

# Exhibition Industry Outlook

“The impact of Covid-19”

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**ICE – 23 June 2020**

**GRS Research & Strategy**



# Exhibition Basics

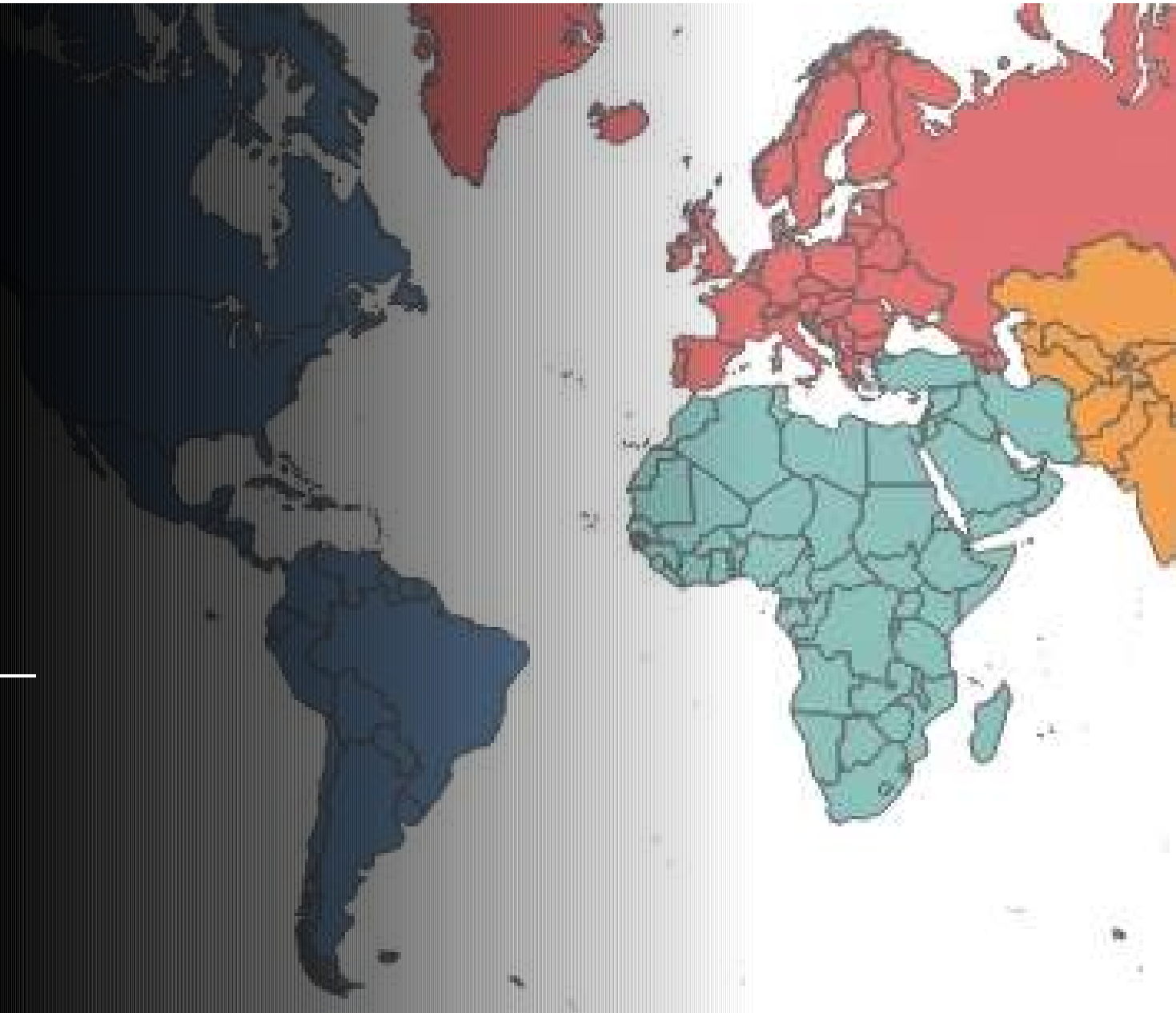
Exhibition = Collective Moment of a Specific Industry  
(in a specific time and in a precise space)

Coopetition = Cooperation + Competition

## Why does it happen?

# A global view

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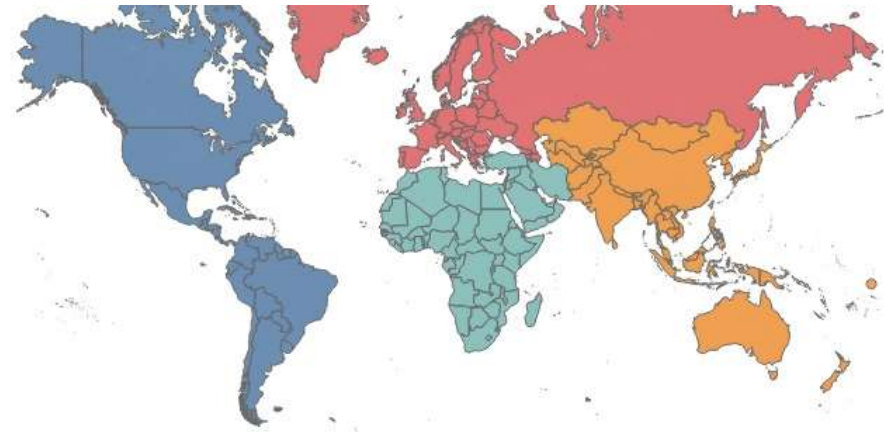
# Our panel

550+ exhibition organizers

53 countries

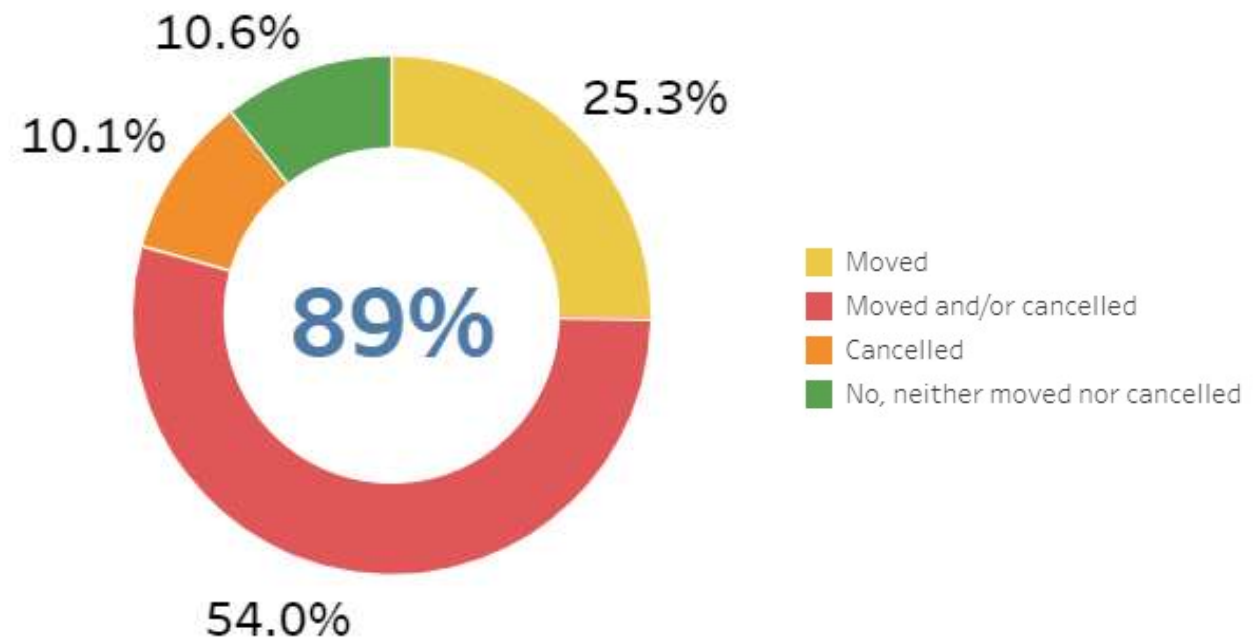
Top 5 countries (number of respondents)

- China
- Germany
- Italy
- United Arab Emirates
- United States

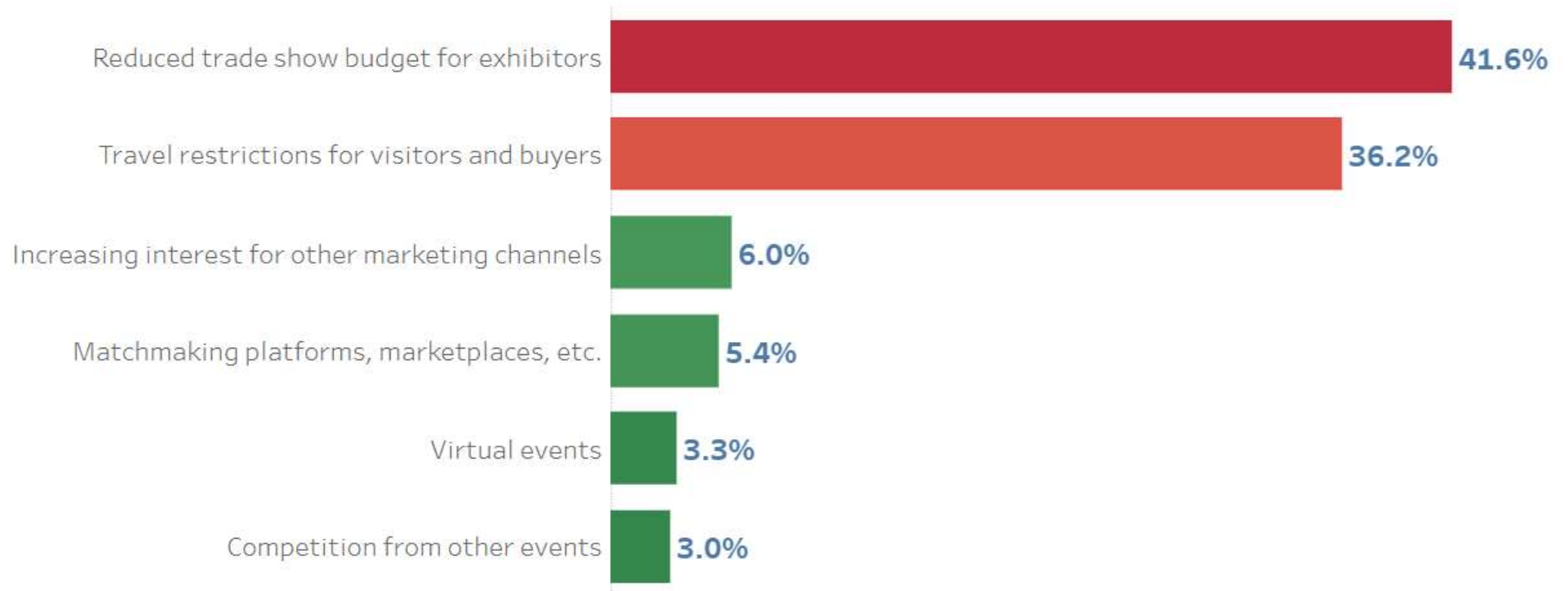


<https://outlook.exponetwork.it/en/results>

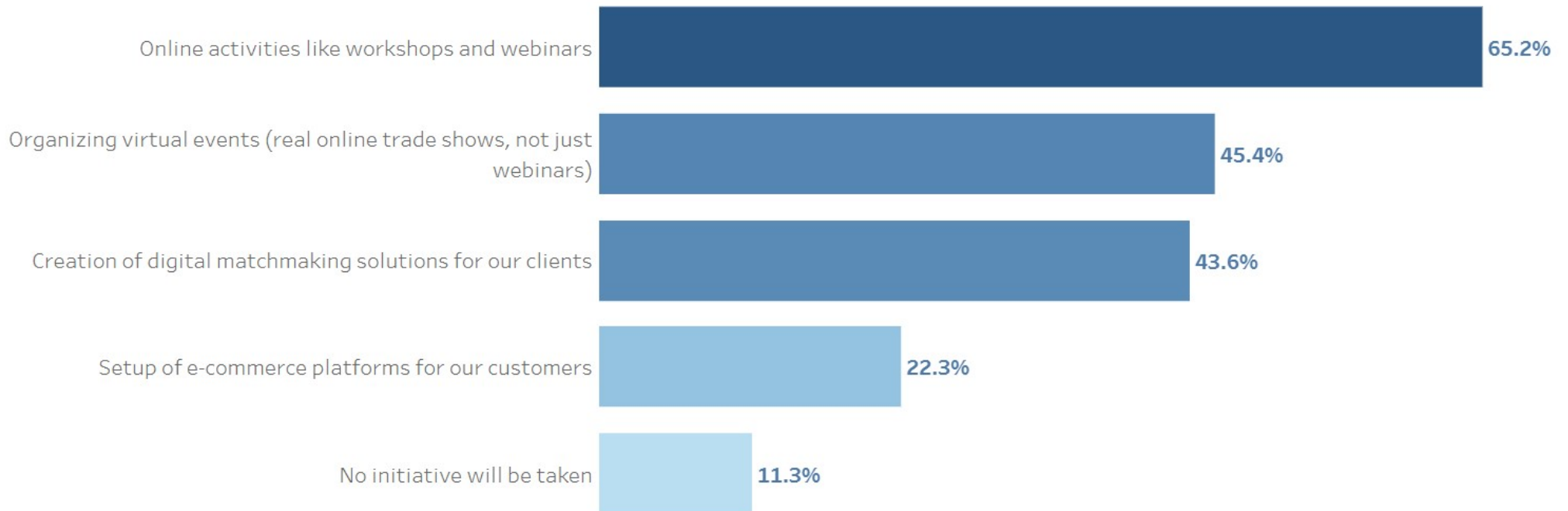
***Has one or more events under your direct responsibility/involvement been moved and/or cancelled due to the pandemic?***



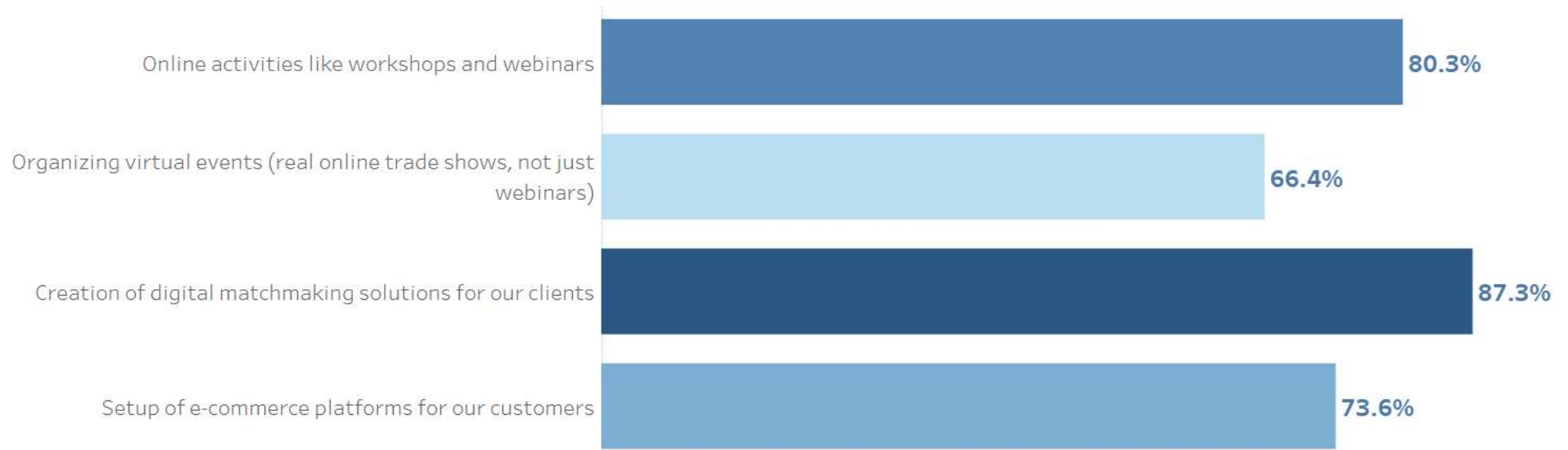
***What's the biggest threat you're facing right now?***



**Which of the following initiatives has your organisation already taken, or has planned to take over the next six months?**

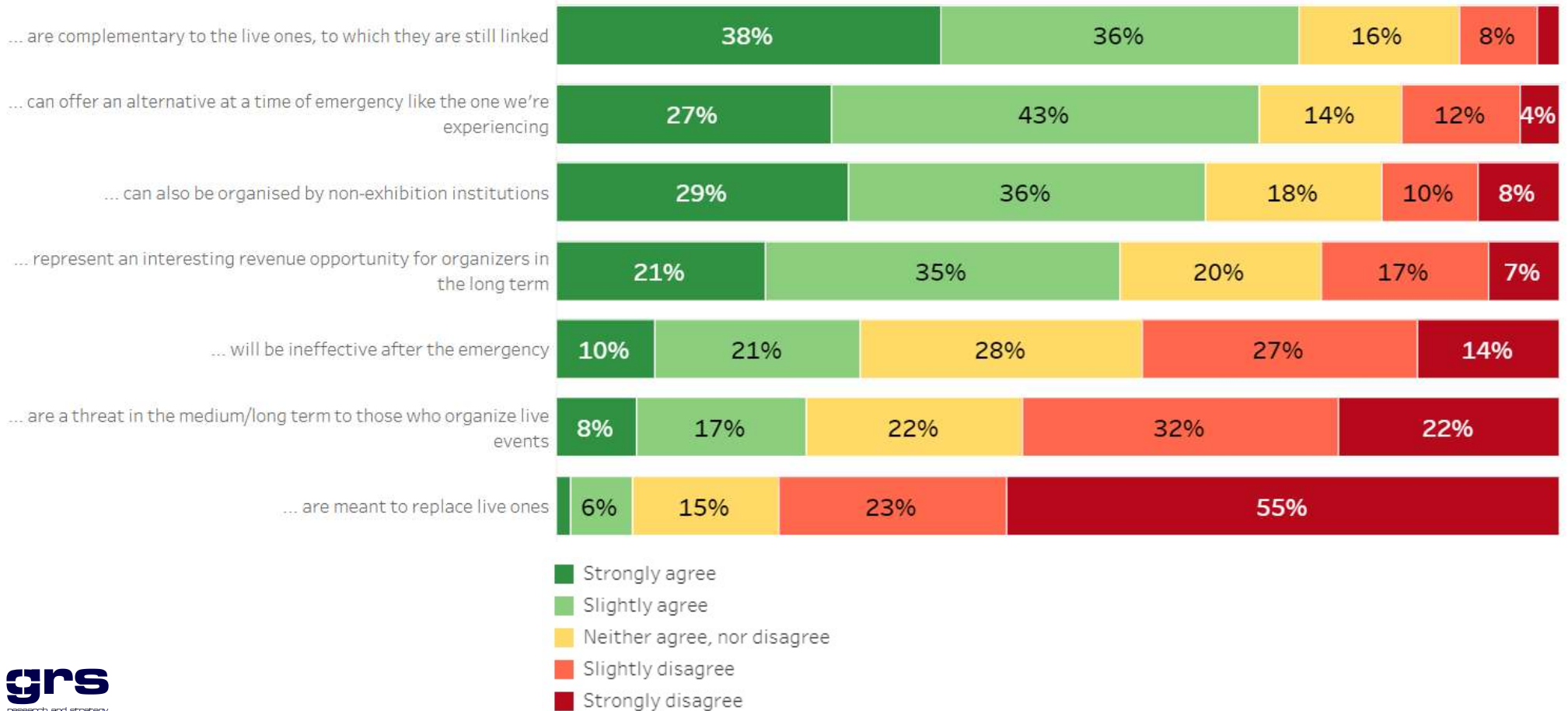


**Which of the initiatives you mentioned in the previous question will remain in force after the emergency has ended?**





**Regarding virtual events, please indicate to what extent you agree or disagree with the following statements:**



# Exhibition Targets

Build the “new normal” for Exhibitions: Expectation + Experience  
Focus on Exhibitors and Visitors Satisfaction on the “new normal”

Hybrid Events: Physical + Digital

## Value Co-Creation

Thank you!

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<https://outlook.exponetwork.it/en/result>

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