

**SECTORAL SNAPSHOT: EXHIBITION INDUSTRY IN INDIA**

**1. Snapshot of the Sector: Key Metrics**

* 700 plus exhibitions held annually in the country with gross of 7.1 mn.sq.mtrs of exhibition space covered
* Over 8% Annual Growth rate exhibited – standing more than the GDP growth in the country for past many years
* Employment number stands around 1 Lac
* High dominance of domestic events with 51% share
* Non-profit organizers having 45% share
* 40% of the 700 plus events account for national events and 60% for regional events
* 73% of the exhibitions are organized in western (39%) and northern (34%) region followed by southern (21%) and eastern (6%) region
* 76% of the events are held yearly and rest are biennial or more
* Domestic organizers dominate industry with ~ 51% share in number of shows conducted
* Non-profit organizers like industry association, government and trade body combined having highest share of 45% in the total gross area
* 75% accounts for B2B events of the total gross rented area
* Large events in India are mainly in established sectors like construction, automotive, chemicals which are held by industry associations in support with government institutions

**Future Outlook:**

* With India emerging as fastest growing economy globally; increased sector consumption as well as government initiatives and increased infrastructure spending will continue to have positive impact on the exhibition industry in India.
* India is third largest trade fair market after China and Japan in Asia at present.
* With upgrades and expansions of infrastructure, India would post double-digit growth rates for several consecutive years.

2. For further details, please contact:

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3. Source: Indian Exhibition Industry Association (IEIA)

**Indian Exhibition Industry Association (IEIA)** **is the apex body of the Exhibition Industry in India, representing all the segments including Organisers, Service Providers and Venue Owners, with over 200 leading players as its members.**