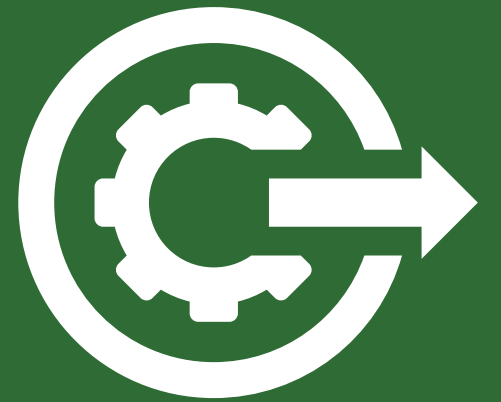


EXHIBITION INDUSTRY OVERVIEW IN AFRICA

Source: UFI, May 2025

45 k

Exhibiting Companies



1M

Square Meters
of Booths Rented



2.1M

Visitors Welcomed



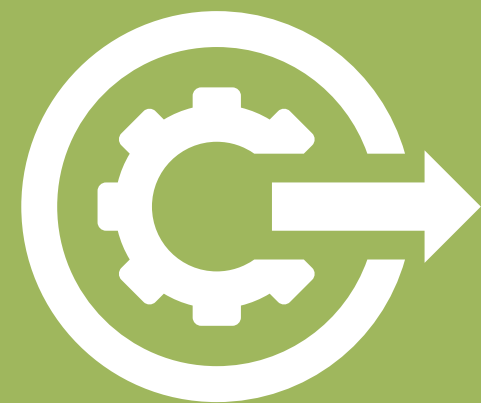
**Global
Exhibitions
Day 2026**

ECONOMIC IMPACT OF EXHIBITIONS IN AFRICA*

*Generated by participant spending in host destinations
Source: UFI/Oxford Economics, May 2025

1.3 B€

1.5 billion \$
in Total Output



0.74 B€

0.84 billion \$
in Total GDP



21 k

Jobs Supported



**Global
Exhibitions
Day 2026**