



***Audited Trade Fair
and Exhibition Figures***



***Report
2001***
www.fkm.de

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information on
FKM-audited events
can be found
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audited trade fair data
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The FKM in 2001

Once again, more than 300 German trade fairs and exhibitions were audited in 2001 by the FKM, the Society for Voluntary Control of Trade Fair and Exhibition Statistics. For exactly 309 events, the FKM's auditors examined the correct recording of the exhibitor, space and visitor figures. It was not possible to reach the total of 347 audited events once again in 2000 due to the cycle of scheduled events, but also due to the cancellations of several smaller exhibitions.

The number of German organizers who are members of the FKM declined slightly to 72, mainly due to company take-overs and liquidations. A total of three new organizers were admitted, bbg Betriebsberatungs GmbH Bayreuth, MGH Messe- und Ausstellungsgesellschaft Hansa mbH, Bremen, and Magdeburg Messebetriebsgesellschaft MbH & Co. KG, while eight companies left.

Now 74 members

The FKM's two foreign guest members, the Verona fair company and the Hong Kong Trade Development Council had a total of 13 events audited. In addition, in December 2001, the FKM decided on auditing foreign fairs staged by German organizers. As is the case in Germany, the auditing of the exhibitor and visitor figures is to be conducted by the accounting firm Ernst &

Young. The first foreign fairs staged by German organizers are likely to be audited directly by the FKM in autumn 2002.

For the exhibiting business what is just as important as the basic data, in other words, exhibitor, space and visitor figures, are the visitor structure analyses of the FKM. For almost 60% of the audited events, there are standardized trade or private visitor tests, which provide information about the visitors' origins, competence or length of stay at the fair.

For the exhibiting business, these tests represent an important instrument for participation planning and success monitoring. In addition, due to their depth of information, they highlight the image of the communication instrument trade fair in relation to other media.

Comparability and reliability

The FKM is an organization of the German trade fair and exhibition companies, which was founded in 1965 by six organizers. Its aim is the promotion of clarity and truth in the trade fair industry through uniformly gathered and audited exhibition space, exhibitor and visitor figures as well as visitor structure analyses.

The FKM data gathered according to the FKM's statutes and rules is checked by an independent auditing

company. This ensures the comparability of the registered events between each other and over time.

Online service

The FKM's online service on www.fkm.de has once again been optimized. As a result, the FKM's press releases are now also accessible on the Internet. The FKM's online service focuses on the tasks and the function of the FKM, the most important definitions, tips on using the FKM data as well as links to the individual companies.

The brochure entitled „Trade Fair Planning with FKM Data“, published in spring 2000, contains printed information on using the data.

The trade fair statistics, including the visitor analyses audited by the FKM accountant, can be accessed on the FKM's home page from AUMA's online database. AUMA, the Association of the German Trade Fair Industry, is responsible for the management of the FKM.

New visitor registration since 2001

In order to use new technical possibilities and to

improve the comparability of the data gathered, since the beginning of 2001, the numbers of visitors have been established on the basis of the number of admissions to the exhibition centre, whereby one admission is registered per day. Previously, the number of visitors was calculated according to the admission tickets sold, multiple-day tickets only counted once, even if they were used for several days.

On the one hand, the number of admissions per day can be determined by an electronic visitor admission system. Organizers who do not have such systems, can calculate the newly defined visitor figure on the basis of the minimum use of multiple-day-tickets sold.

Since the beginning of 2001, it has also been permissible to determine the total number of visitors through electronic or manual registration systems, irrespective of whether an admission fee has to be paid or not.

In future, more information about visitor origins

As of 2002, the German trade fairs are seeking to provide their exhibitors with even more detailed data material about the origin of the visitors. This was also decided by the FKM in December 2001. In the standardized trade visitor surveys conducted by the FKM,

it will also be determined in future how many visitors travel to the event from distances of 100 to 300 km and from distances over 300 km; previously surveys only asked visitors whether they had travelled more or less than 100 km.

In future, statistics will also be published on how many visitors come from the five most important countries of origin. As a result, exhibitors can determine the regional coverage of a trade fair even more effectively.

In order to increase awareness of the FKM in the trade sector even further, in May 2002, the FKM has presented a folder entitled „Audited Trade Fair Data - our Service for your Success“. In a brief, precise form, the reasons for a data-oriented fair planning are explained and presented, along with what the FKM has to offer and what the exhibitors can improve in their fair planning using FKM data.

European trade fair transparency


For the 13th time, in collaboration with other European auditing organizations, the FKM has published the European Trade Fair and Exhibition Statistics brochure. 19 countries have participated: Austria, Belgium, Croatia, Czech Republic, Denmark, Germany, Finland, France, Hungary, Italy, Luxembourg, Netherlands, Norway,

Poland, Portugal, Slovakia, Slovenia, Sweden, Switzerland.

The key data of around 1,300 events, apart from the visitor figures, was collected in the individual countries according to almost identical criteria. The compliance with the rules is, in each case, checked by one or several auditors or other independent organizations.

Also as far as the development of other national auditing organizations is concerned, the FKM's know-how is in demand. Thus, representatives of trade fair organizations from Japan, Korea and the Ukraine have informed themselves about objectives and how the FKM operates at the headquarters of the FKM management in Berlin.

The FKM intensively supports the efforts of the Union des Foires Internationales (UFI), the World Association of International Trade Fairs, aimed at promoting the foundation of other auditing organizations. An important instrument for this purpose is the Committee for Statistics and Trade Fair Transparency of the UFI. In addition, it plays an essential role in the exchange of experience between the auditing organizations from all the world.



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Locations

- Trade fairs and exhibitions
- FKM members
- ⊙ Trade fairs and exhibitions and FKM members



Status as of April 2002

Auditor's Certificate

Without exception the statistics of all new fairs have been examined, and in addition, events have been selected at random and then examined without prior notice according to the Statutes of the Society of voluntary control of Fairs and Exhibition Statistics (FKM). The society has granted us a free hand to conduct such examinations.

The space, exhibitor and visitor figures as well as the figures on the structure of visitors are correspond with the Statutes of the FKM according to our dutiful examination.

Cologne, 15. February, 2002

Ernst & Young, Allgemeine Deutsche Treuhand AG
Wirtschaftsprüfungsgesellschaft



Hendrik Hollweg
Public accountant



Jörg Brüggemann
Public accountant

Exhibition Space, Exhibitors, Visitors

Space figures

The rented stand space is broken down according to hall space and outdoor exhibition space, as well as according to space rented by domestic or foreign exhibitors. Stands, display panels and demonstrations, which deal with the theme of an event comprehensively or specific aspects of it, independent of exhibitors, are treated as special shows.

Net exhibition space consists of the rented stand space and space for special shows. Gross exhibition space consists of the net space plus the corresponding access and service areas.

Exhibitor figures

Companies or organizations, which offer goods or services via their own personnel from their own separate rented space, are counted as exhibitors.

Additionally represented firms are such companies whose goods or services are offered by another exhibitor. The number of exhibitors may not include the figures for additionally represented firms.

Events 2001

Exhibition Space Figures (sq.m.)

No.	For the complete titles see pp. 93-102	Duration (Days)	Rented Space							Special shows	Space (net)	Space (gross)
			Halls		Open air		Total	Space (net)	Space (gross)			
			Domestic	Foreign	Domestic	Foreign						
295	WestSachsenBau - Building Exhibition	4	2.661		378		3.039	164	3.203	7.100		
296	WestSachsenSchau - Regional Consumer Exhibition	4	2.983	18	563	24	3.588	36	3.624	7.450		
Hong Kong												
● 297	Electronics Fair	4	17.566	7.457			25.023		25.023	44.000		
298	Fashion Week (Fall/Winter)	4	9.478	1.472			10.950	2.970	13.920	24.300		
● 299	Gifts and Premium Week	4	23.721	7.432			31.153		31.153	55.500		
● 300	Houseware Fair	4	12.434	9.613			22.047		22.047	42.650		
● 301	Jewellery Show	4	13.446	4.485			17.931		17.931	30.400		
● 302	Optical Fair	3	4.482	3.591			8.073		8.073	17.000		
● 303	Toys and Games Fair	4	16.618	8.191			24.809		24.809	47.000		
● 304	Watch and Clock Fair	5	13.819	2.506			16.325		16.325	31.300		
Verona												
305	ABITARE IL TEMPO	5	23.773	2.362			26.135	5.750	31.885	67.000		
306	ACQUACOLTURA	3	1.924	700			2.624	117	2.741	8.100		
307	BUS & BUS Business	4	8.414	11.716	713	460	21.303	4.500	25.803	39.500		
● 308	MARMOMACC	4	35.431	10.495	9.998	1.995	57.919	1.260	59.179	115.800		
● 309	Vinitaly/SOL/Enolitech	5	60.741	2.801	194	20	63.756	3.577	67.333	127.850		

+ events with changing venues

● Recognized by UFI – Union des Foires Internationales (Union of International Trade Fairs)

Exhibitor Figures

Additionally represented firms

Visitor Figures

No.	Exhibitors				Additionally represented firms			Number of Admissions (Explanations see p. 9)		
	Domestic	Foreign	Total	from ... countries	Domestic	Foreign	Total	Domestic	Foreign	Total
295	182		182	1	10		10			8.241
296	241	4	245	5	16		16			14.238
297	1.052	580	1.632	21				22.269	20.348	42.617
298	526	292	818	22				9.647	5.655	15.302
299	2.026	816	2.842	34				23.620	27.933	51.553
300	936	926	1.862	36				11.335	15.397	26.732
301	642	316	958	28				8.582	6.802	15.384
302	154	226	380	20				2.494	4.142	6.636
303	1.003	583	1.586	28				12.957	12.035	24.992
304	591	129	720	13				9.151	5.211	14.362
305	464	86	550	21				42.352	5.593	47.945*
306	56	35	91	16	5	13	18	2.064	968	3.032*
307	133	24	157	12	9	29	38	11.723	488	12.211
308	813	335	1.148	44	72	49	121	33.374	18.472	51.846*
309	3.186	180	3.366	24	709	143	852	121.960	19.319	141.279*

*Visitors Profil Analyses see page 37

Events 2001

Exhibition Space Figures (sq.m.)

No.	For the complete titles see pp. 93–102	Duration (Days)	Rented Space							
			Halls		Open air		Special shows	Space (net)	Space (gross)	
			Domestic	Foreign	Domestic	Foreign				Total
195	Rheinland-Pfalz-Ausstellung, Mainz	9	15.111	947	4.026	25	20.109	1.905	22.014	34.200
196	MANNHEIMER MAIMARKT	11	36.542	2.227	33.970	278	73.017	4.025	77.042	183.300
197	Frühjahrsausstellung, Mönchengladbach	9	5.754	340	2.631	258	8.983	317	9.300	25.000
221	MS - Münsterlandschau, Münster	5	3.396	39	28		3.463	3.477	6.940	15.000
222	Drehscheibe Nordhorn	4	2.864		1.862		4.726	800	5.526	11.900
225	CONSUMENTA, Nürnberg	9	29.621	2.132			31.753	15.539	47.292	87.300
246	OBERRHEIN-MESSE, Offenburg	10	9.905	726	12.322	49	23.002	2.544	25.546	60.000
248	Emsland-Schau Papenburg	9	3.906		4.352		8.258	2.000	10.258	19.500
249	Drei Länder Ausstellung Passau	9	6.199	872	1.798		8.869	827	9.696	16.350
250	publika, Pforzheim	9	5.830	62	3.450	50	9.392	1.332	10.724	22.000
272	HAFA Stuttgart	9	12.073	1.006			13.079	7.706	20.785	54.000
284	Moselland-Ausstellung, Trier	9	5.104	603	2.358	136	8.201	1.050	9.251	17.200
287	Südwest-Messe, Villingen-Schwenningen	9	14.219	455	17.709	72	32.455	1.416	33.871	57.400
288	Messe Wächtersbach	9	7.408	489	6.374	30	14.301	3.443	17.744	28.600
289	Oberland-Ausstellung, Weilheim	5	4.503		1.981		6.484	2.416	8.900	30.000
290	WUG, Weißenburg	5	4.573	11	1.418		6.002	1.440	7.442	18.000
291	HAFA Wiesbaden	9	6.007	566	4		6.577	3.963	10.540	20.000
293	Mainfranken-Messe, Würzburg	9	11.770	460	6.639	72	18.941	4.639	23.580	38.700
296	WestSachsenSchau, Zwickau	4	2.983	18	563	24	3.588	36	3.624	7.450

+ events with changing venues

● Recognized by UFI – Union des Foires Internationales (Union of International Trade Fairs)

Exhibitor Figures

Additionally represented firms

Visitor Figures

No.	Exhibitors				Additionally represented firms			Number of Admissions (Explanations see p. 9)		
	Domestic	Foreign	Total	from ... countries	Domestic	Foreign	Total	Domestic	Foreign	Total
195	617	34	651	14						91.417*
196	1.424	80	1.504	19						411.905*
197	292	10	302	7						102.541
221	141	3	144	3						21.893
222	196		196	1						32.901
225	838	57	895	15						204.667*
246	515	26	541	8	115	1	116			102.321*
248	261		261	1						92.939
249	260	30	290	6						52.509*
250	261	4	265	4	113	2	115			44.294*
272	468	37	505	16						78.259
284	210	17	227	10	22		22			97.121*
287	658	20	678	7	244	34	278			135.019*
288	427	31	458	12						61.146*
289	304		304	1						33.927
290	249	1	250	2	32		32			35.452
291	267	23	290	12						57.495
293	504	11	515	7						119.290*
296	241	4	245	5	16		16			14.238

* Visitors Profil Analyses see page 37

FKM

Visitors Profile Analyses

The FKM visitors profile analyses are compiled by representative survey. They provide in-depth information on visitors.

Their compilation follows standard criteria which enables the comparison of visitor statistics between individual events. The questions and types of response have been agreed upon in association with the Trade Fairs' Transparency Committee of AUMA – Association of the German Trade Fair Industry.

The visitors profile analyses are subject to independent audit in just the same way as the quantitative visitor figures. In as far as structural tests were not carried out for exhibitions and fairs of 2001 in the reporting year, the year of the last survey is given behind the title of event.

Pro Wein, Düsseldorf

Total number of visitors	24 289	Position in the company/organization	%
Proportion of trade visitors	94 %	Entrepreneur, partner, self-employed	51
Region of residence	%	Managing director, board member, head of an authority etc.	9
over 100 km away	73	Senior department head, other employee with managerial responsibility	5
Total Germany:	86	Department head, group head	13
of which		Other salaried staff	8
Baden-Württemberg	10	Other public service	1
Bavaria	7	Skilled worker	3
Berlin	1	Lecturer, teacher, scientific assistant	1
Brandenburg	1	Trainee, student	6
Bremen	1	Other	4
Hamburg	3	Area of responsibility	%
Hesse	8	Management	50
Mecklenburg-West Pomerania	1	Research/development/design	2
Lower Saxony	5	Planning/work preparation	3
North Rhine-Westphalia	30	Manufacture/production	5
Rhineland-Palatinate	15	Production, quality control	1
Saarland	1	Buying/procurement	15
Saxony	1	Finance/accounting, controlling	1
Saxony-Anhalt	1	Administration/organization/personnel/social welfare/training	1
Schleswig-Holstein	1	Marketing/sales/advertising/PR	12
Thuringia	-	Storage/material management/logistics/transport	1
Total Foreign:	15	Other	11
of which		Frequency of visits to trade fair	%
EU	11	2000	45
Rest of Europe	2	1999	37
Africa	-	Earlier events	20
North America	1	First visit	40
South and Central America	-	Size of company/organization:	%
Asia	-	Number of employees:	
Australia	-	1 - 9	54
Economic sector	%	10 - 49	21
Wine and spirits trade	21	50 - 99	6
Importers, exporters	9	100 - 199	4
Wholesale trade	13	200 - 499	2
Retail grocery trade	13	500 - 999	4
Catering/hotels	7	1 000 - 9 999	3
Service	18	10 000 and more	2
Viniculture, manufacturing sector, accessories	12		N/A
Trade associations, institutions	2	Length of stay	%
University/college/polytechnic	5	1. Length of stay (days):	
Other	1	one	60
Influence on purchasing/procurement decisions	%	two	29
Decisively	50	three	12
Collectively	26	2. Average length of stay	1,5 days
In an advisory capacity	15	3. Share of visitors on the event*s days:	%
No	9		

Conducted by: Walter & Partner, Basel

REHA Care, Düsseldorf

Total number of visitors	48 678	Position in the company/organization	%
Proportion of trade visitors	76 %	Entrepreneur, partner, self-employed	12
Region of residence	%	Managing director, board member, head of an authority etc.	6
over 100 km away	59	Senior department head, other employee with managerial responsibility	3
Total Germany:	85	Department head, group head	14
of which		Other salaried staff	20
Baden-Württemberg	5	Other public service	13
Bavaria	4	Skilled worker	8
Berlin	1	Lecturer, teacher, scientific assistant	5
Brandenburg	1	Trainee, student	13
Bremen	1	Other	8
Hamburg	2	Area of responsibility	%
Hesse	6	Management	16
Mecklenburg-West Pomerania	-	Research/development/design	4
Lower Saxony	6	Planning/work preparation	3
North Rhine-Westphalia	50	Manufacture/production	6
Rhineland-Palatinate	5	Production, quality control	1
Saarland	1	Buying/procurement	1
Saxony	1	Finance/accounting, controlling	6
Saxony-Anhalt	1	Administration/organization/personnel/social welfare/training	13
Schleswig-Holstein	1	Marketing/sales/advertising/PR	5
Thuringia	1	Storage/material management/logistics/transport	1
Total Foreign:	15	Maintenance/repairs	3
of which		Other	41
EU	12	Frequency of visits to trade fair	%
Rest of Europe	2	2000	38
Africa	-	1999	39
North America	1	Earlier events	47
South and Central America	-	First visit	38
Asia	-	Size of company/organization:	%
Australia	-	Number of employees:	
Economic sector	%	1 - 9	16
Auxiliary materials/supplies industry, other industry	6	10 - 49	24
Orthopaedic trade	10	50 - 99	11
Medicine and sanitary/medical specialist trade	10	100 - 199	11
10 000 and more	10		N/A
Hospital/clinic	7	Length of stay	%
Surgery/medical laboratory/institute	2	1. Length of stay (days):	
Rehabilitation facility/nursing home	16	one	76
Out-patient nursing services	3	two	18
Special facility	7	three	4
Authorities, cost carriers	4	2. Average length of stay	1,3 days
Organizations for the disabled / transport association for the disabled	4	3. Share of visitors on the event*s days:	%
University/college/polytechnic	5		
Service	7		
Public authority	6		
Other	13		
Influence on purchasing/procurement decisions	%		
Decisively	22		
Collectively	33		
In an advisory capacity	28		
No	17		

Conducted by: Walter & Partner, Basel

PSI, Düsseldorf

Total number of visitors	8 787	Position in the company/organization	%
Proportion of trade visitors	100 %	Entrepreneur, partner, self-employed	42
Region of residence	%	Managing director, board member, head of an authority etc.	23
over 100 km away	89	Senior department head, other employee with managerial responsibility	5
Total Germany:	35	Department head, group head	10
of which		Other salaried staff	15
Baden-Württemberg	11	Other public service	-
Bavaria	13	Skilled worker	1
Berlin	1	Lecturer, teacher, scientific assistant	-
Brandenburg	1	Trainee, student	2
Bremen	4	not gainfully employed	-
Hamburg	9	Other	2
Hesse	-	Area of responsibility	%
Mecklenburg-West Pomerania	9	Management	9
Lower Saxony	9	Research/development/design	14
North Rhine-Westphalia	35	Planning/work preparation	19
Rhineland-Palatinate	5	Manufacture/production	13
Saarland	1	Production, quality control	9
Saxony	4	Buying/procurement	41
Saxony-Anhalt	-	Finance/accounting, controlling	16
Schleswig-Holstein	3	Administration/organization/personnel/social welfare/training	12
Thuringia	4	Marketing/sales/advertising/PR	52
Total Foreign:	65	Storage/material management/logistics/transport	9
of which		Maintenance/repairs	3
EU	65	Information, communication technology (EDP)	8
Rest of Europe	26	Student, not gainfully employed	1
Africa	2	Other	5
North America	3	Frequency of visits to trade fair	%
South and Central America	2	2000	49
Middle East	2	1999	47
East Asia	1	2008	38
Australia	1	1997	33
Economic sector	%	Earlier events	29
Advertising agency	27	First visit	31
Full-service agency	20	Size of company/organization:	%
Importer	11	Number of employees:	
Producer, supplier	11	1 - 9	63
Skilled trades	3	10 - 49	24
Industry	3	50 - 99	5
Wholesale/foreign trade	19	1 000 - 9 999	2
Service	4	10 000 and more	1
Authority/public services	1	Student, not gainfully employed	-
Student, not gainfully employed	1	Length of stay	%
Other	3	1. Length of stay (days):	
Influence on purchasing/procurement decisions	%	one	24
Decisively	55	two	33
Collectively	31	2. Average length of stay	2,2 days
In an advisory capacity	10	3. Share of visitors on the event*s days:	%
No	4	1st day	68
		2nd day	85
		3rd day	67

Conducted by: Gelszus Messe-Marktforschung GmbH, Dortmund

VisCom, Düsseldorf

Total number of visitors	8 447	Position in the company/organization	%
Proportion of trade visitors	97 %	Entrepreneur, partner, self-employed	51
Region of residence	%	Managing director, board member, head of an authority etc.	14
over 100 km away	71	Senior department head, other employee with managerial responsibility	4
Total Germany:	74	Department head, group head	13
of which		Other salaried staff	7
Baden-Württemberg	7	Other public service	1
Bavaria	6	Skilled worker	1
Berlin	3	Lecturer, teacher, scientific assistant	-
Brandenburg	2	Trainee, student	7
Bremen	1	Other	1
Hamburg	2	Area of responsibility	%
Hesse	5	Management	10
Mecklenburg-West Pomerania	-	Research/development/design	26
Lower Saxony	10	Planning/work preparation	50
North Rhine-Westphalia	47	Manufacture/production	37
Rhineland-Palatinate	7	Production, quality control	13
Saarland	2	Buying/procurement	32
Saxony	4	Finance/accounting, controlling	12
Saxony-Anhalt	1	Administration/organization/personnel/social welfare/training	10
Schleswig-Holstein	3	Marketing/sales/advertising/PR	37
Thuringia	3	Storage/material management/logistics/transport	9
Total Foreign:	26	Maintenance/repairs	11
of which		Information, communication technology (EDP)	12
EU	50	Other	8
Rest of Europe	30	Student, not gainfully employed	2
Africa	6	Frequency of visits to trade fair	%
North America	1	1999	30
South and Central America	2	1997	18
Middle East	3	Sign Europe 1995	17
East Asia	7	Earlier events	16
Australia	1	First visit	58
Economic sector	%	Size of company/organization:	%
Industry	23	Number of employees:	
Retail trade	10	1 - 9	57
Skilled trades	22	10 - 49	24
Wholesale/foreign trade	8	50 - 99	6
Banks	1	1 000 - 9 999	2
Service	1	10 000 and more	2
Authority/public services	2	Student, not gainfully employed	-
Other	2	Length of stay	%
Student, not gainfully employed	2	1. Length of stay (days):	
Influence on purchasing/procurement decisions	%	one	81
Decisively	56	two	11
Collectively	26	three	8
In an advisory capacity	10	2. Average length of stay	1,3 days
No	8	3. Share of visitors on the event*s days:	%
		1st day	35
		2nd day	51
		3rd day	41

Conducted by: Gelszus Messe-Marktforschung GmbH, Dortmund

Trade Visitors Profile Analyses 2001

CLEANROOMS EUROPE/Techmed, Frankfurt/Main

Total number of visitors	2 595	Position in the company/organization	%
Proportion of trade visitors	99 %	Entrepreneur, partner, self-employed	9
Region of residence	%	Managing director, board member, head of an authority etc.	7
over 100 km away	61	Senior department head, other employee with managerial responsibility	34
Total Germany:	74	Other public service	1
of which		Skilled worker	1
Baden-Württemberg	25	Lecturer, teacher, scientific assistant	4
Bavaria	10	Trainee, student	1
Berlin	2	Other salaried staff	38
Brandenburg	1	Other	3
Bremen	-	Area of responsibility	%
Hamburg	2	Management	12
Hesse	28	Research/development/design	17
Mecklenburg-West Pomerania	5	Planning/work preparation	15
Lower Saxony	1	Manufacture/production	19
North Rhine-Westphalia	8	Production, quality control	10
Rhineland-Palatinate	4	Buying/procurement	7
Saarland	1	Finance/accounting, controlling	2
Saxony	5	Administration/organization/personnel/ social welfare/training	1
Saxony-Anhalt	4	Marketing/sales/advertising/PR	11
Schleswig-Holstein	2	Storage/material management/logistics/ transport	1
Thuringia	4	Maintenance/repairs	2
Total Foreign:	26	Other	3
of which		Frequency of visits to trade fair	%
Australia	-	2000	19
EU	79	Earlier events	3
Rest of Europe	8	First visit	78
Africa	-	Size of company/organization:	%
North America	-	Number of employees:	
South and Central America	3	1 - 9	14
Middle East	5	10 - 49	17
East Asia	-	50 - 99	6
		1 000 - 9 999	25
		100 - 199	9
		10 000 and more	5
Economic sector	%	Length of stay	%
Industry	71	1. Length of stay (days):	
Retail trade	3	one	77
Service	15	two	17
Wholesale/foreign trade	3	three	6
Skilled trades	1	2. Average length of stay	1,3 days
Public authority	1	3. Share of visitors on the event's days:	%
Other	5	1st day	31
Influence on purchasing/ procurement decisions	%	2nd day	40
Decisively	33	3rd day	34
Collectively	31		
In an advisory capacity	29		
No	7		

Conducted by: P. E. Schall GmbH, Frickenhausen

European Banking Fair, Frankfurt/Main

Total number of visitors	7 288	Position in the company/organization	%
Proportion of trade visitors	100 %	Entrepreneur, partner, self-employed	9
Region of residence	%	Managing director, board member, head of an authority etc.	9
over 100 km away	37	Senior department head, other employee with managerial responsibility	6
Total Germany:	97	Department head, group head	23
of which		Other salaried staff	48
Baden-Württemberg	9	Other public service	1
Bavaria	9	Skilled worker	-
Berlin	1	Lecturer, teacher, scientific assistant	1
Brandenburg	-	Trainee, student	4
Bremen	1	Other	-
Hamburg	2	Area of responsibility	%
Hesse	51	Management	14
Mecklenburg-West Pomerania	-	Research/development/design	13
Lower Saxony	3	Planning/work preparation	7
North Rhine-Westphalia	11	Manufacture/production	17
Rhineland-Palatinate	8	Production, quality control	7
Saarland	2	Buying/procurement	3
Saxony	-	Finance/accounting, controlling	11
Saxony-Anhalt	-	Administration/organization/personnel/ social welfare/training	17
Schleswig-Holstein	2	Marketing/sales/advertising/PR	24
Thuringia	2	Storage/material management/logistics/ transport	-
Total Foreign:	3	Maintenance/repairs	-
of which		Consulting, e-commerce, EDP, security, re-search	10
EU	67	Frequency of visits to trade fair	%
Rest of Europe	33	2000	41
Africa	-	Earlier events	-
North America	-	First visit	-
South and Central America	-	Size of company/organization:	%
Middle East	-	Number of employees:	
East Asia	-	1 - 9	12
Australia	-	10 - 49	15
		50 - 99	13
		1 000 - 9 999	19
		100 - 199	9
		10 000 and more	11
Economic sector	%	Length of stay	%
Services/free-lance	88	1. Length of stay (days):	
Industry	7	one	88
Authority/public services	4	two	9
Influence on purchasing/ procurement decisions	%	three	3
Decisively	24	2. Average length of stay	1,1 days
Collectively	32	3. Share of visitors on the event's days:	%
In an advisory capacity	27	1st day	40
No	17	2nd day	41
		3rd day	34

Conducted by: INA Research GmbH, Schenefeld

International Franchise Exhibition, Frankfurt/Main

Total number of visitors	5 610	Position in the company/organization	%
Proportion of trade visitors	86 %	Entrepreneur, partner, self-employed	43
Region of residence	%	Managing director, board member, head of an authority etc.	10
over 100 km away	62	Senior department head, other employee with managerial responsibility	4
Total Germany:	96	Department head, group head	11
of which		Other public service	13
Baden-Württemberg	14	Skilled worker	1
Bavaria	10	Lecturer, teacher, scientific assistant	1
Berlin	2	Trainee, student	7
Brandenburg	1	not gainfully employed	5
Bremen	-	Other	3
Hamburg	1	Area of responsibility	%
Hesse	30	Management	32
Mecklenburg-West Pomerania	1	Research/development/design	1
Lower Saxony	5	Planning/work preparation	6
North Rhine-Westphalia	21	Manufacture/production	5
Rhineland-Palatinate	8	Production, quality control	2
Saarland	1	Buying/procurement	8
Saxony	3	Finance/accounting, controlling	8
Saxony-Anhalt	1	Administration/organization/personnel/ social welfare/training	9
Schleswig-Holstein	1	Marketing/sales/advertising/PR	22
Thuringia	2	Storage/material management/logistics/ transport	4
Total Foreign:	4	Maintenance/repairs	7
of which		Information, communication technology (EDP)	3
EU	50	Student, not gainfully employed	11
Rest of Europe	32	Other	13
Africa	-	Frequency of visits to trade fair	%
North America	11	Frankfurt 2000	9
South and Central America	4	Frankfurt 1999	9
Middle East	4	Frankfurt 1998	7
East Asia	-	Earlier events	9
Australia	-	First visit	77
Economic sector	%	Size of company/organization:	%
Industry	10	Number of employees:	
Skilled trades	9	1 - 9	43
Retail trade	11	10 - 49	22
Wholesale/foreign trade	7	50 - 99	5
Mail order	2	1 000 - 9 999	3
Banks, insurance companies	2	100 - 199	5
Service	37	10 000 and more	4
Association/society	1	Student, not gainfully employed	11
Publisher/press/media	3	Length of stay	%
School, university, education	1	1. Length of stay (days):	
Student, not gainfully employed	11	one	89
Other	8	two	9
Influence on purchasing/ procurement decisions	%	three	1
Decisively	42	2. Average length of stay	1,1 days
Collectively	24	3. Share of visitors on the event's days:	%
In an advisory capacity	12	1st day	31
No	22	2nd day	28
		3rd day	31
		4th day	25

Conducted by: Gelszus Messe-Marktforschung GmbH, Dortmund

HEIMTEXTIL, Frankfurt/Main

Total number of visitors	96 790	Position in the company/organization	%
Proportion of trade visitors	97 %	Entrepreneur, partner, self-employed	38
Region of residence	%	Managing director, board member, head of an authority etc.	19
over 100 km away	88	Senior department head, other employee with managerial responsibility	7
Total Germany:	50	Department head, group head	15
of which		Other salaried staff	8
Baden-Württemberg	18	Other public service	1
Bavaria	15	Skilled worker	3
Berlin	2	Lecturer, teacher, scientific assistant	1
Brandenburg	1	Trainee, student	3
Bremen	-	Other	5
Hamburg	3	Area of responsibility	%
Hesse	19	Management	45
Mecklenburg-West Pomerania	1	Research/development/design	7
Lower Saxony	8	Planning/work preparation	3
North Rhine-Westphalia	21	Manufacture/production	8
Rhineland-Palatinate	6	Production, quality control	1
Saarland	1	Buying/procurement	12
Saxony	3	Finance/accounting, controlling	1
Saxony-Anhalt	1	Administration/organization/personnel/ social welfare/training	1
Schleswig-Holstein	1	Marketing/sales/advertising/PR	12
Thuringia	1	Storage/material management/logistics/ transport	1
Total Foreign:	50	Maintenance/repairs	1
of which		Other	9
EU	49	Frequency of visits to trade fair	%
Rest of Europe	18	2000	59
Africa	2	1999	54
North America	8	Earlier events	51
South and Central America	2	First visit	20
Asia	20	Size of company/organization:	%
Australia	2	Number of employees:	
Economic sector	%	1 - 9	40
Specialist retail trade	25	10 - 49	23
Mail order	2	50 - 99	8
Wholesale trade	17	1 000 - 9 999	3
Foreign trade	6	100 - 199	8
Commercial agency	4	10 000 and more	3
Skilled trades	8	Length of stay	%
Industry	26	1. Length of stay (days):	
Service	5	one	39
University/college/polytechnic	1	two	27
Other	6	three	20
Influence on purchasing/ procurement decisions	%	2. Average length of stay	2,1 days
Decisively	47	3. Share of visitors on the event's days:	%
Collectively	29	1st day	31
In an advisory capacity	16	2nd day	28
No	8	3rd day	31

Conducted by: Walter & Partner, Basel

IFFA/IFFA Delicat, Frankfurt/Main

Total number of visitors	53 874	Position in the company/organization	%
Proportion of trade visitors	95 %	Entrepreneur, partner, self-employed	28
Region of residence	%	Managing director, board member, head of an authority etc.	13
over 100 km away	84	Senior department head, other employee with managerial responsibility	9
Total Germany:	63	Department head, group head	16
of which		Other salaried staff	10
Baden-Württemberg	18	Other public service	1
Bavaria	16	Skilled worker	8
Berlin	1	Lecturer, teacher, scientific assistant	2
Brandenburg	1	Trainee, student	8
Bremen	-	Other	7
Hamburg	1	Area of responsibility	%
Hesse	20	Management	34
Mecklenburg-West Pomerania	1	Research/development/design	11
Lower Saxony	8	Planning/work preparation	3
North Rhine-Westphalia	17	Manufacture/production	18
Rhineland-Palatinate	11	Production, quality control	2
Saarland	1	Buying/procurement	1
Saxony	1	Finance/accounting, controlling	6
Saxony-Anhalt	1	Administration/organization/personnel/ social welfare/training	2
Schleswig-Holstein	1	Marketing/sales/advertising/PR	7
Thuringia	3	Storage/material management/logistics/transport	1
Total Foreign:	37	Maintenance/repairs	3
of which	45	Other	13
EU	19	Frequency of visits to trade fair	%
Rest of Europe	4	1998	44
Africa	6	1995	37
North America	14	Earlier events	28
South and Central America	7	First visit	38
Asia	6	Size of company/organization:	%
Australia	6	Number of employees:	
Economic sector	%	1 - 9	30
Retail trade/specialist retail trade	12	10 - 49	27
Wholesale/foreign trade	10	50 - 99	10
Skilled trades	26	1 000 - 9 999	5
Industry	39	100 - 199	9
Service	4	2 000 and more	4
University/college/polytechnic	2	Length of stay	%
Public authority	2	1. Length of stay (days):	
Other	5	one	53
Influence on purchasing/procurement decisions	%	two	19
Decisively	33	three	11
Collectively	30	2. Average length of stay	2,1 days
In an advisory capacity	23	3. Share of visitors on the event's days:	%
No	13		

Conducted by: Walter & Partner, Basel

ISH, Frankfurt/Main

Total number of visitors	199 027	Position in the company/organization	%
Proportion of trade visitors	96 %	Entrepreneur, partner, self-employed	28
Region of residence	%	Managing director, board member, head of an authority etc.	9
over 100 km away	76	Senior department head, other employee with managerial responsibility	5
Total Germany:	80	Department head, group head	13
of which		Other salaried staff	16
Baden-Württemberg	22	Other public service	2
Bavaria	12	Skilled worker	14
Berlin	1	Lecturer, teacher, scientific assistant	2
Brandenburg	1	Trainee, student	9
Bremen	-	Other	4
Hamburg	1	Area of responsibility	%
Hesse	23	Management	30
Mecklenburg-West Pomerania	-	Research/development/design	8
Lower Saxony	4	Planning/work preparation	14
North Rhine-Westphalia	16	Manufacture/production	7
Rhineland-Palatinate	12	Production, quality control	1
Saarland	1	Buying/procurement	5
Saxony	3	Finance/accounting, controlling	1
Saxony-Anhalt	1	Administration/organization/personnel/ social welfare/training	2
Schleswig-Holstein	3	Marketing/sales/advertising/PR	8
Thuringia	3	Storage/material management/logistics/transport	1
Total Foreign:	20	Maintenance/repairs	14
of which	53	Other	9
EU	26	Frequency of visits to trade fair	%
Rest of Europe	2	1999	52
Africa	2	1997	45
North America	6	Earlier events	30
South and Central America	2	First visit	36
Asia	8	Size of company/organization:	%
Australia	2	Number of employees:	
Economic sector	%	1 - 9	41
Retail trade/specialist retail trade	11	10 - 49	22
Wholesale/foreign trade	12	50 - 99	8
Skilled trades	34	1 000 - 9 999	9
Industry	14	100 - 199	7
Engineers/architects office	12	2 000 and more	4
Other services	6	Length of stay	%
University/college/polytechnic	3	1. Length of stay (days):	
Public authority	3	one	64
Other	5	two	22
Influence on purchasing/procurement decisions	%	three	8
Decisively	31	2. Average length of stay	1,6 days
Collectively	30	3. Share of visitors on the event's days:	%
In an advisory capacity	23		
No	16		

Conducted by: Walter & Partner, Basel

Musikmesse, Frankfurt/Main

Total number of visitors	97 571	Position in the company/organization	%
Proportion of trade visitors	68 %	Entrepreneur, partner, self-employed	36
Region of residence	%	Managing director, board member, head of an authority etc.	10
over 100 km away	81	Senior department head, other employee with managerial responsibility	3
Total Germany:	67	Department head, group head	8
of which		Other salaried staff	7
Baden-Württemberg	17	Other public service	3
Bavaria	15	Skilled worker	7
Berlin	2	Lecturer, teacher, scientific assistant	5
Brandenburg	1	Trainee, student	12
Bremen	1	Other	8
Hamburg	1	Area of responsibility	%
Hesse	21	Management	30
Mecklenburg-West Pomerania	-	Research/development/design	7
Lower Saxony	6	Planning/work preparation	4
North Rhine-Westphalia	18	Manufacture/production	8
Rhineland-Palatinate	9	Production, quality control	1
Saarland	2	Buying/procurement	1
Saxony	4	Finance/accounting, controlling	8
Saxony-Anhalt	1	Administration/organization/personnel/ social welfare/training	3
Schleswig-Holstein	1	Marketing/sales/advertising/PR	7
Thuringia	2	Storage/material management/logistics/transport	2
Total Foreign:	33	Maintenance/repairs	5
of which	61	Other	25
EU	5	Frequency of visits to trade fair	%
Rest of Europe	24	2000	51
Africa	3	1999	47
North America	3	Earlier events	47
South and Central America	2	First visit	24
Asia	5	Size of company/organization:	%
Australia	2	Number of employees:	
Economic sector	%	1 - 9	54
Retail trade/specialist retail trade	22	10 - 49	20
Specialist market, hyper/consumer market, (self-service) department store	2	50 - 99	5
Wholesale/foreign trade	10	1 000 - 9 999	3
Skilled trades	5	100 - 199	5
Industry	35	2 000 and more	5
Service	6	Length of stay	%
University/college/polytechnic	10	1. Length of stay (days):	
Public authority	3	one	51
Other	10	two	18
Influence on purchasing/procurement decisions	%	three	13
Decisively	39	2. Average length of stay	2,1 days
Collectively	27	3. Share of visitors on the event's days:	%
In an advisory capacity	20		
No	14		

Conducted by: Walter & Partner, Basel

PREMIERE, Frankfurt/Main

Total number of visitors	99 570	Position in the company/organization	%
Proportion of trade visitors	96 %	Entrepreneur, partner, self-employed	44
Region of residence	%	Managing director, board member, head of an authority etc.	18
over 100 km away	83	Senior department head, other employee with managerial responsibility	7
Total Germany:	56	Department head, group head	12
of which		Other salaried staff	11
Baden-Württemberg	17	Other public service	1
Bavaria	14	Skilled worker	2
Berlin	2	Lecturer, teacher, scientific assistant	1
Brandenburg	1	Trainee, student	2
Bremen	-	Other	4
Hamburg	2	Area of responsibility	%
Hesse	22	Management	45
Mecklenburg-West Pomerania	1	Research/development/design	4
Lower Saxony	5	Planning/work preparation	4
North Rhine-Westphalia	22	Manufacture/production	4
Rhineland-Palatinate	10	Production, quality control	-
Saarland	1	Buying/procurement	18
Saxony	2	Finance/accounting, controlling	1
Saxony-Anhalt	-	Administration/organization/personnel/ social welfare/training	2
Schleswig-Holstein	2	Marketing/sales/advertising/PR	16
Thuringia	2	Storage/material management/logistics/transport	1
Total Foreign:	44	Maintenance/repairs	-
of which	46	Other	8
EU	23	Frequency of visits to trade fair	%
Rest of Europe	5	2000	54
Africa	5	1999	38
North America	6	Earlier events	28
South and Central America	5	First visit	22
Asia	15	Size of company/organization:	%
Australia	1	Number of employees:	
Economic sector	%	1 - 9	45
Retail trade/specialist retail trade	30	10 - 49	23
Hyper/consumer market, self-service department store	2	50 - 99	7
Department store	4	1 000 - 9 999	3
Wholesale trade	23	100 - 199	6
Foreign trade	6	2 000 and more	3
Commercial agency	3	Length of stay	%
Skilled trades	4	1. Length of stay (days):	
Industry	10	one	45
Service	9	two	25
University/college/polytechnic	1	three	16
Public authority	1	2. Average length of stay	2,1 days
Other	7	3. Share of visitors on the event's days:	%
Influence on purchasing/procurement decisions	%		
Decisively	54		
Collectively	28		
In an advisory capacity	13		
No	6		

Conducted by: Walter & Partner, Basel

Trade Visitors Profile Analyses 2001

Techtextil, Frankfurt/Main

Total number of visitors	17 200	Position in the company/organization	%		
Proportion of trade visitors	98 %	Entrepreneur, partner, self-employed	19		
Region of residence	%	Managing director, board member, head of an authority etc.	13		
over 100 km away	91	Senior department head, other employee with managerial responsibility	8		
Total Germany:	51	Department head, group head	23		
of which Baden-Württemberg	20	Other salaried staff	18		
Bavaria	19	Other public service	1		
Berlin	1	Skilled worker	2		
Brandenburg	-	Lecturer, teacher, scientific assistant	4		
Bremen	-	Trainee, student	8		
Hamburg	1	Other	5		
Hesse	14	Area of responsibility	%		
Mecklenburg-West Pomerania	-	Management	24		
Lower Saxony	8	Research/development/design	31		
North Rhine-Westphalia	24	Planning/work preparation	3		
Rhineland-Palatinate	6	Manufacture/production	10		
Saarland	1	Production, quality control	4		
Saxony	4	Buying/procurement	-		
Saxony-Anhalt	-	Finance/accounting, controlling	5		
Schleswig-Holstein	1	Administration/organization/personnel/ social welfare/training	1		
Thuringia	1	Marketing/sales/advertising/PR	10		
Total Foreign:	49	Storage/material management/logistics/transport	1		
of which EU	69	Maintenance/repairs	1		
Rest of Europe	15	Other	11		
Africa	1	Frequency of visits to trade fair	%		
North America	4	1999	32		
South and Central America	2	1997	24		
Asia	9	Earlier events	16		
Australia	1	First visit	55		
Economic sector	%	Size of company/organization:	%		
Retail trade/specialist retail trade	4	Number of employees:			
Wholesale/foreign trade	4	1 - 9	200 - 499	14	
Skilled trades	10	10 - 49	500 - 999	8	
Industry	56	50 - 99	1 000 - 9 999	9	
Service	6	100 - 199	13	10 000 and more	5
University/college/polytechnic	10	Length of stay	%		
Public authority	1	1. Length of stay (days):			
Other	9	one	63		
Influence on purchasing/procurement decisions	%	two	24		
Decisively	32	three	13		
Collectively	33	2. Average length of stay	1,5 days		
In an advisory capacity	22	3. Share of visitors on the event's days:	%		
No	13				

Conducted by: Walter & Partner, Basel

TENDENCE, Frankfurt/Main

Total number of visitors	110 677	Position in the company/organization	%		
Proportion of trade visitors	91 %	Entrepreneur, partner, self-employed	52		
Region of residence	%	Managing director, board member, head of an authority etc.	12		
over 100 km away	76	Senior department head, other employee with managerial responsibility	4		
Total Germany:	74	Department head, group head	10		
of which Baden-Württemberg	17	Other salaried staff	9		
Bavaria	15	Other public service	1		
Berlin	3	Skilled worker	2		
Brandenburg	-	Lecturer, teacher, scientific assistant	2		
Bremen	1	Trainee, student	4		
Hamburg	3	Other	5		
Hesse	25	Area of responsibility	%		
Mecklenburg-West Pomerania	-	Management	46		
Lower Saxony	5	Research/development/design	5		
North Rhine-Westphalia	18	Planning/work preparation	3		
Rhineland-Palatinate	8	Manufacture/production	6		
Saarland	1	Production, quality control	1		
Saxony	2	Buying/procurement	16		
Saxony-Anhalt	-	Finance/accounting, controlling	1		
Schleswig-Holstein	1	Administration/organization/personnel/ social welfare/training	1		
Thuringia	1	Marketing/sales/advertising/PR	10		
Total Foreign:	26	Storage/material management/logistics/transport	1		
of which EU	52	Maintenance/repairs	1		
Rest of Europe	19	Other	9		
Africa	2	Frequency of visits to trade fair	%		
North America	4	2000	55		
South and Central America	4	1999	49		
Asia	18	Earlier events	48		
Australia	1	First visit	24		
Economic sector	%	Size of company/organization:	%		
Retail trade/specialist retail trade	38	Number of employees:			
Hyper/consumer market, self-service department store	1	1 - 9	58	200 - 499	4
Department store	2	10 - 49	18	500 - 999	3
Mail order	3	50 - 99	5	1 000 - 9 999	5
Wholesale trade	11	100 - 199	4	10 000 and more	2
Foreign trade	2	Length of stay	%		
Commercial agency	2	1. Length of stay (days):			
Skilled trades	8	one	50	four	7
Industry	6	two	23	five	7
Service	17	three	14		
University/college/polytechnic	2	2. Average length of stay	2,0 days		
Public authority	1	3. Share of visitors on the event's days:	%		
Other	4				
Influence on purchasing/procurement decisions	%				
Decisively	54				
Collectively	25				
In an advisory capacity	14				
No	6				

Conducted by: Walter & Partner, Basel

EUROBIKE, Friedrichshafen

Total number of visitors	37 057	Position in the company/organization	%		
Proportion of trade visitors	62 %	Entrepreneur, partner, self-employed	41		
Region of residence	%	Managing director, board member, head of an authority etc.	11		
over 100 km away	83	Senior department head, other employee with managerial responsibility	4		
Total Germany:	65	Department head, group head	9		
of which Baden-Württemberg	39	Other salaried staff	11		
Bavaria	25	Other public service	1		
Berlin	1	Skilled worker	6		
Brandenburg	1	Lecturer, teacher, scientific assistant	1		
Bremen	-	Trainee, student	11		
Hamburg	1	not gainfully employed	2		
Hesse	9	Other	3		
Mecklenburg-West Pomerania	1	Area of responsibility	%		
Lower Saxony	2	Management	47		
North Rhine-Westphalia	9	Research/development/design	10		
Rhineland-Palatinate	3	Planning/work preparation	12		
Saarland	1	Manufacture/production	9		
Saxony	3	Production, quality control	6		
Saxony-Anhalt	1	Buying/procurement	35		
Schleswig-Holstein	-	Finance/accounting, controlling	14		
Thuringia	-	Administration/organization/personnel/ social welfare/training	11		
Total Foreign:	35	Marketing/sales/advertising/PR	23		
of which EU	48	Storage/material management/logistics/transport	14		
Rest of Europe	42	Maintenance/repairs	21		
Africa	1	Information, communication technology (EDP)	7		
North America	4	Student, not gainfully employed	9		
South and Central America	1	Other	10		
Middle East	1	Frequency of visits to trade fair	%		
East Asia	3	2000	54		
Australia	1	1999	52		
Economic sector	%	Earlier events	46		
Bicycle trade	57	First visit	23		
Sports retailer	6	Size of company/organization:	%		
Department store/chain store	1	Number of employees:			
Bicycle industry	16	1 - 9	62	200 - 499	2
Service	10	10 - 49	13	500 - 999	3
Administration	1	50 - 99	2	1 000 - 9 999	3
Student, not gainfully employed	9	100 - 199	3	10 000 and more	9
Other	9	Student, not gainfully employed	9		
Influence on purchasing/procurement decisions	%	Length of stay	%		
Decisively	43	1. Length of stay (days):			
Collectively	27	one	55	four	6
In an advisory capacity	13	two	31		
No	17	three	9		
		2. Average length of stay	1,7 days		
		3. Share of visitors on the event's days:	%		
		1st day	49	4th day	18
		2nd day	55		
		3rd day	43		

Conducted by: Gelszus Messe-Marktforschung GmbH, Dortmund

Outdoor, Friedrichshafen

Total number of visitors	10 590	Position in the company/organization	%		
Proportion of trade visitors	87 %	Entrepreneur, partner, self-employed	41		
Region of residence	%	Managing director, board member, head of an authority etc.	17		
over 100 km away	81	Senior department head, other employee with managerial responsibility	5		
Total Germany:	52	Department head, group head	14		
of which Baden-Württemberg	43	Other salaried staff	10		
Bavaria	26	Other public service	2		
Berlin	1	Skilled worker	4		
Brandenburg	-	Lecturer, teacher, scientific assistant	1		
Bremen	1	Trainee, student, not employed	6		
Hamburg	1	Other	2		
Hesse	5	Area of responsibility	%		
Mecklenburg-West Pomerania	1	Management	50		
Lower Saxony	2	Research/development/design	12		
North Rhine-Westphalia	10	Planning/work preparation	12		
Rhineland-Palatinate	4	Manufacture/production	9		
Saarland	-	Production, quality control	7		
Saxony	1	Buying/procurement	40		
Saxony-Anhalt	-	Finance/accounting, controlling	13		
Schleswig-Holstein	3	Administration/organization/personnel/ social welfare/training	14		
Thuringia	2	Marketing/sales/advertising/PR	31		
Total Foreign:	48	Storage/material management/logistics/transport	11		
of which EU	51	Maintenance/repairs	6		
Rest of Europe	30	Information, communication technology (EDP)	7		
Africa	1	Student, not gainfully employed	4		
North America	4	Other	9		
South and Central America	1	Frequency of visits to trade fair	%		
Middle East	4	2000	43		
East Asia	8	1999	39		
Australia	1	1998	32		
Economic sector	%	Earlier events	26		
Outdoor shop	34	First visit	37		
Sport retail trade	18	Size of company/organization:	%		
Department store/chain store	2	Number of employees:			
Sporting goods industry	15	1 - 9	53	200 - 499	3
Leisure, Tourism	5	10 - 49	20	500 - 999	3
Service	8	50 - 99	8	1 000 - 9 999	3
Student, not gainfully employed	4	100 - 199	5	10 000 and more	2
Other	15	Student, not gainfully employed	4		
Influence on purchasing/procurement decisions	%	Length of stay	%		
Decisively	47	1. Length of stay (days):			
Collectively	31	one	48	four	9
In an advisory capacity	12	two	30		
No	11	three	13		
		2. Average length of stay	1,8 days		
		3. Share of visitors on the event's days:	%		
		1st day	44	4th day	35
		2nd day	55		
		3rd day	50		

Conducted by: Gelszus Messe-Marktforschung GmbH, Dortmund

INTERNORGA, Hamburg

Total number of visitors	110 291	Position in the company/organization	%
Proportion of trade visitors	86 %	Entrepreneur, partner, self-employed	27
Region of residence	%	Managing director, board member, head of an authority etc.	5
over 100 km away	65	Senior department head, other employee with managerial responsibility	2
Total Germany:	96	Department head, group head	15
of which		Other salaried staff	11
Baden-Württemberg	2	Other public service	2
Bavaria	2	Skilled worker	9
Berlin	2	Lecturer, teacher, scientific assistant	1
Brandenburg	3	Trainee, student	26
Bremen	1	Other	3
Hamburg	14	Area of responsibility	%
Hesse	3	Management	26
Mecklenburg-West Pomerania	5	Research/development/design	2
Lower Saxony	31	Planning/work preparation	1
North Rhine-Westphalia	11	Manufacture/production	7
Rhineland-Palatinate	1	Production, quality control	1
Saarland	-	Buying/procurement	4
Saxony	1	Finance/accounting, controlling	1
Saxony-Anhalt	3	Administration/organization/personnel/ social welfare/training	4
Schleswig-Holstein	19	Marketing/sales/advertising/PR	7
Thuringia	1	Storage/material management/logistics/ transport	1
Total Foreign:	4	Maintenance/repairs	1
of which		Kitchen	24
EU	58	Service sector	21
Rest of Europe	7	Frequency of visits to trade fair	%
Africa	13	2000	34
North America	7	1999	30
South and Central America	3	1997	26
Middle East	3	Earlier events	7
East Asia	6	First visit	44
Australia	3	Size of company/organization:	%
Economic sector	%	Number of employees:	%
Hotels/guest house	20	1 - 9	200- 499 6
Restaurant	26	10 - 49	34 500- 999 3
Franchise restaurant	4	50 - 99	12 1 000- 9 999 4
Discotheque, night club, bar	3	100 - 199	8 10 000 and more 3
Fast food/snack bar	3	Length of stay	%
Communal catering/canteen/large-scale caterer	7	1. Length of stay (days):	
Catering	5	one	81 four 1
Bakery, confectioners, cafe	11	two	15 five -
Food and beverage wholesale and retail trade, retail/marketing chain	4	three	3 six 1
Industry	4	2. Average length of stay	1,3 days
Planning/architecture/interior furnishings	3	3. Share of visitors on the event's days:	%
Vocational schools and colleges/university	2	1st day	14 4th day 30
Authority/public services	3	2nd day	20 5th day 26
Other	6	3rd day	21 6th day 16
Influence on purchasing/ procurement decisions	%		
Decisively	25		
Collectively	35		
In an advisory capacity	21		
No	18		

Conducted by: PhoneResearch KG, Hamburg

AGRITECHNICA, Hannover

Total number of visitors	247 497	Position in the company/organization	%
Proportion of trade visitors	93 %	Owner (agriculture, forestry)	40
Region of residence	%	Tenant (agriculture, forestry)	5
over 100 km away	82	Works manager, administrator (agriculture, forestry)	6
Total Germany:	87	Working family member (agriculture, forestry)	7
of which		Entrepreneur, partner, self-employed	5
Baden-Württemberg	7	Managing director, board member, head of an authority etc.	2
Bavaria	15	Senior department head, other employee with managerial responsibility	1
Berlin	-	Department head, group head	4
Brandenburg	2	Other salaried staff	5
Bremen	-	Other public service	1
Hamburg	-	Skilled worker	9
Hesse	8	Lecturer, teacher, scientific assistant	1
Mecklenburg-West Pomerania	2	Trainee, student	8
Lower Saxony	29	Other	6
North Rhine-Westphalia	19	Area of responsibility	%
Rhineland-Palatinate	5	Management	18
Saarland	-	Research/development/design	10
Saxony	2	Planning/work preparation	2
Saxony-Anhalt	3	Manufacture/production	8
Schleswig-Holstein	6	Production, quality control	1
Thuringia	2	Buying/procurement	5
Total Foreign:	13	Finance/accounting, controlling	2
of which		Administration/organization/personnel/ social welfare/training	4
EU	58	Marketing/sales/advertising/PR	9
Rest of Europe	34	Storage/material management/logistics/ transport	3
Africa	1	Maintenance/repairs	14
North America	3	Other	25
South and Central America	3	Frequency of visits to trade fair	%
Asia	1	1999	66
Australia	2	1997	53
Economic sector	%	1995	41
Agricultural business, company	67	Earlier events	32
Forestry	2	First visit	19
Agricultural machinery trade	2	Size of company/organization:	%
Agricultural trade	10	Farms according to hectare	
Subcontracting industry	2	up to 20 ha	8 301 - 500 ha 5
Skilled trades	2	21 - 50 ha	18 501 - 1000 ha 4
Landscape conservation, municipal engineering	1	51 - 100 ha	28 1001 - 2000 ha 3
Official-consulting	1	101 - 300 ha	25 2000 and more ha 5
Association/agricultural organization	1		N/A 5
Other services	2	Length of stay	%
Authority/public services	1	1. Length of stay (days):	
University/polytechnic	3	one	64 four 1 seven 2
Other	6	two	25 five 1
Influence on purchasing/ procurement decisions	%	three	7 six -
Decisively	38	2. Average length of stay	1,6 days
Collectively	27	3. Share of visitors on the event's days:	%
In an advisory capacity	21	1st day	23 3rd day 27
No	13	2nd day	28 4th day 22

Conducted by: Walter & Partner, Basel

BILDUNGSMESSE, Hannover

Total number of visitors	67 728	Position in the company/organization	%
Proportion of trade visitors	99 %	Entrepreneur, partner, self-employed	3
Region of residence	%	Managing director, board member, head of an authority etc.	9
over 100 km away	58	Senior department head, other employee with managerial responsibility	2
Total Germany:	99	Department head, group head	4
of which		Other salaried staff	4
Baden-Württemberg	2	Other public service	2
Bavaria	3	Skilled worker	-
Berlin	2	Lecturer, teacher, scientific assistant	62
Brandenburg	1	School institution, administration	1
Bremen	1	Trainee, student	11
Hamburg	2	Area of responsibility	%
Hesse	7	Management	4
Mecklenburg-West Pomerania	1	Research/development/design	2
Lower Saxony	53	Planning/work preparation	5
North Rhine-Westphalia	19	Manufacture/production	1
Rhineland-Palatinate	-	Production, quality control	1
Saarland	1	Buying/procurement	5
Saxony	1	Finance/accounting, controlling	2
Saxony-Anhalt	3	Administration/organization/personnel/ social welfare/training	79
Schleswig-Holstein	3	Marketing/sales/advertising/PR	4
Thuringia	2	Storage/material management/logistics/ transport	1
Total Foreign:	1	Maintenance/repairs	1
of which		Pedagogy	74
EU	47	Frequency of visits to trade fair	%
Rest of Europe	37	Cologne 2000	22
Africa	5	Stuttgart 1999	12
North America	5	Earlier events	46
South and Central America	5	First visit	44
Middle East	-	Size of company/organization:	%
East Asia	-	Number of employees:	
Australia	-	1 - 9	15 200- 499 5
Economic sector	%	10 - 49	43 500- 999 2
Industry	5	50 - 99	18 1 000- 9 999 4
Skilled trades	2	100 - 199	9 10 000 and more 4
Service	10	Length of stay	%
Administration	2	1. Length of stay (days):	
Preschool, kindergarten	11	one	91 four -
General education system	49	two	7 five 1
Vocational education system	13	three	2
Higher education system	4	2. Average length of stay	1,1 days
Other	6	3. Share of visitors on the event's days:	%
Influence on purchasing/ procurement decisions	%	1st day	24 4th day 21
Decisively	21	2nd day	26 5th day 13
Collectively	49	3rd day	28
In an advisory capacity	18		
No	10		
N/A	2		

Conducted by: GfK, Hamburg, Hamburg

BIOTECHNICA, Hannover

Total number of visitors	13 167	Position in the company/organization	%
Proportion of trade visitors	95 %	Entrepreneur, partner, self-employed	9
Region of residence	%	Managing director, board member, head of an authority etc.	7
over 100 km away	74	Senior department head, other employee with managerial responsibility	5
Total Germany:	82	Department head, group head	19
of which		Other salaried staff	21
Baden-Württemberg	10	Other public service	1
Bavaria	7	Skilled worker	1
Berlin	6	Lecturer, teacher, scientific assistant	21
Brandenburg	1	Trainee, student	11
Bremen	3	Other	3
Hamburg	6	Area of responsibility	%
Hesse	7	Management	13
Mecklenburg-West Pomerania	1	Research/development/design	55
Lower Saxony	32	Planning/work preparation	2
North Rhine-Westphalia	15	Manufacture/production	6
Rhineland-Palatinate	3	Production, quality control	2
Saarland	1	Buying/procurement	4
Saxony	3	Finance/accounting, controlling	1
Saxony-Anhalt	2	Administration/organization/personnel/ social welfare/training	3
Schleswig-Holstein	4	Marketing/sales/advertising/PR	16
Thuringia	1	Storage/material management/logistics/ transport	1
Total Foreign:	18	Maintenance/repairs	1
of which		Other	10
EU	63	Frequency of visits to trade fair	%
Rest of Europe	17	1999	34
Africa	2	1997	28
North America	4	1995	28
South and Central America	3	Earlier events	18
Middle East	2	First visit	54
East Asia	9	Size of company/organization:	%
Australia	-	Number of employees:	
Economic sector	%	1 - 9	10 200- 499 9
Agriculture/animal breeding and plant	3	10 - 49	21 500- 999 6
Chemical industry	9	50 - 99	11 1 000- 9 999 8
Pharmaceuticals industry	18	100 - 199	8 10 000 and more 5
Plant construction	8	Length of stay	%
Food and luxuries industry	1	1. Length of stay (days):	
Trade	4	one	74
Research institute	16	two	18
Financial institutes	1	three	9
Health service	2	2. Average length of stay	1,4 days
University/college	24	3. Share of visitors on the event's days:	%
Environmental and waste disposal sector	1	1st day	41
Public administration	2	2nd day	45
Other	17	3rd day	14
Influence on purchasing/ procurement decisions	%		
Decisively	25		
Collectively	35		
In an advisory capacity	19		
No	12		
N/A	9		

Conducted by: Deutsche Messe AG / ARGEFA, Hannover

Trade Visitors Profile Analyses 2001

DOMOTEX, Hannover

Total number of visitors	45 558	Position in the company/organization	%
Proportion of trade visitors	97 %	Entrepreneur, partner, self-employed	33
Region of residence	%	Managing director, board member, head of an authority etc.	22
over 100 km away	88	Senior department head, other employee with managerial responsibility	10
Total Germany:	51	Department head, group head	17
of which		Other salaried staff	11
Baden-Württemberg	8	Other public service	1
Bavaria	10	Skilled worker	2
Berlin	3	Lecturer, teacher, scientific assistant	-
Brandenburg	2	Trainee, student	3
Bremen	2	Other	1
Hamburg	3	Area of responsibility	%
Hesse	7	1. Management	47
Mecklenburg-West Pomerania	1	2. Research/development/design	4
Lower Saxony	29	3. Planning/work preparation	11
North Rhine-Westphalia	21	4. Manufacture/production	11
Rhineland-Palatinate	3	5. Production, quality control	5
Saarland	1	6. Buying/procurement	21
Saxony	4	7. Finance/accounting, controlling	9
Saxony-Anhalt	2	8. Administration/organization/personnel/ social welfare/training	7
Schleswig-Holstein	5	9. Marketing/sales/advertising/PR	34
Thuringia	1	10. Storage/material management/logistics/ transport	5
Total Foreign:	49	11. Maintenance/repairs	4
of which		12. Other	2
EU	45	13. N/A	3
Rest of Europe	18	Frequency of visits to trade fair	%
Africa	4	2000	55
North America	6	1999	52
South and Central America	2	Earlier events	50
Middle East	7	First visit	30
East Asia	15	Size of company/organization:	%
Australia	2	Number of employees:	
Economic sector	%	1 - 9	34
Specialist retail trade	21	10 - 49	27
Wholesale trade	27	50 - 99	10
Furnishing/furniture stores	3	100 - 199	7
Skilled trades	24	200 - 499	6
Interior decorator	9	500 - 999	5
Parquet and floor layer	15	1 000 - 9 999	7
Painter	2	10 000 and more	2
Architect	3	N/A	2
Interior architect, contract furnisher/fitter	4	Length of stay	%
Industry	19	1. Length of stay (days):	
Other services	6	one	47
Authority/public services	1	two	26
Other	2	three	13
Influence on purchasing/ procurement decisions	%	2. Average length of stay	2,0 days
Decisively	55	3. Share of visitors on the event's days:	%
Collectively	25	1st day	46
In an advisory capacity	10	2nd day	58
No	9	3rd day	54
		4th day	38

Conducted by: GFK, Hamburg, Hamburg

CeBIT, Hannover

Total number of visitors	849 252	Position in the company/organization	%
Proportion of trade visitors	86 %	Entrepreneur, partner, self-employed	12
Region of residence	%	Managing director, board member, head of an authority etc.	10
over 100 km away	83	Senior department head, other employee with managerial responsibility	8
Total Germany:	77	Department head, group head	22
of which		Other salaried staff	30
Baden-Württemberg	9	Other public service	1
Bavaria	10	Skilled worker	3
Berlin	5	Lecturer, teacher, scientific assistant	3
Brandenburg	2	Trainee, student	10
Bremen	1	Other	1
Hamburg	4	Area of responsibility	%
Hesse	8	1. Management	18
Mecklenburg-West Pomerania	1	2. Research/development/design	13
Lower Saxony	22	3. Planning/work preparation	8
North Rhine-Westphalia	22	4. Manufacture/production	4
Rhineland-Palatinate	3	5. Production, quality control	2
Saarland	1	6. Buying/procurement	5
Saxony	3	7. Finance/accounting, controlling	9
Saxony-Anhalt	2	8. Administration/organization/personnel/ social welfare/training	6
Schleswig-Holstein	4	9. Marketing/sales/advertising/PR	14
Thuringia	2	10. Storage/material management/logistics/ transport	2
Total Foreign:	23	11. Maintenance/repairs	4
of which		12. DP/IT-Management	26
EU	51	13. Telecommunications	7
Rest of Europe	19	14. Other	4
Africa	4	Frequency of visits to trade fair	%
North America	4	2000	50
South and Central America	4	1999	47
Middle East	7	Earlier events	47
East Asia	13	First visit	28
Australia	1	Size of company/organization:	%
Economic sector	%	Number of employees:	
Raw materials and production goods industry	3	1 - 9	15
Investment goods industry	4	10 - 49	18
Consumer goods industry	3	50 - 99	18
Computer/OEM/component manufacturing	21	100 - 199	10
Software company/DP consultant	7	200 - 499	12
DP wholesale and retail trade	8	500 - 999	7
Other trade	1	1 000 - 9 999	14
Skilled trades	3	10 000 and more	9
Traffic/transport	2	Length of stay	%
News transmission, telecommunications	7	1. Length of stay (days):	
Authority/public services	13	one	57
Architects/planning office	2	two	22
Consultant/engineering company	7	three	10
Banking/insurance	5	four	4
Other services/self-employed	5	five	2
Building trade	15	six	1
Other	1	seven	4
Influence on purchasing/ procurement decisions	%	2. Average length of stay	1,9 days
Decisively	29	3. Share of visitors on the event's days:	%
Collectively	32	1st day	9
In an advisory capacity	20	2nd day	18
No	14	3rd day	17
N/A	5	4th day	9
		5th day	18
		6th day	19
		7th day	10

Conducted by: GFK, Hamburg, Hamburg

EMO, Hannover

Total number of visitors	193 016	Position in the company/organization	%
Proportion of trade visitors	100 %	Entrepreneur, partner, self-employed	16
Region of residence	%	Managing director, board member, head of an authority etc.	13
over 100 km away	83	Senior department head, other employee with managerial responsibility	8
Total Germany:	68	Department head, group head	26
of which		Other salaried staff	21
Baden-Württemberg	20	Other public service	1
Bavaria	13	Skilled worker	10
Berlin	1	Lecturer, teacher, scientific assistant	3
Brandenburg	1	Trainee, student	6
Bremen	1	Other	1
Hamburg	2	Area of responsibility	%
Hesse	8	1. Management	22
Mecklenburg-West Pomerania	-	2. Research/development/design	19
Lower Saxony	19	3. Planning/work preparation	10
North Rhine-Westphalia	22	4. Manufacture/production	32
Rhineland-Palatinate	2	5. Production, quality control	4
Saarland	1	6. Buying/procurement	5
Saxony	3	7. Finance/accounting, controlling	2
Saxony-Anhalt	2	8. Administration/organization/personnel/ social welfare/training	2
Schleswig-Holstein	3	9. Marketing/sales/advertising/PR	14
Thuringia	2	10. Storage/material management/logistics/ transport	1
Total Foreign:	32	11. Maintenance/repairs	5
of which		12. Other	1
EU	54	13. N/A	4
Rest of Europe	24	Frequency of visits to trade fair	%
Africa	1	1999	16
North America	3	1997	48
South and Central America	3	1995	11
Middle East	3	Earlier events	25
East Asia	10	First visit	41
Australia	2	Size of company/organization:	%
Economic sector	%	Number of employees:	
Mechanical engineering	57	1 - 9	12
Steel, light metal construction	6	10 - 49	22
Automobile industry or its supplying firms	12	50 - 99	13
Shipbuilding	2	100 - 199	12
Aerospace industry	2	200 - 499	13
Electrical engineering	5	500 - 999	8
Precision engineering/optics	5	1 000 - 9 999	5
Drawing, cold rolling mill, steel shaping	2	10 000 and more	5
Iron, plate, metal goods	2	Length of stay	%
Non-ferrous metals production	8	1. Length of stay (days):	
Iron and steel production	2	one	51
Other	6	two	27
Influence on purchasing/ procurement decisions	%	three	12
Decisively	32	four	4
Collectively	31	five	2
In an advisory capacity	20	six	1
No	14	seven	1
N/A	3	eight	2
		2. Average length of stay	1,9 days
		3. Share of visitors on the event's days:	%
		1st day	16
		2nd day	31
		3rd day	34
		4th day	33
		5th day	24
		6th day	15
		7th day	14

Conducted by: GFK, Hamburg, Hamburg

Hannover Fair, Hannover

Total number of visitors	254 650	Position in the company/organization	%
Proportion of trade visitors	95 %	Entrepreneur, partner, self-employed	11
Region of residence	%	Managing director, board member, head of an authority etc.	11
over 100 km away	86	Senior department head, other employee with managerial responsibility	9
Total Germany:	72	Department head, group head	23
of which		Other salaried staff	30
Baden-Württemberg	13	Other public service	1
Bavaria	10	Skilled worker	5
Berlin	2	Lecturer, teacher, scientific assistant	3
Brandenburg	2	Trainee, student	8
Bremen	2	Other	1
Hamburg	3	Area of responsibility	%
Hesse	7	1. Management	20
Mecklenburg-West Pomerania	1	2. Research/development/design	28
Lower Saxony	24	3. Planning/work preparation	10
North Rhine-Westphalia	23	4. Manufacture/production	12
Rhineland-Palatinate	3	5. Production, quality control	9
Saarland	1	6. Buying/procurement	4
Saxony	3	7. Finance/accounting, controlling	2
Saxony-Anhalt	2	8. Administration/organization/personnel/ social welfare/training	5
Schleswig-Holstein	4	9. Marketing/sales/advertising/PR	17
Thuringia	2	10. Storage/material management/logistics/ transport	2
Total Foreign:	28	11. Maintenance/repairs	7
of which		12. Other	1
EU	52	13. N/A	2
Rest of Europe	16	Frequency of visits to trade fair	%
Africa	4	2000	42
North America	6	1999	48
South and Central America	4	Earlier events	55
Middle East	3	First visit	26
East Asia	13	Size of company/organization:	%
Australia	2	Number of employees:	
Economic sector	%	1 - 9	11
Agriculture and forestry, fishery	1	10 - 49	18
Energy	6	50 - 99	11
Mining industry	1	100 - 199	11
Raw materials and production goods industry	14	200 - 499	13
Investment goods industry	4	500 - 999	9
Consumer goods industry	43	1 000 - 9 999	16
Foodstuff and luxury industry	2	10 000 and more	4
Building trade	3	N/A	4
Trade	6	Length of stay	%
Traffic/transport	1	1. Length of stay (days):	
News transmission, telecommunications	2	one	59
Banking/insurance	1	two	23
Service	7	three	10
Authority/public services	4	four	3
Other	5	five	2
N/A	3	six	3
Influence on purchasing/ procurement decisions	%	2. Average length of stay	1,8 days
Decisively	31	3. Share of visitors on the event's days:	%
Collectively	35	1st day	19
In an advisory capacity	18	2nd day	33
No	12	3rd day	37
N/A	4	4th day	38
		5th day	31
		6th day	17

Conducted by: GFK, Hamburg, Hamburg

NORDBACK, Hannover

Total number of visitors	6 897	Position in the company/organization	%
Proportion of trade visitors	83 %	Entrepreneur, partner, self-employed	38
Region of residence	%	Managing director, board member, head of an authority etc.	8
over 100 km away	54	Senior department head, other employee with managerial responsibility	2
Total Germany:	97	Department head, group head	17
of which		Other salaried staff	17
Baden-Württemberg	1	Other public service	1
Bavaria	1	Skilled worker	10
Berlin	1	Lecturer, teacher, scientific assistant	1
Brandenburg	1	Trainee, student	5
Bremen	2	Other	3
Hamburg	2	Area of responsibility	%
Hesse	4	Management	42
Mecklenburg-West Pomerania	-	Research/development/design	14
Lower Saxony	58	Planning/work preparation	18
North Rhine-Westphalia	17	Manufacture/production	53
Rhineland-Palatinate	-	Production, quality control	18
Saarland	-	Buying/procurement	22
Saxony	1	Finance/accounting, controlling	15
Saxony-Anhalt	3	Administration/organization/personnel/ social welfare/training	15
Schleswig-Holstein	6	Marketing/sales/advertising/PR	29
Thuringia	3	Storage/material management/logistics/ transport	15
Total Foreign:	3	Maintenance/repairs	14
of which		Other	7
EU	46	Frequency of visits to trade fair	%
Rest of Europe	31	1999	54
Africa	8	1997	39
North America	-	1996	26
South and Central America	-	1995	25
Middle East	-	Earlier events	37
East Asia	15	First visit	37
Australia	-	Size of company/organization:	%
Economic sector	%	Number of employees:	
Bakers/Confectioners Trade	81	1 - 9	34
Bread, cake and pastry industry	3	10 - 49	36
Subcontracting industry	6	50 - 99	8
Trade	4	100 - 199	9
Service	4	200 - 499	5
Other	4	500 - 999	2
Influence on purchasing/ procurement decisions	%	1 000 - 9 999	2
Decisively	41	10 000 and more	1
Collectively	30	Length of stay	%
In an advisory capacity	14	1. Length of stay (days):	
No	15	one	91
		two	7
		three	1
		2. Average length of stay	1,1 days
		3. Share of visitors on the event's days:	%
		1st day	21
		4th day	20
		2nd day	31
		3rd day	28

Conducted by: Deutsche Messe AG / ARGEFA, Hannover

INTERGEM, Idar-Oberstein

Total number of visitors	2 400	Position in the company/organization	%
Proportion of trade visitors	100 %	Entrepreneur, partner, self-employed	59
Region of residence	%	Managing director, board member, head of an authority etc.	11
over 100 km away		Senior department head, other employee with managerial responsibility	15
Total Germany:	75	Department head, group head	-
of which		Other salaried staff	7
Baden-Württemberg	12	Other public service	3
Bavaria	3	Skilled worker	-
Berlin	1	Lecturer, teacher, scientific assistant	-
Brandenburg	1	Trainee, student	2
Bremen	-	Other	6
Hamburg	1	Area of responsibility	%
Hesse	7	Management	70
Mecklenburg-West Pomerania	-	Research/development/design	11
Lower Saxony	2	Planning/work preparation	-
North Rhine-Westphalia	13	Manufacture/production	-
Rhineland-Palatinate	58	Production, quality control	-
Saarland	3	Buying/procurement	11
Saxony	-	Finance/accounting, controlling	-
Saxony-Anhalt	-	Administration/organization/personnel/ social welfare/training	2
Schleswig-Holstein	-	Marketing/sales/advertising/PR	4
Thuringia	-	Storage/material management/logistics/ transport	-
Total Foreign:	25	Maintenance/repairs	-
of which		Other	6
EU	67	Frequency of visits to trade fair	%
Rest of Europe	14	1999	77
Africa	1	200 - 499	8
North America	9	500 - 999	8
South and Central America	2	1 000 - 9 999	7
Middle East	1	10 000 and more	1
East Asia	7	Size of company/organization:	%
Australia	1	Number of employees:	
Economic sector	%	1 - 9	77
Retail trade, jeweller	53	10 - 49	8
Wholesale trade	23	50 - 99	7
Manufacturing	14	100 - 199	3
Department store/chain store	2	Length of stay	%
Designer, designer studio	6	1. Length of stay (days):	
Other	3	one	81
Influence on purchasing/ procurement decisions	%	two	15
Decisively	70	three	2
Collectively	21	2. Average length of stay	1,2 days
In an advisory capacity	6	3. Share of visitors on the event's days:	%
No	3	1st day	14
		4th day	13
		2nd day	31
		3rd day	42

Conducted by: Intergem Messe GmbH, Idar-Oberstein

BodyLife, Karlsruhe

Total number of visitors	7 676	Position in the company/organization	%
Proportion of trade visitors	90 %	Entrepreneur, partner, self-employed	37
Region of residence	%	Managing director, board member, head of an authority etc.	8
over 100 km away	70	Senior department head, other employee with managerial responsibility	3
Total Germany:	94	Department head, group head	12
of which		Other salaried staff	12
Baden-Württemberg	38	Other public service	2
Bavaria	15	Skilled worker	3
Berlin	2	Lecturer, teacher, scientific assistant	3
Brandenburg	1	Trainee, student, not gainfully employed	13
Bremen	2	Other	6
Hamburg	2	Area of responsibility	%
Hesse	13	Management	39
Mecklenburg-West Pomerania	-	Research/development/design	4
Lower Saxony	7	Planning/work preparation	11
North Rhine-Westphalia	10	Manufacture/production	3
Rhineland-Palatinate	8	Production, quality control	3
Saarland	1	Buying/procurement	16
Saxony	2	Finance/accounting, controlling	9
Saxony-Anhalt	2	Administration/organization/personnel/ social welfare/training	14
Schleswig-Holstein	1	Marketing/sales/advertising/PR	17
Thuringia	1	Storage/material management/logistics/ transport	2
Total Foreign:	6	Maintenance/repairs	5
of which		Information, communication technology (EDP)	5
EU	47	Student, not gainfully employed	10
Rest of Europe	38	Other	20
Africa	3	Frequency of visits to trade fair	%
North America	9	2000	32
South and Central America	3	1999	28
Middle East	-	1998	18
East Asia	-	1997	12
Australia	-	Earlier events	9
Economic sector	%	First visit	57
Industry	6	Size of company/organization:	%
Wholesale/foreign trade	2	Number of employees:	
Retail trade	4	1 - 9	36
Skilled trades	2	10 - 49	33
Service company	61	50 - 99	8
Authority/public services	2	100 - 199	4
Vocational school/polytechnic/university	3	200 - 499	3
Student, not gainfully employed	10	500 - 999	2
Other	11	1 000 - 9 999	2
Influence on purchasing/ procurement decisions	%	10 000 and more	2
Decisively	32	Student, not gainfully employed	10
Collectively	30	Length of stay	%
In an advisory capacity	16	1. Length of stay (days):	
No	22	one	47
		two	35
		three	5
		four	14
		2. Average length of stay	1,9 days
		3. Share of visitors on the event's days:	%
		1st day	41
		3rd day	54
		2nd day	47
		4th day	44

Conducted by: Gelszus Messe-Marktforschung GmbH, Dortmund

HOGAKA, Karlsruhe

Total number of visitors	17 373	Position in the company/organization	%
Proportion of trade visitors	85 %	Entrepreneur, partner, self-employed	50
Region of residence	%	Managing director, board member, head of an authority etc.	6
over 100 km away	49	Senior department head, other employee with managerial responsibility	2
Total Germany:	96	Department head, group head	10
of which		Other salaried staff	8
Baden-Württemberg	66	Other public service	2
Bavaria	2	Skilled worker	3
Berlin	1	Lecturer, teacher, scientific assistant	2
Brandenburg	3	Trainee, student	12
Bremen	-	not gainfully employed	1
Hamburg	7	Other	5
Hesse	7	Area of responsibility	%
Mecklenburg-West Pomerania	-	Management	16
Lower Saxony	-	Research/development/design	2
North Rhine-Westphalia	-	Planning/work preparation	9
Rhineland-Palatinate	21	Manufacture/production	5
Saarland	1	Production, quality control	3
Saxony	1	Buying/procurement	15
Saxony-Anhalt	-	Finance/accounting, controlling	7
Schleswig-Holstein	-	Administration/organization/personnel/ social welfare/training	11
Thuringia	-	Marketing/sales/advertising/PR	11
Total Foreign:	4	Storage/material management/logistics/ transport	8
of which		Cook	30
EU	90	Service	18
Rest of Europe	5	Student, not gainfully employed	4
Africa	-	Other	5
North America	-	Independent contractor	37
South and Central America	-	Hotel employee, service provider	7
Middle East	-	Maintenance/repairs	6
East Asia	5	Frequency of visits to trade fair	%
Australia	-	1999	35
Economic sector	%	1997	29
Hotel trade	30	1995	21
Restaurant operation	37	1993	2
Snack bars, take-away food outlets, cafeterias	4	Earlier events	15
Large kitchen, canteen	5	First visit	45
Bakers/confectioners	2	Size of company/organization:	%
Catering, out-of-home catering	4	Number of employees:	
Student, not gainfully employed	4	1 - 9	51
Other	14	10 - 49	26
Influence on purchasing/ procurement decisions	%	50 - 99	6
Decisively	39	100 - 199	5
Collectively	31	200 - 499	3
In an advisory capacity	16	500 - 999	2
No	14	1 000 - 9 999	2
		10 000 and more	3
		Student, not gainfully employed	4
		Length of stay	%
		1. Length of stay (days):	
		one	92
		two	7
		three	-
		four	1
		2. Average length of stay	1,1 days
		3. Share of visitors on the event's days:	%
		1st day	22
		3rd day	30
		2nd day	28
		4th day	31

Conducted by: Gelszus Messe-Marktforschung GmbH, Dortmund

Trade Visitors Profile Analyses 2001

hortec, Karlsruhe

Total number of visitors	7 268	Position in the company/organization	%
Proportion of trade visitors	90 %	Entrepreneur, partner, self-employed	53
Region of residence	%	Managing director, board member, head of an authority etc.	2
over 100 km away	49	Senior department head, other employee with managerial responsibility	1
Total Germany:	95	Department head, group head	4
of which Baden-Württemberg	61	Other salaried staff	14
Bavaria	15	Other public service	3
Berlin	-	Skilled worker	2
Brandenburg	-	Lecturer, teacher, scientific assistant	2
Bremen	-	Trainee, student	15
Hamburg	-	Other	4
Hesse	4	Area of responsibility	%
Mecklenburg-West Pomerania	-	Management	65
Lower Saxony	1	Research/development/design	5
North Rhine-Westphalia	3	Planning/work preparation	9
Rhineland-Palatinate	12	Manufacture/production	15
Saarland	2	Production, quality control	2
Saxony	-	Buying/procurement	4
Saxony-Anhalt	-	Finance/accounting, controlling	3
Schleswig-Holstein	-	Administration/organization/personnel/social welfare/training	8
Thuringia	-	Marketing/sales/advertising/PR	3
Total Foreign:	5	Storage/material management/logistics/transport	1
of which EU	96	Maintenance/repairs	1
Rest of Europe	4	Other	-
Africa	-	Frequency of visits to trade fair	%
North America	-	1999	39
South and Central America	-	1997	34
Middle East	-	1995	27
East Asia	-	Earlier events	39
Australia	-	First visit	38
Economic sector	%	Size of company/organization:	%
Vegetable growing	36	Number of employees:	
Flowers and decorative plants	29	1 - 9	200- 499 2
Horticulture and landscape gardening	6	10 - 49	500- 999 2
Industry	6	50 - 99	1 000- 9 999 1
Public authority/institution	6	100 - 199	3 10 000 and more 1
Other	7	Length of stay	%
Graveyard landscaping	3	1. Length of stay (days):	
Trade	5	one 10-	
Nursery	2	0	
Influence on purchasing/procurement decisions	%	2. Average length of stay	1,0 days
Decisively	59	3. Share of visitors on the event's days:	
Collectively	23	1st day 37	
In an advisory capacity	10	2nd day 47	
No	7	3rd day 19	

Conducted by: Cobus Karlsruhe, Karlsruhe

Anuga, Köln (1999)

Total number of visitors	183 768	Position in the company/organization	%
Proportion of trade visitors	93 %	Entrepreneur, partner, self-employed	36
Region of residence	%	Managing director, board member, head of an authority etc.	13
over 100 km away	70	Senior department head, other employee with managerial responsibility	6
Total Germany:	60	Department head, group head	15
of which Baden-Württemberg	5	Other salaried staff	16
Bavaria	6	Other public service	1
Berlin	1	Skilled worker	2
Brandenburg	-	Lecturer, teacher, scientific assistant	1
Bremen	1	Trainee, student	8
Hamburg	2	Other	3
Hesse	8	Area of responsibility	%
Mecklenburg-West Pomerania	-	Management	40
Lower Saxony	6	Research/development/design	6
North Rhine-Westphalia	59	Planning/work preparation	2
Rhineland-Palatinate	7	Manufacture/production	7
Saarland	1	Production, quality control	2
Saxony	1	Buying/procurement	10
Saxony-Anhalt	1	Finance/accounting, controlling	1
Schleswig-Holstein	1	Administration/organization/personnel/social welfare/training	4
Thuringia	1	Marketing/sales/advertising/PR	19
Total Foreign:	40	Storage/material management/logistics/transport	1
of which EU	60	Maintenance/repairs	1
Rest of Europe	18	Other	7
Africa	4	Frequency of visits to trade fair	%
North America	4	1997	85
South and Central America	4	1995	66
Middle East	5	1993	47
East Asia	3	1991	37
Australia	2	Size of company/organization:	%
Economic sector	%	Number of employees:	
Wholesale trade	18	1 - 9	200- 499 9
Import	7	10 - 49	500- 999 6
Retail chain/cooperative head office	2	50 - 99	1 000- 9 999 10
Retail trade	12	100 - 199	9 10 000 and more 6
Catering	16	Length of stay	%
Communal catering, bulk users	2	1. Length of stay (days):	
Skilled trades	2	one 60	
Commercial agent	2	four 4	
Service	8	two 20	
Industry	21	five 2	
Authority/public services	4	three 9	
Other	6	six 6	
Influence on purchasing/procurement decisions	%	2. Average length of stay	1,9 days
Decisively	49	3. Share of visitors on the event's days:	
Collectively	25	1st day 28	4th day 36
In an advisory capacity	11	2nd day 33	5th day 32
No	15	3rd day 36	6th day 20

Conducted by: Dr. Reske & Partner, factx, Köln

domotechnica, Köln

Total number of visitors	63 832	Position in the company/organization	%
Proportion of trade visitors	98 %	Entrepreneur, partner, self-employed	30
Region of residence	%	Managing director, board member, head of an authority etc.	23
over 100 km away	82	Senior department head, other employee with managerial responsibility	9
Total Germany:	57	Department head, group head	16
of which Baden-Württemberg	13	Other salaried staff	16
Bavaria	15	Other public service	-
Berlin	3	Skilled worker	1
Brandenburg	1	Lecturer, teacher, scientific assistant	1
Bremen	1	Trainee, student	2
Hamburg	2	Other	2
Hesse	7	Area of responsibility	%
Mecklenburg-West Pomerania	-	Management	46
Lower Saxony	6	Research/development/design	15
North Rhine-Westphalia	41	Planning/work preparation	2
Rhineland-Palatinate	6	Manufacture/production	4
Saarland	1	Production, quality control	-
Saxony	2	Buying/procurement	7
Saxony-Anhalt	1	Finance/accounting, controlling	1
Schleswig-Holstein	-	Administration/organization/personnel/social welfare/training	1
Thuringia	1	Marketing/sales/advertising/PR	19
Total Foreign:	43	Storage/material management/logistics/transport	1
of which EU	47	Maintenance/repairs	1
Rest of Europe	22	Other	3
Africa	2	Frequency of visits to trade fair	%
North America	7	1999	58
South and Central America	5	1997	49
Middle East	5	1995	37
East Asia	6	Earlier events	34
Australia	6	First visit	34
Economic sector	%	Size of company/organization:	%
Specialist retail trade with workshop	21	Number of employees:	
Specialist retail trade without workshop	3	1 - 9	200- 499 9
Builders' & DIY/home improvement market	1	10 - 49	500- 999 8
Specialist market	4	50 - 99	1 000- 9 999 9
Department store	1	100 - 199	7 10 000 and more 6
Mail order	1	Length of stay	%
Specialist wholesale, retail trade	6	1. Length of stay (days):	
Import/export	7	one 55	
Wholesale market (C+C etc.)	1	four 7	
Commercial agent	3	two 26	
Industry	36	three 12	
Skilled trades	5	2. Average length of stay	1,7 days
Service	7	3. Share of visitors on the event's days:	
Other	4	1st day 48	4th day 11
Influence on purchasing/procurement decisions	%	2nd day 61	
Decisively	53	3rd day 51	
Collectively	29		
In an advisory capacity	10		
No	8		

Conducted by: Dr. Reske & Partner/ifeP, Köln

fsb - areal - IRW, Köln (1999)

Total number of visitors	25 651	Position in the company/organization	%
Proportion of trade visitors	97 %	Entrepreneur, partner, self-employed	47
Region of residence	%	Managing director, board member, head of an authority etc.	14
over 100 km away	66	Senior department head, other employee with managerial responsibility	5
Total Germany:	78	Department head, group head	13
of which Baden-Württemberg	8	Other salaried staff	17
Bavaria	6	Other public service	-
Berlin	1	Skilled worker	1
Brandenburg	1	Lecturer, teacher, scientific assistant	-
Bremen	1	Trainee, student	2
Hamburg	2	Other	1
Hesse	9	Area of responsibility	%
Mecklenburg-West Pomerania	1	Management	45
Lower Saxony	9	Research/development/design	4
North Rhine-Westphalia	52	Planning/work preparation	18
Rhineland-Palatinate	7	Manufacture/production	3
Saarland	1	Production, quality control	1
Saxony	2	Buying/procurement	5
Saxony-Anhalt	1	Finance/accounting, controlling	-
Schleswig-Holstein	2	Administration/organization/personnel/social welfare/training	8
Thuringia	2	Marketing/sales/advertising/PR	5
Total Foreign:	22	Storage/material management/logistics/transport	-
of which EU	74	Maintenance/repairs	5
Rest of Europe	20	Other	5
Africa	-	Frequency of visits to trade fair	%
North America	3	1997	48
South and Central America	-	1995	36
Middle East	2	1993	25
East Asia	1	1991	21
Australia	1	Earlier events	-
Economic sector	%	First visit	46
Industry	24	Size of company/organization:	%
Wholesale trade	11	Number of employees:	
Retail trade	5	1 - 9	200- 499 7
Skilled trades	16	10 - 49	500- 999 5
Service/catering	9	50 - 99	1 000- 9 999 8
Self-employed	9	100 - 199	8 10 000 and more -
Other	2	Length of stay	%
Influence on purchasing/procurement decisions	%	1. Length of stay (days):	
Decisively	53	one 84	
Collectively	27	two 12	
In an advisory capacity	13	three 4	
No	8	2. Average length of stay	1,2 days
		3. Share of visitors on the event's days:	
		1st day 43	
		2nd day 46	
		3rd day 33	

Conducted by: Dr. Reske & Partner, factx, Köln

Herren-Mode-Woche – Spring, Köln (2000)

Total number of visitors	50 702	Position in the company/organization	%
Proportion of trade visitors	96 %	Entrepreneur, partner, self-employed	43
Region of residence	%	Managing director, board member, head of an authority etc.	16
over 100 km away	80	Senior department head, other employee with managerial responsibility	5
Total Germany:	52	Department head, group head	16
of which		Other salaried staff	9
Baden-Württemberg	12	Other public service	-
Bavaria	16	Skilled worker	2
Berlin	2	Lecturer, teacher, scientific assistant	1
Brandenburg	1	Trainee, student	3
Bremen	-	Other	5
Hamburg	3	Area of responsibility	%
Hesse	8	Management	43
Mecklenburg-West Pomerania	1	Research/development/design	5
Lower Saxony	6	Planning/work preparation	1
North Rhine-Westphalia	42	Manufacture/production	4
Rhineland-Palatinate	3	Buying/procurement	19
Saarland	1	Finance/accounting, controlling	1
Saxony	1	Administration/organization/personnel/ social welfare/training	2
Saxony-Anhalt	1	Marketing/sales/advertising/PR	18
Schleswig-Holstein	2	Storage/material management/logistics/ transport	1
Thuringia	1	Maintenance/repairs	-
Total Foreign:	48	Other	6
of which		Frequency of visits to trade fair	%
EU	66	Autumn 1999	53
Rest of Europe	17	Spring 1999	50
Africa	3	Autumn 1998	42
North America	3	Spring 1998	42
South and Central America	1	Earlier events	40
Asia	9	First visit	23
Australia	1	Size of company/organization:	%
Economic sector	%	Number of employees:	
Wholesale trade	14	1 - 9	41
Buying association	1	10 - 49	17
Mail order	1	50 - 99	7
Textile chain	7	1 000 - 9 999	9
Department store	4	100 - 199	7
Specialist retail trade	34	10 000 and more	5
Fashion agency	5	Length of stay	%
Importer	4	1. Length of stay (days):	
Industry	16	one	58
Other	12	two	28
Influence on purchasing/ procurement decisions	%	three	14
Decisively	47	2. Average length of stay	1,6 Tage
Collectively	24	3. Share of visitors on the event's days:	%
In an advisory capacity	18	1st day	54
No	11	2nd day	57
		3rd day	45

Conducted by: Walter & Partner, Basel

Herren-Mode-Woche – Autumn, Köln (2000)

Total number of visitors	40 191	Position in the company/organization	%
Proportion of trade visitors	95 %	Entrepreneur, partner, self-employed	42
Region of residence	%	Managing director, board member, head of an authority etc.	17
over 100 km away	77	Senior department head, other employee with managerial responsibility	7
Total Germany:	55	Department head, group head	15
of which		Other salaried staff	9
Baden-Württemberg	12	Other public service	-
Bavaria	14	Skilled worker	1
Berlin	2	Lecturer, teacher, scientific assistant	1
Brandenburg	1	Trainee, student	3
Bremen	1	Other	5
Hamburg	4	Area of responsibility	%
Hesse	6	Management	43
Mecklenburg-West Pomerania	-	Research/development/design	7
Lower Saxony	6	Planning/work preparation	1
North Rhine-Westphalia	42	Manufacture/production	3
Rhineland-Palatinate	6	Buying/procurement	19
Saarland	1	Finance/accounting, controlling	1
Saxony	2	Administration/organization/personnel/ social welfare/training	1
Saxony-Anhalt	1	Marketing/sales/advertising/PR	19
Schleswig-Holstein	1	Storage/material management/logistics/ transport	-
Thuringia	1	Maintenance/repairs	-
Total Foreign:	45	Other	6
of which		Frequency of visits to trade fair	%
EU	58	Spring 2000	60
Rest of Europe	22	Autumn 1999	58
Africa	3	Autumn 1998	49
North America	2	Earlier events	42
South and Central America	3	First visit	18
Asia	11	Size of company/organization:	%
Australia	1	Number of employees:	
Economic sector	%	1 - 9	40
Wholesale trade	12	10 - 49	17
Buying association	2	50 - 99	8
Mail order	1	1 000 - 9 999	9
Textile chain	7	100 - 199	8
Department store	6	10 000 and more	3
Specialist retail trade	37	Length of stay	%
Fashion agency	3	1. Length of stay (days):	
Importer	3	one	57
Industry	15	two	28
Other	12	three	15
Influence on purchasing/ procurement decisions	%	2. Average length of stay	1,6 Tage
Decisively	51	3. Share of visitors on the event's days:	%
Collectively	23	1st day	57
In an advisory capacity	15	2nd day	58
No	11	3rd day	45

Conducted by: Walter & Partner, Basel

IDS - International Dental Show, Köln (1999)

Total number of visitors	58 513	Position in the company/organization	%
Proportion of trade visitors	99 %	Entrepreneur, partner, self-employed	42
Region of residence	%	Managing director, board member, head of an authority etc.	7
over 100 km away	79	Senior department head, other employee with managerial responsibility	2
Total Germany:	77	Department head, group head	7
of which		Other salaried staff	30
Baden-Württemberg	12	Other public service	-
Bavaria	12	Skilled worker	2
Berlin	2	Lecturer, teacher, scientific assistant	2
Brandenburg	1	Trainee, student	7
Bremen	1	Other	2
Hamburg	3	Area of responsibility	%
Hesse	9	Management	45
Mecklenburg-West Pomerania	-	Research/development/design	5
Lower Saxony	7	Planning/work preparation	4
North Rhine-Westphalia	40	Manufacture/production	16
Rhineland-Palatinate	8	Production, quality control	2
Saarland	2	Buying/procurement	2
Saxony	1	Finance/accounting, controlling	1
Saxony-Anhalt	1	Administration/organization/personnel/ social welfare/training	7
Schleswig-Holstein	1	Marketing/sales/advertising/PR	8
Thuringia	2	Storage/material management/logistics/ transport	-
Total Foreign:	23	Maintenance/repairs	-
of which		Other	10
EU	60	Frequency of visits to trade fair	%
Rest of Europe	27	1997	54
Africa	2	1995	48
North America	5	Earlier events	37
South and Central America	1	First visit	37
Middle East	2	Size of company/organization:	%
East Asia	1	Number of employees:	
Australia	1	1 - 9	60
Economic sector	%	10 - 49	28
Dental surgery	37	50 - 99	4
Surgery-laboratory	8	1 000 - 9 999	2
Dental laboratory	27	100 - 199	3
Dental trade	16	10 000 and more	1
Dental industry	7	Length of stay	%
Polytechnics	1	1. Length of stay (days):	
University	3	one	61
Special dental services	1	two	26
Other	1	three	8
Influence on purchasing/ procurement decisions	%	2. Average length of stay	1,6 days
Decisively	52	3. Share of visitors on the event's days:	%
Collectively	26	1st day	22
In an advisory capacity	15	2nd day	37
No	7	3rd day	35

Conducted by: Dr. Reske & Partner, factx, Köln

IFMA, Köln (2000)

Total number of visitors	18 852	Position in the company/organization	%
Proportion of trade visitors	93 %	Entrepreneur, partner, self-employed	54
Region of residence	%	Managing director, board member, head of an authority etc.	13
over 100 km away	71	Senior department head, other employee with managerial responsibility	2
Total Germany:	84	Department head, group head	9
of which		Other salaried staff	14
Baden-Württemberg	8	Other public service	1
Bavaria	7	Skilled worker	3
Berlin	3	Lecturer, teacher, scientific assistant	-
Brandenburg	1	Trainee, student	3
Bremen	2	Other	1
Hamburg	1	Area of responsibility	%
Hesse	8	Management	65
Mecklenburg-West Pomerania	1	Research/development/design	4
Lower Saxony	12	Planning/work preparation	1
North Rhine-Westphalia	45	Manufacture/production	8
Rhineland-Palatinate	4	Buying/procurement	6
Saarland	-	Finance/accounting, controlling	1
Saxony	3	Administration/organization/personnel/ social welfare/training	8
Saxony-Anhalt	1	Marketing/sales/advertising/PR	-
Schleswig-Holstein	2	Storage/material management/logistics/ transport	-
Thuringia	2	Maintenance/repairs	4
Total Foreign:	16	Other	3
of which		Frequency of visits to trade fair	%
EU	83	1999	78
Rest of Europe	8	1998	78
Africa	-	1997 (intercycle)	56
North America	2	First visit	13
South and Central America	1	Size of company/organization:	%
Middle East	2	Number of employees:	
East Asia	2	1 - 9	66
Australia	3	10 - 49	16
Economic sector	%	50 - 99	5
Retail trade with workshop	63	1 000 - 9 999	2
retail trade without workshop	4	100 - 199	5
Wholesale/foreign trade with retail trade	7	10 000 and more	1
Wholesale/foreign trade without retail trade	5	Length of stay	%
Import/export	2	1. Length of stay (days):	
Representative	1	one	60
Skilled trades	3	two	25
Industry	3	three	9
Service	3	2. Average length of stay	1,6 Tage
Public authority	1	3. Share of visitors on the event's days:	%
Other	2	1st day	34
Influence on purchasing/ procurement decisions	%	2nd day	48
Decisively	64	3rd day	48
Collectively	20		
In an advisory capacity	10		
No	6		

Conducted by: Dr. Reske & Partner/factx, Köln

Trade Visitors Profile Analyses 2001

INTERGEO, Köln

Total number of visitors	15 320	Position in the company/organization	%
Proportion of trade visitors	98 %	Entrepreneur, partner, self-employed	8
Region of residence	%	Managing director, board member, head of an authority etc.	3
over 100 km away	63	Senior department head, other employee with managerial responsibility	3
Total Germany:	93	Department head, group head	21
of which		Other salaried staff	21
Baden-Württemberg	8	Other public service	21
Bavaria	6	Skilled worker	2
Berlin	2	Lecturer, teacher, scientific assistant	5
Brandenburg	2	Trainee, student	12
Bremen	-	Not gainfully employed	1
Hamburg	1	Other	3
Hesse	8	Area of responsibility	%
Mecklenburg-West Pomerania	2	Management	14
Lower Saxony	7	Research/development/design	8
North Rhine-Westphalia	47	Planning/work preparation	23
Rhineland-Palatinate	11	Manufacture/production	10
Saarland	1	Production, quality control	4
Saxony	2	Buying/procurement	7
Saxony-Anhalt	1	Finance/accounting, controlling	4
Schleswig-Holstein	1	Administration/organization/personnel/ social welfare/training	15
Thuringia	4	Marketing/sales/advertising/PR	5
Total Foreign:	7	Storage/material management/logistics/transport	1
of which		Maintenance/repairs	4
Asia	-	Information, communication technology (EDP)	25
EU	52	Student, not gainfully employed	10
Rest of Europe	23	Other	14
Africa	-	Frequency of visits to trade fair	%
North America	4	Berlin 2000	29
South and Central America	4	Hanover 1999	31
Middle East	8	Wiesbaden 1998	35
East Asia	8	Karlsruhe 1997	25
Australia	-	Dresden 1996	19
America	-	Earlier events	33
		First visit	34
Economic sector	%	Size of company/organization:	%
Industrial company	3	Number of employees:	
Energy supplies	4	1 - 9	14
Water supplies	1	10 - 49	22
Retail trade	1	50 - 99	12
Engineer's office	21	100 - 199	7
Research	2	200 - 499	13
Telecommunication	1	500 - 999	6
Architecture/construction	3	1 000 - 9 999	12
other service company	7	10 000 and more	10
Professional, specialist association	1	Student, not gainfully employed	10
Authority/public services	39	Length of stay	%
Vocational school/polytechnic/university	3	1. Length of stay (days):	
Student, not gainfully employed, no details	10	one	73
Other sectors of industry	5	two	16
		three	11
Influence on purchasing/procurement decisions	%	2. Average length of stay	1,4 days
Decisively	13	3. Share of visitors on the event's days:	%
Collectively	32	1st day	48
In an advisory capacity	24	2nd day	55
No	31	3rd day	36

Conducted by: Gelszus Messe-Marktforschung GmbH, Dortmund

INTERZUM, Köln

Total number of visitors	62 224	Position in the company/organization	%
Proportion of trade visitors	99 %	Entrepreneur, partner, self-employed	36
Region of residence	%	Managing director, board member, head of an authority etc.	16
over 100 km away	84	Senior department head, other employee with managerial responsibility	7
Total Germany:	40	Department head, group head	14
of which		Other salaried staff	13
Baden-Württemberg	14	Other public service	1
Bavaria	10	Skilled worker	3
Berlin	1	Lecturer, teacher, scientific assistant	1
Brandenburg	1	Trainee, student	7
Bremen	-	Other	2
Hamburg	1	Area of responsibility	%
Hesse	7	Management	46
Mecklenburg-West Pomerania	7	Research/development/design	9
Lower Saxony	8	Planning/work preparation	5
North Rhine-Westphalia	46	Manufacture/production	16
Rhineland-Palatinate	8	Production, quality control	-
Saarland	1	Buying/procurement	8
Saxony	1	Finance/accounting, controlling	-
Saxony-Anhalt	-	Administration/organization/personnel/ social welfare/training	1
Schleswig-Holstein	1	Marketing/sales/advertising/PR	10
Thuringia	1	Storage/material management/logistics/transport	-
Total Foreign:	60	Maintenance/repairs	-
of which		Other	5
EU	54	Frequency of visits to trade fair	%
Rest of Europe	14	1999	35
Africa	-	1997	45
America	15	1995	26
Middle East	5	First visit	46
East Asia	3	Size of company/organization:	%
Australia	4	Number of employees	
		1 - 9	31
Economic sector	%	10 - 49	27
Industry	50	50 - 99	12
Skilled trades	23	100 - 199	10
Trade	16	200 - 499	10
Learned professions	6	500 - 999	5
Other	5	1 000 - 9 999	4
		10 000 and more	1
Influence on purchasing/procurement decisions	%	Length of stay	%
Decisively	57	1. Length of stay (days):	
Collectively	22	one	58
In an advisory capacity	12	two	22
No	9	three	10
		2. Average length of stay	1,8 days
		3. Share of visitors on the event's days:	%
		1st day	33
		2nd day	39
		3rd day	38

Conducted by: Dr. Reske & Partner/ifeep, Köln

ISM – International Sweets and Biscuits Fair, Köln (2000)

Total number of visitors	27 115	Position in the company/organization	%
Proportion of trade visitors	96 %	Entrepreneur, partner, self-employed	27
Region of residence	%	Managing director, board member, head of an authority etc.	15
over 100 km away	79	Senior department head, other employee with managerial responsibility	6
Total Germany:	52	Department head, group head	23
of which		Other salaried staff	22
Baden-Württemberg	7	Other public service	-
Bavaria	8	Skilled worker	1
Berlin	2	Lecturer, teacher, scientific assistant	1
Brandenburg	-	Trainee, student	4
Bremen	3	Other	2
Hamburg	5	Area of responsibility	%
Hesse	8	Management	33
Mecklenburg-West Pomerania	1	Research/development/design	8
Lower Saxony	9	Planning/work preparation	1
North Rhine-Westphalia	49	Manufacture/production	9
Rhineland-Palatinate	4	Production, quality control	11
Saarland	1	Buying/procurement	1
Saxony	1	Finance/accounting, controlling	1
Saxony-Anhalt	1	Administration/organization/personnel/ social welfare/training	2
Schleswig-Holstein	2	Marketing/sales/advertising/PR	31
Thuringia	-	Storage/material management/logistics/transport	1
Total Foreign:	48	Maintenance/repairs	-
of which		Other	4
EU	61	Frequency of visits to trade fair	%
Rest of Europe	14	1999	46
Africa	3	1998	43
North America	6	1997	35
South and Central America	3	1996	32
Middle East	9	First visit	44
East Asia	1	Size of company/organization:	%
Australia	1	Number of employees:	
		1 - 9	18
Economic sector	%	10 - 49	21
Industry	41	50 - 99	11
Wholesale/foreign trade	25	100 - 199	10
Retail trade	14	200 - 499	11
Skilled trades	2	500 - 999	7
Catering	3	1 000 - 9 999	14
Service	10	10 000 and more	8
Authority/public services	2	Length of stay	%
Other	3	1. Length of stay (days):	
		one	59
Influence on purchasing/procurement decisions	%	two	19
Decisively	45	three	9
Collectively	25	2. Average length of stay	1,8 Tage
In an advisory capacity	11	3. Share of visitors on the event's days:	%
No	19	1st day	35
		2nd day	44
		3rd day	45

Conducted by: Dr. Reske & Partner/factx, Köln

Kind + Jugend – Spring, Köln (2000)

Total number of visitors	5 677	Position in the company/organization	%
Proportion of trade visitors	94 %	Entrepreneur, partner, self-employed	56
Region of residence	%	Managing director, board member, head of an authority etc.	12
over 100 km away	68	Senior department head, other employee with managerial responsibility	5
Total Germany:	69	Department head, group head	12
of which		Other salaried staff	8
Baden-Württemberg	8	Other public service	1
Bavaria	7	Skilled worker	-
Berlin	-	Lecturer, teacher, scientific assistant	1
Brandenburg	1	Trainee, student	1
Bremen	-	Other	4
Hamburg	3	Area of responsibility	%
Hesse	7	Management	50
Mecklenburg-West Pomerania	7	Research/development/design	4
Lower Saxony	8	Planning/work preparation	1
North Rhine-Westphalia	51	Manufacture/production	1
Rhineland-Palatinate	6	Production, quality control	-
Saarland	2	Buying/procurement	22
Saxony	1	Finance/accounting, controlling	-
Saxony-Anhalt	2	Administration/organization/personnel/ social welfare/training	2
Schleswig-Holstein	2	Marketing/sales/advertising/PR	13
Thuringia	-	Storage/material management/logistics/transport	1
Total Foreign:	31	Maintenance/repairs	-
of which		Other	7
EU	62	Frequency of visits to trade fair	%
Rest of Europe	21	Autumn 1999	41
Africa	3	Spring 1999	40
North America	3	Autumn 1998	40
South and Central America	1	Spring 1998	37
Asia	9	Earlier events	47
Australia	1	First visit	39
		Size of company/organization:	%
Economic sector	%	Number of employees:	
Wholesale trade	11	1 - 9	60
Buying association	4	10 - 49	15
Mail order	3	50 - 99	4
Textile chain	4	100 - 199	4
Department store	4	200 - 499	5
Specialist retail trade	44	500 - 999	2
Fashion agency	2	1 000 - 9 999	8
Importer	4	10 000 and more	-
Industry	9	Length of stay	%
Other	15	1. Length of stay (days):	
		one	73
Influence on purchasing/procurement decisions	%	two	20
Decisively	62	three	7
Collectively	21	2. Average length of stay	1,3 Tage
In an advisory capacity	12	3. Share of visitors on the event's days:	%
No	6	1st day	47
		2nd day	47
		3rd day	40

Conducted by: Walter & Partner, Basel

Kind + Jugend – Autumn, Köln (2000)

Total number of visitors	9 455	Position in the company/organization	%
Proportion of trade visitors	95 %	Entrepreneur, partner, self-employed	45
Region of residence	%	Managing director, board member, head of an authority etc.	16
over 100 km away	80	Senior department head, other employee with managerial responsibility	5
Total Germany:	52	Department head, group head	13
of which		Other salaried staff	9
Baden-Württemberg	9	Other public service	2
Bavaria	12	Skilled worker	2
Berlin	2	Lecturer, teacher, scientific assistant	1
Brandenburg	1	Trainee, student	2
Bremen	1	Other	5
Hamburg	3	Area of responsibility	%
Hesse	7	Management	44
Mecklenburg-West Pomerania	-	Research/development/design	5
Lower Saxony	10	Planning/work preparation	1
North Rhine-Westphalia	43	Manufacture/production	2
Rhineland-Palatinate	6	Buying/procurement	18
Saarland	1	Finance/accounting, controlling	1
Saxony	2	Administration/organization/personnel/ social welfare/training	2
Saxony-Anhalt	-	Marketing/sales/advertising/PR	18
Schleswig-Holstein	1	Storage/material management/logistics/ transport	1
Thuringia	2	Maintenance/repairs	7
Total Foreign:	48	Other	-
of which		Frequency of visits to trade fair	%
EU	54	Spring 2000	25
Rest of Europe	20	Autumn 1999	41
Africa	2	Spring 1999	22
North America	4	Autumn 1998	34
South and Central America	4	Earlier events	28
Asia	15	First visit	39
Australia	1	N/A	3
Economic sector	%	Size of company/organization:	%
Wholesale trade	12	Number of employees:	
Buying association	4	1 - 9	50
Mail order	2	10 - 49	17
Textile chain	3	50 - 99	6
Department store	4	100 - 199	5
Specialist retail trade	36	200 - 499	3
Fashion agency	2	500 - 999	3
Importer	9	1 000 - 9 999	8
Industry	14	10 000 and more	3
Other	14	N/A	3
Influence on purchasing/ procurement decisions	%	Length of stay	%
Decisively	54	1. Length of stay (days):	
Collectively	19	one	55
In an advisory capacity	16	two	27
No	11	three	19
		2. Average length of stay	1,6 Tage
		3. Share of visitors on the event's days:	%
		1st day	57
		2nd day	59
		3rd day	48

Conducted by: Walter & Partner, Basel

INTERNATIONAL FURNITURE FAIR, Köln

Total number of visitors	121 995	Position in the company/organization	%
Proportion of trade visitors	78 %	Entrepreneur, partner, self-employed	41
Region of residence	%	Managing director, board member, head of an authority etc.	9
over 100 km away	76	Senior department head, other employee with managerial responsibility	3
Total Germany:	70	Department head, group head	9
of which		Other salaried staff	19
Baden-Württemberg	10	Other public service	1
Bavaria	13	Skilled worker	2
Berlin	1	Lecturer, teacher, scientific assistant	1
Brandenburg	1	Trainee, student	13
Bremen	-	Other	2
Hamburg	2	Area of responsibility	%
Hesse	6	Management	37
Mecklenburg-West Pomerania	-	Research/development/design	7
Lower Saxony	7	Planning/work preparation	9
North Rhine-Westphalia	51	Manufacture/production	14
Rhineland-Palatinate	5	Production, quality control	1
Saarland	1	Buying/procurement	5
Saxony	1	Finance/accounting, controlling	1
Saxony-Anhalt	-	Administration/organization/personnel/ social welfare/training	2
Schleswig-Holstein	1	Marketing/sales/advertising/PR	14
Thuringia	1	Storage/material management/logistics/ transport	1
Total Foreign:	30	Maintenance/repairs	-
of which		Other	10
EU	61	Frequency of visits to trade fair	%
Rest of Europe	20	2000	52
Africa	2	1999	55
North America	3	1998	44
South and Central America	3	1997	40
Middle East	4	First visit	29
East Asia	6	Size of company/organization:	%
Australia	1	Number of employees:	
Economic sector	%	1 - 9	40
Industry	21	10 - 49	28
Wholesale/foreign trade	6	50 - 99	7
Retail trade	30	100 - 199	7
Skilled trades	20	200 - 499	8
Service	16	500 - 999	4
Authority/public services	2	1 000 - 9 999	4
Association	1	10 000 and more	2
Other	4	Length of stay	%
Influence on purchasing/ procurement decisions	%	1. Length of stay (days):	
Decisively	47	one	57
Collectively	22	two	22
In an advisory capacity	12	three	11
No	19	four	4
		five	3
		six	1
		seven	2
		2. Average length of stay	1,9 days
		3. Share of visitors on the event's days:	%
		1st day	30
		2nd day	39
		3rd day	36
		4th day	36
		5th day	31
		6th day	9
		7th day	5

Conducted by: Dr. Reske & Partner/ifep, Köln

Optica, Köln (2000)

Total number of visitors	22 012	Position in the company/organization	%
Proportion of trade visitors	96 %	Entrepreneur, partner, self-employed	31
Region of residence	%	Managing director, board member, head of an authority etc.	12
over 100 km away	75	Senior department head, other employee with managerial responsibility	4
Total Germany:	86	Department head, group head	12
of which		Other salaried staff	21
Baden-Württemberg	12	Other public service	3
Bavaria	8	Skilled worker	1
Berlin	3	Lecturer, teacher, scientific assistant	1
Brandenburg	2	Trainee, student	11
Bremen	1	Other	4
Hamburg	2	Area of responsibility	%
Hesse	10	Management	52
Mecklenburg-West Pomerania	1	Research/development/design	2
Lower Saxony	10	Planning/work preparation	1
North Rhine-Westphalia	37	Manufacture/production	13
Rhineland-Palatinate	5	Production, quality control	2
Saarland	1	Buying/procurement	4
Saxony	2	Finance/accounting, controlling	1
Saxony-Anhalt	2	Administration/organization/personnel/ social welfare/training	3
Schleswig-Holstein	2	Marketing/sales/advertising/PR	14
Thuringia	3	Storage/material management/logistics/ transport	1
Total Foreign:	14	Maintenance/repairs	1
of which		Other	8
EU	55	Frequency of visits to trade fair	%
Rest of Europe	27	1998	63
Africa	2	1997	59
North America	9	1996	55
South and Central America	3	Earlier events	51
Middle East	3	First visit	21
East Asia	1	Size of company/organization:	%
Australia	2	Number of employees:	
Economic sector	%	1 - 9	70
Ophthalmic optician independent outlet	59	10 - 49	18
Ophthalmic optician chain outlet	18	50 - 99	2
Wholesale/foreign trade	4	100 - 199	2
Industry	9	200 - 499	2
Authority/public services	2	500 - 999	1
Service	3	1 000 - 9 999	3
Other	5	10 000 and more	1
Influence on purchasing/ procurement decisions	%	Length of stay	%
Decisively	53	1. Length of stay (days):	
Collectively	26	one	63
In an advisory capacity	11	two	24
No	11	three	8
		2. Average length of stay	1,6 Tage
		3. Share of visitors on the event's days:	%
		1st day	33
		2nd day	42
		3rd day	50
		4th day	32

Conducted by: Dr. Reske & Partner/factx, Köln

SPOGA/GAFA, Köln

Total number of visitors	49 235	Position in the company/organization	%
Proportion of trade visitors	95 %	Entrepreneur, partner, self-employed	35
Region of residence	%	Managing director, board member, head of an authority etc.	17
over 100 km away	77	Senior department head, other employee with managerial responsibility	7
Total Germany:	64	Department head, group head	18
of which		Other salaried staff	16
Baden-Württemberg	9	Other public service	1
Bavaria	10	Skilled worker	2
Berlin	2	Trainee, student	1
Brandenburg	2	Other	3
Bremen	1	Area of responsibility	%
Hamburg	2	Management	50
Hesse	8	Research/development/design	2
Mecklenburg-West Pomerania	-	Planning/work preparation	2
Lower Saxony	10	Manufacture/production	4
North Rhine-Westphalia	41	Production, quality control	1
Rhineland-Palatinate	8	Buying/procurement	15
Saarland	1	Finance/accounting, controlling	1
Saxony	1	Administration/organization/personnel/ social welfare/training	1
Saxony-Anhalt	1	Marketing/sales/advertising/PR	17
Schleswig-Holstein	2	Storage/material management/logistics/ transport	1
Thuringia	2	Maintenance/repairs	1
Berlin, Brandenburg	-	Other	5
Total Foreign:	36	Frequency of visits to trade fair	%
of which		2000	59
EU	62	1999	51
Rest of Europe	17	1998	43
Africa	1	1997	38
North America	-	First visit	31
South and Central America	-	Size of company/organization:	%
Middle East	4	Number of employees:	
East Asia	8	1 - 9	32
Australia	2	10 - 49	35
America	6	50 - 99	11
Economic sector	%	100 - 199	7
Trade	61	200 - 499	6
Headquarters of a buying association	3	500 - 999	2
Skilled trades	7	1 000 - 9 999	2
Service	7	10 000 and more	2
Industry	19	Length of stay	%
Authority/public services	1	1. Length of stay (days):	
Other	3	one	61
Influence on purchasing/ procurement decisions	%	two	23
Decisively	63	three	16
Collectively	19	2. Average length of stay	1,5 days
In an advisory capacity	11	3. Share of visitors on the event's days:	%
No	7	1st day	51
		2nd day	57
		3rd day	47

Conducted by: Dr. Reske & Partner/ifep, Köln

GÄSTE, Leipzig

Total number of visitors	27 275	Position in the company/organization	%
Proportion of trade visitors	90 %	Entrepreneur, partner, self-employed	31
Region of residence	%	Managing director, board member, head of an authority etc.	8
over 100 km away	49	Senior department head, other employee with managerial responsibility	3
Total Germany:	92	Department head, group head	10
of which		Other salaried staff	7
Baden-Württemberg	1	Other public service	3
Bavaria	3	Skilled worker	8
Berlin	4	Lecturer, teacher, scientific assistant	3
Brandenburg	7	Trainee, student	22
Bremen	-	Not gainfully employed	1
Hamburg	-	Other	5
Hesse	1	Area of responsibility	%
Mecklenburg-West Pomerania	1	Management	30
Lower Saxony	2	Research/development/design	3
North Rhine-Westphalia	1	Planning/work preparation	8
Rhineland-Palatinate	1	Manufacture/production	8
Saarland	-	Production, quality control	5
Saxony	49	Buying/procurement	15
Saxony-Anhalt	19	Finance/accounting, controlling	6
Schleswig-Holstein	10	Administration/organization/personnel/social welfare/training	7
Thuringia	-	Marketing/sales/advertising/PR	10
Total Foreign:	8	Storage/material management/logistics/transport	6
of which		Maintenance/repairs	4
EU	11	Information, communication technology (EDP)	4
Rest of Europe	82	Student, not gainfully employed	7
Africa	2	Other	47
North America	-	Frequency of visits to trade fair	%
South and Central America	-	1999	30
Middle East	2	1997	14
East Asia	3	1995	9
Australia	-	Earlier events	12
		First visit	50
Economic sector	%	Size of company/organization:	%
Catering	13	Number of employees:	
Hotels/guest house	25	1 - 9	42
Franchise restaurant	5	10 - 49	25
other catering establishments	22	50 - 99	8
Trade	5	100 - 199	6
Planning/architecture/interior furnishings	2	200 - 499	4
Service	7	500 - 999	2
Public administration	1	1 000 - 9 999	2
Educational facility	5	10 000 and more	4
Student, not gainfully employed	7	Student, not gainfully employed	7
Other	8		
Influence on purchasing/procurement decisions	%	Length of stay	%
Decisively	36	1. Length of stay (days):	
Collectively	26	one	89
In an advisory capacity	16	two	9
No	22	three	1
		four	1
		2. Average length of stay	1,1 days
		3. Share of visitors on the event's days:	%
		1st day	27
		2nd day	30
		3rd day	31
		4th day	27

Conducted by: Gelszus Messe-Marktforschung GmbH, Dortmund

Leipzig Fashion Fair (Spring), Leipzig

Total number of visitors	10 062	Position in the company/organization	%
Proportion of trade visitors	97 %	Entrepreneur, partner, self-employed	76
Region of residence	%	Managing director, board member, head of an authority etc.	16
over 100 km away	61	Senior department head, other employee with managerial responsibility	-
Total Germany:	89	Department head, group head	-
of which		Other salaried staff	8
Baden-Württemberg	1	Other public service	4
Bavaria	4	Skilled worker	-
Berlin	2	Lecturer, teacher, scientific assistant	-
Brandenburg	11	Trainee, student	-
Bremen	-	Other	-
Hamburg	-	Area of responsibility	%
Hesse	1	Management	92
Mecklenburg-West Pomerania	1	Research/development/design	-
Lower Saxony	1	Planning/work preparation	-
North Rhine-Westphalia	-	Manufacture/production	-
Rhineland-Palatinate	-	Production, quality control	-
Saarland	-	Buying/procurement	4
Saxony	42	Finance/accounting, controlling	4
Saxony-Anhalt	21	Administration/organization/personnel/social welfare/training	-
Schleswig-Holstein	15	Marketing/sales/advertising/PR	12
Thuringia	-	Storage/material management/logistics/transport	-
Total Foreign:	11	Maintenance/repairs	-
of which		Other	-
EU	4	Frequency of visits to trade fair	%
Rest of Europe	97	Autumn 2000	74
Africa	-	Spring 2000	74
North America	-	Autumn 1999	65
South and Central America	-	Earlier events	63
Middle East	-	First visit	10
East Asia	-	Size of company/organization:	%
Australia	-	Number of employees:	
		1 - 9	90
Economic sector	%	10 - 49	7
Trade	94	50 - 99	2
Industry	2	100 - 199	1
Commercial agent	4	200 and more	-
Influence on purchasing/procurement decisions	%	Length of stay	%
Decisively	91	1. Length of stay (days):	
Collectively	5	one	79
In an advisory capacity	1	two	18
No	3	three	4
		2. Average length of stay	1,2 days
		3. Share of visitors on the event's days:	%
		1st day	44
		2nd day	72
		3rd day	9

Conducted by: HFU Hermann Fuchslocher Unternehmensberatung GmbH, Düsseldorf

Leipzig Fashion Fair (Autumn), Leipzig

Total number of visitors	9 025	Position in the company/organization	%
Proportion of trade visitors	98 %	Entrepreneur, partner, self-employed	65
Region of residence	%	Managing director, board member, head of an authority etc.	20
over 100 km away	61	Senior department head, other employee with managerial responsibility	2
Total Germany:	92	Department head, group head	5
of which		Other salaried staff	9
Baden-Württemberg	2	Other public service	-
Bavaria	2	Skilled worker	-
Berlin	3	Lecturer, teacher, scientific assistant	-
Brandenburg	10	Trainee, student	-
Bremen	1	Other	-
Hamburg	-	Area of responsibility	%
Hesse	-	Management	85
Mecklenburg-West Pomerania	2	Research/development/design	-
Lower Saxony	1	Planning/work preparation	-
North Rhine-Westphalia	1	Manufacture/production	-
Rhineland-Palatinate	-	Production, quality control	-
Saarland	-	Buying/procurement	15
Saxony	41	Finance/accounting, controlling	-
Saxony-Anhalt	23	Administration/organization/personnel/social welfare/training	-
Schleswig-Holstein	14	Marketing/sales/advertising/PR	9
Thuringia	-	Storage/material management/logistics/transport	-
Total Foreign:	8	Maintenance/repairs	-
of which		Other	-
EU	5	Frequency of visits to trade fair	%
Rest of Europe	95	Spring 2001	80
Africa	-	Autumn 2000	79
North America	-	Spring 2000	67
South and Central America	-	Earlier events	60
Middle East	-	First visit	14
East Asia	-	Size of company/organization:	%
Australia	-	Number of employees:	
		1 - 4	16
Economic sector	%	5 - 9	43
Trade	90	10 - 19	26
Industry	3	20 - 49	11
Commercial agent	3	Length of stay	%
Associations, organizations	2	1. Length of stay (days):	
Other	2	one	85
Influence on purchasing/procurement decisions	%	two	14
Decisively	85	three	1
Collectively	10	2. Average length of stay	1,2 days
In an advisory capacity	3	3. Share of visitors on the event's days:	%
No	2	1st day	48
		2nd day	59
		3rd day	10

Conducted by: HFU Hermann Fuchslocher Unternehmensberatung GmbH, Düsseldorf

Property Fair, Leipzig (2000)

Total number of visitors	4 823	Position in the company/organization	%
Proportion of trade visitors	51 %	self-employed building contractor	7
Region of residence	%	self-employed architect	2
over 100 km away	25	self-employed civil engineer, technician	3
Total Germany:	98	other self-employed entrepreneur, partner, freelance profession	21
of which		Executive director, executive board member, head of authorities or similar	7
Baden-Württemberg	3	Senior department head, other employee with managerial responsibility	-
Bavaria	2	Department head, group head	8
Berlin	2	Project manager	2
Brandenburg	3	Other salaried staff	12
Bremen	-	Other public service	4
Hamburg	-	Skilled worker	2
Hesse	1	Lecturer, teacher, scientific assistant	1
Mecklenburg-West Pomerania	1	Trainee, student	20
Lower Saxony	1	not gainfully employed	2
North Rhine-Westphalia	2	Other	8
Rhineland-Palatinate	-	Area of responsibility	%
Saarland	-	Management	26
Saxony	68	Research/development/design	2
Saxony-Anhalt	15	Planning/work preparation	11
Schleswig-Holstein	3	Manufacture/production	7
Thuringia	-	Production, quality control	3
Total Foreign:	2	Buying/procurement	5
of which		Finance/accounting, controlling	18
EU	25	Administration/organization/personnel/social welfare/training	-
Rest of Europe	25	Marketing/sales/advertising/PR	28
Africa	-	Storage/material management/logistics/transport	2
North America	-	Maintenance/repairs	6
South and Central America	-	student, not gainfully employed	16
Middle East	-	Other	12
East Asia	-	Frequency of visits to trade fair	%
Australia	50	1999	40
		1998	27
Economic sector	%	1997	15
Wholesale/foreign trade	9	Earlier events	14
Retail trade/building materials trade	2	First visit	43
Service provider, construction and housing company, cooperative	5	Size of company/organization:	%
Development company	13	Number of employees:	
Other services	31	1 - 9	44
Research	2	10 - 49	15
Teaching/university/polytechnic staff	1	50 - 99	3
Authority/public services	4	1 000 - 9 999	7
student/not gainfully employed	16	100 - 199	2
Other	11	2 000 and more	6
Influence on purchasing/procurement decisions	%	Student, not gainfully employed	16
Decisively	29	Length of stay	%
Collectively	20	1. Length of stay (days):	
In an advisory capacity	17	one	90
No	34	two	7
		three	3
		2. Average length of stay	1,1 Tage
		3. Share of visitors on the event's days:	%
		1st day	29
		2nd day	41
		3rd day	44

Conducted by: Gelszus Messe-Marktforschung GmbH, Dortmund

Trade Visitors Profile Analyses 2001

MIDORA, Leipzig (2000)

Total number of visitors	4 391	Position in the company/organization	%
Proportion of trade visitors	87 %	Entrepreneur, partner, self-employed	59
Region of residence	%	Managing director, board member, head of an authority etc.	5
over 100 km away	68	Senior department head, other employee with managerial responsibility	1
Total Germany:	92	Department head, group head	4
of which		Other salaried staff	5
Baden-Württemberg	3	Other public service	1
Bavaria	4	Foreman, master craftsman	7
Berlin	6	Apprentice	4
Brandenburg	7	Skilled worker	2
Bremen	-	Lecturer, teacher, scientific assistant	1
Hamburg	1	Trainee, student	7
Hesse	2	Not gainfully employed	2
Mecklenburg-West Pomerania	6	Other	3
Lower Saxony	4	Area of responsibility	%
North Rhine-Westphalia	6	Management	49
Rhineland-Palatinate	-	Research/development/design	6
Saarland	-	Planning/work preparation	10
Saxony	30	Manufacture/production	18
Saxony-Anhalt	19	Production, quality control	5
Schleswig-Holstein	-	Buying/procurement	36
Thuringia	13	Finance/accounting, controlling	16
Total Foreign:	8	Administration/organization/personnel/ social welfare/training	13
of which		Marketing/sales/advertising/PR	37
EU	7	Storage/material management/logistics/ transport	9
Rest of Europe	86	Maintenance/repairs	9
Africa	3	student, not gainfully employed	5
North America	-	Other	7
South and Central America	-	Frequency of visits to trade fair	%
Middle East	-	1999	44
East Asia	3	1998	42
Australia	-	Earlier events	36
Economic sector	%	First visit	36
Industry	4	Size of company/organization:	%
Skilled trades	35	Number of employees:	
Wholesale/foreign trade	6	1 - 9	82
Retail trade	41	10 - 49	6
Trade representative	1	50 - 99	1
Services:IT, EDP	1	1 000 - 9 999	9
Other services	3	100 - 199	2
Other	3	20 000 and more	1
student/not gainfully employed	5	Student, not gainfully employed	5
Influence on purchasing/ procurement decisions	%	Length of stay	%
Decisively	49	1. Length of stay (days):	
Collectively	32	one	82
In an advisory capacity	10	two	14
No	10	three	4

Conducted by: Gelszus Messe-Marktforschung GmbH, Dortmund

Pflegemesse - Hospital and Home Care, Leipzig

Total number of visitors	7 230	Position in the company/organization	%
Proportion of trade visitors	90 %	Entrepreneur, partner, self-employed	11
Region of residence	%	Managing director, board member, head of an authority etc.	3
over 100 km away	44	Senior department head, other employee with managerial responsibility	2
Total Germany:	98	Department head, group head	10
of which		Other salaried staff	22
Baden-Württemberg	2	Other public service	12
Bavaria	1	Skilled worker	7
Berlin	2	Lecturer, teacher, scientific assistant	3
Brandenburg	4	Trainee, student	25
Bremen	-	Not gainfully employed	2
Hamburg	-	Other	4
Hesse	3	Area of responsibility	%
Mecklenburg-West Pomerania	1	Management	11
Lower Saxony	1	Research/development/design	2
North Rhine-Westphalia	3	Planning/work preparation	6
Rhineland-Palatinate	-	Manufacture/production	-
Saarland	1	Production, quality control	4
Saxony	51	Buying/procurement	4
Saxony-Anhalt	20	Finance/accounting, controlling	3
Schleswig-Holstein	1	Administration/organization/personnel/ social welfare/training	10
Thuringia	10	Marketing/sales/advertising/PR	4
Total Foreign:	2	Storage/material management/logistics/ transport	1
of which		Maintenance/repairs	1
EU	18	Information, communication technology (EDP)	3
Rest of Europe	55	Student, not gainfully employed	13
Africa	9	Other	60
North America	9	Frequency of visits to trade fair	%
South and Central America	-	2000	32
Middle East	-	First visit	68
East Asia	-	Size of company/organization:	%
Australia	9	Number of employees:	
Economic sector	%	1 - 9	18
Industry	3	10 - 49	25
Retail trade	2	50 - 99	9
Wholesale/foreign trade	3	1 000 - 9 999	10
Service: hospital, spa clinic, rehabilitation clinic	37	100 - 199	5
Public authority/administration	3	20 000 and more	4
Association	5	Student, not gainfully employed	13
Teaching (polytechnic/university/college)	6	Length of stay	%
Research and development	1	1. Length of stay (days):	
Other services	14	one	84
Student, not gainfully employed	13	two	10
Other	14	three	6
Influence on purchasing/ procurement decisions	%	2. Average length of stay	1,2 days
Decisively	15	3. Share of visitors on the event's days:	%
Collectively	21	1st day	42
In an advisory capacity	25	2nd day	47
No	40	3rd day	34

Conducted by: Gelszus Messe-Marktforschung GmbH, Dortmund

Terra Tec, Leipzig

Total number of visitors	12 585	Position in the company/organization	%
Proportion of trade visitors	96 %	Entrepreneur, partner, self-employed	18
Region of residence	%	Managing director, board member, head of an authority etc.	9
over 100 km away	50	Senior department head, other employee with managerial responsibility	4
Total Germany:	95	Department head, group head	19
of which		Other salaried staff	22
Baden-Württemberg	3	Other public service	6
Bavaria	4	Skilled worker	3
Berlin	4	Lecturer, teacher, scientific assistant	4
Brandenburg	6	Trainee, student	11
Bremen	1	Not gainfully employed	1
Hamburg	1	Other	2
Hesse	2	Area of responsibility	%
Mecklenburg-West Pomerania	-	Management	18
Lower Saxony	3	Research/development/design	17
North Rhine-Westphalia	3	Planning/work preparation	14
Rhineland-Palatinate	-	Manufacture/production	6
Saarland	1	Production, quality control	4
Saxony	47	Buying/procurement	6
Saxony-Anhalt	19	Finance/accounting, controlling	4
Schleswig-Holstein	1	Administration/organization/personnel/ social welfare/training	6
Thuringia	9	Marketing/sales/advertising/PR	10
Total Foreign:	5	Storage/material management/logistics/ transport	2
of which		Maintenance/repairs	8
EU	5	Information, communication technology (EDP)	5
Rest of Europe	56	Student, not gainfully employed	11
Africa	7	Other	40
North America	-	Frequency of visits to trade fair	%
South and Central America	-	1999	34
Middle East	7	1997	25
East Asia	15	1995	12
Australia	-	Earlier events	16
Economic sector	%	First visit	48
Industry	27	Size of company/organization:	%
Skilled trades	4	Number of employees:	
Retail trade	1	1 - 9	26
Wholesale/foreign trade	4	10 - 49	18
Supplying and disposal companies	18	50 - 99	8
Public authority/administration	8	1 000 - 9 999	7
Association	2	100 - 199	9
Teaching (polytechnic/university/college)	5	20 000 and more	4
Research and development	4	Student, not gainfully employed	11
Other services	12	Length of stay	%
Student, not gainfully employed	11	1. Length of stay (days):	
Other	5	one	91
Influence on purchasing/ procurement decisions	%	two	7
Decisively	23	three	1
Collectively	31	2. Average length of stay	1,1 days
In an advisory capacity	22	3. Share of visitors on the event's days:	%
No	25	1st day	23
		2nd day	29
		3rd day	34
		4th day	25

Conducted by: Gelszus Messe-Marktforschung GmbH, Dortmund

BAU, München

Total number of visitors	196 046	Position in the company/organization	%
Proportion of trade visitors	97 %	Entrepreneur, partner, self-employed	36
Region of residence	%	Managing director, board member, head of an authority etc.	10
over 100 km away	77	Senior department head, other employee with managerial responsibility	5
Total Germany:	84	Department head, group head	12
of which		Other salaried staff	17
Baden-Württemberg	20	Other public service	2
Bavaria	52	Foreman	8
Berlin	1	Skilled worker/apprentice	6
Brandenburg	2	Lecturer, teacher, scientific assistant	1
Bremen	-	Trainee, student, not gainfully employed	8
Hamburg	1	Other	4
Hesse	5	Area of responsibility	%
Mecklenburg-West Pomerania	-	Management	34
Lower Saxony	2	Research/development/design	7
North Rhine-Westphalia	8	Planning/work preparation	26
Rhineland-Palatinate	3	Manufacture/production	20
Saarland	1	Production, quality control	6
Saxony	3	Buying/procurement	22
Saxony-Anhalt	1	Finance/accounting, controlling	7
Schleswig-Holstein	1	Administration/organization/personnel/ social welfare/training	6
Thuringia	2	Marketing/sales/advertising/PR	24
Total Foreign:	16	Storage/material management/logistics/ transport	5
of which		Maintenance/repairs	4
EU	67	Other	3
Rest of Europe	23	Frequency of visits to trade fair	%
Africa	2	1999	56
North America	1	1997	36
South and Central America	2	1995	24
Middle East	3	Earlier events	13
East Asia	4	First visit	31
Australia	-	Size of company/organization:	%
Economic sector	%	Number of employees:	
Construction industry	39	1 - 9	32
Architect, architect's office	12	10 - 49	26
Civil engineer/planning offices	6	50 - 99	11
Building materials trade	12	1 000 - 9 999	7
Other trade	4	100 - 199	7
Other skilled trades	5	20 000 and more	5
Building materials manufacturer	6	Student, not gainfully employed	5
Service	4	Length of stay	%
Building owner	2	1. Length of stay (days):	
Other processing industry	2	one	69
Authority/public services	2	two	20
Student, not gainfully employed	5	three	8
Influence on purchasing/ procurement decisions	%	six	1
Decisively	44	2. Average length of stay	1,5 days
Collectively	27	3. Share of visitors on the event's days:	%
In an advisory capacity	9	1st day	19
No	14	2nd day	27
		3rd day	33
		4th day	32
		5th day	25
		6th day	13

Conducted by: Infratest Burke, München

bauma, München

Total number of visitors	406 435	Position in the company/organization	%
Proportion of trade visitors	95 %	Entrepreneur, partner, self-employed	19
Region of residence	%	Managing director, board member, head of an authority etc.	11
over 100 km away	82	Senior department head, other employee with managerial responsibility	6
Total Germany:	73	Department head, group head	11
of which		Other salaried staff	15
Baden-Württemberg	26	Other public service	3
Bavaria	45	Skilled worker/apprentice	11
Berlin	1	Lecturer, teacher, scientific assistant	2
Brandenburg	1	Trainee, student	6
Bremen	1	Other	8
Hamburg	1	Master craftsman, building foreman, polisher	12
Hesse	4	Construction machine operator	12
Mecklenburg-West Pomerania	-		
Lower Saxony	2	Area of responsibility	%
North Rhine-Westphalia	7	Management	24
Rhineland-Palatinate	5	Research/development/design	9
Saarland	1	Planning/work preparation	6
Saxony	3	Manufacture/production	16
Saxony-Anhalt	-	Production, quality control	5
Schleswig-Holstein	1	Buying/procurement	3
Thuringia	3	Finance/accounting, controlling	9
Total Foreign:	27	Administration/organization/personnel/ social welfare/training	4
of which	64	Marketing/sales/advertising/PR	9
Rest of Europe	24	Storage/material management/logistics/ transport	6
Africa	1	Maintenance/repairs	9
North America	4	Building management	18
South and Central America	1	Mechanical department, building machine, equipment department	19
Middle East	1	Other	5
East Asia	2	Frequency of visits to trade fair	%
Australia	2	1998	55
Economic sector	%	1995	39
Structural engineering	17	1992	27
Civil engineering	12	Earlier events	12
Building construction and civil engineering	10	First visit	34
Road construction	5	Size of company/organization:	%
Other construction companies	4	Number of employees:	
Mining industry	3	1 - 9	18
Horticulture and landscape gardening	3	10 - 49	28
Building materials, non-metallic minerals	6	50 - 99	13
Construction machinery	7	1 000 - 9 999	10
Other machinery	9	10 000 and more	4
Building authorities, schools of administration, universities and technical schools	7	Student, not gainfully employed	2
Other industry/skilled trades	5	Length of stay	%
Trade	2	1. Length of stay (days):	
Service	8	one	68
Student, not gainfully employed	2	two	17
Influence on purchasing/ procurement decisions	%	three	9
Decisively	34	four	4
Collectively	26	five	seven
In an advisory capacity	18	six	1
No	20	seven	1

Conducted by: Infratest Burke, München

drinktec - interbrau, München

Total number of visitors	68 757	Position in the company/organization	%
Proportion of trade visitors	98 %	Entrepreneur, partner, self-employed	16
Region of residence	%	Managing director, board member, head of an authority etc.	13
over 100 km away	83	Senior department head, other employee with managerial responsibility	14
Total Germany:	63	Department head, group head	22
of which		Other salaried staff	15
Baden-Württemberg	19	Other public service	1
Bavaria	51	Skilled worker	8
Berlin	1	Lecturer, teacher, scientific assistant	2
Brandenburg	1	Trainee, student	4
Bremen	1	Master brewer, Cellarman	12
Hamburg	1	Other	3
Hesse	5	Area of responsibility	%
Mecklenburg-West Pomerania	1	Management	25
Lower Saxony	3	Research/development/design	16
North Rhine-Westphalia	9	Planning/work preparation	11
Rhineland-Palatinate	5	Manufacture/production	29
Saarland	1	Production, quality control	16
Saxony	2	Buying/procurement	15
Saxony-Anhalt	-	Finance/accounting, controlling	5
Schleswig-Holstein	1	Administration/organization/personnel/ social welfare/training	5
Thuringia	1	Marketing/sales/advertising/PR	19
Total Foreign:	37	Storage/material management/logistics/ transport	8
of which	52	Maintenance/repairs	12
Rest of Europe	25	Student, not gainfully employed	2
Africa	6	Other	6
North America	3	Frequency of visits to trade fair	%
South and Central America	6	1997	30
Middle East	3	1993	53
East Asia	3	1989	19
Australia	2	Earlier events	9
Economic sector	%	First visit	42
Producers of non-alcoholic beverages (total)	14	Size of company/organization:	%
Producers of liquid foods	1	Number of employees:	
Producers of alcoholic beverages (total)	28	1 - 9	13
other beverage producers	1	10 - 49	20
Pharmaceutical industry, chemical industry	4	50 - 99	10
Malthouses	3	1 000 - 9 999	13
Hop and cereals business	3	10 000 and more	8
Supplier to the brewery/beverage industry	12	N/A	1
Manufacturer of beverage plant	8	Student, not gainfully employed	2
Other industry/skilled trades	11	Length of stay	%
Service companies	7	1. Length of stay (days):	
Trade	4	one	47
University/college, technical college	1	two	27
Public authority	1	three	12
Student, not gainfully employed	2	four	4
Influence on purchasing/ procurement decisions	%	five	3
Decisively	32	six	1
Collectively	38	seven	1
In an advisory capacity	16	eight	1
No	12	2. Average length of stay	2,0 days

Conducted by: Infratest Burke, München

EXPO REAL, München

Total number of visitors	18 811	Position in the company/organization	%
Proportion of trade visitors	100 %	Entrepreneur, partner, self-employed	21
Region of residence	%	Managing director, board member, head of an authority etc.	19
over 100 km away	75	Senior department head, other employee with managerial responsibility	13
Total Germany:	87	Department head, group head	16
of which		Other salaried staff	25
Baden-Württemberg	16	Trainee, student, not gainfully employed	9
Bavaria	37	Other	3
Berlin	7	Area of responsibility	%
Brandenburg	1	Management	29
Bremen	1	Planning/work preparation	16
Hamburg	4	Finance/procurement	10
Hesse	10	Buying/procurement	12
Mecklenburg-West Pomerania	-	Finance/accounting, controlling	12
Lower Saxony	3	Administration/organization/personnel/ social welfare/training	10
North Rhine-Westphalia	14	Marketing/sales/advertising/PR	27
Rhineland-Palatinate	2	Other	15
Saarland	1	Student, not gainfully employed	7
Saxony	3	Frequency of visits to trade fair	%
Saxony-Anhalt	1	2000	35
Schleswig-Holstein	-	1999	22
Thuringia	-	1998	11
Total Foreign:	13	First visit	58
of which	58	Size of company/organization:	%
Rest of Europe	33	Number of employees:	
Africa	-	1 - 9	22
North America	5	10 - 49	23
South and Central America	1	50 - 99	7
Middle East	-	1 000 - 9 999	10
East Asia	3	10 000 and more	9
Australia	-	N/A	1
Economic sector	%	Student, not gainfully employed	7
Project developer	12	Length of stay	%
Investor	5	1. Length of stay (days):	
Real estate investment fund	4	one	52
Bank, credit institute	9	two	26
Real-estate consultant, estate agent	12	three	22
Management company	3	2. Average length of stay	1,7 days
City/economic region	3	3. Share of visitors on the event's days:	%
Insurance	2	1st day	53
Real-estate/property department	7	2nd day	63
Architects company/planning company	8	3rd day	53
Engineering company	6		
Facility management	4		
Construction industry, property developers	4		
Other	13		
Student, not gainfully employed	7		
Influence on purchasing/ procurement decisions	%		
Decisively	26		
Collectively	29		
In an advisory capacity	26		
No	12		

Conducted by: NFO Infratest, München

GOLF EUROPE, München

Total number of visitors	4 280	Position in the company/organization	%
Proportion of trade visitors	100 %	Pro-shop owner, independent contractor, partner, free profession	36
Region of residence	%	Pro-shop operator, managing director, board member, head of a public authority	21
over 100 km away	84	Senior department head, other employee with managerial responsibility	7
Total Germany:	57	Department head, group head	6
of which		Pro	13
Baden-Württemberg	16	Pro-assistant, other employee	7
Bavaria	36	Pro-apprentice, trainee	4
Berlin	3	Student, not gainfully employed	2
Brandenburg	-	Other	7
Bremen	2	Area of responsibility	%
Hamburg	10	Management	51
Hesse	7	Research/development/design	2
Mecklenburg-West Pomerania	1	Planning/work preparation	5
Lower Saxony	2	Manufacture/production	2
North Rhine-Westphalia	11	Production, quality control	1
Rhineland-Palatinate	3	Buying/procurement	20
Saarland	4	Finance/accounting, controlling	4
Saxony	1	Administration/organization/personnel/ social welfare/training	3
Saxony-Anhalt	-	Marketing/sales/advertising/PR	9
Schleswig-Holstein	3	Storage/material management/logistics/ transport	1
Thuringia	-	Maintenance/repairs	1
Total Foreign:	43	Sales	15
of which	66	Other	13
Rest of Europe	28	Student, not gainfully employed	2
Africa	3	Frequency of visits to trade fair	%
North America	3	1999	49
South and Central America	1	1998	34
Middle East	-	Earlier events	24
East Asia	1	First visit	14
Australia	-	First visit	38
Economic sector	%	Size of company/organization:	%
Pro-shop	25	Number of employees:	
Golf pro with commercial resale	7	1 - 9	45
Other sport retailers	6	10 - 49	29
Department store	6	50 - 99	7
Mail order	3	100 - 499	8
Buying groups and associations	17	500 and more	8
Commercial agent	4	Student, not gainfully employed	2
Producer, supplier	11	N/A	1
PGA of Europe	6	Length of stay	%
TV and internet-shopping	1	1. Length of stay (days):	
Other	8	one	61
Student, not gainfully employed	2	two	16
Influence on purchasing/ procurement decisions	%	three	23
Decisively	66	2. Average length of stay	1,6 days
Collectively	18	3. Share of visitors on the event's days:	%
In an advisory capacity	6	1st day	55
No	8	2nd day	63
		3rd day	43

Conducted by: Messe München GmbH

Stone+tec, Nürnberg

Total number of visitors	46 102	Position in the company/organization	%
Proportion of trade visitors	91 %	Entrepreneur, partner, self-employed	49
Region of residence	%	Managing director, board member, head of an authority etc.	10
over 100 km away	84	Senior department head, other employee with managerial responsibility	4
Total Germany:	75	Department head, group head	5
of which		Other salaried staff	8
Baden-Württemberg	15	Foreman, master craftsman	7
Bavaria	35	Other public service	1
Berlin	1	Skilled worker	8
Brandenburg	1	Lecturer, teacher, scientific assistant	1
Bremen	-	Apprentice/student/school pupil	6
Hamburg	1	Not gainfully employed	1
Hesse	9	Other	1
Mecklenburg-West Pomerania	1	Area of responsibility	%
Lower Saxony	6	Management	50
North Rhine-Westphalia	13	Research/development/design	10
Rhineland-Palatinate	5	Planning/work preparation	28
Saarland	2	Manufacture/production	38
Saxony	6	Production, quality control	15
Saxony-Anhalt	2	Buying/procurement	33
Schleswig-Holstein	1	Finance/accounting, controlling	17
Thuringia	3	Administration/organization/personnel/social welfare/training	14
Total Foreign:	25	Marketing/sales/advertising/PR	17
of which		Storage/material management/logistics/transport	15
EU	59	Maintenance/repairs	11
Rest of Europe	26	Other	7
Africa	3	Frequency of visits to trade fair	%
North America	2	1999	48
South and Central America	3	1995	43
Middle East	1	Earlier events	29
East Asia	6	First visit	30
Australia	1	Size of company/organization:	%
Economic sector	%	Number of employees:	
Industry	23	1 - 9	200- 499
Wholesale trade	12	10 - 49	500- 999
Retail trade	5	50 - 99	1 000- 9 999
Skilled trades	50	100 - 199	5 10 000 and more
Services (e.g. architects)	8	Length of stay	%
Public authority/administration	1	1. Length of stay (days):	
Other	1	one 57 four 5	
Influence on purchasing/procurement decisions	%	two 26	
Decisively	48	three 11	
Collectively	27	2. Average length of stay	1,7 days
In an advisory capacity	15	3. Share of visitors on the event's days:	%
No	11	1st day 42 4th day 29	
		2nd day 50	
		3rd day 45	

Conducted by: Gelszus Messe-Marktforschung GmbH, Dortmund

TechnoPharm, Nürnberg

Total number of visitors	*)	Position in the company/organization	%
Proportion of trade visitors	99 %	Entrepreneur, partner, self-employed	3
Region of residence	%	Managing director, board member, head of an authority etc.	3
over 100 km away	86	Senior department head, other employee with managerial responsibility	8
Total Germany:	84	Department head, group head	33
of which		Other salaried staff	32
Baden-Württemberg	24	Other public service	1
Bavaria	29	Skilled worker/apprentice	1
Berlin	1	Lecturer, teacher, scientific assistant	2
Brandenburg	1	Trainee, student, not gainfully employed	10
Bremen	-	Foreman, master craftsman	4
Hamburg	2	Other	3
Hesse	13	Area of responsibility	%
Mecklenburg-West Pomerania	-	Management	5
Lower Saxony	5	Research/development/design	10
North Rhine-Westphalia	10	Planning/work preparation	33
Rhineland-Palatinate	5	Manufacture/production	16
Saarland	5	Production, quality control	28
Saxony	1	Buying/procurement	13
Saxony-Anhalt	5	Finance/accounting, controlling	7
Schleswig-Holstein	2	Administration/organization/personnel/social welfare/training	2
Thuringia	2	Marketing/sales/advertising/PR	2
Total Foreign:	16	Storage/material management/logistics/transport	19
of which		Maintenance/repairs	3
EU	51	Other	13
Rest of Europe	42	Frequency of visits to trade fair	%
Africa	-	1999	16
North America	3	First visit	84
South and Central America	3	Size of company/organization:	%
Middle East	2	Number of employees:	
East Asia	2	1 - 9	200- 499
Australia	2	10 - 49	500- 999
Economic sector	%	50 - 99	1 000- 9 999
Industry	77	100 - 199	10 000 and more
Skilled trades	1	Length of stay	%
Retail trade/building materials trade	1	1. Length of stay (days):	
Wholesale/foreign trade	6	one 86 three 2	
Service	10	two 12	
Teaching (polytechnic/university/college)	1	2. Average length of stay	1,2 days
Research	3	3. Share of visitors on the event's days:	%
Other	3	1st day 40 3rd day 41	
Influence on purchasing/procurement decisions	%	2nd day 35	
Decisively	15		
Collectively	52		
In an advisory capacity	21		
No	11		

*) no individual visitor figures, connected with Powtech and ExploRisk

Conducted by: Gelszus Messe-Marktforschung GmbH, Dortmund

CONTROL, Sinsheim

Total number of visitors	22 055	Position in the company/organization	%
Proportion of trade visitors	100 %	Entrepreneur, partner, self-employed	6
Region of residence	%	Managing director, board member, head of an authority etc.	3
over 100 km away	63	Senior department head, other employee with managerial responsibility	2
Total Germany:	85	Department head, group head	28
of which		Other salaried staff	29
Baden-Württemberg	56	Other public service	-
Bavaria	24	Skilled worker	16
Berlin	1	Lecturer, teacher, scientific assistant	5
Brandenburg	-	Trainee, student	6
Bremen	-	Other	5
Hamburg	1	Area of responsibility	%
Hesse	7	Management	9
Mecklenburg-West Pomerania	-	Research/development/design	16
Lower Saxony	1	Planning/work preparation	5
North Rhine-Westphalia	2	Manufacture/production	13
Rhineland-Palatinate	3	Production, quality control	52
Saarland	1	Buying/procurement	4
Saxony	2	Finance/accounting, controlling	1
Saxony-Anhalt	-	Administration/organization/personnel/social welfare/training	2
Schleswig-Holstein	-	Marketing/sales/advertising/PR	2
Thuringia	3	Storage/material management/logistics/transport	-
Total Foreign:	15	Maintenance/repairs	1
of which		Other	2
EU	64	Frequency of visits to trade fair	%
Rest of Europe	30	2000	42
Africa	-	1999	14
North America	3	Earlier events	42
South and Central America	1	First visit	2
Middle East	2	Size of company/organization:	%
East Asia	-	Number of employees:	
Australia	-	1 - 9	10 200- 499
Economic sector	%	10 - 49	9 500- 999
Industry	86	50 - 99	7 1 000- 9 999
Wholesale/foreign trade	1	100 - 199	11 10 000 and more
Retail trade	1	Length of stay	%
Skilled trades	1	1. Length of stay (days):	
Service	5	one 90 four 2	
Public authority	1	two 7	
Other	5	three 1	
Influence on purchasing/procurement decisions	%	2. Average length of stay	1,1 days
Decisively	18	3. Share of visitors on the event's days:	%
Collectively	43	1st day 16 4th day 20	
In an advisory capacity	28	2nd day 26 5th day 8	
No	11	3rd day 30	

Conducted by: P. E. Schall GmbH, Frickenhausen

DRUCK+FORM, Sinsheim

Total number of visitors	4 773	Position in the company/organization	%
Proportion of trade visitors	95 %	Entrepreneur, partner, self-employed	29
Region of residence	%	Managing director, board member, head of an authority etc.	6
over 100 km away	38	Senior department head, other employee with managerial responsibility	5
Total Germany:	98	Department head, group head	14
of which		Other salaried staff	22
Baden-Württemberg	65	Other public service	1
Bavaria	10	Skilled worker	10
Berlin	-	Lecturer, teacher, scientific assistant	2
Brandenburg	-	Trainee, student	9
Bremen	-	Other	3
Hamburg	-	Area of responsibility	%
Hesse	9	Management	28
Mecklenburg-West Pomerania	1	Research/development/design	5
Lower Saxony	1	Planning/work preparation	11
North Rhine-Westphalia	3	Manufacture/production	26
Rhineland-Palatinate	9	Production, quality control	5
Saarland	1	Buying/procurement	7
Saxony	-	Finance/accounting, controlling	3
Saxony-Anhalt	-	Administration/organization/personnel/social welfare/training	2
Schleswig-Holstein	-	Marketing/sales/advertising/PR	10
Thuringia	-	Storage/material management/logistics/transport	1
Total Foreign:	2	Maintenance/repairs	-
of which		Other	2
EU	38	Frequency of visits to trade fair	%
Rest of Europe	38	N/A	-
Africa	12	Size of company/organization:	%
North America	12	Number of employees:	
South and Central America	-	1 - 9	32 200- 499
Middle East	-	10 - 49	25 500- 999
East Asia	-	50 - 99	10 1 000- 9 999
Australia	-	100 - 199	10 10 000 and more
Economic sector	%	Length of stay	%
Industry	60	1. Length of stay (days):	
Retail trade	3	one 95 four 1	
Service	21	two 4	
Wholesale/foreign trade	6	three -	
Skilled trades	1	2. Average length of stay	1,1 days
Public authority	1	3. Share of visitors on the event's days:	%
Other	6	1st day 16 4th day 31	
Influence on purchasing/procurement decisions	%	2nd day 24	
Decisively	35	3rd day 29	
Collectively	30		
In an advisory capacity	15		
No	20		

Conducted by: Messe Sinsheim GmbH, Sinsheim

VISION, Stuttgart

Total number of visitors	3 501	Position in the company/organization	%
Proportion of trade visitors	99 %	Entrepreneur, partner, self-employed	10
Region of residence	%	Managing director, board member, head of an authority etc.	8
over 100 km away	70	Senior department head, other employee with managerial responsibility	4
Total Germany:	83	Department head, group head	22
of which		Other salaried staff	38
Baden-Württemberg	46	Skilled worker	1
Bavaria	21	Lecturer, teacher, scientific assistant	11
Berlin	1	Trainee, student	7
Brandenburg	1	Other	-
Bremen	1	Area of responsibility	%
Hamburg	2	Management	15
Hesse	8	Research/development/design	29
Mecklenburg-West Pomerania	-	Planning/work preparation	57
Lower Saxony	4	Manufacture/production	7
North Rhine-Westphalia	7	Production, quality control	8
Rhineland-Palatinate	4	Buying/procurement	5
Saarland	1	Finance/accounting, controlling	2
Saxony	1	Administration/organization/personnel/social welfare/training	1
Saxony-Anhalt	1	Marketing/sales/advertising/PR	-
Schleswig-Holstein	1	Storage/material management/logistics/transport	5
Thuringia	4	Maintenance/repairs	-
Total Foreign:	17	Other	1
of which	68	Frequency of visits to trade fair	%
Rest of Europe	21	2000	35
Africa	-	1999	24
North America	6	Earlier events	12
South and Central America	-	First visit	53
Middle East	1	Size of company/organization:	%
East Asia	4	Number of employees:	
Australia	-	1 - 9	12
Economic sector	%	10 - 49	22
Industry	65	50 - 99	13
Trade	3	1 000 - 9 999	7
Service	7	10 000 and more	6
Research and development	23		N/A
Other	3		3
Influence on purchasing/procurement decisions	%	Length of stay	%
Decisively	27	1. Length of stay (days):	
Collectively	40	one	85
In an advisory capacity	18	two	13
No	13	three	2
N/A	2	2. Average length of stay	1,2 days
		3. Share of visitors on the event's days:	%
		1st day	24
		2nd day	40
		3rd day	36

Conducted by: Stuttgarter Messe- und Kongressgesellschaft mbH, Stuttgart

HOLZVERARBEITUNG, Ulm

Total number of visitors	15 455	Position in the company/organization	%
Proportion of trade visitors	85 %	Entrepreneur, partner, self-employed	39
Region of residence	%	Managing director, board member, head of an authority etc.	1
over 100 km away	36	Senior department head, other employee with managerial responsibility	4
Total Germany:	99	Department head, group head	8
of which		Other salaried staff	6
Baden-Württemberg	68	Other public service	1
Bavaria	25	Skilled worker	19
Berlin	-	Lecturer, teacher, scientific assistant	3
Brandenburg	-	Trainee, student	13
Bremen	-	Not gainfully employed	2
Hamburg	-	Other	3
Hesse	1	Area of responsibility	%
Mecklenburg-West Pomerania	-	Management	1
Lower Saxony	1	Research/development/design	12
North Rhine-Westphalia	1	Planning/work preparation	35
Rhineland-Palatinate	3	Manufacture/production	29
Saarland	-	Production, quality control	44
Saxony	-	Buying/procurement	23
Saxony-Anhalt	-	Finance/accounting, controlling	24
Schleswig-Holstein	-	Administration/organization/personnel/social welfare/training	14
Thuringia	-	Marketing/sales/advertising/PR	14
Total Foreign:	1	Storage/material management/logistics/transport	16
of which	60	Maintenance/repairs	18
Rest of Europe	20	Information, communication technology (EDP)	11
Africa	-	Other	9
North America	-	Student, not gainfully employed	5
South and Central America	-	Frequency of visits to trade fair	%
Middle East	20	1999	56
East Asia	2	1997	42
Australia	-	1995	31
Economic sector	%	Earlier events	25
Joinery/carpentry trade	58	First visit	26
Interior development/joiners trade	5	Size of company/organization:	%
Timber processing industry	5	Number of employees:	
Furniture industry	5	1 - 9	61
Machine trade	6	10 - 49	19
Timber construction industry	2	50 - 99	5
Window construction	3	1 000 - 9 999	2
Plastic goods industry/trade	1	10 000 and more	1
School/university	3		N/A
Other	10		3
Student, not gainfully employed	5	Length of stay	%
Influence on purchasing/procurement decisions	%	1. Length of stay (days):	
Decisively	35	one	92
Collectively	28	two	6
In an advisory capacity	16	three	2
No	21	2. Average length of stay	1,1 days
		3. Share of visitors on the event's days:	%
		1st day	30
		2nd day	40
		3rd day	39

Conducted by: Gelszus Messe-Marktforschung GmbH, Dortmund

ABITARE IL TEMPO, Verona (2000)

Total number of visitors	37 563	Position in the company/organization	%
Proportion of trade visitors	86 %	Entrepreneur, partner, self-employed	59
Region of residence	%	Managing director, board member, head of an authority etc.	7
over 100 km away	70	Senior department head, other employee with managerial responsibility	23
Total Germany:	82	Salaried staff, skilled worker	10
of which		Trainee, student	3
Abruzzo	1	Other	3
Basilicata	-	Area of responsibility	%
Calabria	1	Management	43
Campania	3	Buying/procurement	23
Emilia Romagna	9	Sales/marketing	40
Friuli Venezia Giulia	4	Research/development/design	23
Lazio	2	Manufacture, production, factory operations	8
Liguria	3	Finance	9
Lombardia	22	Administration/organization/personnel/social welfare/training	5
Marche	3	Training/continuation training	4
Molise	-	Transport/storage/maintenance/repairs	1
Piemonte	4	Other	5
Puglia	4	Frequency of visits to trade fair	%
Sardegna	-	1999	64
Sicilia	4	1998	59
Toscana	8	1997	50
Trentino Alto Adige	2	1996	46
Umbria	1	First visit	29
Valle D' Aosta	-	Size of company/organization:	%
Veneto	29	Number of employees:	
Total Foreign:	18	1 - 9	61
of which	55	10 - 49	25
Rest of Europe	15	50 - 99	5
Africa	2	1 000 - 9 999	2
North America	4	10 000 and more	-
South and Central America	5		N/A
Middle East	3		3
East Asia	16	Length of stay	%
Australia	1	1. Length of stay (days):	
Economic sector	%	one	55
Manufacture of furnishings	31	two	14
Architect/designer	15	three	8
Interior designer	15	2. Average length of stay	2,2 Tage
Salesperson	24	3. Share of visitors on the event's days:	%
Showroom	11	1st day	34
Purchasing groups	2	2nd day	43
Advertising agency	1	3rd day	52
Agent/representative	14		
Research institute, agency, university, school	11		
Other	3		
Influence on purchasing/procurement decisions	%		
Decisively	48		
Collectively	14		
In an advisory capacity	7		
No	31		

Conducted by: VERONAFIERE, Verona

AQUACOLTURA, Verona

Total number of visitors	3 032	Position in the company/organization	%
Proportion of trade visitors	91 %	Entrepreneur, partner, self-employed	37
Region of residence	%	Managing director, board member, head of an authority etc.	11
over 100 km away	70	Senior department head, other employee with managerial responsibility	22
Total Germany:	77	Salaried staff, skilled worker	19
of which		Trainee, student	8
Abruzzo	2	Other	5
Basilicata	1	Area of responsibility	%
Calabria	2	Management	38
Campania	3	Buying/procurement	21
Emilia Romagna	11	Sales/marketing	29
Friuli Venezia Giulia	7	Research/development/design	23
Lazio	4	Manufacture, production, factory operations	18
Liguria	2	Finance	2
Lombardia	11	Administration/organization/personnel/social welfare/training	5
Marche	2	Training/continuation training	1
Molise	1	Transport/storage/maintenance/repairs	2
Piemonte	4	Other	3
Puglia	4	Frequency of visits to trade fair	%
Sardegna	4	1999	45
Sicilia	6	1997	34
Toscana	3	1994	26
Trentino Alto Adige	3	First visit	48
Umbria	1	Size of company/organization:	%
Valle d' Aosta	-	Number of employees:	
Veneto	29	1 - 9	42
Total Foreign:	23	10 - 49	25
of which	52	50 - 99	9
Rest of Europe	24	1 000 - 9 999	2
Africa	4	10 000 and more	-
North America	4		N/A
South and Central America	4		10
Middle East	6	Length of stay	%
East Asia	4	1. Length of stay (days):	
Australia	3	one	88
Economic sector	%	two	9
Manufacturers	31	three	4
Farmer	16	2. Average length of stay	1,2 days
Breeders	27	3. Share of visitors on the event's days:	%
Wholesaler	5	1st day	43
Salesperson	3	2nd day	45
Import/export	3	3rd day	29
Agent/representative	1		
Veterinary surgeon	2		
Technician	2		
Research institute, agency, university, school	14		
Influence on purchasing/procurement decisions	%		
Decisively	42		
Collectively	23		
In an advisory capacity	11		
No	24		

Conducted by: VERONAFIERE, Verona

Trade Visitors Profile Analyses 2001

MARMOMACC, Verona

Total number of visitors	51 846	Position in the company/organization	%
Proportion of trade visitors	100 %	Entrepreneur, partner, self-employed	51
Region of residence	%	Managing director, board member, head of an authority etc.	16
over 100 km away	80	Senior department head, other employee with managerial responsibility	16
Total Germany:	54	Salaried staff, skilled worker	4
of which		other dependent worker	13
Abruzzo	1	Other salaried public service employee	-
Basilicata	-	Lecturer, teacher, assistant	2
Calabria	1	Trainee, student	1
Campania	3	Other	3
Emilia Romagna	11	Area of responsibility	%
Friuli Venezia Giulia	1	Executive/management function	51
Lazio	2	Research, development	10
Liguria	1	Planning	10
Lombardia	13	Manufacture, production	10
Marche	1	Production, quality control	12
Molise	-	Procurement, supply	15
Piemonte	3	Finances, accounting, tax audit	3
Puglia	5	Administration, organisation	8
Sardegna	2	Marketing, sales, advertising	25
Sicilia	4	Warehousing, logistics	1
Toscana	11	Maintenance	2
Trentino Alto Adige	2	Other	4
Umbria	1	Frequency of visits to trade fair	%
Valle d' Aosta	-	2000	61
Veneto	36	1999	55
Total Foreign:	46	1998	51
of which		Earlier events	49
EU	41	First visit	28
Rest of Europe	16	Size of company/organization:	%
Africa	5	Number of employees:	
North America	8	1 - 9	29
South and Central America	7	10 - 49	38
Middle East	6	50 - 99	14
East Asia	14	1 000 - 9 999	2
Australia	3	100 - 199	6
Economic sector	%	10 000 and more	1
Marble and stone industry	32		N/A
Construction company	6	Length of stay	%
Mechanical enterprise	11	1. Length of stay (days):	
Marble processing	24	one	33
Wholesaler	22	two	16
Marble dealer	10	three	12
Import/export	15	2. Average length of stay	2,6 days
Commercial agent	5	3. Share of visitors on the event's days:	%
Member, adviser	10	1st day	57
Corporation, university, institute	2	2nd day	68
Architect	5	3rd day	72
Other	7		
Influence on purchasing/procurement decisions	%		
Decisively	37		
Collectively	17		
In an advisory capacity	33		
No	13		

Conducted by: VERONAFIERE, Verona

VINITALY, Verona

Total number of visitors	141 279	Position in the company/organization	%
Proportion of trade visitors	81 %	Entrepreneur, partner, self-employed	33
Region of residence	%	Managing director, board member, head of an authority etc.	6
over 100 km away	80	Senior department head, other employee with managerial responsibility	24
Total Germany:	74	Salaried staff, skilled worker	11
of which		Trainee, student	3
Abruzzo	3	Other	26
Basilicata	1	Area of responsibility	%
Calabria	1	Management	50
Campania	3	Buying/procurement	33
Emilia Romagna	8	Sales/marketing	38
Friuli Venezia Giulia	4	Research/development/design	12
Lazio	3	Manufacture, production, factory operations	8
Liguria	2	Finance	3
Lombardia	18	Administration/organization/personnel/social welfare/training	5
Marche	2	Training/continuation training	3
Molise	-	Transport/storage/maintenance/repairs	1
Piemonte	8	Other	7
Puglia	4	Frequency of visits to trade fair	%
Sardegna	1	2000	71
Sicilia	5	1999	63
Toscana	10	1998	50
Trentino Alto Adige	3	1997	46
Umbria	3	First visit	25
Valle D' Aosta	21	Size of company/organization:	%
Veneto	-	Number of employees:	
Total Foreign:	26	1 - 9	55
of which		10 - 49	25
EU	52	50 - 99	7
Rest of Europe	7	1 000 - 9 999	1
Africa	1	100 - 199	4
North America	26	10 000 and more	4
South and Central America	6		
Middle East	-	Length of stay	%
East Asia	8	1. Length of stay (days):	
Australia	1	one	27
Economic sector	%	two	18
Manufacturers	29	three	14
Filling plants/systems	5	2. Average length of stay	3,0 days
Wholesale distribution	5	3. Share of visitors on the event's days:	%
Wholesaler	4	1st day	60
Wine merchant	10	2nd day	69
Retailer	1	3rd day	64
Import/export	11		
Restaurant, hotel	14		
Bar	4		
Sommelier	3		
Oenologist	2		
Research institute, agency, university, school	3		
Other	20		
Influence on purchasing/procurement decisions	%		
Decisively	49		
Collectively	17		
In an advisory capacity	9		
No	26		

Conducted by: VERONAFIERE, Verona

Private Visitors Profile Analyses 2001

afa - Augsburg Spring Exhibition (1999)

Total number of visitors		Net household income	
95 141		up to 1 500,- DM	7
		more than 1 500,- DM up to 2 000,- DM	6
		more than 2 000,- DM up to 2 500,- DM	8
		more than 2 500,- DM up to 3 000,- DM	9
		more than 3 000,- DM up to 4 000,- DM	15
		more than 4 000,- DM up to 5 000,- DM	13
		more than 5 000,- DM up to 6 000,- DM	9
		more than 6 000,- DM	13
		N/A	20
Proportion of private visitors		Size of household	
87 %		1 person	8
		2 persons	34
		3 persons	20
		4 persons	24
		5 persons and more	14
Region of residence		Buying and ordering capacity	
%		Purchase or order made or intended at the exhibition	%
Locally	37	yes	70
within a 25 km radius	40	no	30
further than 25 km within a 50 km radius	16	maybe	
further than 50 km within a 100 km radius	4		
further than 100 km radius	3		
Sex		Follow-up business	
%		Intend to buy at later date	%
Male	50	yes	24
Female	50	no	21
Accompanied by husband/wife/partner	66	maybe	55
Age		Occupation	
%		%	
up to 20 years	11	Unskilled/skilled worker	13
over 20 up to 30 years	22	Salaried staff	35
over 30 up to 40 years	28	Civil servant	9
over 40 up to 50 years	17	Self employed/freelance	8
over 50 up to 60 years	13	Housewife	3
over 60 years	9	Other occupation	13
		Trainee/student/pupil	9
		Old-age-pensioner	2
		Other not working	2

Conducted by: Gelszus Messe-Marktforschung GmbH, Dortmund

IFA - Your world of consumer electronics, Berlin

Total number of visitors		Net household income	
369 211		up to 1 500,- DM	11
		more than 1 500,- DM up to 2 000,- DM	6
		more than 2 000,- DM up to 2 500,- DM	8
		more than 2 500,- DM up to 3 000,- DM	8
		more than 3 000,- DM up to 4 000,- DM	13
		more than 4 000,- DM up to 5 000,- DM	11
		more than 5 000,- DM up to 6 000,- DM	8
		more than 6 000,- DM	15
		N/A	21
Proportion of private visitors		Size of household	
64 %		1 person	23
		2 persons	31
		3 persons	19
		4 persons	19
		5 persons and more	8
Region of residence		Buying and ordering capacity	
%		Purchase or order made or intended at the exhibition	%
Locally	43	yes	25
within a 25 km radius	8	no	22
further than 25 km within a 50 km radius	3	maybe	16
further than 50 km within a 100 km radius	4		
further than 100 km radius	41		
Sex		Follow-up business	
%		Intend to buy at later date	%
Male	69	yes	36
Female	31	no	17
Accompanied by husband/wife/partner	39	maybe	47
Age		Occupation	
%		%	
up to 20 years	20	Unskilled/skilled worker	16
over 20 up to 30 years	25	Salaried staff	30
over 30 up to 40 years	22	Civil servant	6
over 40 up to 50 years	16	Self employed/freelance	6
over 50 up to 60 years	10	Housewife	3
over 60 up to 70 years	5	Other occupation	3
over 70 years	2	Trainee/student/pupil	26
		Old-age-pensioner	7
		Other not working	3

Conducted by: Gelszus Messe-Marktforschung GmbH, Dortmund

Import Shop, Berlin

Total number of visitors		Net household income	
37 022		up to 1 500,- DM	10
		more than 1 500,- DM up to 2 000,- DM	5
		more than 2 000,- DM up to 2 500,- DM	7
		more than 2 500,- DM up to 3 000,- DM	10
		more than 3 000,- DM up to 4 000,- DM	12
		more than 4 000,- DM up to 5 000,- DM	9
		more than 5 000,- DM up to 6 000,- DM	9
		more than 6 000,- DM	11
		N/A	27
Proportion of private visitors		Size of household	
87 %		1 person	25
		2 persons	41
		3 persons	15
		4 persons	14
		5 persons and more	5
Region of residence		Buying and ordering capacity	
%		Purchase or order made or intended at the exhibition	%
Locally	76	yes	83
within a 25 km radius	10	no	4
further than 25 km within a 50 km radius	4	maybe	13
further than 50 km within a 100 km radius	3		
further than 100 km radius	7		
Sex		Follow-up business	
%		Intend to buy at later date	%
Male	28	yes	30
Female	72	no	26
Accompanied by husband/wife/partner	37	maybe	44
Age		Occupation	
%		%	
up to 20 years	8	Unskilled/skilled worker	5
over 20 up to 30 years	17	Salaried staff	39
over 30 up to 40 years	26	Civil servant	10
over 40 up to 50 years	21	Self employed/freelance	10
over 50 up to 60 years	17	Housewife	5
over 60 up to 70 years	9	Other occupation	4
over 70 years	2	Trainee/student/pupil	14
		Old-age-pensioner	11
		Other not working	3

Conducted by: Gelszus Messe-Marktforschung GmbH, Dortmund

International Green Week Berlin

Total number of visitors		Net household income	
482 799		up to 1 500,- DM	9
		more than 1 500,- DM up to 2 000,- DM	7
		more than 2 000,- DM up to 2 500,- DM	8
		more than 2 500,- DM up to 3 000,- DM	10
		more than 3 000,- DM up to 4 000,- DM	15
		more than 4 000,- DM up to 5 000,- DM	12
		more than 5 000,- DM up to 6 000,- DM	7
		more than 6 000,- DM	10
		N/A	21
Proportion of private visitors		Size of household	
79 %		1 person	13
		2 persons	45
		3 persons	19
		4 persons	15
		5 persons and more	7
Region of residence		Buying and ordering capacity	
%		Purchase or order made or intended at the exhibition	%
Locally	39	yes	69
within a 25 km radius	7	no	14
further than 25 km within a 50 km radius	6	maybe	17
further than 50 km within a 100 km radius	8		
further than 100 km radius	40		
Sex		Follow-up business	
%		Intend to buy at later date	%
Male	46	yes	27
Female	54	no	29
Accompanied by husband/wife/partner	61	maybe	44
Age		Occupation	
%		%	
up to 20 years	7	Unskilled/skilled worker	16
over 20 up to 30 years	14	Salaried staff	32
over 30 up to 40 years	21	Civil servant	7
over 40 up to 50 years	20	Self employed/freelance	5
over 50 up to 60 years	22	Housewife	4
over 60 up to 70 years	15	Other occupation	3
over 70 years	2	Trainee/student/pupil	9
		Old-age-pensioner	21
		Other not working	2

Conducted by: Gelszus Messe-Marktforschung GmbH, Dortmund

ITB, Berlin

Total number of visitors		124 050	Net household income		%
Proportion of private visitors		45 %	more than 1 500,- DM	up to 1 500,- DM	7
Region of residence		%	more than 2 000,- DM	up to 2 000,- DM	5
Locally		57	more than 2 500,- DM	up to 2 500,- DM	9
within a 25 km radius		8	more than 3 000,- DM	up to 3 000,- DM	9
further than 25 km within a 50 km radius		6	more than 4 000,- DM	up to 4 000,- DM	16
further than 50 km within a 100 km radius		5	more than 5 000,- DM	up to 5 000,- DM	12
further than 100 km radius		23	more than 6 000,- DM		16
Germany		98	N/A		15
Other country		2	Size of household		%
Sex		%	1 person		24
Male		52	2 persons		44
Female		49	3 persons		16
Accompanied by husband/wife/partner		44	4 persons		13
			5 persons and more		4
Age		%	Buying and ordering capacity		%
up to 20 years		6	Purchase or order made or intended at the exhibition		
over 20 up to 30 years		17	N/A		
over 30 up to 40 years		19	Follow-up business		%
over 40 up to 50 years		23	Intend to buy at later date		
over 50 up to 60 years		22	N/A		
over 60 up to 70 years		11			
over 70 years		2			
Occupation		%			
Unskilled/skilled worker		8			
Salaried staff		42			
Civil servant		10			
Self employed/freelance		6			
Housewife		2			
Other occupation		3			
Trainee/student/pupil		11			
Old-age-pensioner		16			
Other not working		2			

Conducted by: Gelszus Messe-Marktforschung GmbH, Dortmund

Consumer Goods Exposition, Braunschweig (2000)

Total number of visitors		71 461	Net household income		%
Proportion of private visitors		83 %	more than 1 500,- DM	up to 1 500,- DM	8
Region of residence		%	more than 2 000,- DM	up to 2 000,- DM	6
Locally		34	more than 2 500,- DM	up to 2 500,- DM	6
within a 25 km radius		35	more than 3 000,- DM	up to 3 000,- DM	10
further than 25 km within a 50 km radius		22	more than 4 000,- DM	up to 4 000,- DM	13
further than 50 km within a 100 km radius		4	more than 5 000,- DM	up to 5 000,- DM	14
further than 100 km radius		5	more than 6 000,- DM		9
Germany		99	N/A		12
Other country		1	Size of household		%
Sex		%	1 person		14
Male		51	2 persons		41
Female		49	3 persons		19
Accompanied by husband/wife/partner		56	4 persons		18
			5 persons and more		8
Age		%	Buying and ordering capacity		%
up to 20 years		5	Purchase or order made or intended at the exhibition		
over 20 up to 30 years		17	yes		64
over 30 up to 40 years		23	no		13
over 40 up to 50 years		25	maybe		23
over 50 up to 60 years		17	Follow-up business		%
over 60 up to 70 years		10	Intend to buy at later date		
over 70 years		2	yes		23
			no		23
Occupation		%	maybe		54
Unskilled/skilled worker		14			
Salaried staff		38			
Civil servant		10			
Farmer		1			
Self employed/freelance		7			
Housewife, house husband		6			
Other occupation		7			
Trainee/student/pupil		4			
Old-age-pensioner		12			
Other not working		3			

Conducted by: Gelszus Messe-Marktforschung GmbH, Dortmund

hafa - Modern Family Exhibition, Bremen (1999)

Total number of visitors		90 778	Net household income		%
Proportion of private visitors		83 %	more than 1 500,- DM	up to 1 500,- DM	8
Region of residence		%	more than 2 000,- DM	up to 2 000,- DM	7
Locally		47	more than 2 500,- DM	up to 2 500,- DM	9
within a 25 km radius		23	more than 3 000,- DM	up to 3 000,- DM	10
further than 25 km within a 50 km radius		16	more than 4 000,- DM	up to 4 000,- DM	15
further than 50 km within a 100 km radius		11	more than 5 000,- DM	up to 5 000,- DM	11
further than 100 km radius		4	more than 6 000,- DM		9
Germany		99	N/A		11
Other country		1	Size of household		%
Sex		%	1 person		14
Male		43	2 persons		43
Female		57	3 persons		18
Accompanied by husband/wife/partner		43	4 persons		16
			5 persons and more		10
Age		%	Buying and ordering capacity		%
up to 20 years		14	Purchase or order made or intended at the exhibition		
over 20 up to 30 years		21	yes		73
over 30 up to 40 years		18	no		7
over 40 up to 50 years		17	maybe		20
over 50 up to 60 years		16	Follow-up business		%
over 60 up to 70 years		11	Intend to buy at later date		
over 70 years		4	yes		26
			no		21
Occupation		%	maybe		53
Unskilled/skilled worker		11			
Salaried staff		30			
Civil servant		7			
Self employed/freelance		6			
Housewife		9			
Other occupation		9			
Trainee/student/pupil		17			
Old-age-pensioner		14			
Other not working		3			

CREATIVA, Dortmund

Total number of visitors		83 319	Net household income		%
Proportion of private visitors		72 %	more than 1 500,- DM	up to 1 500,- DM	7
Region of residence		%	more than 2 000,- DM	up to 2 000,- DM	4
Locally		13	more than 2 500,- DM	up to 2 500,- DM	7
within a 25 km radius		12	more than 3 000,- DM	up to 3 000,- DM	6
further than 25 km within a 50 km radius		19	more than 4 000,- DM	up to 4 000,- DM	10
further than 50 km within a 100 km radius		27	more than 5 000,- DM	up to 5 000,- DM	10
further than 100 km radius		29	more than 6 000,- DM		7
Germany		99	N/A		8
Other country		1	Size of household		%
Sex		%	1 person		11
Male		13	2 persons		29
Female		87	3 persons		19
Accompanied by husband/wife/partner		17	4 persons		25
			5 persons and more		17
Age		%	Buying and ordering capacity		%
up to 20 years		9	Purchase or order made or intended at the exhibition		
over 20 up to 30 years		20	yes		89
over 30 up to 40 years		29	no		3
over 40 up to 50 years		23	maybe		8
over 50 up to 60 years		12	Follow-up business		%
over 60 up to 70 years		5	Intend to buy at later date		
over 70 years		3	yes		33
			no		21
Occupation		%	maybe		47
Unskilled/skilled worker		5			
Salaried staff		38			
Civil servant		6			
Self employed/freelance		6			
Housewife		19			
Other occupation		4			
Trainee/student/pupil		13			
Old-age-pensioner		5			
Other not working		4			

Conducted by: Gelszus Messe-Marktforschung GmbH, Dortmund

Private Visitors Profile Analyses 2001

DORTMUNDER HERBST, Dortmund

Total number of visitors		Net household income	
142 404		%	
Proportion of private visitors		%	
91 %		more than 1 500,- DM up to 1 500,- DM 7	
		more than 2 000,- DM up to 2 000,- DM 4	
		more than 2 500,- DM up to 2 500,- DM 7	
		more than 3 000,- DM up to 3 000,- DM 7	
Region of residence		%	
Locally		32	
within a 25 km radius		32	
further than 25 km within a 50 km radius		23	
further than 50 km within a 100 km radius		8	
further than 100 km radius		6	
Germany		99	
Other country		1	
Sex		%	
Male		38	
Female		62	
Accompanied by husband/wife/partner		47	
Age		%	
up to 20 years		7	
over 20 up to 30 years		16	
over 30 up to 40 years		25	
over 40 up to 50 years		22	
over 50 up to 60 years		16	
over 60 up to 70 years		10	
over 70 years		3	
Occupation		%	
Unskilled/skilled worker		10	
Salaried staff		35	
Civil servant		7	
Self employed/freelance		6	
Housewife		13	
Other occupation		3	
Trainee/student/pupil		11	
Old-age-pensioner		13	
Other not working		3	
Size of household		%	
1 person		13	
2 persons		41	
3 persons		22	
4 persons		17	
5 persons and more		7	
Buying and ordering capacity		%	
Purchase or order made or intended at the exhibition		%	
yes		75	
no		9	
maybe		16	
Follow-up business		%	
Intend to buy at later date		%	
yes		22	
no		24	
maybe		54	

Conducted by: Gelszus Messe-Marktforschung GmbH, Dortmund

HobbyTronic Computerschau, Dortmund

Total number of visitors		Net household income	
55 450		%	
Proportion of private visitors		%	
47 %		more than 1 500,- DM up to 1 500,- DM 13	
		more than 2 000,- DM up to 2 000,- DM 5	
		more than 2 500,- DM up to 2 500,- DM 5	
		more than 3 000,- DM up to 3 000,- DM 8	
Region of residence		%	
Locally		21	
within a 25 km radius		16	
further than 25 km within a 50 km radius		25	
further than 50 km within a 100 km radius		21	
further than 100 km radius		18	
Germany		98	
Other country		2	
Sex		%	
Male		93	
Female		7	
Accompanied by husband/wife/partner		7	
Age		%	
up to 20 years		25	
over 20 up to 30 years		27	
over 30 up to 40 years		24	
over 40 up to 50 years		16	
over 50 up to 60 years		6	
over 60 up to 70 years		2	
over 70 years		1	
Occupation		%	
Unskilled/skilled worker		15	
Salaried staff		26	
Civil servant		6	
Self employed/freelance		6	
Housewife		2	
Other occupation		3	
Trainee/student/pupil		32	
Old-age-pensioner		5	
Other not working		6	
Size of household		%	
1 person		20	
2 persons		24	
3 persons		19	
4 persons		21	
5 persons and more		16	
Buying and ordering capacity		%	
Purchase or order made or intended at the exhibition		%	
yes		85	
no		5	
maybe		10	
Follow-up business		%	
Intend to buy at later date		%	
yes		30	
no		28	
maybe		42	

Conducted by: Gelszus Messe-Marktforschung GmbH, Dortmund

INTERMODELLBAU, Dortmund

Total number of visitors		Net household income	
99 346		%	
Proportion of private visitors		%	
92 %		more than 1 500,- DM up to 1 500,- DM 7	
		more than 2 000,- DM up to 2 000,- DM 2	
		more than 2 500,- DM up to 2 500,- DM 6	
		more than 3 000,- DM up to 3 000,- DM 9	
Region of residence		%	
Locally		7	
within a 25 km radius		10	
further than 25 km within a 50 km radius		19	
further than 50 km within a 100 km radius		21	
further than 100 km radius		42	
Germany		92	
Other country		8	
Sex		%	
Male		93	
Female		7	
Accompanied by husband/wife/partner		13	
Age		%	
up to 20 years		8	
over 20 up to 30 years		15	
over 30 up to 40 years		30	
over 40 up to 50 years		25	
over 50 up to 60 years		13	
over 60 up to 70 years		6	
over 70 years		3	
Occupation		%	
Unskilled/skilled worker		21	
Salaried staff		34	
Civil servant		10	
Self employed/freelance		7	
Housewife		1	
Other occupation		6	
Trainee/student/pupil		10	
Old-age-pensioner		8	
Other not working		2	
Size of household		%	
1 person		17	
2 persons		31	
3 persons		20	
4 persons		24	
5 persons and more		9	
Buying and ordering capacity		%	
Purchase or order made or intended at the exhibition		%	
yes		81	
no		7	
maybe		12	
Follow-up business		%	
Intend to buy at later date		%	
yes		49	
no		12	
maybe		39	

Conducted by: Gelszus Messe-Marktforschung GmbH, Dortmund

JAGD & HUND, Dortmund

Total number of visitors		Net household income	
62 193		%	
Proportion of private visitors		%	
78 %		more than 1 500,- DM up to 1 500,- DM 6	
		more than 2 000,- DM up to 2 000,- DM 3	
		more than 2 500,- DM up to 2 500,- DM 5	
		more than 3 000,- DM up to 3 000,- DM 7	
Region of residence		%	
Locally		5	
within a 25 km radius		11	
further than 25 km within a 50 km radius		15	
further than 50 km within a 100 km radius		25	
further than 100 km radius		45	
Germany		94	
Other country		6	
Sex		%	
Male		80	
Female		20	
Accompanied by husband/wife/partner		19	
Age		%	
up to 20 years		11	
over 20 up to 30 years		14	
over 30 up to 40 years		25	
over 40 up to 50 years		21	
over 50 up to 60 years		14	
over 60 up to 70 years		10	
over 70 years		6	
Occupation		%	
Unskilled/skilled worker		15	
Salaried staff		24	
Civil servant		8	
Self employed/freelance		18	
Housewife		4	
Other occupation		13	
Trainee/student/pupil		3	
Old-age-pensioner		9	
Other not working		6	
Size of household		%	
1 person		12	
2 persons		30	
3 persons		19	
4 persons		24	
5 persons and more		16	
Buying and ordering capacity		%	
Purchase or order made or intended at the exhibition		%	
yes		86	
no		4	
maybe		11	
Follow-up business		%	
Intend to buy at later date		%	
yes		42	
no		14	
maybe		45	

Conducted by: Gelszus Messe-Marktforschung GmbH, Dortmund

Dresdner Travel Market, Dresden

Total number of visitors	26 327	Net household income	%
Proportion of private visitors	94 %	more than 1 500,- DM up to 1 500,- DM	9
		more than 2 000,- DM up to 2 000,- DM	7
		more than 2 500,- DM up to 2 500,- DM	9
		more than 3 000,- DM up to 3 000,- DM	13
		more than 3 000,- DM up to 4 000,- DM	19
		more than 4 000,- DM up to 5 000,- DM	13
		more than 5 000,- DM up to 6 000,- DM	6
		more than 6 000,- DM	7
		N/A	17
Region of residence	%	Size of household	%
Locally	56	1 person	12
within a 25 km radius	22	2 persons	50
further than 25 km within a 50 km radius	13	3 persons	21
further than 50 km within a 100 km radius	6	4 persons	13
further than 100 km radius	3	5 persons and more	4
Germany	100	Buying and ordering capacity	%
Other country	-	Purchase or order made or intended at the exhibition	
Sex	%	yes	3
Male	50	no	74
Female	50	maybe	23
Accompanied by husband/wife/partner	67	Follow-up business	%
Age	%	Intend to buy at later date	
up to 20 years	10	yes	48
over 20 up to 30 years	16	no	16
over 30 up to 40 years	18	maybe	36
over 40 up to 50 years	19		
over 50 up to 60 years	18		
over 60 up to 70 years	18		
over 70 years	2		
Occupation	%		
Unskilled/skilled worker	13		
Salaried staff	38		
Civil servant	4		
Self employed/freelance	5		
Housewife	2		
Other occupation	2		
Trainee/student/pupil	12		
Old-age-pensioner	24		
Other not working	1		

Conducted by: Gelszus Messe-Marktforschung GmbH, Dortmund

boot, Düsseldorf

Total number of visitors	354 365	Net household income	%
Proportion of private visitors	87 %	more than 1 500,- DM up to 1 500,- DM	9
		more than 2 000,- DM up to 2 000,- DM	2
		more than 2 500,- DM up to 2 500,- DM	5
		more than 3 000,- DM up to 3 000,- DM	8
		more than 3 000,- DM up to 4 000,- DM	13
		more than 4 000,- DM up to 5 000,- DM	13
		more than 5 000,- DM up to 6 000,- DM	13
		more than 6 000,- DM	37
		N/A	18
Region of residence	%	Size of household	%
Locally	7	1 person	18
within a 25 km radius	14	2 persons	36
further than 25 km within a 50 km radius	21	3 persons	17
further than 50 km within a 100 km radius	17	4 persons	19
further than 100 km radius	42	5 persons and more	9
Germany	93	Buying and ordering capacity	%
Other country	7	Purchase or order made or intended at the exhibition	
Sex	%	yes	65
Male	65	no	14
Female	35	maybe	21
Accompanied by husband/wife/partner	38	Follow-up business	%
Age	%	Intend to buy at later date	
up to 20 years	6	yes	46
over 20 up to 30 years	18	no	14
over 30 up to 40 years	27	maybe	41
over 40 up to 50 years	26		
over 50 up to 60 years	14		
over 60 up to 70 years	7		
over 70 years	2		
Occupation	%		
Unskilled/skilled worker	10		
Salaried staff	41		
Civil servant	9		
Self employed/freelance	19		
Housewife	2		
Other occupation	-		
Trainee/student/pupil	11		
Old-age-pensioner	7		
Other not working	2		

Conducted by: Walter & Partner, Basel

CARAVAN SALON, Düsseldorf

Total number of visitors	148 421	Net household income	%
Proportion of private visitors	88 %	more than 1 500,- DM up to 1 500,- DM	5
		more than 2 000,- DM up to 2 000,- DM	3
		more than 2 500,- DM up to 2 500,- DM	5
		more than 3 000,- DM up to 3 000,- DM	8
		more than 3 000,- DM up to 4 000,- DM	15
		more than 4 000,- DM up to 5 000,- DM	17
		more than 5 000,- DM up to 6 000,- DM	19
		more than 6 000,- DM	29
		N/A	20
Region of residence	%	Size of household	%
Locally	3	1 person	6
within a 25 km radius	10	2 persons	44
further than 25 km within a 50 km radius	19	3 persons	19
further than 50 km within a 100 km radius	17	4 persons	21
further than 100 km radius	51	5 persons and more	10
Germany	92	Buying and ordering capacity	%
Other country	8	Purchase or order made or intended at the exhibition	
Sex	%	yes	45
Male	54	no	19
Female	46	maybe	35
Accompanied by husband/wife/partner	74	Follow-up business	%
Age	%	Intend to buy at later date	
up to 20 years	1	yes	49
over 20 up to 30 years	5	no	10
over 30 up to 40 years	24	maybe	41
over 40 up to 50 years	28		
over 50 up to 60 years	27		
over 60 up to 70 years	13		
over 70 years	2		
Occupation	%		
Unskilled/skilled worker	11		
Salaried staff	38		
Civil servant	12		
Self employed/freelance	11		
Housewife	8		
Trainee/student/pupil	2		
Old-age-pensioner	15		
Other not working	2		

Conducted by: Walter & Partner, Basel

Riding, hunting, fishing, Erfurt

Total number of visitors	24 812	Net household income	%
Proportion of private visitors	95 %	more than 1 500,- DM up to 1 500,- DM	3
		more than 2 000,- DM up to 2 000,- DM	6
		more than 2 500,- DM up to 2 500,- DM	5
		more than 3 000,- DM up to 3 000,- DM	7
		more than 3 000,- DM up to 4 000,- DM	10
		more than 4 000,- DM up to 5 000,- DM	8
		more than 5 000,- DM up to 6 000,- DM	5
		more than 6 000,- DM	5
		N/A	52
Region of residence	%	Size of household	%
Locally	11	1 person	8
within a 25 km radius	13	2 persons	33
further than 25 km within a 50 km radius	26	3 persons	28
further than 50 km within a 100 km radius	37	4 persons	23
further than 100 km radius	14	5 persons and more	8
Sex	%	Buying and ordering capacity	%
Male	62	Purchase or order made or intended at the exhibition	
Female	38	yes	48
Accompanied by husband/wife/partner	54	no	46
Age	%	maybe	
up to 20 years	7		
over 20 up to 30 years	11		
over 30 up to 40 years	28		
over 40 up to 50 years	25		
over 50 up to 60 years	16		
over 60 up to 70 years	11		
over 70 years	2		
Occupation	%		
Unskilled/skilled worker	23		
Salaried staff	35		
Civil servant	4		
Self employed/freelance	10		
Housewife	2		
Trainee/student/pupil	8		
Old-age-pensioner	14		
Other not working	3		

Conducted by: Messe Erfurt AG, Erfurt, Erfurt

Private Visitors Profile Analyses 2001

Thuringia Exhibition, Erfurt

Total number of visitors		Net household income	
64 998	%	up to 1 500,- DM	-
Proportion of private visitors	92 %	more than 1 500,- DM up to 2 000,- DM	8
		more than 2 000,- DM up to 2 500,- DM	-
Region of residence	%	more than 2 500,- DM up to 3 000,- DM	16
Locally	41	more than 3 000,- DM up to 4 000,- DM	21
within a 25 km radius	16	more than 4 000,- DM up to 5 000,- DM	16
further than 25 km within a 50 km radius	18	more than 5 000,- DM up to 6 000,- DM	11
further than 50 km within a 100 km radius	18	more than 6 000,- DM	-
further than 100 km radius	5	N/A	28
N/A	2	Size of household	%
Sex	%	1 person	12
Male	46	2 persons	46
Female	54	3 persons	25
Accompanied by husband/wife/partner	61	4 persons	14
		5 persons and more	3
Age	%	Buying and ordering capacity	%
up to 20 years	8	Purchase or order made or intended at the exhibition	
over 20 up to 30 years	11	yes	59
over 30 up to 40 years	16	no	26
over 40 up to 50 years	21	maybe	14
over 50 up to 65 years	27	Follow-up business	%
over 65 years	17	Intend to buy at later date	
Occupation	%	yes	12
Unskilled/skilled worker	11	no	22
Salaried staff	30	maybe	66
Civil servant	2		
Self employed/freelance	9		
Housewife	3		
Other not working	45		

Conducted by: INA Research GmbH, Schenefeld

EQUITANA, Essen

Total number of visitors		Net household income	
206 922	%	up to 1 500,- DM	7
Proportion of private visitors	79 %	more than 1 500,- DM up to 2 000,- DM	4
		more than 2 000,- DM up to 2 500,- DM	5
Region of residence	%	more than 2 500,- DM up to 3 000,- DM	7
Locally	5	more than 3 000,- DM up to 4 000,- DM	10
within a 25 km radius	10	more than 4 000,- DM up to 5 000,- DM	9
further than 25 km within a 50 km radius	16	more than 5 000,- DM up to 6 000,- DM	7
further than 50 km within a 100 km radius	19	more than 6 000,- DM	15
further than 100 km radius	51	N/A	36
Germany	94	Size of household	%
Other country	6	1 person	15
Sex	%	2 persons	30
Male	25	3 persons	18
Female	75	4 persons	22
Accompanied by husband/wife/partner	40	5 persons and more	14
Age	%	Buying and ordering capacity	%
up to 20 years	21	Purchase or order made or intended at the exhibition	
over 20 up to 30 years	29	yes	86
over 30 up to 40 years	31	no	5
over 40 up to 50 years	13	maybe	9
over 50 up to 60 years	4	Follow-up business	%
over 60 up to 70 years	1	Intend to buy at later date	
over 70 years	2	yes	37
Occupation	%	no	19
Unskilled/skilled worker	6	maybe	45
Salaried staff	32		
Civil servant	6		
Self employed/freelance	12		
Housewife	6		
Other occupation	5		
Trainee/student/pupil	25		
Old-age-pensioner	2		
Farmer	3		
Other not working	2		

Conducted by: Gelszus Messe-Marktforschung GmbH, Dortmund

FIBO, Essen

Total number of visitors		Net household income	
57 308	%	up to 1 500,- DM	8
Proportion of private visitors	46 %	more than 1 500,- DM up to 2 000,- DM	4
		more than 2 000,- DM up to 2 500,- DM	8
Region of residence	%	more than 2 500,- DM up to 3 000,- DM	9
Locally	7	more than 3 000,- DM up to 4 000,- DM	11
within a 25 km radius	13	more than 4 000,- DM up to 5 000,- DM	9
further than 25 km within a 50 km radius	15	more than 5 000,- DM up to 6 000,- DM	7
further than 50 km within a 100 km radius	16	more than 6 000,- DM	14
further than 100 km radius	49	N/A	30
Germany	89	Size of household	%
Other country	11	1 person	24
Sex	%	2 persons	34
Male	55	3 persons	20
Female	45	4 persons	16
Accompanied by husband/wife/partner	39	5 persons and more	7
Age	%	Buying and ordering capacity	%
up to 20 years	9	Purchase or order made or intended at the exhibition	
over 20 up to 30 years	45	yes	70
over 30 up to 40 years	32	no	10
over 40 up to 50 years	8	maybe	21
over 50 up to 60 years	3	Follow-up business	%
over 60 up to 70 years	1	Intend to buy at later date	
over 70 years	2	yes	25
Occupation	%	no	25
Unskilled/skilled worker	15	maybe	50
Salaried staff	35		
Civil servant	7		
Self employed/freelance	7		
Housewife	5		
Other occupation	5		
Trainee/student/pupil	18		
Old-age-pensioner	3		
Other not working	5		

Conducted by: Gelszus Messe-Marktforschung GmbH, Dortmund

HAUS + GARTEN, Essen

Total number of visitors		Net household income	
62 800	%	up to 1 500,- DM	3
Proportion of private visitors	89 %	more than 1 500,- DM up to 2 000,- DM	2
		more than 2 000,- DM up to 2 500,- DM	4
Region of residence	%	more than 2 500,- DM up to 3 000,- DM	7
Locally	27	more than 3 000,- DM up to 4 000,- DM	12
within a 25 km radius	35	more than 4 000,- DM up to 5 000,- DM	15
further than 25 km within a 50 km radius	24	more than 5 000,- DM up to 6 000,- DM	11
further than 50 km within a 100 km radius	10	more than 6 000,- DM	15
further than 100 km radius	5	N/A	30
Germany	99	Size of household	%
Other country	1	1 person	9
Sex	%	2 persons	51
Male	41	3 persons	19
Female	59	4 persons	15
Accompanied by husband/wife/partner	68	5 persons and more	6
Age	%	Buying and ordering capacity	%
up to 20 years	2	Purchase or order made or intended at the exhibition	
over 20 up to 30 years	6	yes	74
over 30 up to 40 years	18	no	9
over 40 up to 50 years	24	maybe	17
over 50 up to 60 years	29	Follow-up business	%
over 60 up to 70 years	18	Intend to buy at later date	
over 70 years	4	yes	34
Occupation	%	no	17
Unskilled/skilled worker	8	maybe	49
Salaried staff	33		
Civil servant	9		
Self employed/freelance	9		
Housewife	12		
Other occupation	3		
Trainee/student/pupil	3		
Old-age-pensioner	23		
Other not working	1		

Conducted by: Gelszus Messe-Marktforschung GmbH, Dortmund

MODE - HEIM - HANDWERK, Essen

Total number of visitors	175 467	Net household income	%
Proportion of private visitors	89 %	up to 1 500,- DM	4
		more than 1 500,- DM up to 2 000,- DM	4
		more than 2 000,- DM up to 2 500,- DM	7
		more than 2 500,- DM up to 3 000,- DM	7
Region of residence	%	more than 3 000,- DM up to 4 000,- DM	12
Locally	48	more than 4 000,- DM up to 5 000,- DM	12
within a 25 km radius	33	more than 5 000,- DM up to 6 000,- DM	9
further than 25 km within a 50 km radius	13	more than 6 000,- DM	13
further than 50 km within a 100 km radius	4	N/A	33
further than 100 km radius	3		
Sex	%	Size of household	%
Male	34	1 person	13
Female	66	2 persons	51
Accompanied by husband/wife/partner	59	3 persons	19
		4 persons	13
		5 persons and more	5
Age	%	Buying and ordering capacity	%
up to 20 years	4	Purchase or order made or intended at the exhibition	
over 20 up to 30 years	13	yes	86
over 30 up to 40 years	22	no	5
over 40 up to 50 years	21	maybe	9
over 50 up to 60 years	22		
over 60 up to 70 years	15		
over 70 years	4		
Occupation	%	Follow-up business	%
Unskilled/skilled worker	10	Intend to buy at later date	
Salaried staff	37	yes	22
Civil servant	6	no	25
Self employed/freelance	6	maybe	53
Housewife	13		
Other occupation	2		
Trainee/student/pupil	6		
Old-age-pensioner	19		
Other not working	1		

Conducted by: Gelszus Messe-Marktforschung GmbH, Dortmund

Tourism/Camping, Essen

Total number of visitors	101 703	Net household income	%
Proportion of private visitors	95 %	up to 1 500,- DM	2
		more than 1 500,- DM up to 2 000,- DM	3
		more than 2 000,- DM up to 2 500,- DM	5
		more than 2 500,- DM up to 3 000,- DM	6
Region of residence	%	more than 3 000,- DM up to 4 000,- DM	13
Locally	13	more than 4 000,- DM up to 5 000,- DM	14
within a 25 km radius	22	more than 5 000,- DM up to 6 000,- DM	12
further than 25 km within a 50 km radius	27	more than 6 000,- DM	17
further than 50 km within a 100 km radius	23	N/A	28
further than 100 km radius	15		
Sex	%	Size of household	%
Male	56	1 person	9
Female	44	2 persons	53
Accompanied by husband/wife/partner	72	3 persons	16
		4 persons	15
		5 persons and more	6
Age	%	Buying and ordering capacity	%
up to 20 years	1	Purchase or order made or intended at the exhibition	
over 20 up to 30 years	9	yes	49
over 30 up to 40 years	20	no	24
over 40 up to 50 years	26	maybe	28
over 50 up to 60 years	25		
over 60 up to 70 years	17		
over 70 years	3		
Occupation	%	Follow-up business	%
Unskilled/skilled worker	11	Intend to buy at later date	
Salaried staff	35	yes	34
Civil servant	11	no	17
Self employed/freelance	8	maybe	48
Housewife	7		
Other occupation	2		
Trainee/student/pupil	2		
Old-age-pensioner	24		
Other not working	1		

Conducted by: Gelszus Messe-Marktforschung GmbH, Dortmund

AERO, Friedrichshafen (1999)

Total number of visitors	45 735	Net household income	%
Proportion of private visitors	60 %	up to 1 500,- DM	6
		more than 1 500,- DM up to 2 000,- DM	3
		more than 2 000,- DM up to 2 500,- DM	5
		more than 2 500,- DM up to 3 000,- DM	4
Region of residence	%	more than 3 000,- DM up to 4 000,- DM	9
Locally	5	more than 4 000,- DM up to 5 000,- DM	9
within a 25 km radius	7	more than 5 000,- DM up to 6 000,- DM	10
further than 25 km within a 50 km radius	6	more than 6 000,- DM	26
further than 50 km within a 100 km radius	11	N/A	28
further than 100 km radius	71		
Germany	77	Size of household	%
Other country	23	1 person	16
		2 persons	35
Sex	%	3 persons	17
Male	74	4 persons	21
Female	26	5 persons and more	11
Accompanied by husband/wife/partner	30	Buying and ordering capacity	%
		Purchase or order made or intended at the exhibition	
Age	%	yes	44
up to 20 years	7	no	28
over 20 up to 30 years	17	maybe	28
over 30 up to 40 years	29		
over 40 up to 50 years	22		
over 50 up to 60 years	15		
over 60 up to 70 years	6	Follow-up business	%
over 70 years	4	Intend to buy at later date	
		yes	26
		no	27
		maybe	47
Occupation	%		
Unskilled/skilled worker	11		
Salaried staff	30		
Civil servant	7		
Self employed/freelance	23		
Housewife	1		
Other occupation	6		
Trainee/student/pupil	11		
Old-age-pensioner	7		
Other not working	3		

Conducted by: Gelszus Messe-Marktforschung GmbH, Dortmund

Aqua-Fish, Friedrichshafen

Total number of visitors	34 172	Net household income	%
Proportion of private visitors	91 %	N/A	
		Size of household	%
		1 person	11
Region of residence	%	2 persons	32
Locally	9	3 persons	13
within a 25 km radius	13	4 persons	17
further than 25 km within a 50 km radius	15	5 persons and more	27
further than 50 km within a 100 km radius	22		
further than 100 km radius	41	Buying and ordering capacity	%
Germany	86	Purchase or order made or intended at the exhibition	
Other country	14	yes	45
		no	18
Sex	%	maybe	29
Male	84	N/A	8
Female	16		
Accompanied by husband/wife/partner	25	Follow-up business	%
		Intend to buy at later date	
Age	%	yes	12
up to 20 years	5	no	33
over 20 up to 30 years	20	maybe	29
over 30 up to 40 years	30	N/A	25
over 40 up to 50 years	21		
over 50 up to 60 years	13		
over 60 up to 70 years	10		
over 70 years	1		
Occupation	%		
Unskilled/skilled worker	26		
Salaried staff	37		
Civil servant	4		
Self employed/freelance	11		
Housewife	4		
Other occupation	-		
Trainee/student/pupil	7		
Old-age-pensioner	11		

Conducted by: Messe Friedrichshafen GmbH, Friedrichshafen

Private Visitors Profile Analyses 2001

HAM-RADIO, Friedrichshafen

Total number of visitors	17 653	Net household income	%
		N/A	
Proportion of private visitors	86 %	Size of household	%
Region of residence	%	1 person	21
Locally	7	2 persons	36
within a 25 km radius	7	3 persons	14
further than 25 km within a 50 km radius	5	4 persons	19
further than 50 km within a 100 km radius	5	5 persons and more	8
further than 100 km radius	61	N/A	2
N/A	15	Buying and ordering capacity	%
Germany	69	Purchase or order made or intended at the exhibition	
Other country	31	yes	56
		no	24
Sex	%	maybe	19
Male	90	N/A	1
Female	10	Follow-up business	%
Accompanied by husband/wife/partner	9	Intend to buy at later date	
Age	%	yes	21
up to 20 years	3	no	38
over 20 up to 30 years	17	maybe	39
over 30 up to 40 years	28	N/A	2
over 40 up to 50 years	23		
over 50 up to 60 years	16		
over 60 up to 70 years	10		
over 70 years	2		
N/A	2		
Occupation	%		
Unskilled/skilled worker	13		
Salaried staff	44		
Civil servant	5		
Self employed/freelance	16		
Trainee/student/pupil	7		
Old-age-pensioner	12		
Other not working	2		
Housewife	2		
N/A	1		

Conducted by: Messe Friedrichshafen GmbH, Friedrichshafen

IBO, Friedrichshafen (1999)

Total number of visitors	97 398	Net household income	%
		N/A	
Proportion of private visitors	95 %	Size of household	%
Region of residence	%	1 person	11
Locally	20	2 persons	37
within a 25 km radius	30	3 persons	22
further than 25 km within a 50 km radius	22	4 persons	20
further than 50 km within a 100 km radius	21	5 persons and more	10
further than 100 km radius	4	Buying and ordering capacity	%
Germany	97	Purchase or order made or intended at the exhibition	
Other country	3	yes	65
		no	11
Sex	%	maybe	24
Male	52	Follow-up business	%
Female	48	Intend to buy at later date	
Accompanied by husband/wife/partner	44	yes	20
Age	%	no	38
up to 20 years	10	maybe	40
over 20 up to 30 years	16		
over 30 up to 40 years	19		
over 40 up to 50 years	21		
over 50 up to 60 years	19		
over 60 up to 70 years	12		
over 70 years	1		
Occupation	%		
Unskilled/skilled worker	12		
Salaried staff	32		
Civil servant	3		
Self employed/freelance	9		
Housewife	15		
Other occupation	2		
Trainee/student/pupil	13		
Old-age-pensioner	13		
Other not working	1		

Conducted by: Messe Friedrichshafen GmbH, Friedrichshafen

INTERBOOT, Friedrichshafen (1999)

Total number of visitors	103 422	Net household income	%
		up to 1 500,- DM	5
		more than 1 500,- DM up to 2 000,- DM	3
		more than 2 000,- DM up to 2 500,- DM	4
		more than 2 500,- DM up to 3 000,- DM	6
		more than 3 000,- DM up to 4 000,- DM	10
		more than 4 000,- DM up to 5 000,- DM	13
		more than 5 000,- DM up to 6 000,- DM	12
		more than 6 000,- DM	29
		N/A	20
Region of residence	%	Size of household	%
Locally	3	1 person	12
within a 25 km radius	12	2 persons	41
further than 25 km within a 50 km radius	12	3 persons	17
further than 50 km within a 100 km radius	17	4 persons	21
further than 100 km radius	56	5 persons and more	10
Germany	77	Buying and ordering capacity	%
Other country	23	Purchase or order made or intended at the exhibition	
		yes	58
Sex	%	no	18
Male	62	maybe	24
Female	38	Follow-up business	%
Accompanied by husband/wife/partner	55	Intend to buy at later date	
Age	%	yes	31
up to 20 years	4	no	20
over 20 up to 30 years	17	maybe	49
over 30 up to 40 years	27		
over 40 up to 50 years	24		
over 50 up to 60 years	18		
over 60 up to 70 years	8		
over 70 years	2		
Occupation	%		
Unskilled/skilled worker	12		
Salaried staff	31		
Civil servant	8		
Self employed/freelance	25		
Housewife	2		
Other occupation	4		
Trainee/student/pupil	7		
Old-age-pensioner	9		
Other not working	2		

Conducted by: Gelszus Messe-Marktforschung GmbH, Dortmund

ÖKO-TRENDS, Gelnhausen

Total number of visitors	5 225	Net household income	%
		up to 1 500,- DM	2
		more than 1 500,- DM up to 2 000,- DM	-
		more than 2 000,- DM up to 2 500,- DM	2
		more than 2 500,- DM up to 3 000,- DM	3
		more than 3 000,- DM up to 4 000,- DM	9
		more than 4 000,- DM up to 5 000,- DM	14
		more than 5 000,- DM up to 6 000,- DM	10
		more than 6 000,- DM	16
		N/A	43
Region of residence	%	Size of household	%
Locally	46	1 person	9
within a 25 km radius	33	2 persons	38
further than 25 km within a 50 km radius	11	3 persons	23
further than 50 km within a 100 km radius	6	4 persons	22
further than 100 km radius	3	5 persons and more	8
Germany	98	Buying and ordering capacity	%
Other country	2	Purchase or order made or intended at the exhibition	
		yes	25
Sex	%	no	26
Male	57	maybe	49
Female	43	Follow-up business	%
Accompanied by husband/wife/partner	65	Intend to buy at later date	
Age	%	yes	34
up to 20 years	2	no	13
over 20 up to 30 years	6	maybe	52
over 30 up to 40 years	26		
over 40 up to 50 years	29		
over 50 up to 60 years	20		
over 60 up to 70 years	13		
over 70 years	3		
Occupation	%		
Unskilled/skilled worker	7		
Salaried staff	40		
Civil servant	9		
Self employed/freelance	18		
Housewife	9		
Other occupation	-		
Trainee/student/pupil	3		
Old-age-pensioner	14		
Other not working	-		

Conducted by: audiokom GmbH, Gelnhausen

DU UND DEINE WELT, Hamburg

Total number of visitors	210 910	Net household income	%
Proportion of private visitors	94 %	more than 1 500,- DM up to 1 500,- DM	6
		more than 2 000,- DM up to 2 000,- DM	4
		more than 2 500,- DM up to 2 500,- DM	6
		more than 3 000,- DM up to 3 000,- DM	8
Region of residence	%	more than 3 000,- DM up to 4 000,- DM	12
Locally	50	more than 4 000,- DM up to 5 000,- DM	11
within a 25 km radius	11	more than 5 000,- DM up to 6 000,- DM	11
further than 25 km within a 50 km radius	19	more than 6 000,- DM	17
further than 50 km within a 100 km radius	13	N/A	25
further than 100 km radius	8		
Germany	99	Size of household	%
Other country	1	1 person	20
		2 persons	42
Sex	%	3 persons	17
Male	41	4 persons	16
Female	59	5 persons and more	6
Accompanied by husband/wife/partner	42	Buying and ordering capacity	%
		Purchase or order made or intended at the exhibition	
Age	%	yes	69
up to 20 years	11	no	7
over 20 up to 30 years	21	maybe	25
over 30 up to 40 years	19		
over 40 up to 50 years	16	Follow-up business	%
over 50 up to 60 years	16	Intend to buy at later date	
over 60 up to 70 years	13	yes	26
over 70 years	4	no	18
Occupation	%	maybe	56
Unskilled/skilled worker	8		
Salaried staff	35		
Civil servant	6		
Self employed/freelance	7		
Housewife	6		
Other occupation	5		
Trainee/student/pupil	16		
Old-age-pensioner	16		
Other not working	2		

Conducted by: PhoneResearch KG, Hamburg

hanseboot, Hamburg

Total number of visitors	143 536	Net household income	%
Proportion of private visitors	82 %	more than 1 500,- DM up to 1 500,- DM	5
		more than 2 000,- DM up to 2 000,- DM	2
		more than 2 500,- DM up to 2 500,- DM	3
		more than 3 000,- DM up to 3 000,- DM	5
Region of residence	%	more than 3 000,- DM up to 4 000,- DM	8
Locally	22	more than 4 000,- DM up to 5 000,- DM	12
within a 25 km radius	3	more than 5 000,- DM up to 6 000,- DM	11
further than 25 km within a 50 km radius	10	more than 6 000,- DM	31
further than 50 km within a 100 km radius	14	N/A	23
further than 100 km radius	51		
Germany	96	Size of household	%
Other country	4	1 person	18
		2 persons	42
Sex	%	3 persons	16
Male	79	4 persons	17
Female	21	5 persons and more	7
Accompanied by husband/wife/partner	33	Buying and ordering capacity	%
		Purchase or order made or intended at the exhibition	
Age	%	yes	59
up to 20 years	7	no	13
over 20 up to 30 years	17	maybe	28
over 30 up to 40 years	21		
over 40 up to 50 years	20	Follow-up business	%
over 50 up to 60 years	20	Intend to buy at later date	
over 60 up to 70 years	14	yes	40
over 70 years	2	no	16
Occupation	%	maybe	44
Unskilled/skilled worker	7		
Salaried staff	34		
Civil servant	9		
Self employed/freelance	17		
Housewife	2		
Other occupation	4		
Trainee/student/pupil	12		
Old-age-pensioner	14		
Other not working	2		

Conducted by: PhoneResearch KG, Hamburg

REISEN, Hamburg

Total number of visitors	128 993	Net household income	%
Proportion of private visitors	94 %	more than 1 500,- DM up to 1 500,- DM	3
		more than 2 000,- DM up to 2 000,- DM	3
		more than 2 500,- DM up to 2 500,- DM	5
		more than 3 000,- DM up to 3 000,- DM	7
Region of residence	%	more than 3 000,- DM up to 4 000,- DM	11
Locally	48	more than 4 000,- DM up to 5 000,- DM	13
within a 25 km radius	9	more than 5 000,- DM up to 6 000,- DM	11
further than 25 km within a 50 km radius	19	more than 6 000,- DM	21
further than 50 km within a 100 km radius	13	N/A	25
further than 100 km radius	10		
Germany	99	Size of household	%
Other country	1	1 person	18
		2 persons	50
Sex	%	3 persons	15
Male	51	4 persons	12
Female	49	5 persons and more	5
Accompanied by husband/wife/partner	53	Buying and ordering capacity	%
		Purchase or order made or intended at the exhibition	
Age	%	yes	28
up to 20 years	6	no	38
over 20 up to 30 years	14	maybe	34
over 30 up to 40 years	18		
over 40 up to 50 years	19	Follow-up business	%
over 50 up to 60 years	21	Intend to buy at later date	
over 60 up to 70 years	18	yes	33
over 70 years	4	no	18
Occupation	%	maybe	49
Unskilled/skilled worker	7		
Salaried staff	38		
Civil servant	9		
Self employed/freelance	6		
Housewife	5		
Other occupation	4		
Trainee/student/pupil	8		
Old-age-pensioner	22		
Other not working	2		

Conducted by: PhoneResearch KG, Hamburg

ABF, Hannover (2000)

Total number of visitors	128 481	Net household income	%
Proportion of private visitors	92 %	more than 1 500,- DM up to 1 500,- DM	4
		more than 2 000,- DM up to 2 000,- DM	6
		more than 2 500,- DM up to 2 500,- DM	7
		more than 3 000,- DM up to 3 000,- DM	10
Region of residence	%	more than 3 000,- DM up to 4 000,- DM	16
Locally	21	more than 4 000,- DM up to 5 000,- DM	15
within a 25 km radius	24	more than 5 000,- DM up to 6 000,- DM	11
further than 25 km within a 50 km radius	28	more than 6 000,- DM	13
further than 50 km within a 100 km radius	18	N/A	19
further than 100 km radius	10		
Germany	100	Size of household	%
		1 person	12
Sex	%	2 persons	44
Male	65	3 persons	20
Female	35	4 persons	17
Accompanied by husband/wife/partner	54	5 persons and more	7
Age	%	Buying and ordering capacity	%
		Purchase or order made or intended at the exhibition	
up to 20 years	6	yes	60
over 20 up to 30 years	19	no	17
over 30 up to 40 years	23	maybe	23
over 40 up to 50 years	19		
over 50 up to 60 years	21	Follow-up business	%
over 60 up to 70 years	11	Intend to buy at later date	
over 70 years	2	yes	32
Occupation	%	no	19
Unskilled/skilled worker	14	maybe	49
Salaried staff	33		
Civil servant	11		
Self employed/freelance	8		
Housewife	6		
Other occupation	3		
Trainee/student/pupil	8		
Old-age-pensioner	16		
Other not working	2		

Conducted by: Gelszus Messe-Marktforschung GmbH, Dortmund

Private Visitors Profile Analyses 2001

Infra, Hannover (2000)

Total number of visitors		Net household income	
239 885		%	
Proportion of private visitors		89 %	
Region of residence		%	
Locally		26	
within a 25 km radius	28	more than 1 500,- DM up to 1 500,- DM	4
further than 25 km within a 50 km radius	22	more than 2 000,- DM up to 2 000,- DM	4
further than 50 km within a 100 km radius	14	more than 2 500,- DM up to 2 500,- DM	6
further than 100 km radius	11	more than 3 000,- DM up to 3 000,- DM	8
		more than 4 000,- DM up to 4 000,- DM	15
		more than 5 000,- DM up to 5 000,- DM	14
		more than 6 000,- DM up to 6 000,- DM	10
		more than 6 000,- DM	12
		N/A	29
Germany	99	Size of household	%
Other country	1	1 person	13
		2 persons	46
		3 persons	18
Sex	%	4 persons	16
Male	42	5 persons and more	8
Female	58	Buying and ordering capacity	%
Accompanied by husband/wife/partner	53	Purchase or order made or intended at the exhibition	
		yes	74
Age	%	no	8
up to 20 years	4	maybe	18
over 20 up to 30 years	12	Follow-up business	%
over 30 up to 40 years	24	Intend to buy at later date	
over 40 up to 50 years	22	yes	31
over 50 up to 60 years	21	no	21
over 60 up to 70 years	14	maybe	48
over 70 years	4	Occupation	%
		Unskilled/skilled worker	9
Occupation	%	Salaried staff	40
Unskilled/skilled worker	9	Civil servant	7
Salaried staff	40	Self employed/freelance	9
Civil servant	7	Housewife	9
Self employed/freelance	9	Other occupation	2
Housewife	9	Trainee/student/pupil	5
Other occupation	2	Old-age-pensioner	17
Trainee/student/pupil	5	Other not working	1
Old-age-pensioner	17		
Other not working	1		

Conducted by: Gelszus Messe-Marktforschung GmbH, Dortmund

Pferd & Jagd, Hannover (1999)

Total number of visitors		Net household income	
79 731		%	
Proportion of private visitors		79 %	
Region of residence		%	
Locally		8	
within a 25 km radius	13	more than 1 500,- DM up to 1 500,- DM	7
further than 25 km within a 50 km radius	20	more than 2 000,- DM up to 2 000,- DM	5
further than 50 km within a 100 km radius	29	more than 2 500,- DM up to 2 500,- DM	7
further than 100 km radius	29	more than 3 000,- DM up to 3 000,- DM	8
		more than 4 000,- DM up to 4 000,- DM	11
		more than 5 000,- DM up to 5 000,- DM	11
		more than 6 000,- DM up to 6 000,- DM	11
		more than 6 000,- DM	14
		N/A	27
Germany	99	Size of household	%
Other country	1	1 person	12
		2 persons	33
Sex	%	3 persons	20
Male	52	4 persons	23
Female	48	5 persons and more	12
Accompanied by husband/wife/partner	52	Buying and ordering capacity	%
		Purchase or order made or intended at the exhibition	
Age	%	yes	84
up to 20 years	8	no	6
over 20 up to 30 years	23	maybe	10
over 30 up to 40 years	32	Follow-up business	%
over 40 up to 50 years	19	Intend to buy at later date	
over 50 up to 60 years	10	yes	35
over 60 up to 70 years	6	no	18
over 70 years	2	maybe	47
		Occupation	%
Occupation	%	Unskilled/skilled worker	12
Unskilled/skilled worker	12	Salaried staff	33
Salaried staff	33	Civil servant	10
Civil servant	10	Self employed/freelance	17
Self employed/freelance	17	Housewife	6
Housewife	6	Other occupation	4
Other occupation	4	Trainee/student/pupil	11
Trainee/student/pupil	11	Old-age-pensioner	6
Old-age-pensioner	6	Other not working	2
Other not working	2		

Conducted by: Gelszus Messe-Marktforschung GmbH, Dortmund

miba, Ingolstadt (1999)

Total number of visitors		Net household income	
93 654		%	
Proportion of private visitors		84 %	
Region of residence		%	
Locally		42	
within a 25 km radius	38	more than 1 500,- DM up to 1 500,- DM	4
further than 25 km within a 50 km radius	17	more than 2 000,- DM up to 2 000,- DM	3
further than 50 km within a 100 km radius	2	more than 2 500,- DM up to 2 500,- DM	5
further than 100 km radius	1	more than 3 000,- DM up to 3 000,- DM	10
		more than 4 000,- DM up to 4 000,- DM	16
		more than 5 000,- DM up to 5 000,- DM	15
		more than 6 000,- DM up to 6 000,- DM	9
		more than 6 000,- DM	9
		N/A	30
Germany	99	Size of household	%
Other country	1	1 person	10
		2 persons	33
Sex	%	3 persons	21
Male	51	4 persons	26
Female	49	5 persons and more	11
Accompanied by husband/wife/partner	66	Buying and ordering capacity	%
		Purchase or order made or intended at the exhibition	
Age	%	yes	56
up to 20 years	7	no	18
over 20 up to 30 years	18	maybe	26
over 30 up to 40 years	25	Follow-up business	%
over 40 up to 50 years	19	Intend to buy at later date	
over 50 up to 60 years	16	yes	38
over 60 up to 70 years	12	no	28
over 70 years	3	maybe	33
		Occupation	%
Occupation	%	Unskilled/skilled worker	16
Unskilled/skilled worker	16	Salaried staff	29
Salaried staff	29	Civil servant	6
Civil servant	6	Self employed/freelance	7
Self employed/freelance	7	Housewife	16
Housewife	16	Other occupation	3
Other occupation	3	Trainee/student/pupil	9
Trainee/student/pupil	9	Old-age-pensioner	15
Old-age-pensioner	15	Other not working	-
Other not working	-		

Conducted by: Gelszus Messe-Marktforschung GmbH, Dortmund

Flowers & Garden, Karlsruhe

Total number of visitors		Net household income	
22 770		%	
Proportion of private visitors		94 %	
Region of residence		%	
Locally		78	
within a 25 km radius	7	more than 1 500,- DM up to 1 500,- DM	2
further than 25 km within a 50 km radius	18	more than 2 000,- DM up to 2 000,- DM	3
further than 50 km within a 100 km radius	2	more than 2 500,- DM up to 2 500,- DM	5
further than 100 km radius	3	more than 3 000,- DM up to 3 000,- DM	6
		more than 4 000,- DM up to 4 000,- DM	8
		more than 5 000,- DM up to 5 000,- DM	7
		more than 6 000,- DM up to 6 000,- DM	12
		more than 6 000,- DM and N/A	57
Germany	98	Size of household	%
Other country	2	1 person	15
		2 persons	45
Sex	%	3 persons	21
Male	27	4 persons	14
Female	73	5 persons and more	6
Accompanied by husband/wife/partner	46	Buying and ordering capacity	%
		Purchase or order made or intended at the exhibition	
Age	%	yes	43
up to 20 years	3	no	58
over 20 up to 30 years	8	maybe	
over 30 up to 40 years	19	Follow-up business	%
over 40 up to 50 years	17	Intend to buy at later date	
over 50 up to 60 years	18	yes	26
over 60 up to 70 years	35	no	40
		maybe	34
Occupation	%	Occupation	%
Unskilled/skilled worker	3	Unskilled/skilled worker	3
Salaried staff	26	Salaried staff	26
Civil servant	5	Civil servant	5
Self employed/freelance	7	Self employed/freelance	7
Housewife	20	Housewife	20
Other occupation	3	Other occupation	3
Trainee/student/pupil	5	Trainee/student/pupil	5
Old-age-pensioner	30	Old-age-pensioner	30
Other not working	1	Other not working	1

Conducted by: Cobus Karlsruhe, Karlsruhe

Offerta, Karlsruhe

Total number of visitors	100 792	Net household income	%
Proportion of private visitors	89 %	more than 1 500,- DM up to 1 500,- DM	7
		more than 2 000,- DM up to 2 000,- DM	4
		more than 2 500,- DM up to 2 500,- DM	6
		more than 3 000,- DM up to 3 000,- DM	7
Region of residence	%	more than 3 000,- DM up to 4 000,- DM	13
Locally	36	more than 4 000,- DM up to 5 000,- DM	13
within a 25 km radius	36	more than 5 000,- DM up to 6 000,- DM	10
further than 25 km within a 50 km radius	22	more than 6 000,- DM	17
further than 50 km within a 100 km radius	2	N/A	24
further than 100 km radius	3		
Germany	98	Size of household	%
Other country	2	1 person	10
		2 persons	37
		3 persons	21
Sex	%	4 persons	22
Male	51	5 persons and more	11
Female	49		
Accompanied by husband/wife/partner	48	Buying and ordering capacity	%
		Purchase or order made or intended at the exhibition	
		yes	70
		no	9
		maybe	21
		Follow-up business	%
		Intend to buy at later date	
		yes	26
		no	22
		maybe	53
Age	%		
up to 20 years	18		
over 20 up to 30 years	16		
over 30 up to 40 years	20		
over 40 up to 50 years	19		
over 50 up to 60 years	14		
over 60 up to 70 years	9		
over 70 years	4		
Occupation	%		
Unskilled/skilled worker	10		
Salaried staff	33		
Civil servant	7		
Self employed/freelance	8		
Housewife	7		
Other occupation	4		
Trainee/student/pupil	17		
Old-age-pensioner	11		
Other not working	2		

Conducted by: Gelszus Messe-Marktforschung GmbH, Dortmund

ALLGÄU Festival Week, Kempten

Total number of visitors	89 908	Net household income	%
Proportion of private visitors	78 %	more than 1 500,- DM up to 1 500,- DM	8
		more than 2 000,- DM up to 2 000,- DM	9
		more than 2 500,- DM up to 2 500,- DM	8
		more than 3 000,- DM up to 3 000,- DM	10
Region of residence	%	more than 3 000,- DM up to 4 000,- DM	16
Locally	23	more than 4 000,- DM up to 5 000,- DM	13
within a 25 km radius	29	more than 5 000,- DM up to 6 000,- DM	8
further than 25 km within a 50 km radius	30	more than 6 000,- DM	11
further than 50 km within a 100 km radius	9	N/A	16
further than 100 km radius	9		
Germany	99	Size of household	%
Other country	1	1 person	10
		2 persons	30
		3 persons	22
Sex	%	4 persons	23
Male	51	5 persons and more	15
Female	49	N/A	1
Accompanied by husband/wife/partner	67		
		Buying and ordering capacity	%
		Purchase or order made or intended at the exhibition	
		yes	51
		no	28
		maybe	21
		Follow-up business	%
		Intend to buy at later date	
		yes	15
		no	47
		maybe	37
Age	%		
up to 20 years	4		
over 20 up to 30 years	19		
over 30 up to 40 years	29		
over 40 up to 50 years	22		
over 50 up to 60 years	15		
over 60 up to 70 years	8		
over 70 years	2		
Occupation	%		
Unskilled/skilled worker	6		
Salaried staff	43		
Civil servant	7		
Self employed/freelance	10		
Housewife	11		
Other occupation	1		
Trainee/student/pupil	4		
Old-age-pensioner	10		
Other not working	-		
Farmer	7		

Conducted by: Messe- und Congressberatung Dirr, Hamburg

Niederbayern-Schau, Landshut (1999)

Total number of visitors	106 545	Net household income	%
Proportion of private visitors	77 %	more than 1 500,- DM up to 1 500,- DM	9
		more than 2 000,- DM up to 2 000,- DM	6
		more than 2 500,- DM up to 2 500,- DM	9
		more than 3 000,- DM up to 3 000,- DM	10
Region of residence	%	more than 3 000,- DM up to 4 000,- DM	14
Locally	30	more than 4 000,- DM up to 5 000,- DM	12
within a 25 km radius	45	more than 5 000,- DM up to 6 000,- DM	9
further than 25 km within a 50 km radius	15	more than 6 000,- DM	12
further than 50 km within a 100 km radius	5	N/A	19
further than 100 km radius	5		
Germany	99	Size of household	%
Other country	1	1 person	11
		2 persons	29
		3 persons	18
Sex	%	4 persons	27
Male	52	5 persons and more	15
Female	48		
Accompanied by husband/wife/partner	50	Buying and ordering capacity	%
		Purchase or order made or intended at the exhibition	
		yes	65
		no	11
		maybe	25
		Follow-up business	%
		Intend to buy at later date	
		yes	29
		no	16
		maybe	56
Age	%		
up to 20 years	13		
over 20 up to 30 years	22		
over 30 up to 40 years	24		
over 40 up to 50 years	19		
over 50 up to 60 years	13		
over 60 up to 70 years	6		
over 70 years	2		
Occupation	%		
Unskilled/skilled worker	14		
Salaried staff	32		
Civil servant	9		
Self employed/freelance	9		
Housewife	11		
Other occupation	3		
Trainee/student/pupil	14		
Old-age-pensioner	7		
Other not working	2		

Conducted by: Gelszus Messe-Marktforschung GmbH, Dortmund

AUTO MOBIL INTERNATIONAL / AMITEC, Leipzig

Total number of visitors	251 103	Net household income	%
Proportion of private visitors	66 %	more than 1 500,- DM up to 1 500,- DM	14
		more than 2 000,- DM up to 2 000,- DM	7
		more than 2 500,- DM up to 2 500,- DM	7
		more than 3 000,- DM up to 3 000,- DM	7
Region of residence	%	more than 3 000,- DM up to 4 000,- DM	8
Locally	14	more than 4 000,- DM up to 5 000,- DM	7
within a 25 km radius	6	more than 5 000,- DM up to 6 000,- DM	4
further than 25 km within a 50 km radius	13	more than 6 000,- DM	11
further than 50 km within a 100 km radius	24	N/A	36
further than 100 km radius	43		
Germany	98	Size of household	%
Other country	2	1 person	17
		2 persons	28
		3 persons	20
Sex	%	4 persons	21
Male	79	5 persons and more	13
Female	21		
Accompanied by husband/wife/partner	37	Buying and ordering capacity	%
		Purchase or order made or intended at the exhibition	
		yes	25
		no	40
		maybe	35
		Follow-up business	%
		Intend to buy at later date	
		yes	28
		no	25
		maybe	47
Age	%		
up to 20 years	23		
over 20 up to 30 years	32		
over 30 up to 40 years	16		
over 40 up to 50 years	11		
over 50 up to 60 years	6		
over 60 up to 70 years	4		
over 70 years	7		
Occupation	%		
Unskilled/skilled worker	17		
Salaried staff	23		
Civil servant	5		
Self employed/freelance	10		
Housewife	1		
Other occupation	6		
Trainee/student/pupil	28		
Old-age-pensioner	5		
Other not working	4		

Conducted by: Gelszus Messe-Marktforschung GmbH, Dortmund

Private Visitors Profile Analyses 2001

Home - Garden - Leisure/Handicrafts Fair, Leipzig

Total number of visitors		Net household income	
146 901		%	
Proportion of private visitors		%	
73 %		more than 1 500,- DM up to 1 500,- DM 10	
		more than 2 000,- DM up to 2 000,- DM 8	
		more than 2 500,- DM up to 3 000,- DM 9	
		more than 3 000,- DM up to 4 000,- DM 12	
		more than 4 000,- DM up to 5 000,- DM 9	
		more than 5 000,- DM up to 6 000,- DM 5	
		more than 6 000,- DM 6	
		N/A 33	
Region of residence		Size of household	
%		%	
Locally 31		1 person 10	
within a 25 km radius 14		2 persons 37	
further than 25 km within a 50 km radius 23		3 persons 23	
further than 50 km within a 100 km radius 23		4 persons 21	
further than 100 km radius 9		5 persons and more 9	
Germany 99		Buying and ordering capacity	
Other country 1		%	
Sex		Purchase or order made or intended at the exhibition	
%		yes 63	
Male 52		no 14	
Female 48		maybe 23	
Accompanied by husband/wife/partner 61		Follow-up business	
		%	
Age		Intend to buy at later date	
%		yes 27	
up to 20 years 11		no 21	
over 20 up to 30 years 18		maybe 52	
over 30 up to 40 years 20			
over 40 up to 50 years 21			
over 50 up to 60 years 12			
over 60 up to 70 years 14			
over 70 years 4			
Occupation			
%			
Unskilled/skilled worker 19			
Salaried staff 30			
Civil servant 5			
Self employed/freelance 9			
Housewife 3			
Other occupation 2			
Trainee/student/pupil 13			
Old-age-pensioner 15			
Other not working 5			

Conducted by: Gelszus Messe-Marktforschung GmbH, Dortmund

MODELL & HOBBY, Leipzig (2000)

Total number of visitors		Net household income	
77 502		%	
Proportion of private visitors		%	
85 %		more than 1 500,- DM up to 1 500,- DM 9	
		more than 2 000,- DM up to 2 000,- DM 7	
		more than 2 500,- DM up to 3 000,- DM 8	
		more than 3 000,- DM up to 4 000,- DM 9	
		more than 4 000,- DM up to 5 000,- DM 11	
		more than 5 000,- DM up to 6 000,- DM 9	
		more than 6 000,- DM 4	
		N/A 38	
Region of residence		Size of household	
%		%	
Locally 20		1 person 13	
within a 25 km radius 9		2 persons 28	
further than 25 km within a 50 km radius 17		3 persons 26	
further than 50 km within a 100 km radius 22		4 persons 24	
further than 100 km radius 32		5 persons and more 5	
Germany 99		Buying and ordering capacity	
Other country 1		%	
Sex		Purchase or order made or intended at the exhibition	
%		yes 71	
Male 70		no 9	
Female 30		maybe 20	
Accompanied by husband/wife/partner 47		Follow-up business	
		%	
Age		Intend to buy at later date	
%		yes 44	
up to 20 years 11		no 12	
over 20 up to 30 years 21		maybe 44	
over 30 up to 40 years 30			
over 40 up to 50 years 21			
over 50 up to 60 years 8			
over 60 up to 70 years 5			
over 70 years 4			
Occupation			
%			
Unskilled/skilled worker 24			
Salaried staff 34			
Civil servant 5			
Self employed/freelance 6			
Housewife 2			
Other occupation 3			
Trainee/student/pupil 15			
Old-age-pensioner 8			
Other not working 5			

Conducted by: Gelszus Messe-Marktforschung GmbH, Dortmund

Tourism & Caravaning, Leipzig

Total number of visitors		Net household income	
77 218		%	
Proportion of private visitors		%	
86 %		more than 1 500,- DM up to 1 500,- DM 7	
		more than 2 000,- DM up to 2 000,- DM 7	
		more than 2 500,- DM up to 3 000,- DM 9	
		more than 3 000,- DM up to 4 000,- DM 10	
		more than 4 000,- DM up to 5 000,- DM 18	
		more than 5 000,- DM up to 6 000,- DM 14	
		more than 6 000,- DM 8	
		N/A 9	
		18	
Region of residence		Size of household	
%		%	
Locally 29		1 person 12	
within a 25 km radius 13		2 persons 46	
further than 25 km within a 50 km radius 17		3 persons 20	
further than 50 km within a 100 km radius 23		4 persons 18	
further than 100 km radius 18		5 persons and more 4	
Germany 100		Buying and ordering capacity	
Other country -		%	
Sex		Purchase or order made or intended at the exhibition	
%		yes 26	
Male 51		no 37	
Female 49		maybe 37	
Accompanied by husband/wife/partner 71		Follow-up business	
		%	
Age		Intend to buy at later date	
%		yes 48	
up to 20 years 7		no 11	
over 20 up to 30 years 14		maybe 42	
over 30 up to 40 years 20			
over 40 up to 50 years 24			
over 50 up to 60 years 16			
over 60 up to 70 years 17			
over 70 years 3			
Occupation			
%			
Unskilled/skilled worker 16			
Salaried staff 39			
Civil servant 5			
Self employed/freelance 6			
Housewife 2			
Other occupation 2			
Trainee/student/pupil 9			
Old-age-pensioner 21			
Other not working 2			

Conducted by: Gelszus Messe-Marktforschung GmbH, Dortmund

REGIO, Lörrach

Total number of visitors		Net household income	
61 859		%	
Proportion of private visitors		%	
78 %		more than 1 500,- DM up to 1 500,- DM 3	
		more than 2 000,- DM up to 2 000,- DM 3	
		more than 2 500,- DM up to 3 000,- DM 6	
		more than 3 000,- DM up to 4 000,- DM 21	
		more than 4 000,- DM up to 5 000,- DM 28	
		more than 5 000,- DM up to 6 000,- DM 9	
		more than 6 000,- DM 5	
		N/A 12	
		12	
Region of residence		Size of household	
%		%	
Locally 29		1 person 17	
within a 25 km radius 53		2 persons 44	
further than 25 km within a 50 km radius 13		3 persons 20	
further than 50 km within a 100 km radius 4		4 persons 12	
further than 100 km radius 1		5 persons and more 7	
Germany 95		Buying and ordering capacity	
Other country 5		%	
Sex		Purchase or order made or intended at the exhibition	
%		yes 70	
Male 51		no 13	
Female 49		maybe 18	
Accompanied by husband/wife/partner 53		Follow-up business	
		%	
Age		Intend to buy at later date	
%		yes 22	
up to 20 years 6		no 30	
over 20 up to 30 years 7		maybe 49	
over 30 up to 40 years 19			
over 40 up to 50 years 21			
over 50 up to 60 years 18			
over 60 up to 70 years 17			
over 70 years 11			
Occupation			
%			
Unskilled/skilled worker 5			
Salaried staff 29			
Civil servant 7			
Self employed/freelance 13			
Housewife 13			
Other occupation 1			
Trainee/student/pupil 7			
Old-age-pensioner 22			
Other not working -			

Conducted by: Messe Lörrach, Lörrach

Rheinland-Pfalz-Ausstellung, Mainz

Total number of visitors	91 417	Net household income	%
Proportion of private visitors	100 %	up to 2 000,- DM	5
Region of residence	%	more than 2 000,- DM up to 3 000,- DM	7
Locally	19	more than 3 000,- DM up to 4 000,- DM	11
within a 25 km radius	39	more than 4 000,- DM up to 5 000,- DM	16
further than 25 km within a 50 km radius	25	more than 5 000,- DM	28
further than 50 km within a 100 km radius	12	N/A	34
further than 100 km radius	3	Size of household	%
Sex	%	1 person	12
Male	61	2 persons	48
Female	36	3 persons	17
Accompanied by husband/wife/partner		4 persons	18
		5 persons and more	5
Age	%	Buying and ordering capacity	%
up to 20 years	3	Purchase or order made or intended at the exhibition	
over 20 up to 30 years	10	yes	44
over 30 up to 40 years	20	no	29
over 40 up to 50 years	22	maybe	27
over 50 up to 60 years	33	Follow-up business	%
over 60 up to 70 years	12	Intend to buy at later date	
over 70 years	-	yes	37
Occupation	%	no	64
Unskilled/skilled worker	13	maybe	
Salaried staff	38		
Civil servant	7		
Self employed/freelance	7		
Housewife	6		
Other occupation	28		

Conducted by: INA Research GmbH, Schenefeld

MANNHEIMER MAIMARKT, Mannheim

Total number of visitors	411 905	Net household income	%
Proportion of private visitors	75 %	up to 1 500,- DM	3
Region of residence	%	more than 1 500,- DM up to 2 000,- DM	3
Locally	22	more than 2 000,- DM up to 2 500,- DM	5
within a 25 km radius	32	more than 2 500,- DM up to 3 000,- DM	8
further than 25 km within a 50 km radius	24	more than 3 000,- DM up to 4 000,- DM	12
further than 50 km within a 100 km radius	15	more than 4 000,- DM up to 5 000,- DM	13
further than 100 km radius	7	more than 5 000,- DM up to 6 000,- DM	10
Sex	%	more than 6 000,- DM	12
Male	48	N/A	34
Female	52	Size of household	%
Accompanied by husband/wife/partner	64	1 person	13
		2 persons	40
Age	%	3 persons	21
up to 20 years	7	4 persons	19
over 20 up to 30 years	15	5 persons and more	7
over 30 up to 40 years	22	Buying and ordering capacity	%
over 40 up to 50 years	21	Purchase or order made or intended at the exhibition	
over 50 up to 60 years	17	yes	62
over 60 up to 70 years	15	no	13
over 70 years	3	maybe	25
Occupation	%	Follow-up business	%
Unskilled/skilled worker	11	Intend to buy at later date	
Salaried staff	35	yes	34
Civil servant	5	no	33
Self employed/freelance	10	maybe	33
Housewife	10		
Other occupation	2		
Trainee/student/pupil	9		
Old-age-pensioner	17		
Other not working	1		

Conducted by: Mannheimer Ausstellungsgesellschaft/Uni Mannheim, Mannheim

Caravan - Boat - International Travel Market, München

Total number of visitors	179 080	Net household income	%
Proportion of private visitors	92 %	up to 1 500,- DM	5
Region of residence	%	more than 1 500,- DM up to 2 000,- DM	3
Locally	28	more than 2 000,- DM up to 2 500,- DM	5
within a 25 km radius	17	more than 2 500,- DM up to 3 000,- DM	9
further than 25 km within a 50 km radius	16	more than 3 000,- DM up to 4 000,- DM	15
further than 50 km within a 100 km radius	21	more than 4 000,- DM up to 5 000,- DM	14
further than 100 km radius	17	more than 5 000,- DM up to 6 000,- DM	10
Sex	%	more than 6 000,- DM	21
Male	64	N/A	18
Female	36	Size of household	%
Accompanied by husband/wife/partner	48	1 person	15
		2 persons	41
Age	%	3 persons	19
up to 20 years	5	4 persons	16
over 20 up to 30 years	20	5 persons and more	8
over 30 up to 40 years	26	Buying and ordering capacity	%
over 40 up to 50 years	25	Purchase or order made or intended at the exhibition	
over 50 up to 60 years	16	yes	38
over 60 up to 70 years	7	no	27
over 70 years	1	maybe	35
Occupation	%	Follow-up business	%
Unskilled/skilled worker	15	Intend to buy at later date	
Salaried staff	36	yes	40
Civil servant	12	no	16
Self employed/freelance	11	maybe	44
Housewife	4		
Other occupation	3		
Trainee/student/pupil	9		
Old-age-pensioner	8		
Other not working	1		

Conducted by: Infratest Burke, München

GARTEN, München

Total number of visitors	47 161	Net household income	%
Proportion of private visitors	87 %	up to 1 500,- DM	3
Region of residence	%	more than 1 500,- DM up to 2 000,- DM	4
Locally	32	more than 2 000,- DM up to 2 500,- DM	4
within a 25 km radius	16	more than 2 500,- DM up to 3 000,- DM	12
further than 25 km within a 50 km radius	18	more than 3 000,- DM up to 4 000,- DM	20
further than 50 km within a 100 km radius	19	more than 4 000,- DM up to 5 000,- DM	19
further than 100 km radius	15	more than 5 000,- DM up to 6 000,- DM	13
Sex	%	more than 6 000,- DM	25
Male	31	N/A	-
Female	69	Size of household	%
Accompanied by husband/wife/partner	55	1 person	12
		2 persons	45
Age	%	3 persons	16
up to 20 years	1	4 persons	18
over 20 up to 30 years	7	5 persons and more	10
over 30 up to 40 years	20	Buying and ordering capacity	%
over 40 up to 50 years	24	Purchase or order made or intended at the exhibition	
over 50 up to 60 years	25	yes	81
over 60 up to 70 years	18	no	3
over 70 years	4	maybe	16
Occupation	%	Follow-up business	%
Unskilled/skilled worker	5	Intend to buy at later date	
Salaried staff	37	yes	32
Civil servant	9	no	16
Self employed/freelance	11	maybe	51
Housewife	15		
Other occupation	1		
Trainee/student/pupil	2		
Old-age-pensioner	9		
Other not working	-		

Conducted by: Dr. Reuther Institut, Berg

Private Visitors Profile Analyses 2001

HEIM + HANDWERK, München (1999)

Total number of visitors		Net household income	
195 714		up to 1 500,- DM	3
Proportion of private visitors	79 %	more than 1 500,- DM up to 2 000,- DM	4
		more than 2 000,- DM up to 2 500,- DM	7
Region of residence	%	more than 2 500,- DM up to 3 000,- DM	9
Locally	29	more than 3 000,- DM up to 4 000,- DM	13
within a 25 km radius	15	more than 4 000,- DM up to 5 000,- DM	13
further than 25 km within a 50 km radius	18	more than 5 000,- DM up to 6 000,- DM	21
further than 50 km within a 100 km radius	18	more than 6 000,- DM	21
further than 100 km radius	20	N/A	14
Germany	98	Size of household	%
Other country	2	1 person	13
Sex	%	2 persons	43
Male	74	3 persons	18
Female	46	4 persons	17
Accompanied by husband/wife/partner	54	5 persons and more	8
Age	%	Buying and ordering capacity	%
up to 20 years	4	Purchase or order made or intended at the exhibition	
over 20 up to 30 years	17	yes	54
over 30 up to 40 years	25	no	4
over 40 up to 50 years	20	maybe	45
over 50 up to 60 years	20	Follow-up business	%
over 60 up to 70 years	13	Intend to buy at later date	
over 70 years	2	yes	30
Occupation	%	no	14
Unskilled/skilled worker	8	maybe	56
Salaried staff	41		
Civil servant	10		
Self employed/freelance	8		
Housewife	9		
Other occupation	3		
Trainee/student/pupil	5		
Old-age-pensioner	13		
Farmer	2		
Other not working	1		

Conducted by: Infratest Burke, München

I.H.M., München

Total number of visitors		Net household income	
191 702		up to 1 500,- DM	3
Proportion of private visitors	34 %	more than 1 500,- DM up to 2 000,- DM	3
		more than 2 000,- DM up to 2 500,- DM	5
Region of residence	%	more than 2 500,- DM up to 3 000,- DM	10
Locally	30	more than 3 000,- DM up to 4 000,- DM	13
within a 25 km radius	15	more than 4 000,- DM up to 5 000,- DM	11
further than 25 km within a 50 km radius	16	more than 5 000,- DM up to 6 000,- DM	8
further than 50 km within a 100 km radius	16	more than 6 000,- DM	22
further than 100 km radius	23	N/A	25
Germany	96	Size of household	%
Other country	4	1 person	18
Sex	%	2 persons	43
Male	65	3 persons	18
Female	35	4 persons	15
Accompanied by husband/wife/partner	42	5 persons and more	6
Age	%	Buying and ordering capacity	%
up to 20 years	1	Purchase or order made or intended at the exhibition	
over 20 up to 30 years	11	yes	39
over 30 up to 40 years	21	no	14
over 40 up to 50 years	20	maybe	47
over 50 up to 60 years	22	Follow-up business	%
over 60 up to 70 years	22	Intend to buy at later date	
over 70 years	3	yes	26
Occupation	%	no	17
Unskilled/skilled worker	5	maybe	57
Salaried staff	39		
Civil servant	8		
Self employed/freelance	10		
Housewife	7		
Other occupation	1		
Trainee/student/pupil	3		
Old-age-pensioner	26		
Other not working	1		

Conducted by: Infratest Burke, München

IMMOFAIR/RESIDENCE, München

Total number of visitors		Net household income	
5 912		up to 1 500,- DM	1
Proportion of private visitors	83 %	more than 1 500,- DM up to 2 000,- DM	-
		more than 2 000,- DM up to 2 500,- DM	1
Region of residence	%	more than 2 500,- DM up to 3 000,- DM	4
Locally	40	more than 3 000,- DM up to 4 000,- DM	6
within a 25 km radius	21	more than 4 000,- DM up to 5 000,- DM	13
further than 25 km within a 50 km radius	13	more than 5 000,- DM up to 6 000,- DM	9
further than 50 km within a 100 km radius	10	more than 6 000,- DM	13
further than 100 km radius	16	N/A	52
Germany	96	Size of household	%
Other country	4	1 person	15
Sex	%	2 persons	47
Male	72	3 persons	25
Female	28	4 persons	11
Accompanied by husband/wife/partner	52	5 persons and more	2
Age	%	Buying and ordering capacity	%
up to 20 years	1	Purchase or order made or intended at the exhibition	
over 20 up to 30 years	9	yes	62
over 30 up to 40 years	38	no	25
over 40 up to 50 years	26	maybe	13
over 50 up to 60 years	18	Follow-up business	%
over 60 up to 70 years	8	Intend to buy at later date	
over 70 years	1	yes	25
Occupation	%	no	24
Unskilled/skilled worker	4	maybe	51
Salaried staff	48		
Civil servant	9		
Self employed/freelance	25		
Housewife	3		
Other occupation	3		
Trainee/student/pupil	1		
Old-age-pensioner	7		
Other not working	-		

Conducted by: Infratest Burke, München

Int. Exh. for Hunters, Fishermen and Marksmen, München

Total number of visitors		Net household income	
42 879		up to 1 500,- DM	4
Proportion of private visitors	81 %	more than 1 500,- DM up to 2 000,- DM	2
		more than 2 000,- DM up to 2 500,- DM	4
Region of residence	%	more than 2 500,- DM up to 3 000,- DM	6
Locally	12	more than 3 000,- DM up to 4 000,- DM	13
within a 25 km radius	10	more than 4 000,- DM up to 5 000,- DM	12
further than 25 km within a 50 km radius	11	more than 5 000,- DM up to 6 000,- DM	9
further than 50 km within a 100 km radius	20	more than 6 000,- DM	22
further than 100 km radius	47	N/A	29
Germany	96	Size of household	%
Other country	4	1 person	13
Sex	%	2 persons	30
Male	80	3 persons	22
Female	20	4 persons	24
Accompanied by husband/wife/partner	38	5 persons and more	12
Age	%	Buying and ordering capacity	%
up to 20 years	5	Purchase or order made or intended at the exhibition	
over 20 up to 30 years	14	yes	74
over 30 up to 40 years	23	no	9
over 40 up to 50 years	26	maybe	16
over 50 up to 60 years	18	Follow-up business	%
over 60 up to 70 years	12	Intend to buy at later date	
over 70 years	3	yes	39
Occupation	%	no	18
Unskilled/skilled worker	16	maybe	43
Salaried staff	27		
Civil servant	10		
Self employed/freelance	18		
Housewife	4		
Other occupation	4		
Trainee/student/pupil	7		
Old-age-pensioner	12		
Other not working	1		

Conducted by: Dr. Reuther Institut, Berg

CONSUMENTA, Nürnberg (2000)

Total number of visitors	223 298	Net household income	%
Proportion of private visitors	86 %	up to 1 500,- DM	7
		more than 1 500,- DM up to 2 000,- DM	5
		more than 2 000,- DM up to 2 500,- DM	7
		more than 2 500,- DM up to 3 000,- DM	8
Region of residence	%	more than 3 000,- DM up to 4 000,- DM	14
Locally	24	more than 4 000,- DM up to 5 000,- DM	11
within a 25 km radius	25	more than 5 000,- DM up to 6 000,- DM	9
further than 25 km within a 50 km radius	20	more than 6 000,- DM	15
further than 50 km within a 100 km radius	18	N/A	23
further than 100 km radius	13		
Germany	99	Size of household	%
Other country	1	1 person	11
		2 persons	35
Sex	%	3 persons	18
Male	52	4 persons	23
Female	48	5 persons and more	13
Accompanied by husband/wife/partner	52		
Age	%	Buying and ordering capacity	%
up to 20 years	18	Purchase or order made or intended at the exhibition	
over 20 up to 30 years	18	yes	73
over 30 up to 40 years	22	no	8
over 40 up to 50 years	18	maybe	19
over 50 up to 60 years	12		
over 60 up to 70 years	8	Follow-up business	%
over 70 years	4	Intend to buy at later date	
Occupation	%	yes	28
Unskilled/skilled worker	12	no	21
Salaried staff	33	maybe	52
Civil servant	8		
Self employed/freelance	9		
Housewife	7		
Other occupation	5		
Trainee/student/pupil	15		
Old-age-pensioner	9		
Other not working	1		

Conducted by: Gelszus Messe-Marktforschung GmbH, Dortmund

FREIZEIT, GARTEN + TOURISTIK, Nürnberg (2000)

Total number of visitors	180 900	Net household income	%
Proportion of private visitors	88 %	up to 1 500,- DM	6
		more than 1 500,- DM up to 2 000,- DM	5
		more than 2 000,- DM up to 2 500,- DM	6
		more than 2 500,- DM up to 3 000,- DM	8
Region of residence	%	more than 3 000,- DM up to 4 000,- DM	15
Locally	25	more than 4 000,- DM up to 5 000,- DM	13
within a 25 km radius	25	more than 5 000,- DM up to 6 000,- DM	11
further than 25 km within a 50 km radius	20	more than 6 000,- DM	15
further than 50 km within a 100 km radius	17	N/A	21
further than 100 km radius	13		
Sex	%	Size of household	%
Male	55	1 person	10
Female	45	2 persons	36
Accompanied by husband/wife/partner	54	3 persons	20
		4 persons	22
		5 persons and more	12
Age	%	Buying and ordering capacity	%
up to 20 years	16	Purchase or order made or intended at the exhibition	
over 20 up to 30 years	19	yes	62
over 30 up to 40 years	24	no	14
over 40 up to 50 years	19	maybe	24
over 50 up to 60 years	15		
over 60 up to 70 years	7	Follow-up business	%
over 70 years	1	Intend to buy at later date	
Occupation	%	yes	28
Unskilled/skilled worker	15	no	20
Salaried staff	32	maybe	53
Civil servant	10		
Self employed/freelance	9		
Housewife	5		
Other occupation	6		
Trainee/student/pupil	11		
Old-age-pensioner	10		
Other not working	2		

Conducted by: Gelszus Messe-Marktforschung GmbH, Dortmund

Regional Wine Exhibition, Offenburg (2000)

Total number of visitors	2 224	Net household income	%
Proportion of private visitors	55 %	up to 1 500,- DM	6
		more than 1 500,- DM up to 2 000,- DM	1
		more than 2 000,- DM up to 2 500,- DM	4
		more than 2 500,- DM up to 3 000,- DM	8
Region of residence	%	more than 3 000,- DM up to 4 000,- DM	11
Locally	27	more than 4 000,- DM up to 5 000,- DM	5
within a 25 km radius	17	more than 5 000,- DM up to 6 000,- DM	13
further than 25 km within a 50 km radius	10	more than 6 000,- DM	18
further than 50 km within a 100 km radius	20	N/A	39
further than 100 km radius	25		
Germany	98	Size of household	%
Other country	1	1 person	18
N/A	1	2 persons	36
		3 persons	19
Sex	%	4 persons	20
Male	61	5 persons and more	5
Female	38	N/A	1
Accompanied by husband/wife/partner			
Age	%	Buying and ordering capacity	%
up to 20 years	2	Purchase or order made or intended at the exhibition	
over 20 up to 30 years	14	yes	22
over 30 up to 40 years	24	no	59
over 40 up to 50 years	23	maybe	18
over 50 up to 60 years	24		
over 60 up to 70 years	9	Follow-up business	%
over 70 years	5	Intend to buy at later date	
Occupation	%	yes	67
Unskilled/skilled worker	7	no	19
Salaried staff	41	maybe	14
Civil servant	11		
Self employed/freelance	16		
Housewife	6		
Other occupation	1		
Trainee/student/pupil	6		
Old-age-pensioner	13		
Other not working	-		

Conducted by: Sander Agentur für neue Medien, Offenburg

OBERRHEIN-MESSE, Offenburg

Total number of visitors	102 321	Net household income	%
Proportion of private visitors	100 %	up to 1 500,- DM	3
		more than 1 500,- DM up to 2 000,- DM	2
		more than 2 000,- DM up to 2 500,- DM	4
		more than 2 500,- DM up to 3 000,- DM	7
Region of residence	%	more than 3 000,- DM up to 4 000,- DM	15
Locally	10	more than 4 000,- DM up to 5 000,- DM	10
within a 25 km radius	38	more than 5 000,- DM up to 6 000,- DM	10
further than 25 km within a 50 km radius	33	more than 6 000,- DM	13
further than 50 km within a 100 km radius	13	N/A	34
further than 100 km radius	5		
Germany	97	Size of household	%
Other country	3	1 person	13
		2 persons	38
Sex	%	3 persons	17
Male	50	4 persons	21
Female	49	5 persons and more	10
Accompanied by husband/wife/partner	60		
Age	%	Buying and ordering capacity	%
up to 20 years	4	Purchase or order made or intended at the exhibition	
over 20 up to 30 years	13	yes	81
over 30 up to 40 years	17	no	19
over 40 up to 50 years	19	maybe	
over 50 up to 60 years	22		
over 60 up to 70 years	20	Follow-up business	%
over 70 years	4	Intend to buy at later date	
Occupation	%	yes	28
Unskilled/skilled worker	15	no	42
Salaried staff	30	maybe	30
Civil servant	4		
Self employed/freelance	9		
Housewife	9		
Other occupation	-		
Trainee/student/pupil	7		
Old-age-pensioner	24		
Other not working	2		

Conducted by: Sander Agentur für neue Medien, Offenburg

Private Visitors Profile Analyses 2001

ORFA Offenburg (2000)

Total number of visitors		40 685	Net household income		%
Proportion of private visitors		91 %	more than 1 500,- DM	up to 1 500,- DM	2
Region of residence		%	more than 2 000,- DM	up to 2 000,- DM	3
Locally		28	more than 2 500,- DM	up to 3 000,- DM	5
within a 25 km radius		41	more than 3 000,- DM	up to 4 000,- DM	9
further than 25 km within a 50 km radius		18	more than 4 000,- DM	up to 5 000,- DM	10
further than 50 km within a 100 km radius		9	more than 5 000,- DM	up to 6 000,- DM	6
further than 100 km radius		3	more than 6 000,- DM		7
N/A		1	N/A		55
Germany		96	Size of household		%
Other country		3	1 person		11
Sex		%	2 persons		45
Male		46	3 persons		19
Female		54	4 persons		18
Accompanied by husband/wife/partner		67	5 persons and more		6
N/A		1	N/A		1
Age		%	Buying and ordering capacity		%
up to 20 years		4	Purchase or order made or		
over 20 up to 30 years		14	intended at the exhibition		
over 30 up to 40 years		21	yes		36
over 40 up to 50 years		21	no		63
over 50 up to 60 years		21	maybe		1
over 60 up to 70 years		15	Follow-up business		%
over 70 years		3	Intend to buy at later date		
N/A		1	yes		
Occupation		%	no		
Unskilled/skilled worker		11	maybe		
Salaried staff		35			
Civil servant		8			
Self employed/freelance		5			
Housewife		10			
Other occupation		1			
Trainee/student/pupil		7			
Old-age-pensioner		19			
Other not working		2			
N/A		1			

Conducted by: Media Marketing GbR, Oberkirch

Passau Spring Exhibition (2000)

Total number of visitors		60 069	Net household income		%
Proportion of private visitors		80 %	more than 1 500,- DM	up to 1 500,- DM	8
Region of residence		%	more than 2 000,- DM	up to 2 000,- DM	6
Locally		15	more than 2 500,- DM	up to 2 500,- DM	9
within a 25 km radius		28	more than 3 000,- DM	up to 3 000,- DM	11
further than 25 km within a 50 km radius		32	more than 4 000,- DM	up to 4 000,- DM	14
further than 50 km within a 100 km radius		18	more than 5 000,- DM	up to 5 000,- DM	9
further than 100 km radius		8	more than 6 000,- DM		10
N/A		1	N/A		20
Germany		97	Size of household		%
Other country		3	1 person		9
Sex		%	2 persons		31
Male		50	3 persons		22
Female		50	4 persons		24
Accompanied by husband/wife/partner		58	5 persons and more		15
N/A		1	N/A		1
Age		%	Buying and ordering capacity		%
up to 20 years		10	Purchase or order made or		
over 20 up to 30 years		27	intended at the exhibition		
over 30 up to 40 years		26	yes		69
over 40 up to 50 years		20	no		13
over 50 up to 60 years		13	maybe		18
over 60 up to 70 years		4	Follow-up business		%
over 70 years		1	Intend to buy at later date		
Occupation		%	yes		27
Unskilled/skilled worker		16	no		23
Salaried staff		33	maybe		50
Civil servant		10			
Self employed/freelance		11			
Housewife		9			
Other occupation		5			
Trainee/student/pupil		9			
Old-age-pensioner		6			
Other not working		1			

Conducted by: Gelszus Messe-Marktforschung GmbH, Dortmund

publika, Pforzheim

Total number of visitors		44 294	Net household income		%
Proportion of private visitors		84 %	more than 1 500,- DM	up to 1 500,- DM	5
Region of residence		%	more than 2 000,- DM	up to 2 000,- DM	5
Locally		34	more than 2 500,- DM	up to 2 500,- DM	7
within a 25 km radius		57	more than 3 000,- DM	up to 3 000,- DM	13
further than 25 km within a 50 km radius		6	more than 4 000,- DM	up to 4 000,- DM	13
further than 50 km within a 100 km radius		2	more than 5 000,- DM	up to 5 000,- DM	9
further than 100 km radius		2	more than 6 000,- DM		14
N/A		1	N/A		28
Germany		99	Size of household		%
Other country		1	1 person		11
Sex		%	2 persons		41
Male		52	3 persons		19
Female		48	4 persons		20
Accompanied by husband/wife/partner		62	5 persons and more		9
N/A		1	N/A		1
Age		%	Buying and ordering capacity		%
up to 20 years		4	Purchase or order made or		
over 20 up to 30 years		15	intended at the exhibition		
over 30 up to 40 years		25	yes		47
over 40 up to 50 years		24	no		13
over 50 up to 60 years		18	maybe		39
over 60 up to 70 years		12	Follow-up business		%
over 70 years		3	Intend to buy at later date		
Occupation		%	yes		32
Unskilled/skilled worker		12	no		12
Salaried staff		38	maybe		56
Civil servant		6			
Self employed/freelance		10			
Housewife		8			
Other occupation		2			
Trainee/student/pupil		6			
Old-age-pensioner		16			
Other not working		1			

Conducted by: Gelszus Messe-Marktforschung GmbH, Dortmund

FEINES KUNSTHANDWERK, Sinsheim (2000)

Zahl der Besucher insgesamt		8 235	Haushalts-Nettoeinkommen		%
Anteil der Privatbesucher		100 %	keine Angaben		
Regionale Herkunft		%	Haushaltsgröße		%
bis 25 km Umkreis		40	1 Person		11
über 25 km bis 50 km Umkreis		34	2 Personen		35
über 50 km bis 100 km Umkreis		17	3 Personen		20
über 100 km Umkreis		6	4 Personen		35
keine Angaben		3	5 Personen und mehr		-
Geschlecht		%	Kauf oder Bestelltätigkeit		%
nicht erhoben			Kauf oder Bestellung auf der Aus-		
Alter		%	stellung getätigt oder beabsichtigt		
bis 20 Jahre		13	ja		78
über 20 bis 30 Jahre		11	nein		22
über 30 bis 40 Jahre		19	vielleicht		
über 40 bis 50 Jahre		23	Nachgeschäft		%
über 50 bis 60 Jahre		21	Kaufabsicht zu einem späteren Zeitpunkt		
über 60 bis 70 Jahre		11	ja		54
über 70 Jahre		2	nein		1
Beruf		%	vielleicht		42
Arbeiter/Facharbeiter		7	keine Angaben		3
Angestellter		34			
Beamter		6			
Selbständig/Freiberuflich tätig		9			
Hausfrau		19			
anderer Beruf		2			
Auszubildender/Schüler/Student		13			
Rentner/Pensionär		9			
anderer nicht Berufstätiger		1			

Durchführung: Messe Sinsheim GmbH, Sinsheim

Modelmaking Exhibition, Sinsheim

Total number of visitors	47 170	Net household income	%
Proportion of private visitors	100 %	more than 1 500,- DM up to 1 500,- DM	1
		more than 2 000,- DM up to 2 000,- DM	1
		more than 2 500,- DM up to 3 000,- DM	3
		more than 3 000,- DM up to 4 000,- DM	7
Region of residence	%	more than 4 000,- DM up to 5 000,- DM	14
Locally	4	more than 5 000,- DM up to 6 000,- DM	16
within a 25 km radius	5	more than 6 000,- DM	12
further than 25 km within a 50 km radius	22	N/A	35
further than 50 km within a 100 km radius	22		
further than 100 km radius	58		
Germany	93	Size of household	%
Other country	5	1 person	16
N/A	2	2 persons	34
		3 persons	22
Sex	%	4 persons	21
Male	92	5 persons and more	6
Female	9		
Accompanied by husband/wife/partner		Buying and ordering capacity	%
		Purchase or order made or intended at the exhibition	
Age	%	yes	48
up to 20 years	2	no	36
over 20 up to 30 years	7	maybe	16
over 30 up to 40 years	33		
over 40 up to 50 years	32	Follow-up business	%
over 50 up to 60 years	16	Intend to buy at later date	
over 60 up to 70 years	8	yes	35
over 70 years	2	no	18
		maybe	47
Occupation	%		
Unskilled/skilled worker	20		
Salaried staff	43		
Civil servant	8		
Self employed/freelance	9		
Housewife	2		
Other occupation	1		
Trainee/student/pupil	4		
Old-age-pensioner	13		
Other not working	-		

Conducted by: Messe Sinsheim GmbH, Sinsheim

Motorcycle Exhibition, Sinsheim

Total number of visitors	34 153	Net household income	%
Proportion of private visitors	98 %	more than 1 500,- DM up to 1 500,- DM	1
		more than 2 000,- DM up to 2 000,- DM	1
		more than 2 500,- DM up to 3 000,- DM	2
		more than 3 000,- DM up to 4 000,- DM	3
Region of residence	%	more than 4 000,- DM up to 5 000,- DM	5
Locally	6	more than 5 000,- DM up to 6 000,- DM	3
within a 25 km radius	17	more than 6 000,- DM	2
further than 25 km within a 50 km radius	29		3
further than 50 km within a 100 km radius	28		
further than 100 km radius	21		
Germany	89	Size of household	%
Other country	10	1 person	18
		2 persons	28
Sex	%	3 persons	23
Male	89	4 persons	24
Female	10	5 persons and more	8
Accompanied by husband/wife/partner	31	Buying and ordering capacity	%
		Purchase or order made or intended at the exhibition	
Age	%	yes	15
up to 20 years	7	no	36
over 20 up to 30 years	13	maybe	45
over 30 up to 40 years	33		
over 40 up to 50 years	32	Follow-up business	%
over 50 up to 60 years	11	Intend to buy at later date	
over 60 up to 70 years	5	yes	13
over 70 years	1	no	57
		maybe	31
Occupation	%		
Unskilled/skilled worker	30		
Salaried staff	44		
Civil servant	6		
Self employed/freelance	11		
Housewife	3		
Other occupation	3		
Trainee/student/pupil	4		
Old-age-pensioner	6		
Other not working	1		

Conducted by: P. E. Schall GmbH, Frickenhausen

Moselle Exhibition, Trier (1999)

Total number of visitors	102 034	Net household income	%
Proportion of private visitors	76 %	more than 1 500,- DM up to 1 500,- DM	5
		more than 2 000,- DM up to 2 000,- DM	3
		more than 2 500,- DM up to 3 000,- DM	6
		more than 3 000,- DM up to 4 000,- DM	10
Region of residence	%	more than 4 000,- DM up to 5 000,- DM	20
Locally	29	more than 5 000,- DM up to 6 000,- DM	17
within a 25 km radius	31	more than 6 000,- DM	10
further than 25 km within a 50 km radius	27	N/A	15
further than 50 km within a 100 km radius	11		
further than 100 km radius	4		
Germany	51	Size of household	%
Other country	49	1 person	9
N/A	2	2 persons	36
Sex	%	3 persons	22
Male	51	4 persons	21
Female	49	5 persons and more	12
Accompanied by husband/wife/partner	56	Buying and ordering capacity	%
		Purchase or order made or intended at the exhibition	
Age	%	yes	48
up to 20 years	6	no	22
over 20 up to 30 years	15	maybe	31
over 30 up to 40 years	25		
over 40 up to 50 years	22	Follow-up business	%
over 50 up to 60 years	17	Intend to buy at later date	
over 60 up to 70 years	11	yes	24
over 70 years	2	no	28
		maybe	48
Occupation	%		
Unskilled/skilled worker	10		
Salaried staff	38		
Civil servant	9		
Self employed/freelance	10		
Housewife	10		
Other occupation	1		
Trainee/student/pupil	7		
Old-age-pensioner	14		
Other not working	-		

Conducted by: Messe- und Congressberatung Dirr, Hamburg

Südwest-Messe, Villingen-Schwenningen

Total number of visitors	135 019	Net household income	%
Proportion of private visitors	79 %	more than 1 500,- DM up to 1 500,- DM	2
		more than 2 000,- DM up to 2 000,- DM	2
		more than 2 500,- DM up to 3 000,- DM	4
		more than 3 000,- DM up to 4 000,- DM	7
Region of residence	%	more than 4 000,- DM up to 5 000,- DM	10
Locally	17	more than 5 000,- DM up to 6 000,- DM	10
within a 25 km radius	29	more than 6 000,- DM	7
further than 25 km within a 50 km radius	29		9
further than 50 km within a 100 km radius	21		50
further than 100 km radius	5		
Germany	62	Size of household	%
Other country	38	1 person	8
N/A	2	2 persons	36
Sex	%	3 persons	19
Male	62	4 persons	24
Female	38	5 persons and more	14
Accompanied by husband/wife/partner	69	Buying and ordering capacity	%
		Purchase or order made or intended at the exhibition	
Age	%	yes	64
up to 20 years	12	no	15
over 20 up to 30 years	18	maybe	21
over 30 up to 40 years	24		
over 40 up to 50 years	17	Follow-up business	%
over 50 up to 60 years	14	Intend to buy at later date	
over 60 up to 70 years	13	yes	41
over 70 years	2	no	33
		maybe	26
Occupation	%		
Unskilled/skilled worker	19		
Salaried staff	33		
Civil servant	3		
Self employed/freelance	10		
Housewife	7		
Other occupation	1		
Trainee/student/pupil	12		
Old-age-pensioner	13		
Other not working	1		

Conducted by: Südwest Messe- und Ausstellungsgesellschaft mbH, Villingen-Schwenningen

Private Visitors Profile Analyses 2001

Messe Wächtersbach (2000)

Total number of visitors		Net household income		%
68 548		more than 1 500,- DM	up to 1 500,- DM	3
Proportion of private visitors 86 %		more than 2 000,- DM	up to 2 000,- DM	4
Region of residence %		more than 2 500,- DM	up to 2 500,- DM	6
Locally	8	more than 3 000,- DM	up to 3 000,- DM	13
within a 25 km radius	47	more than 3 000,- DM	up to 4 000,- DM	16
further than 25 km within a 50 km radius	32	more than 4 000,- DM	up to 5 000,- DM	17
further than 50 km within a 100 km radius	10	more than 5 000,- DM	up to 6 000,- DM	12
further than 100 km radius	2	more than 6 000,- DM		14
		N/A		15
Germany	-	Size of household %		
Other country	-	1 person		9
Sex %		2 persons		38
Male	52	3 persons		23
Female	48	4 persons		20
Accompanied by husband/wife/partner	67	5 persons and more		10
Age %		Buying and ordering capacity %		
up to 20 years	7	Purchase or order made or intended at the exhibition		
over 20 up to 30 years	18	yes		64
over 30 up to 40 years	18	no		13
over 40 up to 50 years	22	maybe		23
over 50 up to 60 years	19	Follow-up business %		
over 60 up to 65 years	10	Intend to buy at later date		
over 65 years	6	yes		33
Occupation %		no		30
Unskilled/skilled worker	14	maybe		37
Salaried staff	40			
Civil servant	6			
Self employed/freelance	6			
Housewife	9			
Other occupation	1			
Trainee/student/pupil	7			
Old-age-pensioner	17			
Other not working	-			

Conducted by: Messe- und Congressberatung Dirr, Hamburg

Mainfranken-Messe, Würzburg

Total number of visitors		Net household income		%
119 290		more than 1 500,- DM	up to 1 500,- DM	8
Proportion of private visitors 86 %		more than 2 000,- DM	up to 2 000,- DM	7
Region of residence %		more than 2 500,- DM	up to 2 500,- DM	10
Locally	30	more than 3 000,- DM	up to 3 000,- DM	9
within a 25 km radius	39	more than 3 000,- DM	up to 4 000,- DM	13
further than 25 km within a 50 km radius	39	more than 4 000,- DM	up to 5 000,- DM	14
further than 50 km within a 100 km radius	7	more than 5 000,- DM	up to 6 000,- DM	10
further than 100 km radius	3	more than 6 000,- DM		10
		N/A		20
Sex %		Size of household %		
Male	49	1 person		12
Female	51	2 persons		26
Accompanied by husband/wife/partner	67	3 persons		18
Age %		4 persons		27
up to 20 years	12	5 persons and more		17
over 20 up to 30 years	25	Buying and ordering capacity %		
over 30 up to 40 years	22	Purchase or order made or intended at the exhibition		
over 40 up to 50 years	20	yes		48
over 50 up to 60 years	12	no		18
over 60 up to 70 years	7	maybe		33
over 70 years	2	Follow-up business %		
Occupation %		Intend to buy at later date		
Unskilled/skilled worker	15	yes		28
Salaried staff	40	no		24
Civil servant	8	maybe		49
Self employed/freelance	3			
Housewife	9			
Other occupation	-			
Trainee/student/pupil	14			
Old-age-pensioner	9			
Other not working	1			

Conducted by: Messe- und Congressberatung Dirr, Hamburg

Registered Events

The Members of FKM have registered the following fairs and exhibitions for auditing:

Bad Dürkheim

FBT GmbH Messen-Ausstellungen-Marketing

efa - Fair for Electrical Engineering, Building Systems, Air-Conditioning and Automation, Leipzig
25.09.-27.09.2002

Bad Salzuflen

Messezentrum Bad Salzuflen GmbH

Mould + Tool + Periphery, Bad Salzuflen
10.03.-13.03.2004

KMO - Plastics Processing Fair, Bad Salzuflen
24.04.-27.04.2002

Marketing & Medien - Forum for Communication and Advertising, Bad Salzuflen
not yet determined

Bayreuth

bbg Betriebsberatungs GmbH

DKM - International Trade Fair for Finance and Insurance Companies, Dortmund
29.10.-31.10.2002

Berlin

Messe Berlin GmbH

FRUIT LOGISTICA - International Trade Fair for Fruit and Vegetable Marketing, Berlin
● 10.01.-12.01.2002

International Green Week Berlin - Exhibition for the Food Industry, Agriculture and Horticulture, Berlin
● 11.01.-20.01.2002

bautec - International Building and Construction Trade Fair, Berlin
● 06.02.-10.02.2002

ITB Berlin - International Tourism Exchange, Berlin
● 16.03.-20.03.2002

InnoTrans - Meetingpoint Future - International Trade Fair for Transport Technology Innovative Components-Vehicles-Systems, Berlin
● 24.09.-27.09.2002

Import Shop Berlin - Shopping on five continents, Berlin
● 13.11.-17.11.2002

WASSER BERLIN - International Trade Fair and Congress Water and Wastwater, Berlin
● 07.04.-11.04.2003

Internationale Funkausstellung (IFA) - Your world of consumer electronics, Berlin
● 29.08.-03.09.2003

CMS - Cleaning . Management . Services . - International Trade Fair and Congress, Berlin
● 23.09.-26.09.2003

belektro - Trade Fair for Electrical Engineering, Electronics and Lighting, Berlin
● 22.10.-24.10.2003

aaa - Berlin Motorshow
not yet determined

Bielefeld

Survey Gesellschaft für Markt- und Produktanalysen mbH

ZOW - Furniture Components Trade Fair East-Westphalia, Bad Salzuflen
19.02.-22.02.2002

Bremen

Fachausstellungen Heckmann GmbH Hannover/Bremen

GARTEN REISEN FREIZEIT - Gardening, Leisure, Tourism, Bremen
07.03.-10.03.2002

hafa Bremen - Modern family exhibition
14.09.-22.09.2002

CARAVAN, Bremen
08.11.-10.11.2002

MGH Messe- und Ausstellungsges. Hansa GmbH

fish international - International Trade Fair for Fish and Seafood: Trading Market, Technology, Logistics, Point of Sale, Bremen
14.02.-17.02.2002

Cloppenburg

Friedrich Haug Messen und Ausstellungen

Emsland-Schau Meppen, Regional Consumer Exhibition
28.09.-06.10.2002

Weser-Ems-Ausstellung Aurich - Regional Consumer Exhibition, Aurich
24.05.-01.06.2003

Blickpunkt Ibbenbüren - Regional Consumer Exhibition, Ibbenbüren
September 03

Emsland-Schau Lingen - Regional Consumer Exhibition
06.09.-14.09.2003

Nordseeschau Jever - Regional Consumer Exhibition
September 04

Drehscheibe Nordhorn - Regional Consumer Exhibition
September 05

Emsland-Schau Papenburg - Regional Consumer Exhibition
September 05

Osning-Schau Bad Laer - Regional Consumer Exhibition
01.10.-09.10.2005

Cottbus

Messe Cottbus GmbH

Reisen, Freizeit, Caravan - Fair of travel, camping, caravan, Cottbus
11.01.-13.01.2002

SpreeBAU - Fair of construction experts, Cottbus
08.03.-10.03.2002

SpreeMesse - Consumer Fair including Products and Service from East Germany and a Fair of Construction, Cottbus
17.10.-20.10.2002

Dortmund

Messe Westfalenhallen Dortmund GmbH

JAGD & HUND - International Exhibition for Hunting & Fishing, Dortmund
29.01.-03.02.2002

HobbyTronic Computerschau - Exhibition for PCs, Software, Radio & Electronics, Dortmund
20.02.-24.02.2002

HairPower - Hairstyles & Cosmetics - Trade Fair with Regional Championship NRW and German Championship, Dortmund
17.03.-18.03.2002

CREATIVA - Exhibition for creative design, Dortmund
20.03.-24.03.2002

INTERMODELLBAU - Exhibition for model building and model sport, Dortmund
17.04.-21.04.2002

FAHOBA - Specialist Exhibition for Hobby + Handicrafts (for trade visitors), Dortmund
23.08.-25.08.2002

ELEKTROTECHNIK/TechnoCom - Trade Fair, Dortmund
04.09.-07.09.2002

Registered Events

Inter-tabac - International trade fair for tobacco products & smoking accessories, Dortmund
13.09.-15.09.2002

RAUMAUSSTATTUNG - Trade Fair for interior decoration and design, Dortmund
20.09.-22.09.2002

DORTMUNDER HERBST - Consumer Exhibition, Dortmund
04.10.-13.10.2002

West German Mineral Days, Dortmund
09.11.-10.11.2002

MTQ - Trade fair for material testing, metrology & quality management, Dortmund
12.11.-15.11.2002

German WEAPONS EXCHANGE - The event of the year for collectors of arms, Dortmund
28.11.-01.12.2002

WEST-ANTIQUÉ - West German Art and Antiques Exhibition, Dortmund
28.11.-01.12.2002

Dresden

MESSE DRESDEN Dresdner Ausstellungs-Gesellschaft mbH

Dresdner Ostern - Garden, Pet and Handicraft Exhibition, Dresden
14.03.-17.03.2002

KUNSTMARKT DRESDEN - DRESDEN ART MARKET, Dresden
26.04.-28.04.2002

SAX-IMMOBILIA & EIGENHEIM - Regional Real Estate Exhibition, Dresden
13.09.-15.09.2002

PIETA - Funeral and Cemetery Equipment Trade Fair, Dresden
27.09.-29.09.2002

formschau - Exhibition of design, Dresden
+ 21.11.-23.11.2003

Antik - Arts and Antiques Exhibition/Gourmet, Dresden
22.11.-24.11.2002

ORTEC Messe Dresden GmbH

KarriereStart - Setting up a Business and Franchising Fair + Regional Training and Education Exhibition, Dresden
25.01.-27.01.2002

HAUS - Regional Building Exhibition, Dresden
28.02.-03.03.2002

COMTEC - Information and Communication Technology Exhibition, Dresden
29.10.-31.10.2002

IFM - Industrial Trade Fair for Production Technology, Automation and Quality Assurance, Dresden
29.10.-31.10.2002

FLORIAN - Fair on fire brigade and the field of rescue, Halle
+ 14.11.-16.11.2002

Düsseldorf

Messe Düsseldorf GmbH

INTERSCHAU - International Trade Fair for Showmen and Leisure Park Technology, Düsseldorf
+ 10.01.-12.01.2002

boot-Düsseldorf - International Boat-Show, Düsseldorf
● 19.01.-27.01.2002

EuroShop - The Global Retail Trade Fair, Düsseldorf
● 23.02.-27.02.2002

GDS - International Shoe Fair, Düsseldorf
● 14.03.-17.03.2002

BEAUTY INTERNATIONAL - International Trade Fair for Professional Cosmetics, Düsseldorf
22.03.-24.03.2002

ProWein - International Trade Fair Wines and Spirits, Düsseldorf
24.03.-26.03.2002

Tube - International Tube and Pipe Trade Fair, Düsseldorf
08.04.-12.04.2002

wire - International Wire and Cable Trade Fair, Düsseldorf
● 08.04.-12.04.2002

interpack - International Fair Packaging Machinery, Packaging and Confectionery Machinery, Düsseldorf
● 24.04.-30.04.2002

METAV - International Fair for Manufacturing Technology and Automation, Düsseldorf
● 04.06.-08.06.2002

CARAVAN SALON DÜSSELDORF - International CARAVAN SHOW, Düsseldorf
● 30.08.-08.09.2002

GDS - International Shoe Fair, Düsseldorf
● 19.09.-22.09.2002

NORDBACK - The North European Trade Fair for the Bakery and Confectionery Trades, Düsseldorf
29.09.-01.10.2002

InterCool - International Trade Fair Frozen Foods, Ice Cream, Refrigeration Technology, Düsseldorf
06.10.-09.10.2002

InterMeat - International Trade Fair Meat, Cold Meats and Sausage, Düsseldorf
06.10.-09.10.2002

InterMopro - International Trade Fair Dairy Products, Düsseldorf
06.10.-09.10.2002

hogatec - International Trade Fair for Hotels, Gastronomy, Catering, Düsseldorf
06.10.-10.10.2002

interbad - International Trade Fair for Swimming Pools, Pool and Bath Technology, Saunas, Physiotherapy, Wellness, Düsseldorf
●+ 09.10.-12.10.2002

REHA CARE International - International Trade Fair for Those with Special Needs and Those Requiring Care, Düsseldorf
● 23.10.-26.10.2002

glasstec - International Trade Fair with Special Show + Symposium glass technology live, Düsseldorf
● 28.10.-01.11.2002

IAM - International Investors' Fair, Düsseldorf
07.11.-09.11.2002

MEDICA - World Forum for Doctors' Surgeries and Hospitals - International Trade Fair with Congress and ComPa_MED (20.11.-22.11.2002), Düsseldorf
● 20.11.-23.11.2002

IMPRINTA - International Trade Fair for Pre-Media and Cross-Publishing with print & media congress, Düsseldorf
● 20.02.-25.02.2003

GIFA - International Foundry Trade Fair with WFO - Technical Forum, Düsseldorf
● 16.06.-21.06.2003

METEC - International Exhibition for Metallurgical Technology with Congress, Düsseldorf
● 16.06.-21.06.2003

THERMPROCESS - International Trade Fair and Symposium Thermo Process Technology, Düsseldorf
● 16.06.-21.06.2003

Registered Events

IBA - World Market for Baking ...
everything for Bakers and
Confectioners, Düsseldorf
+ 03.10.-09.10.2003

A + A - Occupational Safety + Health
at Work, Düsseldorf
● 27.10.-30.10.2003

ENVITEC - International Trade Fair for
Supply and Waste Management
with Congress, Düsseldorf
● 16.02.-20.02.2004

INTERKAMA - Solution for
Automation in Production and
Business Process, Düsseldorf
● 16.02.-20.02.2004

drupa - print media messe - World
Market for Printing and Paper,
Düsseldorf
● 06.05.-19.05.2004

K - International Trade Fair Plastics +
Rubber, Düsseldorf
● 20.10.-27.10.2004

Düsseldorf

Reed Exhibitions Deutschland GmbH

PSI - International Trade Fair for
Advertising Specialties, Düsseldorf
09.01.-11.01.2002

IMA - International Trade Fair for
Amusement and Vending
Machines, Nürnberg
15.01.-18.01.2002

FIBO Feel Well - World Fair for
Fitness and Leisure, Essen
18.04.-21.04.2002

ALUMINIUM - World Trade Fair &
Conference for the Aluminium
Industry, Essen
18.09.-20.09.2002

FIBO - Feel Well, Stuttgart
03.10.-06.10.2002

HAFa Wiesbaden - Consumer
exhibition, Wiesbaden
26.10.-03.11.2002

PRO SIGN - International Trade Fair
on Signmaking and Digital
Printing, Frankfurt/Main
14.11.-16.11.2002

Franchise - International Franchise
Exhibition, Frankfurt/Main
21.11.-24.11.2002

MODERNER STAAT - Exhibition and
Conference for more Efficiency in
Public Administration, Berlin
26.11.-27.11.2002

InterKondica & Gast - International
trade show for confectionery and
catering trade, Wiesbaden
● 01.02.-04.02.2003

EQUITANA - Equestrian Sports World
Fair, Essen
● 08.03.-16.03.2003

VisCom - International Trade Fair for
Visual Advertising Techniques and
Signmaking, Düsseldorf
04.09.-06.09.2003

Erfurt

Messe Erfurt AG

reiten, jagen, fischen – riding-
hunting-fishing, Erfurt
22.03.-24.03.2002

inoga - Hospitality Exhibition, Erfurt
20.10.-23.10.2002

RAM Regio Ausstellungen GmbH Erfurt

Thüringen-Ausstellung - Handicraft
and Consumer Goods Exhibition,
Erfurt
06.04.-14.04.2002

Reisen - Caravan - Leisure –
Caravaning Exhibition, Erfurt
31.10.-03.11.2002

Eschborn

Werbe- und Vertriebsges. Deutscher Apotheker mbH

EXPOPHARM - International
Pharmaceutical Trade Fair, Berlin
+ 10.10.-13.10.2002

Essen

Messe Essen GmbH

DEUBAU ESSEN - International
Building Fair with AUSBAU +
FASADA National trade fair on
interior work and façades, Essen
15.01.-20.01.2002

IPM - International Trade Fair Plants,
Technical Equipment, Floristry,
Sales Promotion, Essen
31.01.-03.02.2002

E - world of energy, Essen
13.02.-15.02.2002

Tourism/Camping - International
Trade Fair Travel & Tourism,
Camping & Caravaning, Essen
27.02.-03.03.2002

SHK - Trade Fair for Sanitary, Heating
Equipment and AirConditioning,
Essen
12.03.-16.03.2002

BRIEFMARKEN - INTERNATIONAL
STAMP FAIR WITH PHONECARDS,
Essen
04.04.-06.04.2002

METPACK - International Trade Fair
for Metal Packaging, Essen
23.04.-27.04.2002

PETpoint - International Exhibition
for Pet bottles, closures and filling
equipment, Essen
23.04.-27.04.2002

REIFEN - World Market for the Tyre
Trade, Essen
28.05.-31.05.2002

IFLO - International Trade Fair for
Florists, Decorations & Gifts, Essen
16.08.-18.08.2002

SECURITY - The World Forum for
Security, Essen
● 08.10.-11.10.2002

MODE - HEIM - HANDWERK -
International Fashion, Ideal Home
and Crafts Fair, Essen
01.11.-10.11.2002

Antiquitäten - International Art and
Antiques Trade Fair, Essen
14.11.-17.11.2002

HAUS + GARTEN - Exhibition Nicer
Homes - Living with Green, Essen
19.02.-23.02.2003

SCHWEISSEN & SCHNEIDEN - World
Trade Fair Joining, Cutting,
Surfacing, Essen
12.09.-17.09.2005

Finningen

Josef-Werner Schmid GmbH

WIR - Regional consumer exhibition,
Dillingen
02.03.-10.03.2002

KONTAKTA - Regional consumer
exhibition, Ansbach
06.04.-14.04.2002

Main-Spessart-Ausstellung, Lohr
27.04.-01.05.2002

Donau-Ries-Ausstellung, Nördlingen
+ September 04

WUG, Weißenburg
not yet determined

Forchheim

VOFA-Ausstellungs- und Veranstaltungsges. mbH

wefra - Regional Consumer
Exhibition, Neustadt an der Aisch
16.03.-24.03.2002

noba - Regional Consumer
Exhibition, Marktredwitz
03.10.-06.10.2002

noba - Regional Consumer
Exhibition, Kulmbach
13.03.-16.03.2003

ofra - Regional Consumer Exhibition,
Forchheim
20.09.-28.09.2003

Registered Events

Frankfurt

Deutsche Landwirtschafts-Gesellschaft e.V. - DLG

EuroTier - International DLG Exhibition for Livestock & Poultry Production and Management, Hannover
● 12.11.-15.11.2002

AGRITECHNICA - International DLG Exhibition for Agricultural Machinery, Hannover
● 09.11.-15.11.2003

Messe Frankfurt GmbH

Heimtextil - International trade fair for home textiles and commercially used textiles, Frankfurt/Main
● 09.01.-13.01.2002

Paperworld, Christmasworld, Beautyworld - Office, Papeterie, School Art & Graphic / Festive Decorations, Floral Articles, Fireworks, Shop & Display/Perfumery, Toiletries, Hairdressers, Cosmetics, Frankfurt/Main
● 26.01.-30.01.2002

Ambiente - Tavola & Cucina, Präsent & Carat, Domus & Gallery, Frankfurt/Main
● 15.02.-19.02.2002

Musikmesse/ProLight + Sound - International Trade Fair for Musical Instruments, Musical Software and Hardware, Sheet Music and Accessories, Frankfurt/Main
● 13.03.-17.03.2002

Aircontec - International Trade Fair for Air-conditioning Technology at Light+Building, Frankfurt/Main
14.04.-18.04.2002

Light + Building - International Trade Fair for Architecture and Technology, Frankfurt/Main
14.04.-18.04.2002

Lightstyle - International Trade Fair for Home Interior Lighting, Frankfurt/Main
14.04.-18.04.2002

ROOF + WALL - International Trade Fair and Convention for Roofing, Wall and Insulation Technology, Frankfurt/Main
●+ 08.05.-11.05.2002

Art Frankfurt - The European fair for young Art, Frankfurt/Main
26.05.-30.05.2002

Tendance - Domus & Gallery / Tavola & Cucina / Präsent & Carat, Frankfurt/Main
● 30.08.-03.09.2002

Automechanika - Everything that makes autos move, Frankfurt/Main
● 17.09.-22.09.2002

ISH - Leading International Trade Fair for House and Building Technology, Frankfurt/Main
● 25.03.-29.03.2003

Techtextil - International Trade Fair for Technical Textiles and Nonwovens, Frankfurt/Main
● 08.04.-10.04.2003

IFFA / IFFA Delicat, Frankfurt/Main
● 15.05.-20.05.2004

Texcare International - World Market for Modern Textile Care, Frankfurt/Main
● 06.06.-10.06.2004

Freiburg

Messe Freiburg GmbH & Co. KG

Exhibition Camping, Leisure and Tourism, Freiburg
09.03.-17.03.2002

Modellbau - Model Construction Kits Show, Freiburg
30.05.-02.06.2002

Intersolar - International Trade Fair and Conference for Solartechnology, Freiburg
28.06.-30.06.2002

BADEN MESSE - Ideal Home Exhibition, Freiburg
14.09.-22.09.2002

saniMEDICAL - Trade Fair for Medicine Technology and Rehabilitation, Freiburg
10.07.-12.07.2003

BADEN MESSE - Agricultural Exhibition, Freiburg
13.09.-21.09.2003

INTERbrossa-BRUSHexpo - International Trade Fair for Machines, Materials and Accessories for the Brush, Paintbrush, Paintroller and Mop Industry, Freiburg
21.04.-23.04.2004

BADEN MESSE - Regional Craft and Industry Exhibition, Freiburg
11.09.-19.09.2004

Frickenhausen

P.E. Schall GmbH Messeunternehmen

Faszination Motorrad - Motorcycle Exhibition, Sinsheim
15.02.-17.02.2002

SÜDBLECH - Trade Fair for Sheet Metal Working and Joining Technology, Sinsheim
06.03.-09.03.2002

Control - International Trade Fair for Quality Assurance, Sinsheim
● 09.04.-12.04.2002

FAMETA - International Trade Fair for Metalworking, Nürnberg
23.04.-27.04.2002

CLEANROOMS EUROPE - International Trade Fair for Clean Production / Contamination Control Technology, Frankfurt/Main
18.06.-21.06.2002

OPTATEC - International Trade Fair for Optics and Optoelectronics, Frankfurt/Main
● 18.06.-21.06.2002

MOTEK - International Trade Fair for Assembly and Handling Technology, Sinsheim
● 24.09.-27.09.2002

Fakuma - International Trade Fair for Plastics Processing, Friedrichshafen
● 15.10.-19.10.2002

TECHMO - Trade Fair for Assembly and Handling Technology, Dortmund
12.11.-15.11.2002

A.W.L - Tech - Trade Fair for Waste Water, Water and Waste Disposal, Sinsheim
13.11.-15.11.2002

Friedrichshafen

Messe Friedrichshafen GmbH

HORSE RIDING AND HUNTING - Exhibition for horses, hunting and nature, Friedrichshafen
21.02.-24.02.2002

Obst + Garten - International Trade Fair for Fruit-Gardening, Gardening, Distillation, Landscape Gardening and Specialized Cultures, Friedrichshafen
14.03.-17.03.2002

IBO - International Exhibition for Consumer and Investment Goods, Friedrichshafen
06.04.-14.04.2002

HAM RADIO - International Amateur Radio Exhibition, Friedrichshafen
28.06.-30.06.2002

OutDoor - European Outdoor Trade Fair, Friedrichshafen
● 17.08.-20.08.2002

EUROBIKE - International Bicycle Trade Exhibition, Friedrichshafen
● 29.08.-01.09.2002

Registered Events

INTERBOOT - International Watersports Exhibition, Friedrichshafen

● 21.09.-29.09.2002

Aqua-Fisch - International Trade Fair for Aquaculture, Professional Fishing, Angling and Aquaristic, Friedrichshafen

27.02.-02.03.2003

AERO - International Trade Exhibition for General Aviation, Friedrichshafen

● 24.04.-27.04.2003

Intertech Bodensee - International Technology Fair, Friedrichshafen

2003

Gelnhausen

Hallen- und Veranstaltungsgesellschaft Gelnhausen mbH

ÖKO-TRENDS - ECO logical Trends-Information and Consumer Fair - Life in line with nature, Gelnhausen

30.08.-01.09.2002

Gießen

Messe Giessen GmbH

BAUExpo - Building Exhibition, Gießen

21.02.-24.02.2002

MittelhessenSchau - Regional Consumer Goods Exhibition, Gießen

26.09.-29.09.2002

Groß-Umstadt

KWF - Kuratorium für Waldarbeit und Forsttechnik e. V.

KWF - Forest-Machinery Equipment Show, Place not yet determined
Mai 2004

Halle

HALLE MESSE GmbH

Reisen + Freizeit - Tourism and Leisure Trade Fair, Halle

08.02.-10.02.2002

Saalebau - Construction Fair, Halle

15.03.-17.03.2002

Saale Messe - Consumer Trade Fair, Halle

28.11.-01.12.2002

Hamburg

Hamburg Messe und Congress GmbH

NORTEC - Trade Fair for Metal and Plastics Processing, Hamburg

23.01.-26.01.2002

REISEN HAMBURG - International Exhibition Tourism, Caravan, Hamburg

● 06.02.-10.02.2002

INTERNORGA - International Fair for the Hotel, Restaurant, Catering, Baking and Confectionery Trades, Hamburg

● 08.03.-13.03.2002

Hansepferd Hamburg - International Exhibition for Horse Lovers, Hamburg

26.04.-28.04.2002

DU UND DEINE WELT - The great Consumer Exhibition, Hamburg

23.08.-01.09.2002

NORD ELEKTRO - Trade fair for electrical engineering, information and lighting technology, Hamburg

11.09.-13.09.2002

SMM - Shipbuilding, Machinery & Marine Technology - International Trade Fair Hamburg

● 24.09.-28.09.2002

hanseboot - International Boat Show Hamburg with art maritim/hanseboot Harbour, Hamburg

● 26.10.-03.11.2002

shk HAMBURG - North European Sanitation, Heating, Plumbing and Air-Conditioning Fair, Hamburg

20.11.-23.11.2002

MesseHalle Hamburg-Schnelsen GmbH

USSIFA - SPECIAL FAIR FOR WATCHES, PRECIOUS STONES, JEWELS AND SILVERWARE, Hamburg

06.09.-08.09.2002

Hannover

Deutsche Messe AG

DOMOTEX HANNOVER - World Trade Fair for Carpets and Floor Coverings, Hannover

● 12.01.-15.01.2002

CeBIT - The world's leading event International Trade Fair for Information Technology, Telecommunications, Software & Services, Hannover

● 13.03.-20.03.2002

HANNOVER MESSE - World's leading Fair for Industry
Factory Automation
MicroTechnology
CeMAT
Motion, Drive & Automation (2003)

Surface Technology
Compressed Air Technology
Factory Equipment & Tools (2003)

Energy
Subcontracting
Research & Technology

● 15.04.-20.04.2002

EuroBLECH - International Sheet Metal Working Technology Exhibition, Hannover

22.10.-26.10.2002

LIGNAplus HANNOVER - World Fair for the Forestry and Wood Industries, Hannover

● 26.05.-30.05.2003

BIOTECHNICA - International Trade Fair for Biotechnology, Hannover

● 07.10.-09.10.2003

INTERSCHUTZ - DER ROTE HAHN - International Exhibition for Fire and Catastrophe Prevention, Rescue Services, Security, Hannover

● 06.06.-11.06.2005

EMO Hannover - The World of Machine Tools, Hannover
+ September 05

Fachausstellungen Heckmann GmbH Hannover/Bremen

ABF - Exhibition for Cars, Boats, Gardening, Leisure, Tourism, Caravans & Camping, Hannover

02.02.-10.02.2002

Direkt Markt - The Trade Fair for Direct Marketing, Nürnberg

+ 09.03.-11.03.2002

Altenpflege - Trade Fair with Congress for Nursing, Therapy and Care, Hannover

+ 14.05.-16.05.2002

Infra - Information and Sales Exhibition, Hannover

12.10.-20.10.2002

Pferd & Jagd - Exhibition for Equestrian Sports, Hunting, Fishing and Nature, Hannover

28.11.-01.12.2002

Heppenheim

TMS Tele-Marketing-Service GmbH

Dresdner Reisemarkt, Dresden

01.02.-03.02.2002

auto mobil - automotive exhibition, Dresden

15.02.-17.02.2002

Touristik & Caravaning Leipzig

20.11.-24.11.2002

Registered Events

Idar-Oberstein

Intergem Messe GmbH

INTERGEM - International Trade Fair for Gems and Jewellery and Gemstone Objects, Idar-Oberstein
03.10.-06.10.2002

Karlsruhe

Hinte Messe- und Ausstellungsgesellschaft mbH

inventa - Exhibition for House, Home and Garden, Karlsruhe
07.03.-10.03.2002

Arbeitsschutz aktuell - Workmen's Security - Congress and Exhibition, Berlin
+ 16.10.-18.10.2002

INTERGEO - Conference and trade fair for geodesy, geoinformation and land management, Frankfurt/Main
+ 16.10.-18.10.2002

Offerta - Exhibition for the Family, Karlsruhe
26.10.-03.11.2002

HOGAKA - Interregional Hotel and Catering Show, Karlsruhe
16.02.-19.02.2003

publika - Regional Consumer Goods Exhibition, Pforzheim
01.05.-04.05.2003

HOLZVERARBEITUNG - Trade Fair for the Wood and Plastic Working Industry, Ulm
13.10.-15.10.2003

Karlsruher Messe- und Kongress-GmbH

LEARNTEC - European Congress and Trade Fair for Educational and Information Technologies, Karlsruhe
05.02.-08.02.2002

RESALE - International Trade Fair for Used Machinery and Equipment, Nürnberg
22.04.-24.04.2002

BodyLife - Trade Fair for Fitness & Health, Karlsruhe
19.09.-22.09.2002

Flowers & Garden - Fair for casual gardeners and flower lovers, with flower show, Karlsruhe
13.03.-16.03.2003

hortec - Trade Exhibition for Techniques in Horticulture, Karlsruhe
26.09.-28.09.2003

Kempten

Stadt Kempten - Allgäuer Festwoche

ALLGÄUER FESTWOCHE - Trade Fair - Cultural and Sports Events - Rural Tradition Exhibition, Kempten
10.08.-18.08.2002

Kirchheim

Sandner GmbH Messen und Ausstellungen

dona - Consumer Goods Exhibition, Regensburg
06.04.-14.04.2002

ufra - Consumer Goods Exhibition, Schweinfurt
28.09.-06.10.2002

miba - Consumer Goods Exhibition, Ingolstadt
05.04.-13.04.2003

Koblenz

Messe am Rhein GmbH

RHINE FAIR: Skilled Crafts Fair
Koblenz
29.04.-05.05.2003

Köln

KölnMesse GmbH

INTERNATIONAL FURNITURE FAIR, Köln
● 14.01.-20.01.2002

ISM - International Sweets and Biscuits Fair, Köln
● 27.01.-30.01.2002

Herren-Mode-Woche - International Menswear Fair Köln/Inter-Jeans - International Casualwear und Young Fashion Fair Köln (Spring)
● 01.02.-03.02.2002

Kind + Jugend - International Baby to Teenager Fair Köln (Spring)
● 01.02.-03.02.2002

OPTICA - International Trade Fair for Ophthalmic Optics and Annual Congress of WVAO, Köln
● 15.02.-18.02.2002

Bildungsmesse - The trade fair for education and training, Köln
+ 19.02.-23.02.2002

International Hardware Fair - World Centre Tools, Security Systems, Locks and Fittings and DIYTEC - the Builders' and DIY Supplies Trade Fair, Köln
● 03.03.-06.03.2002

Cologne Antiquarian Book Fair (12.-14.04.2002) / Kunst Messe Köln / West German Fine Arts and Antiques Fair Köln (13.-21.04.2002) / KunstKöln - International Fair for Editions, Art Brut, Post 1980 Art, Köln
13.04.-17.04.2002

Kind + Jugend - International Baby to Teenager Fair Köln (Autumn)
● 05.07.-07.07.2002

Vibes4U - The new Inter-Jeans (Autumn), Köln
● 02.08.-04.08.2002

spoga - gafa - International Trade Fair for Sports Goods, Camping Equipment and Garden Furniture / International Garden Trade Fair, Köln
● 01.09.-03.09.2002

IFMA Köln - bikeworld unlimited
● 12.09.-15.09.2002

photokina - World of Imaging, Köln
● 25.09.-30.09.2002

ORGATEC - International Trade Fair for Furnishing and Management of Offices and Office Facilities, Köln
● 22.10.-26.10.2002

domotechnica, Köln
● 19.02.-22.02.2003

IDS - International Dental Show, Köln
● 25.03.-29.03.2003

Anuga FoodTec - International Food Technology Fair, Köln
● 08.04.-11.04.2003

IMB - World Fair for Apparel Production Technology and Textile Processing, Köln
● 06.05.-10.05.2003

interzum - Furniture Production and Wood Interiors, Köln
● 23.05.-27.05.2003

ENTSORGA - The Global Environmental Trade Fair, Köln
● 23.09.-27.09.2003

Anuga, Köln
● 11.10.-15.10.2003

fsb - International trade fair for amenity areas, sports and pool facilities, Köln
● 05.11.-07.11.2003

KölnMesse Ausstellungen GmbH

Philatelia Köln with T'card & CoinExpo - International Fair for Stamps, Coins, Telephone Cards and Accessories, Köln
● + 21.03.-23.03.2003

Registered Events

Modellbahn - Model Railways with
2nd Life-Steam Meeting-
International Exhibition of Model
Railways and Accessoires, Toys and
Hobbies, Köln
07.11.-10.11.2002

INTERNATIONAL TRAVEL MARKET
KÖLN
29.11.-01.12.2002

Krefeld

Haug-West Messe- und Ausstellungsgesellschaft mbH

Fachausstellung GARTENBAU-
TECHNIK + PFLANZE - Trade
Exhibition for Horticultural
Techniques, Straelen
13.04.-14.04.2002

Gelsen-Schau - Regional Consumer
Goods Exhibition for Environment-
Leisure - Living - Housing,
Gelsenkirchen
18.05.-26.05.2002

Rheinische Landesausstellung -
Regional Consumer Goods
Exhibition for Environment-
Leisure - Living - Housing, Krefeld
30.08.-08.09.2002

Frühjahrsausstellung Mönchen-
gladbach - Regional Exhibition,
Mönchengladbach
March 2003

Rhein-Erft-Schau - Regional
Consumer Goods Exhibition for
Environment- Leisure - Living -
Housing, Grevenbroich
March 2003

Rhein-Maas-Ausstellung - Regional
Consumer Goods Exhibition for
Environment- Leisure - Living -
Housing, Kleve
March 2003

Langen

Wirtschaftsgemeinschaft Zoologischer Fachbetriebe GmbH

Interzoo - International Trade Fair for
Pet Supplies, Nürnberg
● 09.05.-12.05.2002

Leipzig

DMA Messe-Marketing und Ausstellungsgesellschaft mbH

LBA - Regional Building Trade
Exhibition Saxony-Anhalt,
Magdeburg
22.02.-24.02.2002

NORD-HAUS - Regional Building
Trade Exhibition Mecklenburg -
West Pomerania, Schwerin
08.03.-10.03.2002

Immobilien-Ausstellung Magdeburg
07.09.-08.09.2002

Leipziger Messe GmbH

Leipzig Fair Home - Garden - Leisure /
Central German Handicrafts Fair,
Leipzig
16.02.-24.02.2002

EuroEstate, Leipzig
16.02.-18.02.2002

CADEAUX Leipzig - Spring - Trade
Fair for Gifts and Lifestyle Ideas
09.03.-11.03.2002

Leipzig Book Fair
21.03.-24.03.2002

Leipzig Fair AUTO MOBIL
INTERNATIONAL with Specialist
Trade Fair AMITEC (13.4.-
17.4.2002), Leipzig
13.04.-21.04.2002

ORTHOPÄDIE + REHA-TECHNIK -
Trade Fair and World Congress for
Orthopaedics and Rehabilitation
Technology, Leipzig
08.05.-11.05.2002

Z - The Subcontracting Fair, Leipzig
19.06.-21.06.2002

MIDORA - International Clocks,
Watches and Jewellery Trade Show
Leipzig
13.09.-15.09.2002

CADEAUX + COMFORTEX - Autumn /
Trade Fair for Gifts and Lifestyle
Ideas / Trade Fair for Interior
Furnishings and Decoration,
Leipzig
14.09.-16.09. + 13.09.-15.09.2002

SHKG - Exhibition for Sanitation,
Heating, Air-Conditioning and
Building Automation, Leipzig
25.09.-28.09.2002

MODELL & HOBBY - Exhibition for
Modelling, Model Railways and
Creative Hobbies with Leipzig
Games Festival, Leipzig
11.10.-13.10.2002

denkmal - European Fair for Cultural
Heritage, Conservation and Urban
Renewal, Leipzig
30.10.-02.11.2002

HolzTec - Trade Fair for Interior
Design and Woodworking, Leipzig
31.10.-02.11.2002

TerraTec - International Trade Fair
for Environmental Technologies
and Services, Leipzig
● 11.03.-14.03.2003

enertec - International Trade Fair for
Energy, Leipzig
11.03.-14.03.2003

therapie - Exhibition and Congress
for therapists, Leipzig
15.05.-17.05.2003

Pflegemesse Leipzig - Forum and
Exhibition for Hospital and Home
Care, Leipzig
23.09.-25.09.2003

Baufach - Construction Trade Fair
Leipzig
06.11.-09.11.2003

GÄSTE - International Trade Fair for
the Restaurant, Hotel and Catering
Industries, Leipzig
16.11.-19.11.2003

Verkehr + Logistik, Leipzig
not yet determined

Lindau-Bodolz

Kinold Ausstellungsgesellschaft mbH

VOREA - Regional Exhibition, Plauen
28.09.-06.10.2002

Oberfranken-Ausstellung Hof -
Regional Exhibition, Hof
29.03.-06.04.2003

Niederbayern-Schau - Regional
Exhibition, Landshut
27.09.-05.10.2003

Oberfranken-Ausstellung Coburg -
Regional Exhibition, Coburg
11.10.-19.10.2003

Lörrach

Messe Lörrach GmbH

REGIO - Three Countries - one Fair,
Lörrach
15.03.-24.03.2002

Lübeck

M&A Messe- und Ausstellungsges. Lübeck mbH

Osnabrücker Messe - Regional
Consumer Exhibition, Osnabrück
13.04.-21.04.2002

Paderbau - Building Exhibition,
Paderborn
19.04.-21.04.2002

Handel und Hanse - Regional
Consumer Exhibition, Lübeck
27.04.-05.05.2002

Wohnambiente/Lebensart - Trade
Fair for Interior Decoration and
Furnishing, Berlin
27.04.-30.04.2002

Deutsche Gründer- und
Unternehmertage, Berlin
24.05.-26.05.2002

Registered Events

Schaufenster Harburg - Regional Consumer Exhibition, Hamburg-Harburg
30.05.-02.06.2002

Stadt Land Fluss - Regional Consumer Exhibition, Minden
25.09.-29.09.2002

IMMO, Lübeck
10.10.-13.10.2002

Stormarnia - Regional Consumer Exhibition, Ahrensburg
10.10.-13.10.2002

Jesteburger Ausstellung - Regional Consumer Exhibition, Jesteburg
26.10.-28.10. + 02.11.-04.11.2002

HIPPOLOGICA, Berlin
14.11.-17.11.2002

Magdeburg

Magdeburger Messebetriebs-gesellschaft mbH & Co.KG

MAGDEBOOT - Fair for new and used boats, equipment and water sports, Magdeburg
28.02.-03.03.2002

Leben - The big information and sales exhibition for all of the family, Magdeburg
21.03.-24.03.2002

Perspektiven - Fair for education, occupation and career, Magdeburg
23.10.-26.10.2002

Mainz

RAM Regio Ausstellungen GmbH

Rheinland-Pfalz-Ausstellung - Mainz - Regional Consumer Goods Exhibition, Mainz
16.03.-24.03.2002

Mannheim

Mannheimer Ausstellungsgesellschaft mbH

MANNHEIMER MAIMARKT - Exhibition for Industry, Trade, Craftmanship and Agriculture, Mannheim
27.04.-07.05.2002

München

EUROEXPO Messe- und Kongress-GmbH

EUROCARGO - International Trade Fair for Logistics, Material Handling, Transport + Telematics, Düsseldorf
+ 18.06.-20.06.2002

GHM Gesellschaft für Handwerksmessen mbH

I.H.M. - International Trade Fair for Small and Medium-Sized Enterprises, München
● 14.03.-20.03.2002

IFH/INTHERM - Trade Fair for Sanitary, Heating, Air-Conditioning Equipment, Nürnberg
● 10.04.-13.04.2002

FARBE - International Trade Fair for Paint, Decoration, Building Protection, München
+ 11.04.-14.04.2002

ELTEC - Trade Fair for Electrical Engineering and Technology, München
+ 26.06.-28.06.2002

HEIM + HANDWERK - Sales Exhibition for building, interior decoration and furnishing, München
30.11.-08.12.2002

Messe München GmbH

ispo - International Trade Fair for Sports Equipment and Fashion (Winter), München
● 02.02.-05.02.2002

C-B-R - Caravan - Boat - International Travel Market Exhibition, München
● 16.02.-24.02.2002

GARTEN MÜNCHEN - Sales Exhibition for Amateur Gardeners, Flower and Garden Enthusiasts, München
21.02.-24.02.2002

inhorgenta münchen - International Trade Fair for Watches, Clocks, Jewellery, Precious Stones, Pearls, Silverware and their Manufacturing Equipment, München
● 22.02.-25.02.2002

FAIRWAY - Golf Course Congress with Exhibition, München
28.02.-01.03.2002

IMMOFAIR/RESIDENCE - Fair for Houses and Flats in Germany and other countries, München
16.03.-17.03.2002

ANALYTICA - Instrumental Analysis, Laboratory Technology and Bio-Technologies. International Trade Fair and Analytica Conference, München
● 23.04.-26.04.2002

IFAT - International Trade Fair for Environment, Waste Water and Waste Disposal: Water, Sewage, Refuse and Recycling, München
● 13.05.-17.05.2002

FiberComm, München
04.06.-06.06.2002

INTERFORST - International Trade Fair for Forestry and Forest Technology with Scientific Conferences and Special Shows, München
● 03.07.-07.07.2002

ispo - International Trade Fair for Sports Equipment and Fashion (Summer), München
● 03.08.-06.08.2002

INTERMOT MÜNCHEN - International Trade Fair for Motorcycles and Scooters, München
18.09.-22.09.2002

GOLF EUROPE - München - International Trade Fair for Golf, München
30.09.-02.10.2002

MATERIALICA - International Trade Fair for Materials Applications Surface Technology and Product Engineering with MATERIALS WEEK Congress, München
30.09.-02.10.2002

SYSTEMS - International Trade Fair for Information Technology, Telecommunications and NewMedia, München
● 14.10.-18.10.2002

EXPO REAL - International Commercial Real Estate Exposition, München
28.10.-30.10.2002

electronica - International Trade Fair for Components and Assemblies in Electronics, München
● 12.11.-15.11.2002

BAU - International Trade Fair for Building Materials, Building Systems, Building Renovation, München
● 13.01.-18.01.2003

JAGEN UND FISCHEN, SPORTSCHÜTZEN - International Exhibition for Hunters, Fishermen and Marksmen, München
09.04.-13.04.2003

transport logistic - International Trade Fair for Logistics, Telematics, Transport, München
● 20.05.-24.05.2003

Registered Events

LASER - World of Photonics - International Trade Fair and International Congress, München
● 23.06.-26.06.2003

CERAMITEC - International Trade Fair for Machinery, Equipment, Plant, Processes and Raw Materials for CERAMICS and POWDER METALLURGY, München
● 16.09.-20.09.2003

IMEGA - International Trade Fair for the Restaurant, Hotel and Catering Industries, München
● 28.09.-01.10.2003

Productronica - International Trade Fair for Electronics Production, München
● 11.11.-14.11.2003

BAUMA - International Trade Fair for Construction Machinery, Building Material Machines, Construction Vehicles and Equipment, München
● 29.03.-04.04.2004

drinktec-interbrau - World Fair for Beverage Technology, München
● 12.09.-17.09.2005

Münster

Halle Münsterland GmbH

Antiquitäten-Tage - Antiques Exhibition, Münster
14.02.-17.02.2002

Frühling - Blumen - Freizeit - Consumer Goods Exhibition, Münster
23.02.-03.03.2002

Münsterland-Schau MS - Regional Consumer Exhibition, Münster
30.10.-03.11.2002

take off, Stadtlohn-Vreden
not yet determined

Nürnberg

AFAG Messen und Ausstellungen GmbH

FREIZEIT, GARTEN + TOURISTIK Nürnberg and CARSHOW-boats, camping, caravans, cars, motorcycles, tuning, Nürnberg
23.02.-03.03.2002

Drei Länder Ausstellung - Regional Consumer Goods Exhibition, Passau
16.03.-24.03.2002

GrindTec - International Trade Fair for Grinding Technology, Augsburg
20.03.-23.03.2002

afa - Consumer Goods Exhibition, Augsburg
27.04.-05.05.2002

Ausstellung SOM Rosenheim - Regional Consumer Goods Exhibition, Rosenheim
04.05.-12.05.2002

Harz + Heide - Consumer Goods Exhibition, Braunschweig
04.05.-12.05.2002

AMERICANA, Augsburg
04.09.-08.09.2002

Unterland Ausstellung Heilbronn - Consumer Goods Exhibition, Heilbronn
28.09.-06.10.2002

CONSUMENTA Nürnberg - Consumer Goods Exhibition IENA - International Exhibition "Ideas-Inventions-New Products", Nürnberg
26.10.-03.11.2002

HOGA - Hotel and Catering Exhibition Nürnberg
23.02.-26.02.2003

Mainfranken-Messe Würzburg - Regional Consumer Goods Exhibition, Würzburg
27.09.-05.10.2003

interlift - International Trade Fair for Elevator Technology and Forum, Augsburg
14.10.-17.10.2003

Nürnberg

NürnbergMesse GmbH

BioFach - World Organic Trade Fair, Nürnberg
14.02.-17.02.2002

IWA - International Trade Fair for Hunting and Sporting Arms, Outdoor Articles and Accessories, Nürnberg
● 08.03.-11.03.2002

HOLZ-HANDWERK - Trade Fair for Machinery, Equipment and Supplies for the Wood Crafts, Nürnberg
● 20.03.-23.03.2002

fensterbau/frontale - International Trade Fair Window and Facade - Technologies, Components, Prefabricated Units, Nürnberg
● 20.03.-23.03.2002

BeBoSa - International Trade Fair for Concrete Drilling and Sawing / Machinery - Tools - Accessories, Nürnberg
18.04.-20.04.2002

Holzbau und Ausbau - International Trade Fair for Wood Construction, Roofing and Dry Building, Nürnberg
+ 25.04.-28.04.2002

e-procure - Trade Fair and Congress for Electronic Procurement Processes, e-Procurement, Supply Chain Management, e-Logistics, Nürnberg
06.05.-08.05.2002

ENKON - Exhibition Decentralized Energy and Congress, Generating, Buying, Selling, Nürnberg
05.06.-07.06.2002

GalBaU - International Trade Fair for Urban Green and Open Spaces. Design - Construction - Maintenance, Nürnberg
● 18.09.-21.09.2002

ExploRisk - International Trade Fair for Explosion Protection and Industrial Safety
08.10.-10.10.2002

POWTECH - International Trade Fair for Mechanical Processing Technologies and Instrumentation, Nürnberg
● 08.10.-10.10.2002

TechnoPharm - International Trade Fair for the Development, Manufacture and Analysis of Pharmaceuticals, Cosmetics, Dietary and Health Food Products, Nürnberg
08.10.-10.10.2002

IKK - International Trade Fair Refrigeration, Air Conditioning, Ventilation, Nürnberg
●+ 16.10.-18.10.2002

BRAU Beviale - European Trade Fair for the Beverage Industry - Raw Materials - Technologies - Logistics - Marketing, Nürnberg
● 13.11.-15.11.2002

Stone+tec - International Trade Fair Natural Stone and Stoneprocessing Technology, Nürnberg
● 29.05.-01.06.2003

EUROPEAN COATINGS SHOW - Coatings, Construction Chemicals, Adhesives, Nürnberg
● 08.04.-10.04.2003

FachPack - Trade Fair for Packaging and Labelling Technology, Nürnberg
● 08.10.-10.10.2003

Spielwarenmesse eG

Spielwarenmesse International Toy Fair Nürnberg
● 31.01.-05.02.2002

Registered Events

Offenbach/Main

Messe Offenbach GmbH

International Leather Goods Fair
SPRING, Offenbach/Main

● 26.01.-28.01.2002

Werkstätten-Messe - Products and
Services from sheltered workshops,
Offenbach/Main
14.03.-17.03.2002

Modeforum International Offenbach
- Season News Bag Fashion,
Leather Accessories Autumn/
Winter, Offenbach/Main
06.04.-08.04.2002

International Leather Goods Fair
AUTUMN, Offenbach/Main
● 17.08.-19.08.2002

Modeforum International Offenbach
- Season News Bag Fashion,
Leather Accessories Spring/
Summer, Offenbach/Main
05.10.-07.10.2002

Offenburg

Messe Offenburg GmbH

FREIZEITAKTIV, Offenburg

11.04.-14.04.2002

BADISCHE WEINMESSE - Regional
Wine Exhibition, Offenburg
04.05.-05.05.2002

EUROCHEVAL - European horse fair,
Offenburg
24.07.-28.07.2002

OBERRHEIN-MESSE OFFENBURG -
Consumer Goods Fair, Offenburg
28.09.-06.10.2002

Pirmasens

Messe- und Veranstaltungsgesellschaft Pirmasens mbH

plw - leather and more -
International fair for leather and
shoe components (Autumn)
22.10.-23.10.2002

Build up!- Building, Living, Renovate,
Restoring, Energy, Housing,
Pirmasens
05.09.-07.09.2003

Rendsburg

Werner Fahrenkrog GmbH & Co.KG

NORLA/NORKOFA - Regional
Agricultural and Municipal Trade
Exhibition, Rendsburg
19.09.-22.09.2002

Sinsheim

Messe Sinsheim GmbH

ECHTDAMPF-HALLENTREFFEN -
Indoor Steam Engine Meeting,
Sinsheim

11.01.-13.01.2002

FASZINATION MODELLBAU -
Modelmaking Exhibition, Sinsheim
21.03.-24.03.2002

CAR + SOUND - Trade fair for mobile
electronics, Sinsheim
26.04.-28.04.2002

DRUCK+FORM - Trade fair for the
graphics Industry, Sinsheim
06.11.-09.11.2002

FEINES KUNSTHANDWERK - Fine
Handicrafts Exhibition, Sinsheim
15.11.-17.11.2002

Stuttgart

MESAGO Messemanagement GmbH

SPS/IPC/DRIVES - Electric
Automation - Systems and
Components, Nürnberg
26.11.-28.11.2002

MESAGO Messe Frankfurt GmbH

SMT/HYBRID/PACKAGING - System
Integration in Micro Electronics /
Exhibition and Conference,
Nürnberg
18.06.-20.06.2002

HAUS ENERGIE UMWELT, Karlsruhe
16.01.-19.01.2003

EMV Augsburg - International
Exhibition with workshops on
Electromagnetic Compability
(EMC), Augsburg
April 03

EMV - International Exhibition and
Conference on Electromagnetic
Compatibility (EMC), Düsseldorf
March 2004

Messe Stuttgart International

CMT - International Exhibition for
Caravanning, Motoring, Tourism,
Cycling & Travel, Stuttgart
● 19.01.-27.01.2002

Medizin/rescue - South German
Exhibition for Medical Technology,
Pharmacy, Materials and
Equipment for Surgeries and
Hospitals, Doctor's Congress in
Stuttgart, Stuttgart
01.02.-03.02.2002

INTERGASTRA - International trade
fair for the hotel, catering and
confectionery trades, Stuttgart
● 16.02.-21.02.2002

Invest - The trade fair for institu-
tional and private investors,
Stuttgart
01.03.-03.03.2002

ISA/IWB - Int. collectors' and
antiques exhibition/ Int. Arms
Exchange/Angling Exhibition/Int.
Coin Convention/ Int. Mineral and
Fossil Exchange (Spring), Stuttgart
05.04.-07.04.2002

it+ - Trade fair for information
technologies, internet, multimedia
and office solutions, Stuttgart
17.04.-20.04.2002

promaX - Trade fair for professional
market communication, publishing
and advertising techniques,
Stuttgart
17.04.-20.04.2002

CAT ENGINEERING - Computer-
Aided technologies - International
trade fair for innovative product
development and engineering,
Stuttgart
18.06.-21.06.2002

AMB - International exhibition for
metalworking, Stuttgart
● 10.09.-14.09.2002

SÜFFA - Trade Fair for the Butchers'
Trade, Stuttgart
22.09.-24.09.2002

Fachdental Südwest - Trade Fair for
Dental Surgeries and Laboratories,
Stuttgart
11.10.-12.10.2002

südback - Trade Fair for the Bakery
and Confectionery Trades,
Stuttgart
19.10.-23.10.2002

Family & Home - The large shopping
and experience exhibition,
Stuttgart
01.11.-10.11.2002

TIERWELT - ANIMAL - Trade
exhibition for pet ownership and
animal health, Stuttgart
08.11.-10.11.2002

VISION - International Trade Fair for
Industrial Image Processing and
Identification Technologies,
Stuttgart
12.11.-14.11.2002

modellbau SÜD/Modellbahn
Süd/HOBBY ELEKTRONIK/ -
Exhibition for Model Cars, Aircraft,
Ships/ Exhibition for model
railways/Exhibition for electronics
and computers/South German
Games Trade Fair, Stuttgart
21.11.-24.11.2002

Mineralien, Stuttgart
29.11.-01.12.2002

Registered Events

NewCome - Trade fair and congress for young companies, enterprise establishments, franchising and freelancers, Stuttgart
06.12.-07.12.2002

R + T - International trade fair for roller shutters, doors/gates and sun protection, Stuttgart
● 18.02.-22.02.2003

GARTEN - Exhibition for amateur gardeners and flower lovers
Wellviva - the exhibition about health and well-being, Stuttgart
20.03.-23.03.2003

eltefa - Trade Fair for Electrical Engineering and Electronics, Stuttgart
17.09.-19.09.2003

LWH - Main Agricultural Trade Show, International Trade Exhibition for Farming and Agriculture, Stuttgart
27.09.-05.10.2003

Pferd - International Exhibition for equestrian sports, horse breeding and horse care, Stuttgart
November 2003

INTERVITIS INTERFRUCTA - International Technology Trade Fair for Wine, Fruit and Fruit Juice, Stuttgart
● 11.05.-15.05.2004

ama - Car and Motorcycle Exhibition, Stuttgart
not yet determined

Trier

M.A.K. Messe-, Ausstellungs- und Kongress GmbH

Moselland-Ausstellung - Regional Consumer Goods Exhibition, Trier
28.09.-06.10.2002

Villingen-Schwenningen

Südwest Messe- und Ausstellungs-GmbH

Südwest-Messe - Exhibition for Industry, Craftmanship, Trade and Agriculture, with Prefabricated Houses and Building Show, Villingen-Schwenningen
25.05.-02.06.2002

Wächtersbach

Stadt Wächtersbach Eigenbetrieb Messe Wächtersbach und Veranstaltungsbetriebe

Messe Wächtersbach - Consumer Goods Exhibition, Wächtersbach
04.05.-12.05.2002

Wiesbaden

MFA, Messe Frankfurt Ausstellungen GmbH

h & h - handarbeit & hobby - International Trade Fair for Creative Textile Handicraft, Craft and Hobby supplies, Köln
22.03.-24.03.2002

Marketing Services - International Event for Marketing and Communication + DISPLAY - trade fair for POS-Marketing, Hamburg
●+ 15.05.-17.05.2002

European Banking Technology Fair - European Trade Exhibition for Banking and Financial Technology with Conference, Frankfurt/Main
29.10.-31.10.2002

Zwickau

MESSE ZWICKAU GmbH

WestSachsenBau - Building Exhibition, Zwickau
22.03.-24.03.2002

REISE & FREIZEIT, Zwickau
30.11.-01.12.2002

WestSachsenSchau - Regional Consumer Goods Exhibition, Zwickau
20.09.-22.09.2003

Hongkong

Hongkong Trade Development Council

Hong Kong Toys & Games Fair, Hongkong
● 08.01.-11.01.2002

Hong Kong Fashion Week, Hongkong
15.01.-18.01.2002

Hongkong International Jewellery Show, Hongkong
● 27.02.-02.03.2002

Hong Kong Houseware Week, Hongkong
● 16.04.-19.04.2002

Hong Kong Gifts & Premium Week, Hongkong
● 23.04.-26.04.2002

Hong Kong Watch & Clock Fair, Hongkong
● 10.09.-14.09.2002

Hong Kong Electronics Fair, Hongkong
● 11.10.-14.10.2002

Hong Kong Optical Fair, Hongkong
06.11.-08.11.2002

Verona

Ente Autonomo Fiere di Verona

SAMOTER - International Earthmoving & and Building Machinery Exhibition, Verona
● 13.02.-17.02.2002

Fieragricola - International Agricultural and Animal Farming Exhibition, Verona
● 06.03.-10.03.2002

VINITALY - International Wine and Spirits Exhibition, Verona
● 11.04.-15.04.2002

ABITARE IL TEMPO - International Exhibition of furniture, furnishing and interior design, Verona
19.09.-23.09.2002

MARMOMACC - International Exhibition of Marble, Stone, and Technology, Verona
● 03.10.-06.10.2002

BUS & BUS Business, Verona
November 02

ACQUACOLTURA - International Exhibition of Fish Products, Breeding Equipment and Technologies, Verona
April 03

EUROCARNE - International Meat and Meat Processing Machinery Exhibition, Verona
● April 03

Status as of Juni 2002

● = Recognized by UFI (Union des Foires Internationales – Union of International Fairs)

+ = event with changing venues

The designation of the various trade fairs and exhibitions is based on information supplied by the organizers. This information has been included in this review following careful examination of the documents available. However, no liability can be assumed for the correctness of the information provided. Attention is drawn particularly to the fact that dates may have been changed while this publication was being printed.



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