

Brussels, 14<sup>th</sup> of January 2026

**EMECA Members generate €81.9 billion impact and secure 567,000 jobs in Europe**

- A new Economic Impact Study conducted by KPMG on behalf of EMECA highlights the relevance of the European exhibition industry.
- The study also shows that the EMECA Members' activity generates approximately €6.4 billion euros in tax revenue.
- EMECA Members' confirm leadership by hosting over 1,800 exhibitions and 4,200 events with a record share of 43% international exhibitors and 23% international visitors.
- EMECA Members hold almost two-thirds (63%) of the large exhibition venues in Europe, and nearly one-third (29%) of the total European indoor exhibition capacity.

The new Economic Impact Study examined the years 2023 and 2024 and reveals solid growth in nearly all fields, confirming the performance and resilience of EMECA Members. The full study will be published in full in the coming weeks and will showcase more quantitative results as well as a qualitative section.

The activities of EMECA Members generated a total impact on the economy of more than €81.9 billion in 2024. In the same year, they supported employment for over 567,000 staff. EMECA Members organised and hosted more than 1,800 exhibitions and 4,200 additional events in 2024. They welcomed roughly 378,000 exhibitors, of whom 57% were national and 43% international. Over 39.2 million visitors attended EMECA Members' exhibitions and events, 77% national and 23% international attendees. This offers European companies the opportunity to trade with the world on their doorstep.

EMECA President Elżbieta Roeske stresses the strategic importance of the exhibition industry in Europe: *"The outcomes of this first Executive summary of the study confirm once again the international leadership of the European exhibition industry. EMECA*

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## PRESS RELEASE

*Members' activities benefit the economy in an outstanding way, both by providing the platforms for international business, innovation and competitiveness in Europe, and by boosting the economy of the territories. They create indirect and induced economic impact beyond the events themselves and secure jobs across a multitude of sectors. Despite the current challenges and disruptions, EMECA Members accomplish their role by dynamically adapting and investing into the quality and sustainability of their venues."*

### About EMECA

The European Major Exhibition Centres Association EMECA unites leading exhibition venues in Europe, many of which are also exhibition and event organisers.

The 25 active EMECA Members host and organise roughly 1,800 trade fairs and 4,200 other events at their home venues and welcome nearly 380,000 exhibitors and over 39 million visitors in Europe annually.

### The EMECA Members

#### Belgium:

Brussels Expo

#### Germany:

Hamburg Messe, Koelnmesse,  
NürnbergMesse, Messe Stuttgart

#### France:

EUREXPO Lyon, VIPARIS

#### Denmark:

Bella Center (Copenhagen)

#### Greece :

Metropolitan Expo (Athens)

#### Italy:

BolognaFiere, Fiera Milano, Italian  
Exhibition Group (Rimini, Vicenza),  
VeronaFiere

#### The Netherlands:

RAI Amsterdam, Royal Jaarbeurs  
(Utrecht)

#### Poland:

Grupa MTP (Poznan)

#### Portugal:

Feira Internacional de Lisboa

#### Switzerland:

MCH Group (Basel, Zurich, Lausanne),  
Palexpo (Geneva)

#### Spain:

Fira de Barcelona, BEC – Bilbao  
Exhibition Centre, IFEMA (Madrid), Feria  
Valencia

#### Turkiye:

Istanbul Expo Center

#### UK:

ExceL London

#### Currently suspended:

Russia: Expocentre Moscow

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EMECA collaborates with UFI in the [European Exhibition Industry Alliance](#) (EEIA).

EMECA is member of the [Joint Meetings Industry Council](#) (JMIC) and sponsor of [NZCE](#).



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