

**Are emerging markets shaping
or shaking the meetings
industry?**

EIBTM 2010

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Are emerging markets shaping or shaking the meetings industry?

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IMF Overview of the World Economic Outlook Projections

			Projections	
	2008	2009	2010	2011
World Output	3.0	-0.6	4.6	4.3
United States	0.4	-2.4	3.3	2.9
Euro Area	0.6	-4.1	1.0	1.3
Japan	-1.2	-5.2	2.4	1.8
Russia	5.6	-7.9	4.3	4.1
China	9.6	9.1	10.5	9.6
India	6.4	5.7	9.4	8.4
ASEAN-5	4.7	1.7	6.4	5.5
Middle East and North Africa	5.3	2.4	4.5	4.9
Sub-Saharan Africa	5.6	2.2	5.0	5.9
Brazil	5.1	-0.2	7.1	4.2
Mexico	1.5	-6.5	4.5	4.4

Are emerging markets shaping or shaking the meetings industry?

Timothy Ash, Head of emerging markets, FT

'Emerging markets offer higher growth from a lower base and catch up potential does indeed exist. But beware as not all the hyped countries have the fundamentals to justify such attention - their equities, currencies and debt could be the IT stocks of ten years ago'

Are emerging markets shaping or shaking the meetings industry?

What growth in demand are you experiencing in your region

Can growth continue at this rate?

Middle East Meetings Industry Research 2010

Forecast change in future			
	<i>Increase</i>	<i>Decrease</i>	<i>Stay the same</i>
The volume of events you organise	55%	11%	28%
Budgets for individual events	23%	38%	30%
Marketing and promotional budgets	24%	28%	41%

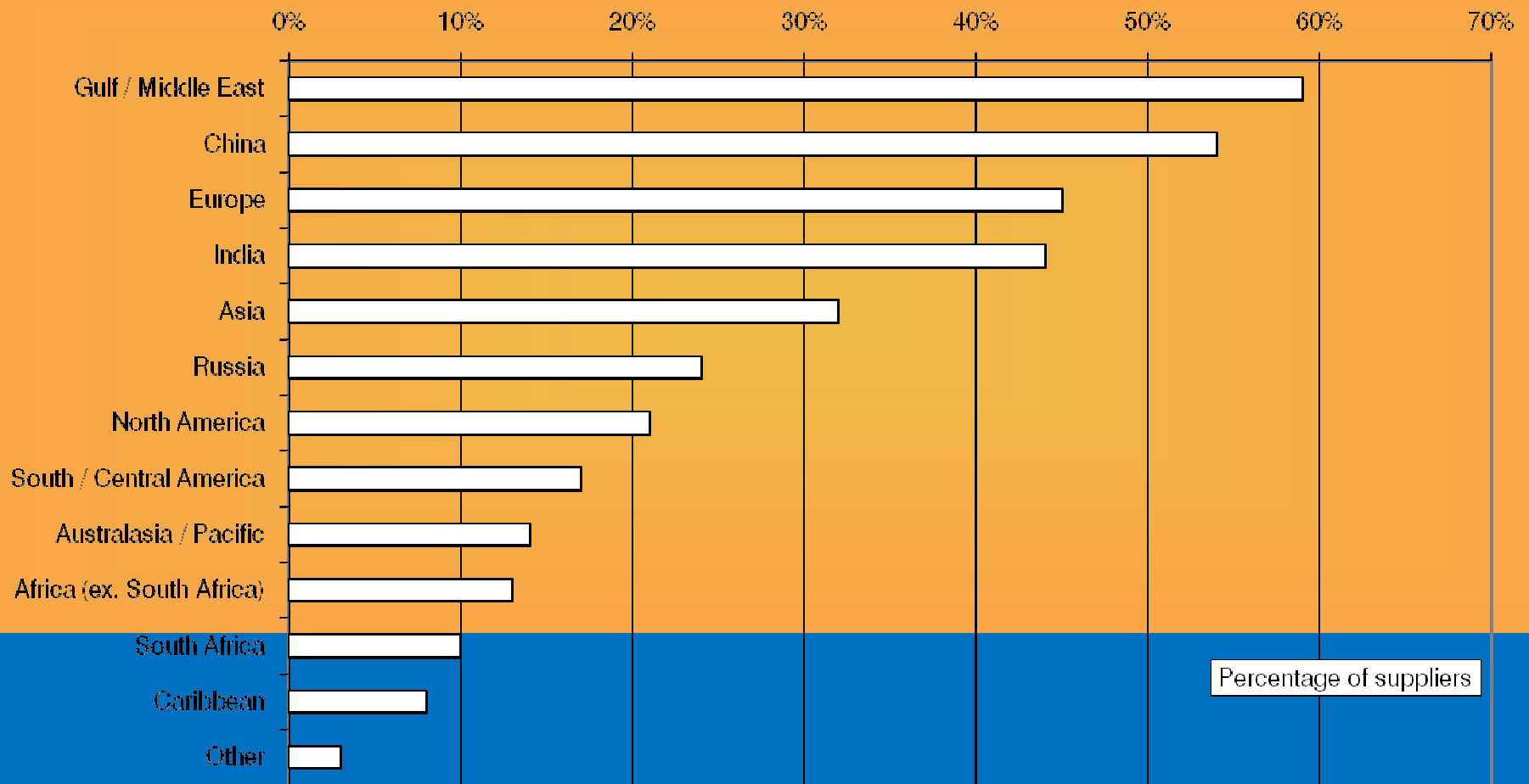
China and Asia Meetings Industry Research 2010

Forecast changes in future

Forecast change in future			
	Increase	Stay the same	Decrease
Volume of events you organise	74%	20%	6%
Budgets for individual events	51%	35%	14%
Marketing & promotional budgets	57%	31%	12%

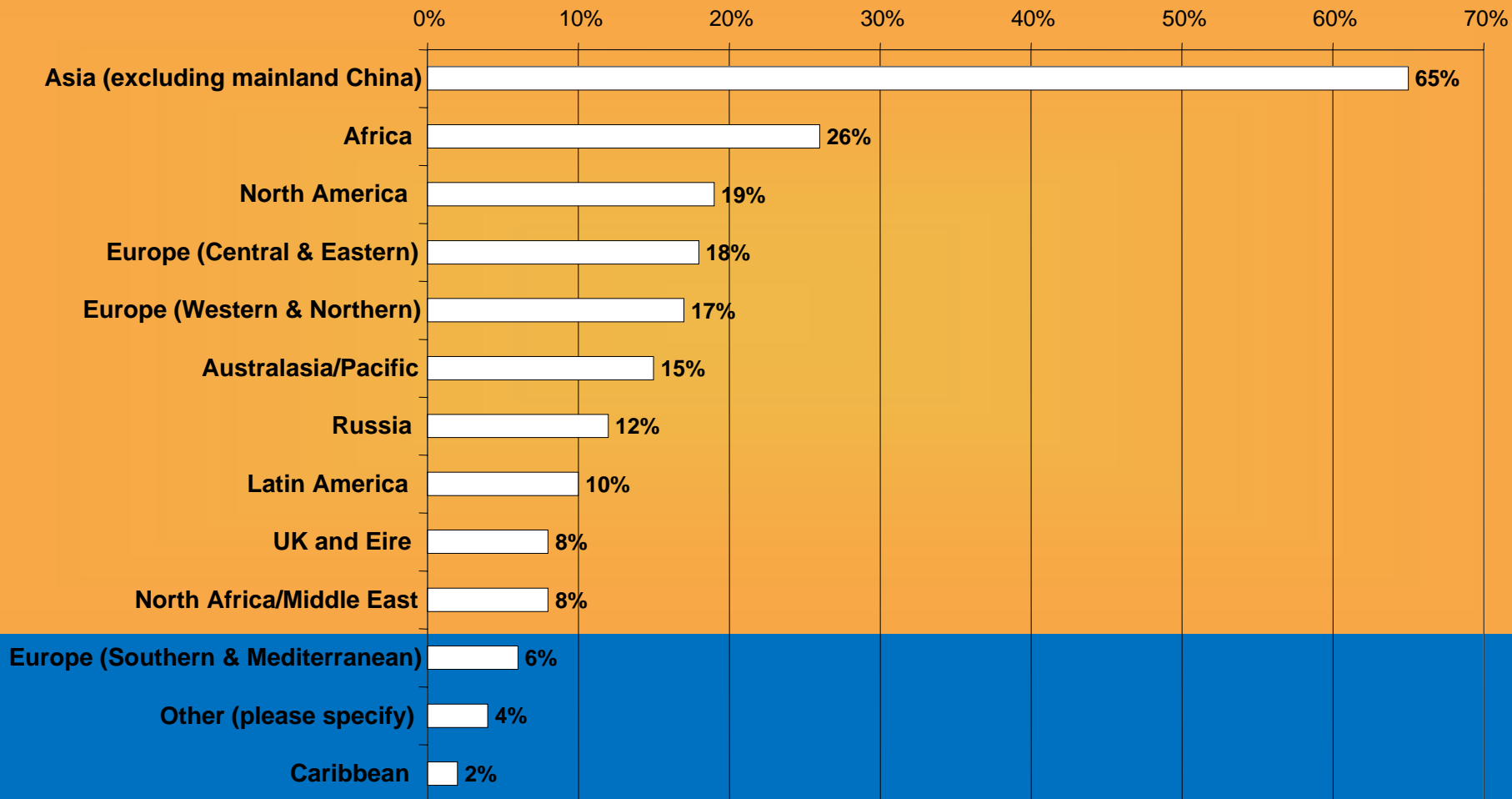
Middle East Meetings Industry Research 2010

Which of the following regions of the world do you believe has the most potential for future business for your organisation?



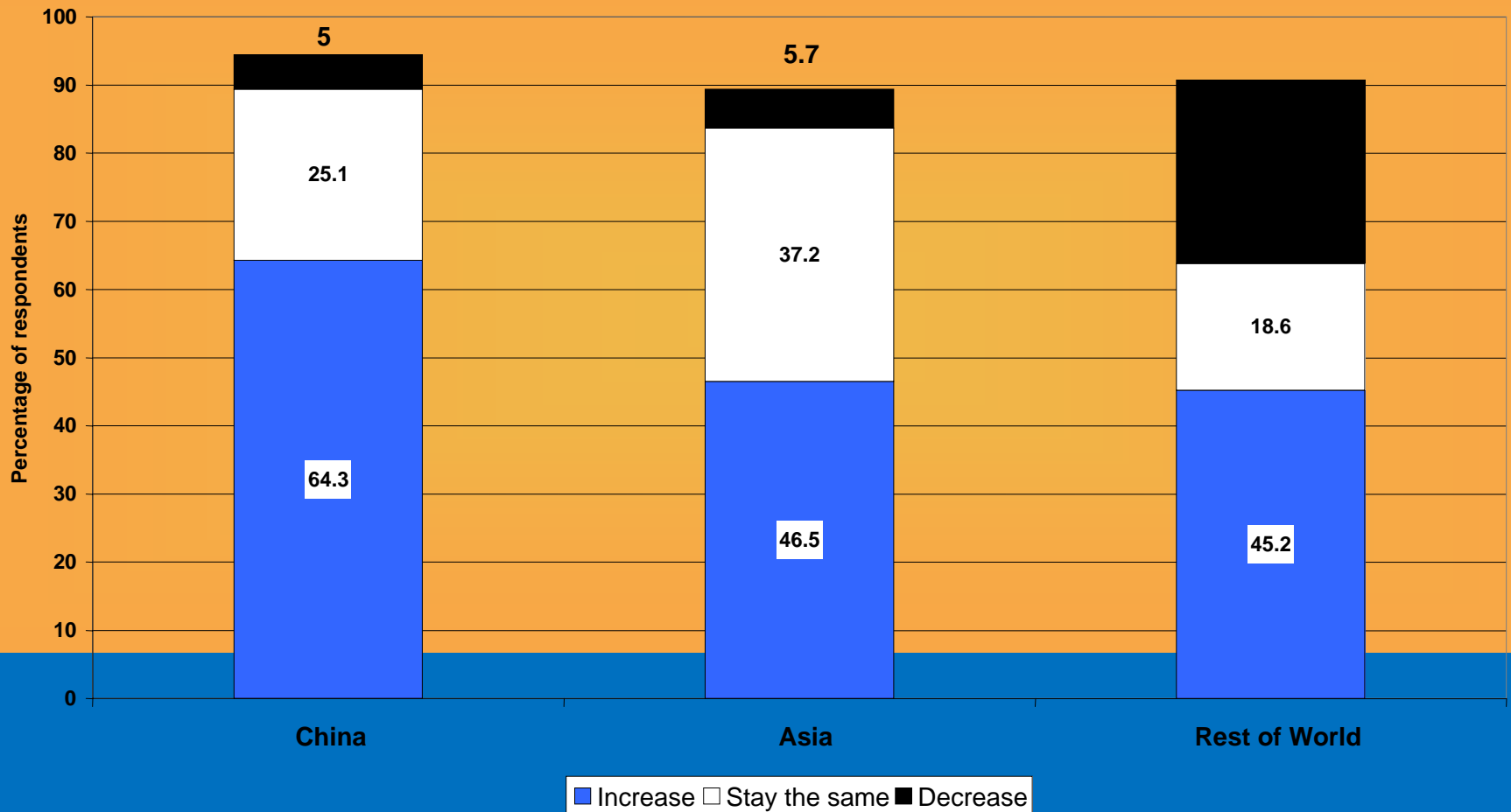
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Regions which suppliers believe have most growth potential



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Where do you expect number of events held to increase over the next 12 months?



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What issues are helping growth in your region?

Are there factors hindering maximising potential in your region?

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Factors of influence for year ahead

Factor	Percentage of respondents considering it most influential
The economic climate and pressure to reduce costs	67%
Passport and visa issues	41%
Corporate social responsibility	30%
Reduced and consolidated air routes	29%
Environmental issues	26%
Staff or skill shortages	19%

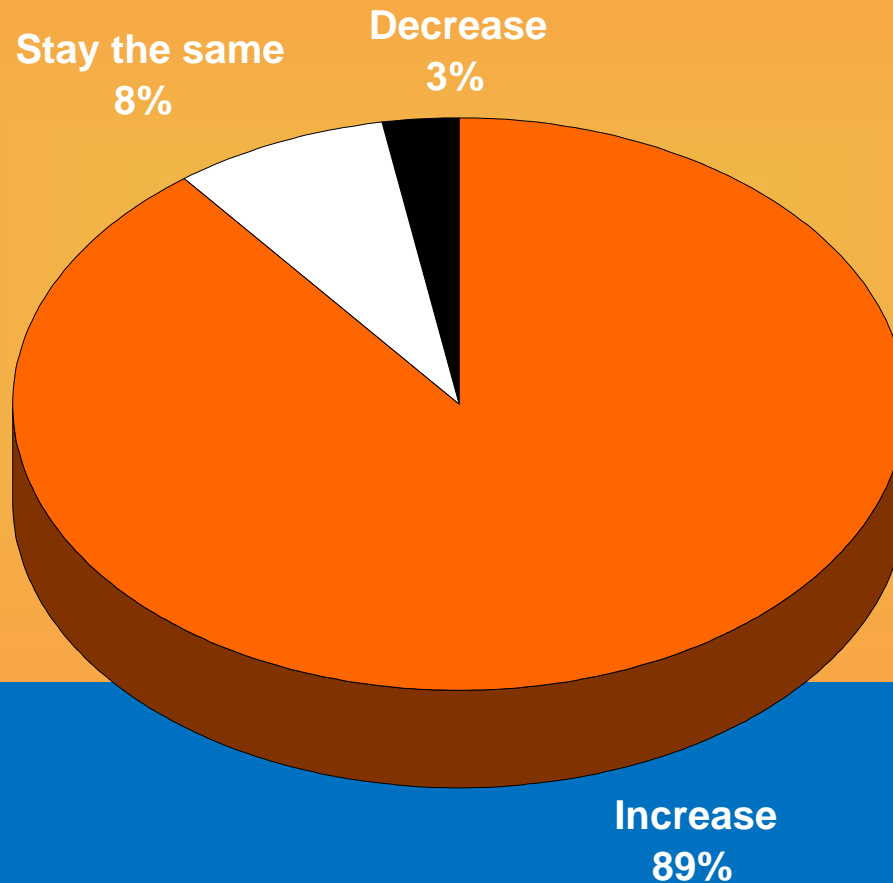
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Do major events act as a catalyst and significantly impact growth in the meetings industry?

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Impact of World Expo on business tourism - suppliers



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**What advice do you have for those aiming to target
potential from your region?**

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Thank you!

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