

14th February 2007

EIA announces the industry's first dedicated SIC codes

A SIC Note We Have Been Waiting For

EIA delivers a dedicated SIC code for 'Convention and trade show organisers' for the first time after years of negotiating directly with the Office for National Statistics (ONS) and through concerted lobbying of the DTI, DCMS and People 1st (Sector Skills Council).

"This is enormous news for the events industry! It means that at last our £9.3 billion plus industry will have a meaningful classification shoulder to shoulder with the likes of advertising. It has taken a great deal of hard work by a great number of people and will result in raising the profile of our industry as the data becomes easily available to be included and compared alongside other marketing functions."

Trevor Foley, EIA Group CEO

Since 1948 the Standard Industrial Classification (SIC) has provided a framework for the collection and analysis of data by government and is widely for administrative purposes and by non-government bodies as a convenient way of classifying industrial activities. Now, at last, instead of being lumped under the sub category SIC 74.87 'Other business activities not elsewhere classified', show organisers' activities will be given well-deserved prominence.

Christopher Newton, chairman of Montgomery Exhibitions commented;

"It's about time. For too long the industry's contribution to UK plc has gone unrecognised, buried under the awful 'other' catchall. The events industry will now stand up and literally be counted, not a moment too soon!"

Both the UK SIC and the EUROSTAT System NACE systems are revised every ten years and the new classification known as SIC 2007, which began evolving in 2002, was completed last year. It will be formally announced on the Office for National Statistics' website www.statistics.gov.uk within the next few weeks and come into effect on 1 January 2008. The two systems are identical at the four-digit class level and the same as the United Nations system ISIC at the two-digit Divisional level.

The new codes will be broken down into clearly identifiable specific groupings:

- SIC 82.20 Convention and trade show organisers
- SIC 82.30/1 Activities of exhibition and fair organisers [covering consumer fairs]
- SIC 82.30/2 Activities of conference organisers

This means that in the EU (and the wider international) context, the four-digit class 82.30 is exclusively for "Convention and trade show organisers" and the industry is no longer swallowed up in "other business activities not elsewhere classified", but given a much higher profile. In SIC 2007 codes the old 74.87/3 and 74.87/4 will be renumbered 82.30/1 and 82.30/2 respectively.

The new codes will ensure that ONS are able to provide information regarding industry size and a wealth of other useful statistical information previously amalgamated.

===ENDS===

---NOTES TO EDITORS---

About the EIA: www.eventsindustryalliance.com

The Events Industry Alliance (EIA) is the new marketing arm for the exhibitions and events industry, tasked with telling business leaders and media planners about the huge prospects for business growth through the medium of "Face to Face Marketing", and increasing recognition in Government of the considerable value of the industry to the UK economy.

This new body has been formed by and is equally owned by members of three associations that have increasingly worked together to speak with one powerful voice for the industry:

- The Association of Exhibition Contractors (AEC)
- The Association of Exhibition Organisers (AEO)
- The Association of Event Venues (AEV)

The EIA aims to:

1. Provide a single stronger voice for the industry
2. Better resource industry promotion activities
3. Enable greater sharing of information and intellect between existing association parties and new communities
4. Increase professionalism within and knowledge of the industry at all levels within member companies, In order that all members can run existing events more successfully and win more exhibition/event business.

For more information, visit the website at www.eventsindustryalliance.com

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---LINKS---

UK SIC: www.statistics.gov.uk/statbase/Product.asp?vlnk=14012
EUROSTAT <http://epp.eurostat.ec.europa.eu>