEDICA 2026

16-19 November 2026
Messe Düsseldorf, Germany
Medical Technology Diagnostics Digital Health Healthcare Equipment



BIG 5 GLOBAL 2026

23-26 November 2026
Dubai World Trade Centre, UAE
Construction Infrastructure Building Materials Urban Development

EG MARKET WATCH

Energy Transition
Clean energy and sustainability drive global trade.

Global Sourcing
Diversified sourcingfor a resilient supply chain.

Healthcare Innovation
Expanding demand for advanced healthcare solutions.

Construction Demand
Infrastructure investments create new opportunities.


AI
EXHIBITION
2027
DISCOVER. CONNECT. INNOVATE.
BUILDING A BETTE
GENERAT
CREATE. EXP
VISION
FORWARD
AI & ROBOTICS
AI
EXHIBITION
2027
AI
EXHIBITION

A NEW ERA FOR GLOBAL EXHIBITIONS

EXHIBITION GLOBE

Connecting the World Through Exhibitions

THE GLOBAL EXHIBITION, TRADESHOW & MICE INDUSTRY MAGAZINE

Together for a Stronger Exhibition Industry

Innovate Collaborate *Grow*



STRONGER PARTNERSHIPS | SMARTER SOLUTIONS | GREENER PRACTICES | GREATER CONNECTIVITY | LONG-TERM VALUE

Stay Connected with Exhibition Globe

www.exhibitionglobe.com

Follow Us:

Scan to Visit Our Website

BUILDING A MORE CONNECTED, INNOVATIVE AND SUSTAINABLE EXHIBITION INDUSTRY