

Audited Trade Fair and Exhibition Figures

Report **2001**

www.fkm.de

Regularly updated information on FKM-audited events can be found on the Internet: http://www.fkm.de

Information on audited trade fair data of events in Austria and Switzerland are available from:

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Report 2001

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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.

<u>In future, more information</u> <u>about visitor origins</u>

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 dataoriented 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.

<u>European trade fair transparency</u>

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 knowhow 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.

Manfred Wutzlhofer (Chairman)

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Locations



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 exhibitiors, 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			Exhil	bition	Space	Figu	res (s	q.m.)	
					Re	nted S	pace				
			Dura-	Н:	alls		en air		-	_	
No	0.	For the complete titles see pp. 93-102	tion (Days)		Foreign			Total	Special shows	Space (net)	Space (gross)
		Ahrensburg									
	1	Stormarnia - Regional Consumer Exhibition	4	1.888	12	8	30	1.938	75	2.013	3.850
		Augsburg									
	2	afa - Regional Consumer Exhibition	9	13.367	498	2.836	18	16.719	4.430	21.149	43.000
	3	Interlift	4	7.141	6.234			13.375	689	14.064	25.000
		Bad Salzuflen									
	<u>4</u> 5	Mould + Tool + Periphery ZOW - Furniture Components	3 4	3.262 8.105	4.500			3.317 12.605	300	3.617 12.605	6.250 17.900
		Berlin	4	6.105	4.500			12.005		12.003	17.900
	6	belektro	3	14.813	458			15.271	1.666	16.937	33.000
•	7	CMS Cleaning.Management.Services	4	9.985	1.838	200		12.023	658	12.681	24.200
	8	Deutsche Existenzgründertage	3	1.843				1.843	610	2.453	5.450
•	9	FRUIT LOGISTICA	3	6.159	6.661			12.820	297	13.117	24.000
	10	Hippologica	4	6.476	612			7.088	3.082	10.170	25.100
_	11	Hobbyland	3	1.992	106			2.098	3.974	6.072	12.100
•	12	Import Shop IFA - Your World of Consumer Electronics	5 9	2.007	4.020	2.324	2 172	6.027	1.243 20.211	7.270	19.200
•	13 14	International Green Week	10	39.067 31.030	14.462	2.324	3.172	88.886 45.492	8.416	109.097 53.908	180.000
•	15	ITB - International Tourism Exchange	5	33.278	55.142		124	88.544	1.045	89.589	152.000
_	16	Moderner Staat - Efficiency in Public Administration		1.934	68			2.002	40	2.042	9.000
•	17	SHOWTECH	4	7.512	921	322		8.755		8.755	26.000
	18	SiTech	3	1.172	76			1.248	267	1.515	4.250
		Braunschweig									
	19	Harz + Heide - Regional Consumer Exhibition	9	11.848	338	3.405	21	15.612	2.952	18.564	30.500
		Bremen									
	20	CARAVAN	3	11.875				11.875		11.875	18.000
	21	Gardening, Leisure, Tourism	4	3.664	403			4.067	7.215	11.282	21.400
	22	hafa - Regional Consumer Exhibition	9	12.665	1.083	1.218		14.966	9.280	24.246	40.200
	00	Coburg		4.000	440	0.504	40		0.000	0.045	45.000
	23	Oberfranken-Ausstellung - Regional Consumer Exh Cottbus	. 9	4.839	112	2.564	42	7.557	2.088	9.645	15.300
	24	Chance	2	841				841	465	1.306	2.800
+	25	Florian	3	1.877	84			1.961	1.151	3.112	6.000
·	26	Motorrad - Motor Cycle Exhibition	2	1.743	04			1.743	1.589	3.332	7.400
	27	Travel, Leisure, Caravan	3	3.539	88			3.627	1.396	5.023	7.300
	28	SpreeBAU - Building Exhibition	3	3.725	15	313		4.053		4.053	9.000
	29	SpreeMesse - Regional Consumer Exhibition	4	3.881	62	138		4.081	880	4.961	9.200
		Darmstadt									
	30	Hessenschau - Regional Consumer Exhibition	9	9.682	293	3.364	60	13.399	1.200	14.599	40.000
		Dortmund									
	31	CREATIVA	5	7.093	679			7.772	1.999	9.771	29.100
	32	German Weapons Exchange	4	3.266	474			3.740	78	3.818	11.200
	33	DORTMUNDER HERBST - Regional Consumer Exhibit		19.107	1.059			20.166	2.709	22.875	48.300
	34 36	ELEKTROTECHNIK FAHOBA - Spring	<u>4</u> 3	21.726	359 140			22.085	70	22.155	47.000 7.600
	35	FAHOBA - Autumn	3	2.439	100			2.219		2.219	7.560
	37	HairPower	2	1.150	101			1.251	1.580	2.831	9.550
	38	HobbyTronic – Computerschau	5	4.227	90			4.317	525	4.842	14.700
	39	INTERMODELLBAU	5	8.315	408			8.723	11.037	19.760	48.300
•	40	Inter-tabac	3	5.066	737			5.803	45	5.848	15.550
•	41	JAGD & HUND - Hunting and Fishing	6	9.717	2.362			12.079	3.064	15.143	36.400
	42	RAUMAUSSTATTUNG - Interior Design	3	11.269	242			11.511	647	12.158	29.500
	43	WEST-ANTIQUE Cormon Minorale Days	4	1.126	56			1.182	475	1.182	3.600
	44	German Minerals Days	2	718	95			813	175	988	5.550
	15	Dresden Antik Dresden/Formschau/Gourmet	3	2 260	247			2 405	1 165	2 050	10 F00
	45 46	Antik Dresden/Formschau/Gourmet COMTEC / IFM	3	2.268 5.756	217 54			2.485 5.810	1.465 1.699	3.950 7.509	10.500 13.800
	47	Dresdner Ostern - Garden, Pet and Handicraft Exh		3.372	Ú 4	625		3.997	1.585	5.582	18.800
	48	Dresden Travel Market	3	4.424	712	87		5.223	283	5.506	10.000
	49	HAUS - Building Exhibition	4	9.196	128	1.051		10.375	289	10.664	22.300
	50	KarriereStart	3	3.039		-		3.039	375	3.414	7.050

	Exh	ibito	r Figi	ures	repre	dditional sented f	irms	VISI	or Fig	gures
		Exhib	oitors						er of Adm	
lo.	Domestic	Foreign	Total	from countries	Domestic	Foreign	Total	Domesti	Foreign	Total
1	92	2	94	3						4.399
2	466	17	483	7	45		45			86.642
3	141	130	271	22	24	38	62	9.266	5.607	14.873
	171	100			2-7	- 00	- 02	3.200	0.007	14.070
4	108	7	115					2.921	66	2.987
5	229	187	416	22	4	26	30	6.964	2.596	9.560
6	379	20	399	11	22	6	28	17.412	410	17.822
7	222	81	303	16	7	15	22	11.036	1.322	12.358
8	88		88	1						3.959
9	216	490	706	50				7.613	5.117	12.730
10	257	20	277	7						18.693
11	116	7	123	6						14.379
12	140	402	542	59				36.208	814	37.022
13	498	450	948	38	11	15	26	351.858	17.353	369.211
14	985	460	1.445	60				473.626	9.173	482.799
15	2.441	7.695	10.136	181		132	132	105.194	18.856	124.050
16	145	2	147	2				3.507	53	3.560
17	268	71	339	18				6.190	1.891	8.081
18	52	5	57	6						1.434
19	443	14	457	8						74.509
20	65		65	1						12.108
21	231	24	255							31.552
22	548	25	573		1		1			104.839
23	249	5	254	3	20		20			49.204
24	0.0		00							0.175
24 25	86 101	2	86 103	1 3	7		7			3.175 4.762
26	41	15	41	1						8.452
27	156	15	171	8	3		3			14.487
28	232	1	233		13		13			8.470
29	297	12	309	4	3		3			15.326
30	416	11	427	7						78.000
31	402	40	442	10				82.153	1.166	83.319°
32	176	33	209	11						19.447
33	707	43	750	16	2		2	140.695	1.709	142.404
34	559	12	571	9	19	7	26	32.447	361	32.808
36	68	4	72	2						2.286
35	59	2	61	3	6		6			1.903
37	58	6	64	5						7.866
38	187	5	192	4				54.507	943	55.450
39	363	23	386	11				91.498	7.848	99.346
40	109	43	152	17	2	1	3	3.622	546	4.168
41	363	140	503		3		3	58.648	3.545	62.193
42	210	13	223	8		1	1	10.087	227	10.314
43	65	4	69	4						2.537
44	157	31	188							6.262
45	171	37	208	5						7.634
46	360	6	366		82	4	86			15.631
47	231		231		39		39			44.159
48	339	83	422		12	8	20	26.195	132	26.327
	501	7	508		26	3	29			30.562
49	301									

⁺ events with changing venues

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

^{*}Visitors Profil Analyses see page 37

		Events 2001			Exhil	oition	Space	Figu	res (s	q.m.)	
					Re	nted S	pace				
			Dura-	H	alls		en air				
No	١.	For the complete titles see pp. 93-102	tion (Days)		Foreign			Total	Special shows	Space (net)	Space (gross)
	51	SachsenKrad - Motorcycle Exhibition	3	3.696	14			3.710	2.785	6.495	12.700
		Düsseldorf									
•	52	A + A - Occupational Safety and Health at Work	4	33.008	16.768	479		50.255		50.255	92.300
	53	art antique	9	4.794	166			4.960		4.960	20.300
	54	BEAUTY INTERNATIONAL	3	20.437	2.061	16		22.514	675	23.189	46.000
•	55	boot	9	58.800	41.267	279	54	100.400	7.924	108.324	215.000
•	56	CARAVAN SALON	10	62.889	12.838	1.134	192	77.053	2.978	80.031	128.800
•	57	ENVITEC	4	15.134	3.773			18.907	200	19.107	39.400
•	58	GDS International Shoe Fair - Spring	4	21.874	68.076		35	89.985	6.406	96.391	170.000
•	59 60	GDS International Shoe Fair - Autumn h & h - Textile Handicraft, Crafts and Hobby Supplies	4 s 3	22.298 5.861	67.479 2.267		35	89.812 8.128	6.417 425	96.229 8.553	170.000 16.500
	61	INTERKAMA	5 5	26.881	5.463			32.344	1.003	33.347	58.900
•	62	K	8	69.949	81.132	45		151.126	995	152.121	222.100
•	63	MEDICA	4	67.063	39.352	450		106.865	3.723	110.588	218.000
	64	ProWein	3	16.124	17.198			33.322	1.197	34.519	73.400
	65	PSI - Advertising Specialties	3	18.301	11.502			29.803	91	29.894	50.400
•	66	REHACare International	4	24.152	5.845	20		30.017	4.050	34.067	69.200
•	67	VisCom	3	5.527	4.169			9.696	180	9.876	20.850
		Erfurt									
	68	Leisure & Caravaning Exhibition	4	4.454	283			4.737	628	5.365	10.000
	69	riding - hunting - fishing	3	3.018	51	138		3.207	7.028	10.235	15.900
	70	Thüringen-Ausstellung - Regional Consumer Exhibit	tion 9	8.732	173	941		9.846	2.175	12.021	20.200
		Essen									
	71	Antiquitäten	8	1.677	162			1.839	465	2.304	6.000
+•	72	ROOF + WALL	4	23.193	2.835	2.989		29.017		29.017	61.500
	73	E - world of energy	3	5.340	1.278			6.618		6.618	17.000
	74	EQUITANA	9	27.448	8.321			35.769	9.781	45.550	91.700
	75	FIBO	4	24.443	8.138	20		32.581	5.233	37.814	77.000
	76 77	HAUS + GARTEN IFLO	5 3	6.169	331 428	20		6.520 7.123	4.000 1.660	10.520 8.783	31.000 20.000
	78	IPM	4	26.206	16.487			42.693	6.355	49.048	110.000
	79	MODE-HEIM-HANDWERK - Regional Consumer Ex		21.036	1.696			22.732	1.803	24.535	60.000
	80	Tourism/Camping	5	31.930	3.401			35.331	2.000	37.331	75.000
	81	SCHWEISSEN & SCHNEIDEN	7	27.462	20.215			47.677	150	47.827	86.000
		Frankfurt/Main									
•	82	Ambiente	5	99.734	87.861			187.595	1.675	189.270	300.500
	83	Art Frankfurt	4	7.011	1.267			8.278	405	8.683	17.900
	84	CLEANROOMS Europe	3	2.196	755			2.951	585	3.536	5.200
	85	European Banking Technology Fair	3	9.927	1.505			11.432	1.376	12.808	30.000
•	86	Heimtextil	4	52.074	95.173	1.600		148.847	3.500	152.347	258.000
•	87	IFFA / IFFA Delicat	6	32.997	26.099	88		59.184	5.198	64.382	121.200
	88	Franchise	4	2.295	622			2.917	120	3.037	6.600
•	89	ISH	5	96.391	52.910	744	33	150.078	1.416	151.494	239.600
•	90	Marketing Services	3	14.348	1.127	705		15.475	3.187	18.662	38.000
-	91 92	Musikmesse / Pro Light & Sound Premiere	5 5	30.868 70.405	33.966 65.206	705		65.539	12.200	77.739	147.000
_	93	TechMed	3	401	164			135.611 565	3.301 154	138.912 719	244.900 1.500
•	94	Techtextil	3	8.567	12.418			20.985	435	21.420	48.700
•	95	Tendence		102.435	78.579			181.014		183.546	316.700
		Freiburg									
	96	Baden Messe - Reg. Craft and Industry Exhibition	9	9.749	863	6.261	48	16.921	1.771	18.692	32.000
	97	CFT - Camping, Leisure, Tourism	9	13.652	4.277	625	10	18.564	1.258	19.822	30.000
	98	Intersolar	3	4.034	420	213	60	4.727	640	5.367	11.800
		Friedrichshafen									
•	99	AERO	4	15.454	4.238	6.812	2.334	28.838	4.502	33.340	85.000
	100	Aqua-Fisch	4	6.436	525	332		7.293	1.736	9.029	23.400
• ′	101	EUROBIKE	4	13.692	12.072	641	515	26.920	3.243	30.163	50.700
	102	European OutDoor Trade Fair	4	9.495	7.439	270		17.204	10.573	27.777	47.300
• ′											00.000
	103	HAM RADIO/HAMtronic	3	3.934	776	104	20	4.834		4.834	20.600
	103 104 105	HAM RADIO/HAMtronic IBO - Int. Fair for Consumer and Investment Goods INTERBOOT	3 9 9	3.934 15.813 20.128	776 848 9.463	3.004 4.206	20 60 1.112	4.834 19.725 34.909	2.907	4.834 22.632 38.009	50.200 69.000

	Exh	ibitoı	r Figւ	ıres		dditional sented f		Visi	tor Fi	gures
		Exhib	oitors						er of Adr	
No.	Domestic	Foreign	Total	from countries	Domestic	Foreign	Total	Domest	ic Foreigr	Total
51	101	1	102	2						30.268
52	687	613	1.300	49				41.061	7.821	48.882
53	112	4	116	3						19.831
54	513	90	603	20				49.749	2.951	52.700
55	1.105	651	1.756	45				320.700	33.665	354.365
56	367	131	498	20				132.095	16.326	148.421
57	454	145	599	24				15.443	4.718	20.161
58	204	1.606	1.810	50				16.089	34.188	50.277
59	201	1.601	1.802	49				15.905	30.873	46.778
60	100	106	206	20	9	8	17	4.959	1.231	6.190
61	549	266	815 2.872	33	8	17	25	28.902	12.985	41.887
62 63	1.151	1.721	3.508	53 59				111.460 93.389	116.474 34.717	227.934 128.106
64	846	1.863	2.709	32	34	229	263	20.889	3.400	24.289
65	507	329	836	25	34	223	203	3.120	5.667	8.787
66	620	240	860	27				42.837	5.841	48.678
67	165	114	279	19				5.279	3.168	8.447
								0.2.0	000	•
68	172	18	190	8						29.056
69	222	5	227	5				23.683	1.129	24.812
70	493	9	502	5						64.998
71	62	7	69	5				4.851	84	4.935
72	421	74	495	17	1		1	37.366	3.427	40.793
73	180	48	228	11				5.022	621	5.643
74	608	218	826	25				194.300	12.622	206.922
75	319	108	427	23				48.083	9.225	57.308
76	262	11	273	8						62.800
77	149	19	168	20				8.436	1.021	9.457
78	776	503	1.279	22				47.644	12.361	60.005
79	782	59	841	23				174.765	702	175.467
80	679	208	887	34				101.296	407	101.703
81	466	497	963	43				35.310	29.958	65.268
82	2.119	2.821	4.940	85				105.132	48.573	153.705
83	161	37	198	10				11.046	70	11.116
84	114	74	188	15	2	2	4			2.209
85	258	53	311	17	103	21	124	7.069	219	7.288
86	704	2.417	3.121	67				48.439	48.351	96.790
87	443	415	858	34	1	3	4	34.033	19.841	53.874
88 89	126	1.185	149	12 42	23	29	52	5.358	252 37.512	5.610
90	742	57	2.373 799	15		29	32	101.313	01.012	199.027 18.146
91	942	1.192	2.134	50				73.279	24.292	97.571
92	1.178	2.328	3.506	68	7	2	9	55.614	43.956	99.570
93	35	13	48	6	2	3	5	286	100	386
94	264	495	759	41				8.892	8.308	17.200
95	2.309	2.378	4.687	84				83.612	27.065	110.677
96	487	24	511	10	191	6	197			102.207
97	250	24	274	6	192	16	208			74.312
98	178	28	206	12	102	10				13.018
00	0.50	400	40-	2.5	25	400	440	07.00-	40.070	E4 00-
99	359	138	497	24	35	108	143	37.967	13.270	51.237
100	141	24	165	9	25	32	57	29.217	4.955	34.172
101	220	337 248	557 411	28	11 21	172	98 193	27.422	9.635	37.057
102	163 179	<u>248</u> 55	234	30 27	25	172 62	87	5.528	5.062	10.590 17.653
103	515	38	553	14	112	30	142			75.722
	515	00	300	1-7						

⁺ events with changing venues • Recognized by UFI – U

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^{*}Visitors Profil Analyses see page 37

	Events 2001			Exhil	bition	Space	e Figu	res (s	sq.m.)	
				Re	nted S	расе				
	1	Dura-	Н	alls		n air		-		_
No.	For the complete titles see pp. 93–102 (tion (Days)		Foreign			Total	Specia shows	I Space (net)	Space (gross)
	Gelnhausen									
106	ÖKO-TRENDS	3	843		787		1.630	206	1.836	3.000
407	Gießen	4	F 400	0.4	700		0.000	040	C 500	40.000
107 108	BAU Expo - Building Exhibition MittelhessenSchau - Regional Consumer Exhibition	4	5.466 2.690	64 69	792 1.496	24	6.322 4.279	216 197	6.538 4.476	13.200 8.400
100	Grevenbroich	4	2.090	09	1.490	24	4.213	197	4.470	0.400
109	Rhein-Erft-Schau - Regional Consumer Exhibition	9	2.584	133	1.590		4.307	204	4.511	20.000
	Halle		2.00							
110	Real Estate Exhibition	2	575				575		575	1.650
111	Tourism and Leisure	3	1.634	89	200		1.923	377	2.300	4.700
112	SaaleBAU - Building Exhibition	3	2.810		251		3.061	498	3.559	7.050
113	SaaleMesse - Regional Consumer Exhibition	5	3.578	18	566		4.162	420	4.582	9.600
	Hamburg									
114	DU UND DEINE WELT - Regional Consumer Exhibition	10	23.831	3.558	1.680	89	29.158	7.061	36.219	68.000
• 115	hanseboot	9	25.125	9.580	3.780	915	39.400	1.823	41.223	73.300
• 116	INTERNORGA	6	35.968	3.954	1.171		41.093	1.349	42.442	66.350
• 117	REISEN HAMBURG - Tourism, Caravaning	9	22.387	3.816	265	59	26.527	2.786	29.313	55.100
118	USSIFA - September	3	2.663				2.663		2.663	3.800
	Hamburg-Harburg									
119	Schaufenster Harburg - Regional Consumer Exhibitio	n 6	1.851	21	286	30	2.188	215	2.403	4.300
	Hannover									
120	ABF	9	32.292	1.353	12		33.657	7.145	40.802	76.000
• 121	AGRITECHNICA	7	88.940	27.469	1.840	694	118.943	2.856	121.799	194.500
+ 122	Bildungsmesse	5	21.406	559			21.965	4.005	25.970	49.400
• 123	BIOTECHNICA	3	11.355	3.777			15.132		15.132	33.900
• 124	CeBIT	7	318.120	97.561	11.864	4.330	431.875	1.095	432.970	563.200
125	Direkt Markt	3	2.814	102			2.916	520	3.436	7.900
• 126 127	DOMOTEX	4	38.640	57.494			96.134	5.806	101.940	173.700
127	EMO	8	81.496	110.668	4.000	0.40	192.164	1.343	193.507	337.100
● 128 +● 129	HANNOVER MESSE IKK	<u>6</u> 3	172.569 16.778	66.029 12.787	1.686	246	240.530	663	240.530 30.228	377.200 62.000
130	Infa - Regional Consumer Exhibition	9	29.662	2.499	362		32.523	9.350	41.873	89.500
131	Arts and Antiques Fair	9	2.235	36	302		2.271	295	2.566	4.800
• 132	LIGNAplus	5	64.826	71.594	6.174	2.489	145.083	8.221	153.304	253.600
133	NORDBACK	4	6.950	298	0	200	7.248	0.22	7.248	16.450
134	Pferd & Jagd - Equestrian Sports, Hunting, Fishing	4	17.620	1.063	18		18.701	5.494	24.195	59.000
	Heidenheim									
135	KONTAKTA - Regional Consumer Exhibition	9	4.256	15	1.084		5.355	1.747	7.102	19.000
	Hof									
136	Oberfranken-Ausstellung - Regional Consumer Exhibition	n 9	7.226	201	2.798		10.225	2.467	12.692	19.700
	Idar-Oberstein				200			2		
137	INTERGEM	4	1.473	96			1.569	337	1.906	3.950
	Immenstadt									
138	Oberallgäuer Frühjahrsausstellung - Reg. Consumer Exhibition	on 5	1.951	50	1.280		3.281	2.464	5.745	19.000
	Ingolstadt	0 0					0.20.	2		
139	miba - Regional Consumer Exhibition	9	9.796		3.434		13.230	3.462	16.692	27.000
	Jesteburg		000		0			01.102		
140	Jesteburger Ausstellung - Regional Consumer Exhibition	n 6	2.784	48	48		2.880	141	3.021	5.550
170	Karlsruhe			70	-10		2.000	1	3.021	0.500
141	Blumen + Garten	4	2.524	60			2.584	3.768	6.352	14.250
142	Body Life	4	4.100	260			4.360	5.700	4.360	10.100
143	HAUS ENERGIE UMWELT	4	2.531	60	82		2.673	266	2.939	5.750
144	HOGAKA	4	4.987	382	25		5.394	1.565	6.959	15.000
145	hortec	3	2.437	273	2.767	234	5.711	792	6.503	8.000
146	LEARNTEC	4	5.544	200	20		5.764	500	6.264	18.500
147	Offerta - Regional Consumer Exhibition	9	11.910	940	846		13.696	1.768	15.464	28.000
_	Kempten									
148	Allgäuer Festwoche - Regional Consumer Exhibition	9	5.914	434	7.771		14.119	369	14.488	26.500
	Kleve									
149	Rhein-Maas-Ausstellung - Regional Consumer Exhibitio	n 9	4.858	364	1.743	228	7.193	865	8.058	30.000

	Exh	ibitoı	^r Figu	ıres	repre	dditional esented f	irms	Visi	tor Fi	gures
		Exhib	itors						er of Adranations	
No.	Domestic	Foreign	Total	from countries	Domestic	Foreign	Total	Domes	tic Foreign	1 Total
106	72		72	1	1		1	5.138	87	5.225
107	323	2	325	3 4	72		72			18.155
108	225	3	228	4	7		7			12.234
109	153	5	158	5						88.264
110	43		43	1						1.092
111	156	12	168	6		3	3			10.030
112	187		187	1	8		8			7.354
113	222	2	224	3	12		12			13.652
114	885	116	1.001	41				209.223	1.687	210.910
115	718	191	909	28				136.933	6.603	143.536
116	725	105	830	19				106.651	3.640	110.291
117	505	269	774	72	1	14	15	127.058	1.935	128.993
118	98		98	1						3.011
119	118	2	120	3						7.949
120	505	46	551	15						117.399
121	905	426	1.331	32	35	46	81	215.322	32.175	247.497
122	654	34	688	12				66.713	1.015	67.728
123	737	332	1.069	29				10.797	2.370	13.167
124	5.033	3.060	8.093	61				677.703	171.549	849.252
125	159	12	171	7						6.261
126	367	778	1.145 2.276	60				23.235	22.323	45.558
127 128	1.023 3.892	1.253 3.032	6.924	39 63				130.866 185.640	62.150 69.010	193.016 254.650
129	369	434	803	40				11.867	8.594	20.461
130	1.173	80	1.253	26					0.00 .	227.259
131	73	1	74	2						15.557
132	940	993	1.933	48				73.411	40.758	114.169
133	242	12	254	8				6.690	207	6.897
134	582	53	635	17						88.614
135	317	1	318	2						57.636
136	314	10	324	4	60	1	61			45.769
137	103	7	110	6				1.806	594	2.400
138	219	4	223	3	34		34			32.192
139	459		459	1						91.146
140	147	2	149	3						12.080
141	83	1	84	2	57		57			22.770
142	130	5	135	5				7.162	514	7.676
143	150	3	153	3	2		2			10.517
144	160	14	174	5	30	1	31			17.373
145	184	15	199	8	7		7	4.000	40.1	7.268
146 147	151 498	16 34	167 532	10	36 24	2	40 26	4.299	431	4.730 100.792
147	430	34	332	10			20			100.132
148	387	20	407	4				89.009	899	89.908
149	261	13	274	5						82.983

⁺ events with changing venues

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

^{*}Visitors Profil Analyses see page 37

	Events 2001			Exhi	bition	Spac	e Figu	res (s	q.m.)	
				Re	nted S	расе				
		Dura-	H	alls		en air		_		
No.	For the complete titles see pp. 93-102	tion (Days)		Foreign			Total	Special shows	Space (net)	Space (gross)
	Köln									
150	Anuga	5	54.654	92.618			147.272	3.079	150.351	286.000
151	DOMOTECHNICA	4	21.152	46.300			67.452	10.911	78.363	195.100
152	fsb	3	10.163	6.982			17.145	1.581	18.726	40.000
153	Mastercrafts Fair NRW	5	7.914	584			8.498	12.611	21.109	55.300
• 154	Herren-Mode-Woche/Inter-Jeans - Spring	3	40.249	26.342			66.591	9.201	75.792	181.900
• 155	Herren-Mode-Woche/Inter-Jeans - Autumn	3	36.851	20.285			57.136	12.532	69.668	181.900
156	IDS - International Dental Show	5	24.319	14.136			38.455	443	38.898	92.000
157	IFMA - bike world unlimited INTERGEO	3	17.020	9.862	047		26.882	23.335	50.217	71.000
+ • 158	International Hardware Fair/DIY'TEC	3 4	7.703 69.520	1.094	317		9.114	787 1.727	9.901	21.000
• 160	INTERNATIONAL FURNITURE FAIR	7	99.764	79.701			179.465	2.127	181.592	286.000
• 160 • 161	international fornitore fair interzum/decovision	<i>1</i> 5	33.542	54.893			88.435	3.010	91.445	184.000
• 161 • 162	ISM - International Sweets and Biscuits Fair	4	19.715	28.205			47.920	266	48.186	82.000
162163	Kind + Jugend - Spring	3	6.389	2.709			9.098	3.024	12.122	46.000
163164	Kind + Jugend - Autumn	3	16.242	13.597			29.839	3.021	32.860	60.000
165	Kunst Messe Köln / kunstKöln	4	8.928	1.890			10.818	632	11.450	37.000
• 166	optica	4	11.577	1.117			12.694	1.717	14.411	42.000
167	Philatelia/T'card	3	2.237	335			2.572	2.850	5.422	13.000
168	TRAVEL MARKET INTERNATIONAL	3	6.298	1.887			8.185	886	9.071	45.000
• 169	spoga/gafa	3	63.654	75.139			138.793	3.503	142.296	261.500
	Krefeld									
170	Rheinische Landesausstellung - Reg. Consumer Exhibit	ion 10	9.060	256	5.573	108	14.997	2.770	17.767	45.000
	Landshut									
171	Niederbayern-Schau - Reg. Consumer Exhibition	9	12.222	616	6.062	48	18.948	3.623	22.571	34.700
	Leipzig			0.0	0.002			0.020		
• 172	AUTO MOBIL INTERNATIONAL/AMITEC	9	31.385	24.695	1.020	140	57.240	4.921	62.161	122.000
173	Baufach	5	24.937	2.332	4.185	60	31.514	1.109	32.623	68.500
174	CADEAUX - Spring	4	11.630	385	1.100	- 00	12.015	476	12.491	30.700
175	CADEAUX - Autumn/COMFORTEX	4	17.252	974			18.226	1.143	19.369	46.100
176	enertec	4	3.423	304			3.727	404	4.131	12.800
177	GÄSTE - Restaurant, Hotel, Catering	5	12.868	626			13.494	2.402	15.896	30.800
178	Home-Garden-Leisure/Handicrafts Fair	9	20.845	1.288			22.133	7.244	29.377	64.800
179	Property Fair	3	2.415	6			2.421	216	2.637	8.000
180	Leipzig Book Fair/Antiquarian Book Fair	4	8.618	1.027			9.645	5.619	15.264	37.200
181	Leipzig Fair Tourism & Caravaning	5	14.395	4.053			18.448	2.230	20.678	44.400
182	MIDORA	3	5.283	231			5.514	300	5.814	19.300
183	FASHION FAIR LEIPZIG - Spring	3	10.839	913			11.752	2.500	14.252	36.000
184	FASHION FAIR LEIPZIG - Autumn	3	9.292	836			10.128	2.100	12.228	31.000
185	MODELL & HOBBY	3	5.929	230			6.159	13.832	19.991	51.700
186	Patientenforum - Fair for chronic illness	3	1.509	39			1.548	1.676	3.224	10.000
187	Pflegemesse - Hospital and Home Care	3	2.911	40			2.951	609	3.560	10.000
188	rehavision	3	1.857				1.857	701	2.558	7.000
189	TerraTec	4	6.662	851			7.513	1.160	8.673	20.200
190	therapie	3	712	28			740	84	824	3.000
	Lörrach									
191	REGIO - Regional Consumer Exhibition	9	6.927	392	2.104	130	9.553	433	9.986	23.000
	Lübeck									
192	Handel & Hanse - Regional Consumer Exhibition	9	3.526	30	1.239		4.795	1.322	6.117	10.300
193	IMMO	3	658				658		658	1.650
	Magdeburg									
194	LBA - Building Exhibition	3	2.745		194		2.939	179	3.118	7.550
	Mainz									
195	Rheinland-Pfalz-Ausstellung - Regional Consumer Exhib	ition 9	15.111	947	4.026	25	20.109	1.905	22.014	34.200
	Mannheim				-					
196	MANNHEIMER MAIMARKT	11	36.542	2.227	33.970	278	73.017	4.025	77.042	183.300
	Mönchengladbach		· -							, , , , ,
197	Frühjahrsausstellung - Regional Consumer Exhibiti	on 9	5.754	340	2.631	258	8.983	317	9.300	25.000
	,	0	5.7.5	0-10		200	5.500	017	3.500	
	München									
198	München BAU	6	82.869	28.483	480	2/	111.856		111.856	160.000

lo.	Domestic	roreign	Total	from countries	Domestic	Foreign	Total	Domesi	ic Foreign	1 Tot
150	1.264	4.319	5.583	92	318	304	622	91.036	73.404	164.4
151	228	1.111	1.339	58	75	161	236	43.212	20.620	63.8
152	208	206	414	32	11	43	54	5.949	6.300	12.2
153	611	69	680	22	197	11	208			46.5
154	413	604	1.017	37	120	158	278	26.832	22.104	48.9
155	369	549	918	34	114	168	282	20.778	14.613	35.3
156	537	624	1.161	42	49	87	136	44.321	13.467	57.7
157	290	378	668	37	36	35	71	27.537	4.815	32.3
158	207	39	246	20	152	24	176	14.278	1.042	15.3
159	1.034	2.383	3.417	56	122	277	399	42.072	37.203	79.2
160	563	980	1.543	48	34	37	71	90.540	31.455	121.9
161	394	1.148	1.542	59	52	250	302	20.154	42.070	62.2
162	255	1.028	1.283	67	41	204	245	12.562	20.371	32.9
163	147	76	223	21	9	13	22	3.619	1.840	5.4
164	216	295	511	39	15	20	35	5.400	6.177	11.5
165	227	52	279	13	10			0.400	0.177	29.7
		71	337	17	02	176	269	16 046	2.311	
166	266				93	176	209	16.946	2.311	19.2
167	123	35	158	25	00	40	400			8.1
168		288	817	22	82	40	122			28.0
169	744	1.530	2.274	58	31	100	131	26.888	22.347	49.2
170	418	10	428	5						114.9
171	586	21	607	7						114.8
172	334	58	392	21	6	2	8	245.077	6.026	251.1
			1.012	27			9			
173	815	197			9	- 1	3	46.488	3.499	49.9
174	426	24	450	11		1		11.341	138	11.4
175	558	45	603	16	6		6	13.153	403	13.5
176	172	19	191	9	7		7	8.986	584	9.5
177	411	25	436	12	7	3	10	25.338	1.937	27.2
178	803	73	876	17	70	4	74	145.873	1.028	146.9
179	164	2	166	3	3		3	2.555	47	2.6
180	1.362	437	1.799	25	14	3	17	65.109	2.083	67.1
181	588	335	923	54	49	3	52	71.041	6.177	77.2
182	149	19	168	15				3.449	212	3.6
183	493	97	590	22				8.945	1.117	10.0
184	434	92	526	20				8.294	731	9.0
185	286	15	301	10	3	1	4	75.946	613	76.5
186	128	4	132	4	2		2	2.083	13	2.0
187	177	3	180	3	9		9	7.114	116	7.2
188	103		103	1	2		2	2.102	11	2.1
189		55	372		29	1	30	12.019	566	12.5
190		1	52			2	2			1.3
191	301	17	318	5	18	6	24			61.8
192	191	2	193	3						18.4
193			43							1.4
194	133		133	1						6.7
195	617	34	651	14						91.4
196	1.424	80	1.504	19						411.9
197	292	10	302	7						102.5
100	4 400	011	,		_	_		404.000	04 407	400
198 199		1.232	1.796 2.540	40 42	7 26	8 61	15 87	164.639 292.633		196.0 406.4
. 55			0.0		_5	01	٠,			.50.7

Additionally represented firms

Visitor Figures

Number of Admissions (Explanations see p. 9)

Exhibitor Figures

Exhibitors

⁺ events with changing venues

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

	Events 2001			Exhil	bition	Space	Figu	res (s	q.m.)	
				Re	nted Sp	ace				
		Dura- tion	Ha	alls	Oper	n air		– Special	Space	Space
No.	For the complete titles see pp. 93-102	(Days)	Domestic	Foreign	Domestic	Foreign	Total	shows	(net)	(gross)
• 200	C-B-R	9	42.828	5.248			48.076	1.206	49.282	78.500
• 201	drinktec-interbrau	8	48.684	33.980	1.111		83.775	497	84.272	128.000
202	EXPO REAL	3	14.181	1.273			15.454	349	15.803	25.000
+ 203	EXPOPHARM	4	18.422	648			19.070	1.104	20.174	34.300
204	FAIRWAY	2	2.610	302			2.912	2.000	4.912	9.500
205	Garten München	4	4.484	357			4.841	1.689	6.530	15.000
206	GOLF EUROPE	3	4.244	3.674			7.918	24	7.942	14.000
207	HEIM + HANDWERK/Model Railways Exh./designale		38.606	6.336			44.942	4.345	49.287	92.500
• 208	I.H.M.	7	56.993	9.307	3.015	284	69.599	7.507	77.106	146.000
209	IMMOFAIR/RESIDENCE - March	2	1.900	1.700			3.600	1.500	5.100	9.800
• 210	inhorgenta	4	34.028	8.359			42.387	146	42.533	85.500
• 211	ispo - Summer	4	31.298	31.973	652	115	64.038	27.250	91.288	140.000
• 212	ispo - Winter	4	36.945	56.739	35		93.719	11.000	104.719	150.000
213	Jagen und Fischen - Int. Exh. for Hunting, Fishermen and Marksm		6.728	1.003			7.731	7.133	14.864	33.000
• 214	LASER	5	11.989	4.187			16.176	385	16.561	33.000
215	MATERIALICA	4	3.002	945			3.947	300	4.247	10.000
216	MUTEC	4	3.490	813			4.303	200	4.503	9.600
217	Productronica	4	51.583	21.649			73.232	736	73.968	132.000
218219	SYSTEMS transport logistic	5 5	70.311	2.640	3.561	1 200	72.951 39.615	4.003	76.954	158.000
219	transport logistic	5	28.636	6.019	3.301	1.399	39.015		39.615	66.000
000	Münster	4	4.040	0.4			4 700	400	0.400	0.000
220	Antiques Exhibition	- 4	1.646	84	00		1.730	400	2.130	6.000
221	MS - Münsterlandschau - Regional Consumer Exhibition	n 5	3.396	39	28		3.463	3.477	6.940	15.000
	Nordhorn									
222	Drehscheibe Nordhorn - Regional Consumer Exhibiti	ion 4	2.864		1.862		4.726	800	5.526	11.900
	Nürnberg									
+ 223	Altenpflege - Products and Service for Elderly Care	3	23.107	902			24.009	442	24.451	45.000
• 224	BIO FACH	4	10.629	11.607			22.236	1.257	23.493	47.000
225	CONSUMENTA - Regional Consumer Exhibition	9	29.621	2.132			31.753	15.539	47.292	87.300
• 226	EUROPEAN COATINGS SHOW	3	11.768	7.259			19.027		19.027	38.000
• 227	FachPack/Print Pack	3	30.247	2.650			32.897	297	33.194	65.000
228	FREIZEIT, GARTEN + TOURISTIK	9	32.727	1.457			34.184	3.780	37.964	65.500
• 229	HOLZ-HANDWERK	4	23.759	4.194			27.953	439	28.392	45.700
230	Hotel and Catering Exhibition	4	16.249	1.022			17.271	2.542	19.813	39.300
231	IMA	4	6.147	1.085			7.232	250	7.482	12.000
• 232	IWA DOW/TECH/Technol Dhours/Fundarials	4	10.165	14.396	40		24.561	1.246	25.807	45.700
233	POWTECH/TechnoPharm/Explorisk RESALE	3	16.188	4.037	12		20.237		20.237	40.100
234	SMT/Packaging/HYBRID		6.999	2.323	1.056		10.378	F90	10.378	21.000 25.000
235 • 236	Spielwarenmesse - International Toy Fair	<u>3</u>	10.361 61.362	1.873 44.999			106.361	580	12.814 106.361	163.000
237	SPS/IPC/DRIVES	3	22.091	1.547			23.638	528	24.166	40.250
• 238	Stone+tec	4	24.708	25.649			50.357	1.092	51.449	91.000
- 230	Offenbach	-	27.700	20.043			30.331	1.032	31.443	31.000
• 220		0	0.270	2 207			11 570	900	10 070	10 000
239240	International Leather Goods Fair - Spring	3	9.276	2.297			11.573	800	12.373	18.000
	International Leather Goods Fair - Autumn Modeforum International - April	3	9.374	2.341			11.715	800	12.515	18.000
241		3	8.361	1.811				696	10.868	18.000
242	Modeforum International - October Werkstätten Messe - Products + Services from sheltered Workshi		8.184 2.035	1.848			2.035	696 800	10.728 2.835	18.000 6.250
243		upa 3	2.030				2.000	800	2.000	0.230
244	Offenburg Radicala Wajamassa Rag Wina Exhibition	0	1 554				1 554	707	0.004	7 4 5 0
244	Badische Weinmesse - Reg. Wine Exhibition FreizeitAktiv	9	1.554	163	6.561		1.554	727 6 755	2.281	7.150
			9.905			40		6.755	19.503	33.700
246	OBERRHEIN-MESSE - Regional Consumer Exhibition	טו ווע	9.905	726	12.322	49	23.002	2.544	25.546	60.000
0.47	PaderBoy Building Eyhibition		1 505		E 40		0.070	4.40	0.040	4 500
247	PaderBau - Building Exhibition	4	1.525		548		2.073	143	2.216	4.500
	Papenburg	_								
248	Emsland-Schau - Regional Consumer Exhibition	9	3.906		4.352		8.258	2.000	10.258	19.500
	Passau									
249	Drei Länder Ausstellung - Regional Consumer Exhibition	9	6.199	872	1.798		8.869	827	9.696	16.350
	Pforzheim									
250	publika - Regional Consumer Exhibition	9	5.830	62	3.450	50	9.392	1.332	10.724	22.000

	Exh	ibito	r Figເ	ıres		dditional sented f		Visi	tor Fig	gures
		Exhib	oitors						er of Adn	
No.	Domestic	Foreign	Total	from countries	Domestic	Foreign	Total	Domest	ic Foreign	Total
200	691	408	1.099	51	27	2	29	173.725	5.355	179.080
201	706	579	1.285	46	1	6	7	44.004	24.753	68.757
202	760	133	893	20				16.861	1.950	18.811
203	410	49	459	19	28	4	32	20.098	2.183	22.281
204	101	26	127	10				1.467	342	1.809
205	216	17	233	7				46.878	283	47.161
206	123	155	278	29				2.457	1.823	4.280
207	1.119	225	1.344	27	131	16	147			221.686
208	1.447	439	1.886	40	258	104	362	184.034	7.668	191.702
209	170	86	256	15				5.439	473	5.912
210	902	518	1.420	42				23.356	7.785	31.141
211	420	1.014	1.434	42				18.107	20.418	38.525
212	410	1.113	1.523	39				25.280	27.387	52.667
213	278	69	347	18				40.735	2.144	42.879
214	417	344	761	34	40	149	189	12.247	6.638	18.885
215	184	86	270	16				5.081	1.433	6.514
216	156	40	196	13	2	1	3	3.309	989	4.298
217	1.052	673	1.725	40	17	68	85	31.477	15.503	46.980
218	1.956	209	2.165	35	20	6	26	110.197	7.034	117.231
219	738	237	975	37	25	17	42	29.006	7.100	36.106
220	62	4	66	3						6.900
221	141	3	144	3						21.893
222	196		196	1						32.901
223	657	37	694	13				37.281	761	38.042
224	571	1.154	1.725	55				17.459	7.453	24.912
225	838	57	895	15						204.667
226	321	305	626	31				7.772	7.090	14.862
227	876	112	988	18				22.757	3.153	25.910
228	438	45	483	13						193.169
229	514	100	614	12				41.444	2.181	43.625
230	422	28	450	8						30.492
231	81	30	111	11	6	6	12	5.353	781	6.134
232	289	662	951	41				11.167	12.922	24.089
233	634	216	850	24				12.217	4.030	16.247
234	316	128	444	26	66	23	89	3.212	6.571	9.783
235	378	129	507	19	24	69	93	17.413	7.052	24.465
236	1.130	1.184	2.314	56	60	445	505	42.934	28.447	71.381
237	633	82	715	17	45	55	100	19.443	1.671	21.114
238	430	821	1.251	55				35.038	11.064	46.102
239	158	87	245	19				4.138	1.237	5.375
240	159	95	254	24				3.710	1.188	4.898
241	139	53	192	12				3.663	782	4.445
242	134	54	188	13				3.286	786	4.072
243	80		80	1	32		32			4.038
244	96		96	1						2.130
245	227	7	234	5	7	5	12			29.783
246	515	26	541	8	115	1	116			102.321
247	93		93	1						6.079
248	261		261	1						92.939
249	260	30	290	6						52.509
250	261	4	265	4	113	2	115			44.294

⁺ events with changing venues

nion des Foires Internationales *Visitors Profil Analyses see page 37

	Events 2001			Exhil	oition	Space	Figu	res (s	q.m.)	
				Re	nted Sp	oace				
		ura- tion	На	ılls	Ope	n air		- Special	Space	Space
No.		ays)	Domestic	Foreign	Domestic	Foreign	Total	shows	(net)	(gross)
	Pirmasens									
251	Bau mit! - Building Exhibition	3	2.052	18	651		2.721	312	3.033	6.950
	Rendsburg									
252	NORLA + NORKOFA	4	4.234		24.337	530	29.101	30.845	59.946	89.600
	Rostock	_								
253	Real Estate Trade Exhibition	2	750	40	4.000		750	71	821	3.100
254	RO-BAU - Building Exhibition Schwerin	4	2.413	42	1.006		3.461	574	4.035	6.400
255	Heim, Haus und Immobilien	3	771		94		865	120	985	2.100
256	NORD-HAUS	3	1.499		413		1.912	131	2.043	3.950
	Sinsheim									0.000
257	CAR + SOUND	3	8.801	1.337			10.138	7.000	17.138	27.000
258	Control	5	15.341	1.405			16.746		16.746	30.000
259	DRUCK + FORM	4	4.062	24			4.086	1.058	5.144	11.500
260	Indoor Steam Engine Meeting	3	1.144	245			1.389	21.100	22.489	30.000
261	Faszination Modellbau - Modelmaking Exhibition	4	6.315	276			6.591	5.869	12.460	30.000
262	Faszination Motorrad - Motorcycle Exhibition	3	7.783	87			7.870	15.864	23.734	30.000
263	Fine Handicrafts Exhibition	3	1.316	201			1.517	256	1.773	6.500
264	MOTEK	4	18.954	2.145			21.099		21.099	36.000
005	Stuttgart		0.450	400				4.007		
265	Alter & Pflege - Elderly care, nursing, geriatics	3	3.459	120			3.579	1.287	4.866	15.000
266 267	CAT ENGINEERING/CAT BAU CMT / Golf Tourism / Bicycle Tourism	9	4.222 26.649	671 4.225			4.893	912 3.861	5.805 34.735	14.400 59.000
268	eltefa	3	19.972	260	159		20.391	2.227	22.618	49.000
269	EUROCARGO / LogiMat	3	4.671	356	100		5.027	512	5.539	11.300
270	FACHDENTAL SÜDWEST	2	3.619	162			3.781	520	4.301	11.000
271	GARTEN / Selbstbau	5	6.300	309	35		6.644	3.510	10.154	25.400
272	HAFA Stuttgart - Regional Consumer Exhibition	9	12.073	1.006			13.079	7.706	20.785	54.000
273	HOBBY + ELEKTRONIK/MODELLBAU SÜD/									
	Modellbahn Süd/South German Games Fair	4	11.451	286			11.737	14.024	25.761	58.000
274	International Minerals and Fossils Exchange/ANIMAL	3	3.572	257			3.829	8.623	12.452	35.500
275	INTERVITIS/ INTERFRUCTA	5	18.086	6.284	1.183		25.553	3.434	28.987	57.700
276	ISA/IWB/Welt-Antik/Coins/Angling Fair/ International Minerals and Fossils Exchange	3	6.671	1.000	312	24	8.007	2.600	10.607	41.000
277	LWH – Agricultural Exhibition	9	6.081	134	31.196	1.388	38.799	16.050	54.849	89.400
278	Medizin/rescue	3	4.701	75			4.776	505	5.281	16.300
279	Multimedia-Market/Publishing Market	3	6.178	118			6.296	2.817	9.113	24.500
280	Pferd - International Exhibition for Equestrian Sports	5	4.160	662			4.822	2.161	6.983	15.000
281	Pro Sanita	4	3.852	335			4.187	3.101	7.288	21.500
282	südback	5	15.902	1.368			17.270	2.628	19.898	40.600
283	VISION	3	3.012	876			3.888	703	4.591	11.000
	Trier									
284	Moselland-Ausstellung - Regional Consumer Exhibition	n 9	5.104	603	2.358	136	8.201	1.050	9.251	17.200
	Ulm									
285	HOLZVERARBEITUNG	3	5.726	627	98		6.451	1.442	7.893	16.000
286	Motorrad-Ulm - Motorcycle Exhibition	4	4.371	10			4.381		4.381	12.500
207	Villingen-Schwenningen Südwest-Messe - Regional Consumer Exhibition	0	44.040	455	17 700	70	20.455	4 440	00 074	E7 400
287	Wächtersbach	9	14.219	455	17.709	72	32.455	1.416	33.871	57.400
200	Messe Wächtersbach - Regional Consumer Exhibition	9	7.408	489	6.374	20	14.301	2 442	17 7//	20 600
288	Weilheim	9	7.400	409	0.374	30	14.301	3.443	17.744	28.600
289	Oberland-Ausstellung - Regional Consumer Exhibition	5	4.503		1.981		6.484	2.416	8.900	20 000
209	Weißenburg i. Bayern		4.303		1.901		0.404	2.416	0.900	30.000
290	WUG - Regional Consumer Exhibition	5	4.573	11	1.418		6.002	1.440	7.442	18.000
200	Wiesbaden		7.010	- 11	1.710		J.002	1.770	, . , , , ,	.0.000
291	HAFA - Regional Consumer Exhibition	9	6.007	566	4		6.577	3.963	10.540	20.000
• 292	IKF/InterkondiCa	4	3.592	1.310			4.902	1.834	6.736	13.700
	Würzburg		002						50	
293	Mainfranken-Messe - Regional Consumer Exhibition	9	11.770	460	6.639	72	18.941	4.639	23.580	38.700
	Zwickau									
	Reise & Freizeit - Tourism & Leisure	2	647	86	8		741		741	2.000
294										

gures	or Fig	itc	Visit		lditionall sented f		ıres	· Figι	ibitor	Exh	
	of Adm							itors	Exhib		
	Foreign		· ·	Total	Foreign	Domestic	from countries	Total	Foreign	Domestic	No.
5.697							2	113	1	112	251
49.530				82	17	65	2	326	3	323	252
4 454							4	40		40	252
1.154							1	48	2	48	253
4.025							3	154	2	152	254
2.040							1	48		48	255
3.412				6		6	1	101		101	256
26.855*	2.417	3	24.438	6	5	1	9	121	22	99	257
22.055*	3.308		18.747	69	30	39	15	616	87	529	258
4.773*	9	1	4.764	1	1		5	178	5	173	259
21.944							7	121	23	98	260
47.170*							9	367	25	342	261
34.153*				11		11	7	127	6	121	262
6.999*							17	198	28	170	263
28.381*	2.838	3	25.543	100	63	37	13	786	116	670	264
11.529				2		2	4	253	4	249	265
13.372	1.440	2	11.932	33	2	31	13	246	25	221	266
191.736	1.611	5	190.125	120	21	99	76	1.305	520	785	267
27.064				56	13	43	9	452	13	439	268
9.211*	461)	8.750				8	229	17	212	269
9.021				19	19		10	179	19	160	270
48.001				10	5	5	4	283	4	279	271
78.259							16	505	37	468	272
121.048				10	3	7	9	481	19	462	273
32.700				1		1	20	418	61	357	274
53.876*	12.138	3 1	41.738	43	20	23	15	639	188	451	275
39.061	2.074	7	36.987	1		1	29	864	146	718	276
147.248				76	20	56	14	574	31	543	277
13.113				8	3	5	4	322	4	318	278
14.198				12	3	9	6	399	7	392	279
67.521			.=	1	1		11	205	37	168	280
17.962	144		17.818	5	4	1	16	297	27	270	281
28.396*	1.621		26.775	11	3	8	9	412	25	387	282
3.501*	589	<u> </u>	2.912	26	23	3	17	172	45	127	283
97.121*				22		22	10	227	17	210	284
15.455*				69	4	65	5	196	17	179	285
24.755				6		6	3	121	2	119	286
135.019*				278	34	244	7	678	20	658	287
61.146*							12	458	31	427	288
33.927							1	304		304	289
35.452				32		32	2	250	1	249	290
57.495							12	290	23	267	291
7.812	855	7	6.957	2		2	7	185	31	154	292
119.290*							7	515	11	504	293

⁺ events with changing venues

^{*}Visitors Profil Analyses see page 37 ¹) ascertained by registration

	Events 2001			Exhil	oition	Space	Figu	res (s	q.m.)	
				Re	nted Sp	ace				
		Dura- tion	На	ılls	Ope	n air		- Special	Space	Space
No.	For the complete titles see pp. 93-102	(Days)	Domestic	Foreign	Domestic	Foreign	Total	shows	(net)	(gross)
295	WestSachsenBau - Building Exhibition	4	2.661		378		3.039	164	3.203	7.100
296	WestSachsenSchau - Regional Consumer Exhibition	n 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

	Exh	ibito	r Figu	ıres		dditionall sented f		Visit	or Fig	jures
		Exhib	oitors						er of Adm	
No.	Domestic	Foreign	Total	from countries	Domestic	Foreign	Total	<u> </u>	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

22 23

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

	Events 2001			Exhil	bition	Spac	e Figu	res (s	q.m.)	
	Events 2001				nted Sp				. ,	
		Dura-		alls	Ope			_		
No.	For the complete titles see pp. 93-102	tion (Days)		c Foreign	<u>-</u> _		- Total	Special shows	Space (net)	Space (gross)
110.	A MULTI-INDUSTRY FAIRS	(2 0)	Domesti	Torcign	Domestio	Toreign	Total	3110113	(HCt)	(91033)
	Al Investment and Consumer G	ood E	aire							
• 208		7	56.993	9.307	3.015	284	69.599	7.507	77.106	146.000
200	All Investment Goods Fair	- 1	30.993	9.507	3.013	204	09.399	7.507	77.100	140.000
• 128		6	172.569	66.029	1.686	246	240.530		240.530	377.200
20	Alll Consumer Goods Fair			00.020						0
• 82		5	99.734	87.861			187.595	1.675	189.270	300.500
• 92		5	70.405	65.206			135.611		138.912	244.900
• 95	Tendence, Frankfurt/M.	5	102.435	78.579			181.014	2.532	183.546	316.700
	B SPECIALIZED FAIRS AND EXH	HIBITI	ONS							
	BI Agriculture, Forestry, Fishery,	Viticul	ture, Ho	orticultu	re, Land	scapin	g, and t	heir equ	uipment	:
• 9	FRUIT LOGISTICA, Berlin	3	6.159	6.661			12.820	297	13.117	24.000
78	IPM - Essen	4	26.206	16.487			42.693	6.355	49.048	110.000
100	,	4	6.436	525	332		7.293	1.736	9.029	23.400
• 121	AGRITECHNICA, Hannover	7	88.940	27.469	1.840	694	118.943	2.856	121.799	194.500
125	Direkt Markt, Hannover	3	2.814	102	2.707	22.4	2.916	520	3.436	7.900
145 252	· · · · · · · · · · · · · · · · · · ·	3 4	2.437 4.234	273	2.767	234 530	5.711 29.101	792 30.845	6.503	8.000
277	LWH – Agricultural Exhibition, Stuttgart	9	6.081	134	31.196	1.388	38.799	16.050	59.946 54.849	89.600 89.400
	BII Food, Drink and Tobacco, Re									00.400
• 14		10	31.030	14.462	iaao, oc		45.492	8.416	53.908	114.000
• 40	· · · · · · · · · · · · · · · · · · ·	3	5.066	737			5.803	45	5.848	15.550
• 64	·	3	16.124	17.198			33.322	1.197	34.519	73.400
• 87	IFFA / IFFA Delicat, Frankfurt/M.	6	32.997	26.099	88		59.184	5.198	64.382	121.200
• 116	INTERNORGA, Hamburg	6	35.968	3.954	1.171		41.093	1.349	42.442	66.350
133	NORDBACK, Hannover	4	6.950	298			7.248		7.248	16.450
144	,	4	4.987	382	25		5.394	1.565	6.959	15.000
• 150	· ·	5	54.654	92.618			147.272	3.079	150.351	286.000
• 162 177		4	19.715	28.205			47.920	266	48.186	82.000
177 • 201	GÄSTE - Restaurant, Hotel, Catering, Leipzig drinktec-interbrau, München	5 8	12.868 48.684	626 33.980	1.111		13.494 83.775	2.402 497	15.896 84.272	30.800 128.000
224	BIO FACH, Nürnberg	4	10.629	11.607	1.111		22.236	1.257	23.493	47.000
230		4	16.249	1.022			17.271	2.542	19.813	39.300
244		2	1.554				1.554	727	2.281	7.150
• 275		5	18.086	6.284	1.183		25.553	3.434	28.987	57.700
282	südback, Stuttgart	5	15.902	1.368			17.270	2.628	19.898	40.600
+● 292		4	3.592	1.310			4.902	1.834	6.736	13.700
	BIII Textiles, Clothing, Shoes, Lea	ather (Goods,	Jewelry	y, and th	eir equ	uipment	t		
• 58	. •	4	21.874	68.076		35	89.985	6.406	96.391	170.000
• 59	-	4	22.298	67.479		35	89.812	6.417	96.229	170.000
60		3	5.861	2.267	1.000		8.128	425	8.553	16.500
8694		3	52.074 8.567	95.173	1.600		148.847 20.985	3.500 435	152.347 21.420	258.000 48.700
118		3	2.663	12.418			2.663	433	2.663	3.800
137		4	1.473	96			1.569	337	1.906	3.950
• 154		3	40.249	26.342			66.591	9.201	75.792	181.900
• 155	. 5	3	36.851	20.285			57.136	12.532	69.668	181.900
• 163		3	6.389	2.709			9.098	3.024	12.122	46.000
164		3	16.242	13.597			29.839	3.021	32.860	60.000
182		3	5.283	231			5.514	300	5.814	19.300
183		3	10.839	913			11.752	2.500	14.252	36.000
184		3	9.292	836			10.128	2.100	12.228	31.000
• 210		4 h 3	34.028 9.276	8.359 2.297			42.387 11.573	146	42.533 12.373	85.500 18.000
			9.276	2.297			11.715	800	12.373	18.000
• 239 • 240			8.361	1.811			10.172	696	10.868	18.000
• 240		.1	0.301				=	555		
	Modeforum International - April, Offenbach	3	8.184	1.848			10.032	696	10.728	18.000
240241	Modeforum International - April, Offenbach Modeforum International - October, Offenbach	3	8.184	1.848	luipmen	ıt	10.032	696	10.728	18.000
240241	Modeforum International - April, Offenbach Modeforum International - October, Offenbach BIV Building, Completion and Ex	3	8.184	1.848	luipmen	t	10.032 13.375	696 689	10.728	18.000 25.000
240241242	Modeforum International - April, Offenbach Modeforum International - October, Offenbach BIV Building, Completion and Extended interlift, Augsburg	3 tensio	8.184 on, and	1.848 their eq	Juipmen	t				

	Exh	ibitoı	⁻ Figւ	Number of Admiss (Explanations see						
		Exhib	itors							
No.	Domestic	Foreign	Total		Domestic	Foreign	Total	<u> </u>		
208	1.447	439	1.886	40	258	104	362	184.034	7.668	191.702*
128	3.892	3.032	6.924	63				185.640	69.010	254.650*
82	2.119	2.821	4.940	85				105.132	48.573	153.705*
92	1.178	2.328	3.506	68	7	2	9	55.614	43.956	99.570*
95	2.309	2.378	4.687	84				83.612	27.065	110.677*
9	216	490	706	50				7.613	5.117	12.730*
78	776	503	1.279	22				47.644	12.361	60.005*
100	141	24	165	9	25	32	57	29.217	4.955	34.172
121	905	426	1.331	32	35	46	81	215.322	32.175	247.497*
125	159	12	171	7						6.261
145	184	15	199	8	7		7			7.268*
252	323	3	326	2	65	17	82			49.530
277	543	31	574	14	56	20	76			147.248
14	985	460	1.445	60				473.626	9.173	482.799*
40	109	43	152	17	2	1	3	3.622	546	4.168*
64	846	1.863	2.709	32	34	229	263	20.889	3.400	24.289*
87	443	415	858	34	1	3	4	34.033	19.841	53.874*
116	725	105	830	19				106.651	3.640	110.291*
133	242	12	254	8				6.690	207	6.897*
144	160	14	174	5	30	1	31	04.000	70.404	17.373*
150 162	1.264 255	4.319 1.028	5.583 1.283	92 67	318 41	304 204	622 245	91.036 12.562	73.404	164.440 [*] 32.933 [*]
177	411	25	436	12	7	3	10	25.338	1.937	27.275*
201	706	579	1.285	46	1	6	7	44.004	24.753	68.757*
224	571	1.154	1.725	55			•	17.459	7.453	24.912*
230	422	28	450	8						30.492*
244	96		96	1						2.130*
275	451	188	639	15	23	20	43	41.738	12.138	53.876*
282	387	25	412	9	8	3	11	26.775	1.621	28.396*
292	154	31	185	7	2		2	6.957	855	7.812
58	204	1.606	1.810	50				16.089	34.188	50.277
59	201	1.601	1.802	49				15.905	30.873	46.778
60	100	106	206	20	9	8	17	4.959	1.231	6.190
86	704	2.417	3.121	67				48.439	48.351	96.790*
94	264	495	759	41				8.892	8.308	17.200*
118	98		98	1						3.011
137		7	110	6				1.806	594	2.400*
154		604	1.017	37	120	158	278	26.832	22.104	48.936*
155	369	549	918	34	114	168	282	20.778	14.613	35.391*
163		76	223	21	9	13	22	3.619	1.840	5.459*
164 182	216 149	295 19	511 168	39 15	15	20	35	5.400 3.449	6.177	11.577 [*] 3.661 [*]
183	493	97	590	22				8.945	1.117	10.062*
184		92	526	20				8.294	731	9.025*
210	902	518	1.420	42				23.356	7.785	31.141*
239	158	87	245	19				4.138	1.237	5.375
240	159	95	254	24				3.710	1.188	4.898
241	139	53	192	12				3.663	782	4.445
242	134	54	188	13				3.286	786	4.072
3	141	130	271	22	24	38	62	9.266	5.607	14.873*
28	232	1	233	2	13		13			8.470
	501	7	508	6	26	3	29			30.562

+ events with changing venues

^{*}Visitors Profil Analyses see page 37

		Events 2001			Exhi	bition	Space	e Figu	res (s	q.m.)	
					Re	nted Sp	расе				
			Oura-	H	alls	Ope	n air		- Cnasial	Cnoos	Cnoos
N	о.		tion Days)	Domestic	Foreign			Total	Special shows	Space (net)	Space (gross)
+•	72	ROOF + WALL, Essen	4	23.193	2.835	2.989		29.017		29.017	61.500
•	89	ISH, Frankfurt/M.	5	96.391	52.910	744	33	150.078	1.416	151.494	239.600
	98	Intersolar, Freiburg	3	4.034	420	213	60	4.727	640	5.367	11.800
	107	BAU Expo - Building Exhibition, Gießen	4	5.466	64	792		6.322	216	6.538	13.200
	110	Real Estate Exhibition Halle	2	575				575		575	1.650
	112	SaaleBAU - Building Exhibition, Halle	3	2.810		251		3.061	498	3.559	7.050
+•	129	IKK, Hannover	3	16.778	12.787			29.565	663	30.228	62.000
_	143	HAUS ENERGIE UMWELT, Karlsruhe	4	2.531	60	82		2.673	266	2.939	5.750
_	159	International Hardware Fair/DIY'TEC, Köln	4	69.520	66.777			136.297	1.727	138.024	286.000
	173	Baufach, Leipzig	5	24.937	2.332	4.185	60	31.514	1.109	32.623	68.500
	179	Property Fair, Leipzig	3	2.415	6			2.421	216	2.637	8.000
	193	IMMO, Lübeck LBA - Building Exhibition, Magdeburg	3	658		104		2.939	170	658	1.650
_	194 198	BAU, München	6	2.745 82.869	28.483	194 480	24	111.856	179	3.118 111.856	7.550
-	199	BAUMA, München	7	70.705	50.571	128.681	74.941	324.898	879	325.777	445.000
<u> </u>	202	EXPO REAL, München	3	14.181	1.273	120.001	74.341	15.454	349	15.803	25.000
	209	IMMOFAIR/RESIDENCE - März, München	2	1.900	1.700			3.600	1.500	5.100	9.800
•	238	Stone+tec, Nürnberg	4	24.708	25.649			50.357	1.092	51.449	91.000
	247	PaderBau - Building Exhibition, Paderborn	4	1.525		548		2.073	143	2.216	4.500
	251	Bau mit! - Building Exhibition, Pirmasens	3	2.052	18	651		2.721	312	3.033	6.950
	253	Real Estate Trade Exhibition, Rostock	2	750				750	71	821	3.100
	254	RO-BAU - Building Exhibition, Rostock	4	2.413	42	1.006		3.461	574	4.035	6.400
	255	Heim, Haus und Immobilien, Schwerin	3	771		94		865	120	985	2.100
	256	NORD-HAUS, Schwerin	3	1.499		413		1.912	131	2.043	3.950
	295	WestSachsenBau - Building Exhibition, Zwickau	4	2.661		378		3.039	164	3.203	7.100
		BV Furnishings, Household Applia	ance	s, Hou	seware,	and the	eir equi	pment			
	5	ZOW - Furniture Supplies, Bad Salzuflen	4	8.105	4.500		•	12.605		12.605	17.900
	42	RAUMAUSSTATTUNG - Interior Design, Dortmund	3	11.269	242			11.511	647	12.158	29.500
•	126	DOMOTEX, Hannover	4	38.640	57.494			96.134	5.806	101.940	173.700
•	151	DOMOTECHNICA, Köln	4	21.152	46.300			67.452	10.911	78.363	195.100
	153	Mastercrafts Fair NRW, Köln	5	7.914	584			8.498	12.611	21.109	55.300
•	160	INTERNATIONAL FURNITURE FAIR, Köln	7	99.764	79.701			179.465	2.127	181.592	286.000
•	161	interzum/decovision, Köln	5	33.542	54.893			88.435	3.010	91.445	184.000
	207	HEIM + HANDWERK/Model Railways/designale, Münche		38.606	6.336			44.942	4.345	49.287	92.500
		BVI Health, Body Care, Protection				equipme	ent				
	37	HairPower, Dortmund	2	1.150	101			1.251	1.580	2.831	9.550
•	52	A + A - Occupational Safety + Health at Work, Düsseldorf		33.008	16.768	479		50.255		50.255	92.300
	54	BEAUTY INTERNATIONAL, Düsseldorf	3	20.437	2.061	16		22.514	675	23.189	46.000
_	63	MEDICA, Düsseldorf	4	67.063	39.352	450		106.865	3.723	110.588	218.000
_	66	REHACare International, Düsseldorf	4	24.152	5.845	20		30.017	4.050	34.067	69.200
	93	TechMed, Frankfurt/M.	3	401	164			565	154	719	1.500
_	142	Body Life, Karlsruhe	4	4.100	260			4.360	440	4.360	10.100
-	156	IDS - International Dental Show, Köln	5	24.319	14.136			38.455	443	38.898	92.000
_	166 186	optica, Köln Patientenforum, Leipzig	3	11.577	1.117 39			12.694	1.717 1.676	14.411 3.224	42.000 10.000
	187	Pflegemesse - Hospital and Home Care, Leipzig	3	2.911	40			2.951	609	3.560	10.000
_	188	rehavision, Leipzig	3	1.857	40			1.857	701	2.558	7.000
	190	therapie, Leipzig	3	712	28			740	84	824	3.000
+	203	EXPOPHARM, München	4	18.422	648			19.070	1.104	20.174	34.300
+	223	Altenpflege - Products and Service for Elderly Care, Nürnbe		23.107	902			24.009	442	24.451	45.000
	265	Alter & Pflege, Stuttgart	3	3.459	120			3.579	1.287	4.866	15.000
	270	FACHDENTAL SÜDWEST, Stuttgart	2	3.619	162			3.781	520	4.301	11.000
	278	Medizin/rescue, Stuttgart	3	4.701	75			4.776	505	5.281	16.300
	281	Pro Sanita, Stuttgart	4	3.852	335			4.187	3.101	7.288	21.500
		BVII Environment, Protection, Safety	, Cle	aning.	Commu	nal Ser	vices, a	nd thei	r equip	ment	
•	7	CMS Cleaning.Management.Services, Berlin	4	9.985	1.838	200	, -	12.023	658	12.681	24.200
	18	SiTech, Berlin	3	1.172	76			1.248	267	1.515	4.250
+	25	Florian, Cottbus	3	1.877	84			1.961	1.151	3.112	6.000
								10.00=			
•	57	ENVITEC, Düsseldorf	4	15.134	3.773			18.907	200	19.107	39.400
•	57 152	ENVITEC, Düsseldorf fsb, Köln	3	15.134 10.163	3.773 6.982			18.907 17.145	1.581	19.107 18.726	40.000

gures	or Fig	ite	Visi		lditionall sented fi		ıres	Figu	ibitor	Exh	
nissions see p. 9)								itors	Exhib		
Total	Foreign	stic	Domes	Total	Foreign	Domestic	from countries	Total	Foreign	Domestic	No.
40.793	3.427	6	37.366	1		1	17	495	74	421	72
199.027	37.512	5 ;	161.515	52	29	23	42	2.373	1.185	1.188	89
13.018							12	206	28	178	98
18.155				72		72	3	325	2	323	107
1.092							1	43		43	110
7.354				8		8	1	187		187	112
20.461	8.594	7	11.867				40	803	434	369	129
10.517				2		2	3	153	3	150	143
79.275	37.203		42.072	399	277	122	56	3.417	2.383	1.034	159
49.987	3.499	_	46.488	9		9	27	1.012	197	815	173
2.602	47	5	2.555	3		3	3	166	2	164	179
1.456							1	43		43	193
6.705	24 407	2 .	101 000	45	0	7	1	133	C4.4	133	194
196.046 406.435	31.407	_	164.639 292.633	15 87	8 61	7 26	40	1.796 2.540	1.232	1.182	198 199
			16.861	01	01	20	20	893		760	
18.811 5.912	1.950 473		5.439				15	256	133 86	170	202
46.102	11.064		35.038				55	1.251	821	430	238
6.079	11.004	5	33.036				1	93	021	93	247
5.697							2	113	1	112	251
1.154							1	48		48	253
4.025							3	154	2	152	254
2.040							1	48		48	255
3.412				6		6	1	101		101	256
8.241				10		10	1	182		182	295
0.241						10		102		102	200
9.560	2.596	4	6.964	30	26	4	22	416	187	229	5
10.314	227		10.087	1	1		8	223	13	210	42
45.558	22.323		23.235		· ·		60	1.145	778	367	126
63.832	20.620		43.212	236	161	75	58	1.339	1.111	228	151
46.504			.0.2.2	208	11	197	22	680	69	611	153
121.995	31.455	0 :	90.540	71	37	34	48	1.543	980	563	160
62.224	42.070		20.154	302	250	52	59	1.542	1.148	394	161
221.686				147	16	131	27	1.344	225	1.119	207
- 000							_	0.4			07
7.866	7.004		44.004				5	64	6	58	37
48.882	7.821		41.061				49	1.300	613	687	52
52.700	2.951		49.749				20	603	90	513	54
128.106	34.717		93.389				59	3.508	1.992	1.516	63
48.678	5.841		42.837				27	860	240	620	66
386 7.676	100 514		7 162	5	3	2	6 5	125	13	35 130	93
7.676 57.788	13.467		7.162	126	07	40	42	135	5 624	130	142
19.257	2.311		44.321 16.946	136 269	87 176	49 93	17	1.161 337	624 71	537 266	156 166
2.096	13		2.083	209	1/0	2	4	132	4	128	186
7.230	116		7.114	9		9	3	180	3	177	187
2.113	110		2.102	2		2	1	103	აა	103	188
1.359	- 11		2.102	2	2		2	52	1	51	190
	2.183	Ω	20.000	32		20	19			410	203
22 281			/II II II II X		4	/^		474	дч		_00
22.281 38.042			20.098	32	4	28		459 694	49 37		223
38.042	761		37.281		4		13	694	37	657	223 265
38.042 11.529				2		20	13 4	694 253	37 4	657 249	265
38.042 11.529 9.021				2 19	19	2	13 4 10	694 253 179	37 4 19	657 249 160	265 270
38.042 11.529		1		2			13 4	694 253	37 4	657 249	265
38.042 11.529 9.021 13.113 17.962	761	1	37.281	2 19 8 5	19 3 4	2	13 4 10 4	694 253 179 322 297	37 4 19 4	657 249 160 318	265 270 278
38.042 11.529 9.021 13.113 17.962	761	8	37.281	2 19 8	19	2	13 4 10 4 16	694 253 179 322 297	37 4 19 4 27	657 249 160 318 270	265 270 278 281
38.042 11.529 9.021 13.113 17.962 12.358 1.434	761	8	37.281 17.818	2 19 8 5	19 3 4	5 1	13 4 10 4 16	694 253 179 322 297 303 57	37 4 19 4 27 81 5	657 249 160 318 270 222 52	265 270 278 281 7 18
38.042 11.529 9.021 13.113 17.962 12.358 1.434 4.762	761 144 1.322	88	37.281 17.818 11.036	2 19 8 5	19 3 4	2 5 1	13 4 10 4 16 16 6	694 253 179 322 297 303 57 103	37 4 19 4 27 81 5	657 249 160 318 270 222 52 101	265 270 278 281 7 18 25
38.042 11.529 9.021 13.113 17.962 12.358 1.434	761	8 6 3	37.281 17.818	2 19 8 5	19 3 4	5 1	13 4 10 4 16	694 253 179 322 297 303 57	37 4 19 4 27 81 5	657 249 160 318 270 222 52	265 270 278 281 7 18

⁺ events with changing venues

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

^{*}Visitors Profil Analyses see page 37

	Events 2001			Exhi	bition	Space	Figu	res (s	q.m.)	
				Re	nted Sp	oace				
		Dura- tion	Н	alls	Ope	n air		– Special	Space	Space
No.	For the complete titles see pp. 93-102	(Days)	Domesti	Foreign	Domestic	Foreign	Total	shows	(net)	(gross)
	BVIII Transport, Traffic, Logistics,	and th	eir equ	ipment						
• 99	AERO, Friedrichshafen	4	15.454	4.238	6.812	2.334	28.838	4.502	33.340	85.000
• 172	AUTO MOBIL INTERNATIONAL/AMITEC, Leipzig	9	31.385	24.695	1.020	140	57.240	4.921	62.161	122.000
• 219 + 269	transport logistic, München EUROCARGO, Stuttgart	5 3	28.636 4.671	6.019	3.561	1.399	39.615 5.027	512	39.615 5.539	66.000 11.300
+ 269	BIX Information, Communication, Office				ant Flectr	onice Pl				
• 13	IFA - Your World of Consumer Electronics, Berlin	9	39.067	44.323	2.324	3.172	88.886		109.097	180.000
24	Chance	2	841				841	465	1.306	2.800
38	HobbyTronic Computerschau, Dortmund	5	4.227	90			4.317	525	4.842	14.700
50	KarriereStart, Dresden	3	3.039				3.039	375	3.414	7.050
• 67	VisCom, Düsseldorf	3	5.527	4.169			9.696	180	9.876	20.850
85	European Banking Technology Fair, Frankfurt/M.	3	9.927	1.505			11.432	1.376	12.808	30.000
• 90 + 122	Marketing Services, Frankfurt/M. Bildungsmesse, Hannover	3 5	14.348 21.406	1.127 559			15.475 21.965	3.187 4.005	18.662 25.970	38.000 49.400
+ 122	CeBIT, Hannover		318.120	97.561	11.864	4.330	431.875	1.095	432.970	563.200
146	LEARNTEC, Karlsruhe	4	5.544	200	20	7.000	5.764	500	6.264	18.500
180	Leipzig Book Fair/Antiquarian Fair, Leipzig	4	8.618	1.027			9.645	5.619	15.264	37.200
216	MUTEC, München	4	3.490	813			4.303	200	4.503	9.600
218	SYSTEMS, München	5	70.311	2.640			72.951	4.003	76.954	158.000
257	CAR + SOUND, Sinsheim	3	8.801	1.337			10.138	7.000	17.138	27.000
279	Multimedia-Market/Publishing Market, Stuttgart	3	6.178	118			6.296	2.817	9.113	24.500
	BX Sports and Games, Leisure,		•	-						
10	Hippologica, Berlin	4	6.476	612			7.088	3.082	10.170	25.100
<u>11</u> 15	Hobbyland, Berlin ITB - International Tourism Exchange, Berlin	3 5	1.992 33.278	106 55.142		124	2.098 88.544	3.974 1.045	6.072 89.589	12.100 152.000
17	SHOWTECH, Berlin	4	7.512	921	322	124	8.755	1.045	8.755	26.000
20	CARAVAN, Bremen	3	11.875	021	OLL		11.875		11.875	18.000
21	Gardening, Leisure, Tourism, Bremen	4	3.664	403			4.067	7.215	11.282	21.400
26	Motorrad, Cottbus	2	1.743				1.743	1.589	3.332	7.400
27	Tourism, Leisure, Caravan, Cottbus	3	3.539	88			3.627	1.396	5.023	7.300
31	CREATIVA, Dortmund	5	7.093	679			7.772	1.999	9.771	29.100
32	German Weapons Exchange, Dortmund	4	3.266	474			3.740	78	3.818	11.200
35	FAHOBA - August, Dortmund	3	2.459	140			2.599		2.599	7.560 7.600
36	FAHOBA - January, Dortmund INTERMODELLBAU, Dortmund	<u>5</u>	2.119 8.315	100 408			2.219 8.723	11.037	2.219 19.760	48.300
• 41	JAGD & HUND - Hunting & Fishing, Dortmund	6	9.717	2.362			12.079	3.064	15.143	36.400
44	West German Minerals Days, Dortmund	2	718	95			813	175	988	5.550
48	Dresden Travel Market, Dresden	3	4.424	712	87		5.223	283	5.506	10.000
51	SachsenKrad - Motorcycle Exhibition, Dresden	3	3.696	14			3.710	2.785	6.495	12.700
• 55	boot, Düsseldorf	9	58.800	41.267	279	54	100.400	7.924	108.324	215.000
• 56	CARAVAN SALON, Düsseldorf	10	62.889	12.838	1.134	192	77.053	2.978	80.031	128.800
68	Leisure & Caravaning, Erfurt	4	4.454	283	400		4.737	628	5.365	10.000
69	riding, hunting, fishing, Erfurt	3	3.018	51	138		3.207	7.028	10.235	15.900
• 74 75	EQUITANA, Essen FIBO, Essen	9 4	27.448	8.321 8.138			35.769 32.581	9.781 5.233	45.550 37.814	91.700 77.000
76	HAUS + GARTEN, Essen	<u>4</u> 5	6.169	331	20		6.520	4.000	10.520	31.000
80	TOURISM/CAMPING, Essen	5	31.930	3.401	20		35.331	2.000	37.331	75.000
• 91	Musikmesse / Pro Light & Sound, Frankfurt/M.	5	30.868	33.966	705		65.539	12.200	77.739	147.000
97	CFT - Camping, Leisure, Tourism, Freiburg	9	13.652	4.277	625	10	18.564	1.258	19.822	30.000
• 101	EUROBIKE, Friedrichshafen	4	13.692	12.072	641	515	26.920	3.243	30.163	50.700
• 102	European OutDoor Trade Fair, Friedrichshafen	4	9.495	7.439	270		17.204	10.573	27.777	47.300
103	HAM RADIO/HAMtronic, Friedrichshafen	3	3.934	776	104	20	4.834	0.1	4.834	20.600
105	INTERBOOT, Friedrichshafen	9	20.128	9.463	4.206	1.112	34.909	3.100	38.009	69.000
111 • 115	Tourism & Leisure Fair, Halle hanseboot, Hamburg	9	1.634 25.125	9.580	3.780	915	1.923 39.400	377 1.823	2.300 41.223	4.700 73.300
• 115 • 117	REISEN HAMBURG, Hamburg	9	22.387	3.816	265	59	26.527	2.786	29.313	55.100
121	ABF, Hannover	9	32.292	1.353	12	- 55	33.657	7.145	40.802	76.000
134	Equestrian Sports, Hunting, Fishing, Hannover	4	17.620	1.063	18		18.701	5.494	24.195	59.000
141	Blumen + Garten, Karlsruhe	4	2.524	60			2.584	3.768	6.352	14.250
• 157	IFMA - bikeworld unlimited, Köln	4	17.020	9.862			26.882	23.335	50.217	71.000
• 167	Philatelia/T'card, Köln	3	2.237	335			2.572	2.850	5.422	13.000
168	TRAVEL MARKET INTERNATIONAL, Köln	3	6.298	1.887			8.185	886	9.071	45.000

No.		Evhih	Exhibitor Figures				Nu (E		Additionally represented firms			Visitor Figures Number of Admissions (Explanations see p. 9)		
No.		EXIIIL	itors											
	Domestic	Foreign	Total	from countries	Domestic	Foreign	Total	Domest	ic Foreigr	Total				
99	359	138	497	24	35	108	143	37.967	13.270	51.237*				
172	334	58	392	21	6	2	8	245.077	6.026	251.103*				
219	738	237	975	37	25	17	42	29.006	7.100	36.106*				
269	212	17	229	8						9.211*				
13	498	450	948	38	11	15	26	351.858	17.353	369.211*				
24	86		86	1						3.175				
38	187	5	192	4				54.507	943	55.450*				
50	215		215	1	5		5	04.007	0-10	16.182				
67	165	114	279	19				5.279	3.168	8.447*				
					100	24	104							
85	258	53	311	17	103	21	124	7.069	219	7.288*				
90	742	57	799	15						18.146				
122	654	34	688	12				66.713	1.015	67.728*				
124	5.033	3.060	8.093	61				677.703	171.549	849.252*				
146	151	16	167	9	36	4	40	4.299	431	4.730				
180	1.362	437	1.799	25	14	3	17	65.109	2.083	67.192*				
216	156	40	196	13	2	1	3	3.309	989	4.298*				
218	1.956	209	2.165	35	20	6	26	110.197	7.034	117.231*				
257	99	22	121	9	1	5	6	24.438	2.417	26.855*				
279	392	7	399	6	9	3	12			14.198				
40	0.57	00	077	-						40.000				
10	257	20	277	7						18.693				
11	116	7	123	6						14.379				
15	2.441	7.695	10.136	181		132	132	105.194	18.856	124.050*				
17	268	71	339	18				6.190	1.891	8.081*				
20	65		65	1						12.108				
21	231	24	255	10						31.552				
26	41		41	1						8.452				
27	156	15	171	8	3		3			14.487				
31	402	40	442	10				82.153	1.166	83.319*				
32	176	33	209	11				02.100	1.100	19.447				
		2	61		6		6							
35	59			3	6		6			1.903				
36	68	4	72	2						2.286				
39	363	23	386	11				91.498	7.848	99.346*				
41	363	140	503	26	3		3	58.648	3.545	62.193*				
44	157	31	188	12						6.262				
48	339	83	422	30	12	8	20	26.195	132	26.327*				
51	101	1	102	2						30.268				
55	1.105	651	1.756	45				320.700	33.665	354.365*				
56	367	131	498	20				132.095	16.326	148.421*				
68	172	18	190	8						29.056				
69	222	5	227	5				23.683	1.129	24.812*				
74	608	218	826	25				194.300	12.622	206.922*				
75	319	108	427	23				48.083	9.225	57.308*				
76	262	11	273	8				404.535	40-	62.800*				
80	679	208	887	34				101.296	407	101.703*				
91	942	1.192	2.134	50				73.279	24.292	97.571*				
97	250	24	274	6	192	16	208			74.312*				
101	220	337	557	28	11	87	98	27.422	9.635	37.057*				
102	163	248	411	30	21	172	193	5.528	5.062	10.590*				
103	179	55	234	27	25	62	87			17.653*				
105	396	137	533	17	61	148	209	79.693	23.805	103.498*				
111	156	12	168	6		3	3			10.030				
115	718	191	909	28				136.933	6.603	143.536*				
117	505	269	774	72	1	14	15	127.058	1.935	128.993*				
121	505	46	551	15	<u> </u>					117.399*				
134	582	53	635	17						88.614*				
141	83	1	84	2	57		57			22.770*				
	290	378	668	37		25	71	27 527	/ O1E	32.352*				
157					36	35	/1	27.537	4.815					
167 168	123 529	35 288	158 817	25 22	82	40	122			8.120 28.021				

⁺ events with changing venues

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Visitors Profil Analyses see page 37

	Events 2001			Exhil	oition	Space	Figu	res (s	q.m.)	
				Re	nted Sp	асе				
		Dura- tion		alls	Ope			– Special	Space	Space
No.	For the complete titles see pp. 93–102	(Days)	Domestic	Foreign	Domestic	Foreign	Total	shows	(net)	(gross)
• 169	spoga/gafa, Köln	3	63.654	75.139			138.793	3.503	142.296	261.500
181	Tourism & Caravaning, Leipzig	5	14.395	4.053			18.448	2.230	20.678	44.400
185	MODELL & HOBBY, Leipzig	3	5.929	230			6.159	13.832	19.991	51.700
200	C-B-R, München FAIRWAY, München	9	42.828 2.610	5.248			48.076 2.912	1.206 2.000	49.282	78.500 9.500
204	Garten, München	4	4.484	357			4.841	1.689	6.530	15.000
206	GOLF EUROPE. München	3	4.244	3.674			7.918	24	7.942	14.000
211	ispo - Winter, München	4	36.945	56.739	35		93.719	11.000	104.719	150.000
• 212	ispo - Summer, München	4	31.298	31.973	652	115	64.038	27.250	91.288	140.000
213	Jagen und Fischen - Exh. for Hunters, Fishermen, Marksmen, Münch	en 5	6.728	1.003			7.731	7.133	14.864	33.000
228	FREIZEIT, GARTEN + TOURISTIK, Nürnberg	9	32.727	1.457			34.184	3.780	37.964	65.500
231	IMA, Nürnberg	4	6.147	1.085			7.232	250	7.482	12.000
• 232	IWA, Nürnberg	4	10.165	14.396			24.561	1.246	25.807	45.700
• 236	Spielwarenmesse - International Toy Fair, Nürnberg	6	61.362	44.999			106.361		106.361	163.000
245	FreizeitAktiv, Offenburg	9	6.024	163	6.561		12.748	6.755	19.503	33.700
260	Indoor Steam Engine Meeting, Sinsheim	3	1.144	245			1.389	21.100	22.489	30.000
261	Faszination Modellbau - Modelmaking Exh., Sinsheir		6.315	276			6.591	5.869 15.864	12.460	30.000
<u>262</u> ● 267	Faszination Motorrad - Motorcycle Exh., Sinsheim CMT / Golf tourism / bike tourism, Stuttgart	9	7.783 26.649	4.225			7.870 30.874	3.861	23.734 34.735	30.000 59.000
271	GARTEN / Selbstbau, Stuttgart	5	6.300	309	35		6.644	3.510	10.154	25.400
273	HOBBY + ELEKTRONIK/MODELLBAU SÜD/		0.500	303			0.044	3.310	10.134	23.400
210	Modellbahn Süd/South German Games Fair, Stuttga	rt 4	11.451	286			11.737	14.024	25.761	58.000
274	International Minerals and Fossils Exh. / ANIMAL, Stuttgar	t 3	3.572	257			3.829	8.623	12.452	35.500
276	ISA/IWB/Welt-Antik/Coins/Angling Exhibition/									
	Int. Mineral and Fossils Exhibition, Stuttgart	3	6.671	1.000	312	24	8.007	2.600	10.607	41.000
280	Pferd, Stuttgart - International Exhibition for Equestrian Spo		4.160	662			4.822	2.161	6.983	15.000
286	Motorrad-Ulm - Motorcycle Exhibition	2	4.371	10			4.381		4.381	12.500
294	Tourism & Leisure, Zwickau BXI Electrical Engineering and Electrical Engineering Electrical Electrical Engineering Electrical Electri		647 nios	86	8		741		741	2.000
6	belektro, Berlin	3	14.813	458			15.271	1.666	16.937	33.000
34	ELEKTROTECHNIK, Dortmund	4	21.726	359			22.085	70	22.155	47.000
214	LASER, München	5	11.989	4.187			16.176	385	16.561	33.000
• 217	Productronica, München	4	51.583	21.649			73.232	736	73.968	132.000
235	SMT/Packaging/HYBRID, Nürnberg	3	10.361	1.873			12.234	580	12.814	25.000
237	SPS/IPC/DRIVES, Nürnberg	3	22.091	1.547			23.638	528	24.166	40.250
268	eltefa, Stuttgart	3	19.972	260	159		20.391	2.227	22.618	49.000
	BXII Metal-Working, Automation, N	leasu	ıring, Q	uality A	ssuran	ce				
• 61	INTERKAMA, Düsseldorf	5	26.881	5.463			32.344	1.003	33.347	58.900
81	SCHWEISSEN & SCHNEIDEN, Essen	7	27.462	20.215			47.677	150	47.827	86.000
127	EMO, Hannover	8	81.496	110.668			192.164	1.343	193.507	337.100
128	Hannover Messe: Trade Fair Factory Automation	6	67.309	12.226	391	216	80.142	1.022	81.164	120.000
• 258	Control, Sinsheim	5	15.341	1.405			16.746		16.746	30.000
• 264	MOTEK, Sinsheim	4	18.954	2.145	4		21.099		21.099	36.000
• 00	BXIII Plastics and Wood Processin	_					454 400	005	450 404	000 400
62132	K, Düsseldorf LIGNAplus, Hannover	8 5	69.949 64.826	81.132 71.594	45 6.174	2.489	151.126 145.083	995	152.121 153.304	222.100 253.600
• 132 • 229	HOLZ-HANDWERK, Nürnberg	4	23.759	4.194	0.174	2.409	27.953	8.221 439	28.392	45.700
285	HOLZVERARBEITUNG, Ulm	3	5.726	627	98		6.451	1.442	7.893	16.000
	BXIV Other Investment Goods Indu			021	30		0.431	1.772	7.033	10.000
4	Mould + Tool + Periphery, Bad Salzuflen	3	3.262	55			3.317	300	3.617	6.250
46	COMTEC/IFM, Dresden	3	5.756	54			5.810	1.699	7.509	13.800
73	E - world of energy, Essen	3	5.340	1.278			6.618		6.618	17.000
84	CLEANROOMS Europe, Frankfurt/M.	3	2.196	755			2.951	585	3.536	5.200
• 123	BIOTECHNICA, Hannover	3	11.355	3.777			15.132		15.132	33.900
128	Hannover Messe: Trade Fair Plant Engineering	6	16.848	5.150			21.998		21.998	34.200
128	Hannover Messe: Trade Fair Energy	6	27.474	8.287	1.175		36.936		36.936	53.300
128	Hannover Messe: Trade Fair Motion, Drive & Automation		33.707	23.815			57.522		57.522	92.200
128	Hannover Messe: Trade Fair Research & Technology	6	7.457	2.082	120	30	9.689	220	9.909	15.100
128	Hannover Messe: Trade Fair Subcon Technology -	_	10.075	14 000			20 504		20 504	EE 000
1 150	Products and Materials Engineering	6	18.275	14.226	247		32.501	707	32.501	55.000
+ ● 158	INTERGEO, Köln enertec, Leipzig	<u>3</u> 4	7.703 3.423	1.094 304	317		9.114	787 404	9.901 4.131	21.000 12.800
1/0	enerteo, Leipzig	4	5.423	304			3.727	404	4.131	12.000

gures	or Fig	sito	Visi		lditionall sented f		ıres	์ Figu	ibitor	Exh	
	r of Adn							itors	Exhib		
Total	Foreign	estic	Domes	Total	Foreign	Domestic	from countries	Total	Foreign	Domestic	No.
49.235	22.347	8 :	26.888	131	100	31	58	2.274	1.530	744	169
77.218	6.177	1	71.041	52	3	49	54	923	335	588	181
76.559	613	6	75.946	4	1	3	10	301	15	286	185
179.080	5.355	5	173.725	29	2	27	51	1.099	408	691	200
1.809	342	7	1.467				10	127	26	101	204
47.161	283	8	46.878				7	233	17	216	205
4.280	1.823	7	2.457				29	278	155	123	206
52.667	27.387	0 :	25.280				39	1.523	1.113	410	211
38.525	20.418	7 :	18.107				42	1.434	1.014	420	212
42.879	2.144	5	40.735				18	347	69	278	213
193.169							13	483	45	438	228
6.134	781	3	5.353	12	6	6	11	111	30	81	231
24.089	12.922	7	11.167				41	951	662	289	232
71.381	28.447	4	42.934	505	445	60	56	2.314	1.184	1.130	236
29.783				12	5	7	5	234	7	227	245
21.944							7	121	23	98	260
47.170							9	367	25	342	261
34.153				11		11	7	127	6	121	262
191.736	1.611	5	190.125	120	21	99	76	1.305	520	785	267
48.001				10	5	5	4	283	4	279	271
121.048				10	3	7	9	481	19	462	273
32.700				1		1	20	418	61	357	274
39.061	2.074	7	36.987	1		1	29	864	146	718	276
67.521				1	1		11	205	37	168	280
24.755				6		6	3	121	2	119	286
4.242							5	78	8	70	294
17.822	410	2	17.412	28	6	22	11	399	20	379	6
32.808	361	7	32.447	26	7	19	9	571	12	559	34
18.885	6.638	7	12.247	189	149	40	34	761	344	417	214
46.980	15.503	7	31.477	85	68	17	40	1.725	673	1.052	217
24.465	7.052	3	17.413	93	69	24	19	507	129	378	235
21.114	1.671	3	19.443	100	55	45	17	715	82	633	237
27.064				56	13	43	9	452	13	439	268
41.887	12.985	2	28.902	25	17	8	33	815	266	549	61
65.268	29.958		35.310	23	17	0	43	963	497	466	81
193.016	29.956 62.150		130.866				39	2.276	1.253	1.023	127
183.093	49.435		133.658				38	1.974	519	1.455	128
22.055	3.308		18.747	69	30	39	15	616	87	529	258
28.381	2.838		25.543	100	63	37	13	786	116	670	264
007.00	40 474	0 1	444 400				=-	0.070	4 701	4 454	00
227.934			72 411				53	2.872	1.721	1.151	62
114.169	40.758		73.411				48	1.933	993	940	132
43.625 15.455	2.181	4	41.444	69	4	65	12 5	614 196	100 17	514 179	229 285
2.987	66	1	2.921				5	115	7	108	4
15.631				86	4	82	5	366	6	360	46
5.643	621	2	5.022				11	228	48	180	73
2.209				4	2	2	15	188	74	114	84
13.167	2.370		10.797				29	1.069	332	737	123
58.315	13.412		44.903				26	451	161	290	128
71.811	18.671		53.140				37	799	308	491	128
109.245	33.866	9 :	75.379				42	1.330	832	498	128
57.296	12.605	1	44.691				17	552	173	379	128
64.936	14.286		50.650				50	1.774	1.019	755	128
	1.042	8	14.278	176	0.4	152	20	246	39	207	158
15.320	1.0 12	_	14.270	170	24	102	20	240	- 33	201	100

⁺ events with changing venues

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^{*}Visitors Profil Analyses see page 37

	Events 2001			Exhil	bition S	расе	Figu	res (s	q.m.)	
			-	Re	nted Spa	ice				-
		Dura-	Н.	alls	Open			_	_	
No.	For the complete titles see pp. 93-102	tion (Days)			Domestic F		Total	Special shows	Space (net)	Space (gross)
215	MATERIALICA, München	4	3.002	945			3.947	300	4.247	10.000
• 226	EUROPEAN COATINGS SHOW, Nürnberg	3	11.768	7.259			19.027		19.027	38.000
• 227	FachPack/Print Pack, Nürnberg	3	30.247	2.650			32.897	297	33.194	65.000
233	POWTECH/TechnoPharm/Explorisk, Nürnberg	3	16.188	4.037	12		20.237		20.237	40.100
234	RESALE, Nürnberg	3	6.999	2.323	1.056		10.378		10.378	21.000
259	DRUCK + FORM, Sinsheim	4	4.062	24			4.086	1.058	5.144	11.500
266	CAT ENGINEERING/CAT BAU, Stuttgart	4	4.222	671			4.893	912	5.805	14.400
283	VISION, Stuttgart	3	3.012	876			3.888	703	4.591	11.000
	BXV Other Consumer Goods and	d Servic	ce Indu	stries						
8	Deutsche Existenzgründertage, Berlin	3	1.843				1.843	610	2.453	5.450
16	Moderner Staat - Efficiency in Public Administration,		1.934	68			2.002	40	2.042	9.000
65	PSI, Düsseldorf	3	18.301	11.502			29.803	91	29.894	50.400
	IFLO, Essen International Franchise Fair, Frankfurt/M.	3 4	6.695 2.295	428 622			7.123 2.917	1.660 120	8.783 3.037	6.600
174	CADEAUX - Spring, Leipzig	4	11.630	385			12.015	476	12.491	30.700
175	CADEAUX - Autumn/COMFORTEX, Leipzig	4	17.252	974			18.226	1.143	19.369	46.100
243	Werkstätten Messe - Sheltered Workshops, Offen		2.035	0			2.035	800	2.835	6.250
	BXVI Arts and Antiques									
43	WEST-ANTIQUE, Dortmund	4	1.126	56			1.182		1.182	3.600
45	Antik Dresden/Formschau/Gourmet, Dresden	3	2.268	217			2.485	1.465	3.950	10.500
53	art antique, Düsseldorf	9	4.794	166			4.960		4.960	20.300
71	Antique and Art Exhibition, Essen	8	1.677	162			1.839	465	2.304	6.000
83	Art Frankfurt	4	7.011	1.267			8.278	405	8.683	17.900
131	Arts and Antiques Fair, Hannover	9	2.235	36			2.271	295	2.566	4.800
165	Kunst Messe Köln / kunstKöln	4	8.928	1.890			10.818	632	11.450	37.000
220	Antiques Exhibition, Münster	4	1.646	84			1.730	400	2.130	6.000
263	Fine Handicrafts Exhibition, Sinsheim	3	1.316	201			1.517	256	1.773	6.500
	C GENERAL CONSUMER EXI									
1	Stormarnia, Ahrensburg	4	1.888	12	8	30	1.938	75	2.013	3.850
2	afa, Augsburg	9 5	13.367	498	2.836	18	16.719	4.430	21.149	43.000 19.200
• 12 19	Import Shop, Berlin Harz + Heide, Braunschweig	9	2.007	4.020	3.405	21	6.027 15.612	1.243 2.952	7.270 18.564	30.500
22	hafa Bremen	9	12.665	1.083	1.218	21	14.966	9.280	24.246	40.200
23	Oberfranken-Ausstellung Coburg	9	4.839	112	2.564	42	7.557	2.088	9.645	15.300
29	SpreeMesse, Cottbus	4	3.881	62	138		4.081	880	4.961	9.200
30	Hessenschau, Darmstadt	9	9.682	293	3.364	60	13.399	1.200	14.599	40.000
33	DORTMUNDER HERBST, Dortmund	10	19.107	1.059			20.166	2.709	22.875	48.300
47	Dresdner Ostern	4	3.372		625		3.997	1.585	5.582	18.800
70	Thüringen-Ausstellung, Erfurt	9	8.732	173	941		9.846	2.175	12.021	20.200
79	MODE-HEIM-HANDWERK, Essen	9	21.036	1.696			22.732	1.803	24.535	60.000
96	Baden Messe - Reg. Craft and Industry Exhibition, Freiburg	9	9.749	863	6.261	48	16.921	1.771	18.692	32.000
106	ÖKO-TRENDS, Gelnhausen	3	843		787		1.630	206	1.836	3.000
104	IBO, Friedrichshafen	9	15.813	848	3.004	60	19.725	2.907	22.632	50.200
108	MittelhessenSchau, Gießen	4	2.690	69	1.496	24	4.279	197	4.476	8.400
109	Rhein-Erft-Schau, Grevenbroich	9	2.584	133	1.590		4.307	204	4.511	20.000
113 114	SaaleMesse, Halle DU UND DEINE WELT, Hamburg	5 10	3.578 23.831	3.558	566 1.680	89	4.162 29.158	420 7.061	4.582 36.219	9.600
119	Schaufenster Harburg, Hamburg	6	1.851	21	286	30	2.188	7.061 215	2.403	4.300
130	Infa, Hannover	9	29.662	2.499	362	50	32.523	9.350	41.873	89.500
135	KONTAKTA, Heidenheim	9	4.256	15	1.084		5.355	1.747	7.102	19.000
136	Oberfranken-Ausstellung Hof	9	7.226	201	2.798		10.225	2.467	12.692	19.700
138	Oberallgäuer Frühjahrsausstellung, Immenstadt	5	1.951	50	1.280		3.281	2.464	5.745	19.000
139	miba, Ingolstadt	9	9.796		3.434		13.230	3.462	16.692	27.000
140	Jesteburger Ausstellung	6	2.784	48	48		2.880	141	3.021	5.550
147	Offerta, Karlsruhe	9	11.910	940	846		13.696	1.768	15.464	28.000
148	Allgäuer Festwoche, Kempten	9	5.914	434	7.771		14.119	369	14.488	26.500
149	Rhein-Maas-Ausstellung, Kleve	9	4.858	364	1.743	228	7.193	865	8.058	30.000
170	Rheinische Landesausstellung, Krefeld	10	9.060	256	5.573	108	14.997	2.770	17.767	45.000
171	Niederbayern-Schau, Landshut	9	12.222	616	6.062	48	18.948	3.623	22.571	34.700
178	Home, Garden, Leisure/Handicrafts Fair, Leipzig	9	20.845	1.288	0.101	400	22.133	7.244	29.377	64.800
191	REGIO, Lörrach	9	6.927	392	2.104	130	9.553	433	9.986	23.000
192	Handel & Hanse, Lübeck	9	3.526	30	1.239		4.795	1.322	6.117	10.300

	Exh	ibito	r Figu	ıres		dditional sented f		Visito	or Fig	jures
		Exhil	bitors					Number (Explan	r of Adm ations s	
No.	Domestic	Foreign	Total	from countries	Domestic	Foreign	Total	Domestic	Foreign	Total
215	184	86	270	16				5.081	1.433	6.514*
226	321	305	626	31				7.772	7.090	14.862*
227	876	112	988	18				22.757	3.153	25.910*
233	634	216	850	24				12.217	4.030	16.247*
234	316	128	444	26	66	23	89	3.212	6.571	9.783*
259	173	5	178	5		1	1	4.764	9	4.773*
266	221	25	246	13	31	2	33	11.932	1.440	13.372
283	127	45	172	17	3	23	26	2.912	589	3.501*
8	88		88	1						3.959
16	145	2	147	2				3.507	53	3.560*
65	507	329	836	25				3.120	5.667	8.787*
77	149	19	168	20				8.436	1.021	9.457*
88	126	23	149	12				5.358	252	5.610*
174	426	24	450	11	2	1	3	11.341	138	11.479*
175	558	45	603	16	6		6	13.153	403	13.556
243	80		80	1	32		32			4.038
43	65	4	69	4						2.537
45	171	37	208	5						7.634
53	112	4	116	3						19.831
71	62	7	69	5				4.851	84	4.935
83	161	37	198	10				11.046	70	11.116
131	73	1	74	2						15.557
165	227	52	279	13						29.761
220	62	4	66	3						6.900
263	170	28	198	17						6.999*
1	92	2	94	3						4.399
2	466	17	483	7	45		45			86.642*
12	140	402	542	59				36.208	814	37.022*
19	443	14	457	8						74.509*
22	548	25	573	13	1		1			104.839*
23	249	5	254	3	20		20			49.204
29	297	12	309	4	3		3			15.326
30	416	11	427	7				4.40.005	4 700	78.000
33	707	43	750	16	2		2	140.695	1.709	142.404*
47	231		231	1	39		39			44.159
70	493	9	502					474 705	700	64.998*
79	782	59	841	23	404		407	174.765	702	175.467*
96	487	24	511	10	191	6	197	F 400	07	102.207
106	72	20	72		1	20	1 1 1 1 1 1 1 1 1 1 1 1 1 1 1 1 1 1 1 1	5.138	87	5.225*
104 108	515 225	38	553 228		112 7	30	142			75.722* 12.234
109										88.264
113	153 222	5 2	158 224		12		12			13.652
114	885	116	1.001	41	12		12	209.223	1.687	210.910*
119	118	2	120	3				200.220	1.007	7.949
130	1.173	80	1.253							227.259*
135	317	1	318							57.636
136	314	10	324		60	1	61			45.769
138	219	4	223		34	- 1	34			32.192
139	459		459		<u> </u>		 			91.146*
140	147	2	149							12.080
147	498	34	532		24	2	26			100.792*
148	387	20	407	4				89.009	899	89.908*
149	261	13	274					23.000	500	82.983
170	418	10	428							114.982
171	586	21	607							114.846*
178	803	73	876		70	4	74	145.873	1.028	146.901*
191	301	17	318		18	6	24			61.859*

⁺ events with changing venues

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^{*}Visitors Profil Analyses see page 37

	Events 2001			Exhil	bition	Space	Figu	res (s	q.m.)	
			Rented Space							
		Dura- tion	На	lls	Ope	n air		- Special	Space	Space
No.	For the complete titles see pp. 93-102	(Days)	Domestic	Foreign	Domestic	Foreign	Total	shows	(net)	(gross)
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

	Exh	ibito	r Figı	ures	Ac repre	dditional sented f	ly irms	Visit	or Figures
		Exhib	oitors						r of Admissions ations see p. 9)
No.	Domestic	Foreign	Total	from countries	Domestic	Foreign	Total		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		44.29
272	468	37	505	16					78.259
284	210	17	227	10	22		22		97.12 ⁻
287	658	20	678	7	244	34	278		135.019
288	427	31	458	12					61.146
289	304	<u> </u>	304	1		<u> </u>			33.927
290	249	1	250	2	32	_	32		35.452
291	267	23	290	12					57.49
293	504	11	515	7					119.290
296	241	4	245	5	16		16		14.23

^{*}Visitors Profil Analyses see page 37

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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.

	Inter	rlift,	Augsburg
Total nur	nber of visitors	14 873	Position in the company/organization
Proportio	on of trade visitors	98 %	Entrepreneur, partner, self-employed
Region o	f residence	%	Managing director, board member, head of an authority etc.
over 100		85	Senior department head, other employee
Total Gen	,	62	with managerial responsibility
of which	Baden-Württemberg	25	Department head, group head
OI WITHCIT	Bavaria	31	Other salaried staff
	Berlin	5	Other public service Worker, skilled worker
	Brandenburg	2	Engineer, designer
	Bremen	1	Trainee, student
	Hamburg	2	Other
	Hesse	. 7	Area of responsibility
	Mecklenburg-West Pommeran		Management
	Lower Saxony	2	Research/development/design
	North Rhine-Westphalia Rhineland-Palatinate	7	Planning/work preparation
	Saarland	1	Manufacture/production
	Saxony	5	Production, quality control
	Saxony-Anhalt	1	Buying/procurement
	Schleswig-Holstein	1	Finance/accounting, controlling
	Thuringia	1	Administration/organization/personnel/
Total Fore	eian:	38	social welfare/training Marketing/sales/advertising/PR
of which	FIJ	51	Storage/material management/logistics/
OI WITICII	Rest of Europe	30	transport
	Africa	-	Maintenance/repairs
	North America	4	Building department
	South and Central America	2	Other
	Middle East	4	Frequency of visits to trade fair
	East Asia	7	1999
	Australia	3	1997
Economic	sector	%	1994
Elevator o	onstruction	38	1991
Elevator t	echnology, accessories	33	First visit
	ssembly/installation	28	Size of company/organization:
	nce/ servicing	20	Number of employees:
Service in		12	1 - 9 19 200 - 499
	al engineering	11 9	10 - 49 27 500- 999
	engineering industry king and processing	9	50 - 99 13 1 000 - 9 999 100 - 199 11 10 000 and more
Trade	and processing	6	
	trade, electrical installation	4	Length of stay
Other		7	1. Length of stay (days): one 56 four 6
	on purchasing/ nent decisions	%	two 31 three 7
Decisively		31	2. Average length of stay 1,6 o
Collective		29	3. Share of visitors on the event's days:
In an adv No	sory capacity	18 22	3. Share of visitors on the event's days: 1st day 35 4th day 34 2nd day 49 3rd day 46

Conducted by: Institut für Congress-	und	Event-
Marktforschung, Berlin-Hamburg		

	ZOW,	Bad	Salzuflen	
Total nun	nber of visitors 9	560	Position in the company/organization	%
Proportio	n of trade visitors	99 %	Entrepreneur, partner, self-employed	25
	residence	%	Managing director, board member, head of an authority etc.	17
over 100 k	rm away	60	Senior department head, other employee	
Total Gern	nany:	83	with managerial responsibility	10
of which	Baden-Württemberg	8	Department head, group head Other salaried staff	24 16
	Bavaria	6	Other public service	-
	Berlin Brandonburg	1 1	Skilled worker	2
	Brandenburg Bremen	1	Lecturer, teacher, scientific assistant	-
	Hamburg	i	Trainee, student	2
	Hesse	5	Other	9
	Mecklenburg-West Pommerania	-	Area of responsibility	%
	Lower Saxony	13	Management	34
	North Rhine-Westphalia	56	Research/development/design	21 16
	Rhineland-Palatinate Saarland	2	Planning/work preparation Manufacture/production	16
	Saxony	2	Production, quality control	6
	Saxony-Anhalt	1	Buying/procurement	28
	Schleswig-Holstein	i	Finance/accounting, controlling	6
	Thuringia	1	Administration/organization/personnel/	
Total Fore	ian·	17	social welfare/training	5
of which	EU	76	Marketing/sales/advertising/PR	28
01 111111111	Rest of Europe	21	Storage/material management/logistics/	
	Africa	-	transport Maintenance/repairs	4 1
	North America	1	Other	5
	South and Central America	1	Frequency of visits to trade fair	%
	Middle East	-	2000	57
	East Asia Australia	1	1999	47
			Earlier events	35
Economic		%	First visit	33
Office furn Kitchen fu		9 17	Size of company/organization:	%
Bathroom		6	Number of employees:	70
	m, bedroom, teenagers" furniture		1 - 9 18 200- 499	14
Furniture 1		3	10 - 49 24 500- 999	7
	ork, joinery	13	50 - 99 13 1 000 - 9 999	7
Free-lance	designer	4	100 - 199 14 10 000 and more N/A	1
(Interior) a	rchitects	1		
Media		1	Length of stay	%
Timber tra Supplier	ide	8 27	1. Length of stay (days): one 72 four 3	
Trade		1	two 22	
Plastics in	dustry	i	three 4	
Wood ind		i	2. Average length of stay 1,4 d	lave
Furniture 1		1		•
	e construction/fittings	1	3. Share of visitors on the event's days:	%
Electrical engineering industry		.1	1st day 32 4th day 25 2nd day 40	
Other		14	3rd day 41	
	on purchasing/	%	Sid day Ti	
	ent decisions	38		
Decisively Collectivel	v	38 33		
	y sory capacity	18	Conducted by: Institut für Projektmanagement	-
No	,	8	Markt- und Meinungsforschung, Bielefeld, Biele	
N/A		3	feld	

987	Position in the company/organization
	Entrepreneur, partner, self-employed
	Managing director, board member, head of
	an authority etc.
36	Senior department head, other employee
	with managerial responsibility Department head, group head
-	Other salaried staff
1	Other public service
	Skilled worker
	Lecturer, teacher, scientific assistant
	Trainee, student
	Other
-	Area of responsibility
	Management
77	Research/development/design
1	Planning/work preparation
-	Manufacture/production
-	Production, quality control
	Buying/procurement Finance/accounting, controlling
	Administration/organization/personnel/
- 1	social welfare/training
	Marketing/sales/advertising/PR
57	Storage/material management/logistics/
29	transport
-	Maintenance/repairs
	Other
	Frequency of visits to trade fair
14	First event
	Size of company/organization:
	Number of employees:
	1 - 9 15 200- 499
	10 - 49 24 500- 999
	50 - 99 11 1 000 - 9 999 100 - 199 12 10 000 and more
	100 133 12 10 000 414 111010
4	Length of stay
8	1. Length of stay (days):
11	one 94 two 4
14	three 2
15	2. Average length of stay 1,1 d
0/2	Share of visitors on the event's days:
	1st day 35
	2nd day 42 3rd day 31
	3rd day 31
22	
	1

Conducted by: IPMM, Bielefeld

	bel	ektro	o, Berlin
Total num	nber of visitors 1	7 822	Position in the company/organization
Proportio	n of trade visitors	93 %	Entrepreneur, partner, self-employed
	residence	%	Managing director, board member, head of an authority etc.
over 100 k		26	Senior department head, other employee
	•		with managerial responsibility
Total Gern of which	Baden-Württemberg	<u>98</u> 1	Department head, group head
or writeri	Bavaria		Other salaried staff Other public service
	Berlin	49	Skilled worker/apprentice
	Brandenburg	32	Lecturer, teacher, scientific assistant
	Bremen	-	Trainee, student
	Hamburg	-	not gainfully employed
	Hesse	_	Other
	Mecklenburg-West Pommerani		Area of responsibility
	Lower Saxony North Rhine-Westphalia	1	Management
	Rhineland-Palatinate	1	Research/development/design
	Saarland		Planning/work preparation
	Saxony	7	Manufacture/production
	Saxony-Anhalt	5	Production, quality control
	Schleswig-Holstein	1	Buying/procurement Finance/accounting, controlling
	Thuringia	2	Administration/organization/personnel/
Total Foreign:		2	social welfare/training
of which	North America	7	Marketing/sales/advertising/PR
	South and Central America	7	Storage/material management/logistics/
	Middle East	21	transport
	East Asia	7	Maintenance/repairs
	Australia EU	29	Information, communication technology (EDP)
	Rest of Europe	29	Student, not gainfully employed
	Africa	-	Other
Economic	sector	%	Frequency of visits to trade fair
	ply, water supply, mining	10	1999
Industry		11	1997 1995
Wholesale		5	Earlier events
Retail trad Skilled trad		2 38	First visit
	nsport, news transmission	4	Size of company/organization:
	/science/research	4	Number of employees:
Training in	stitution	3	1 - 9 33 200- 499
	consulting, consulting and plan-	- 8	10 - 49 19 500- 999
	neers, architects	_	50 - 99 9 1 000 - 9 999
	ate service providers	3	100 - 199 6 10 000 and more
authorities	e organisations, facilities,	4	Student, not gainfully employed
Other		2	Length of stay
Student, n	ot gainfully employed	6	1. Length of stay (days): one 89 three 4
	on purchasing/	%	two 8
Decisively Decisively	ent decisions	21	2. Average length of stay 1,1 da
Collectivel	v	32	3. Share of visitors on the event's days:
	y sory capacity	23	1st day 39 3rd day 36
No	,,	24	2nd day 40
			Conducted by Gelszus Messe-Marktforschung

Conducted by: Gelszus Messe-Marktforschung GmbH, Dortmund

1,1 days

5 30

CMS - Cleaning . Management . Services, Berlin Position in the company/organization Entrepreneur, partner, self-employed Managing director, board member, head of Total number of visitors 12 358 Proportion of trade visitors 98 % Region of residence over 100 km away 10 an authority etc. Senior department head, other employee 78 with managerial responsibility Department head, group head Other salaried staff Total Germany: of which Baden-Württemberg Bavaria Berlin Brandenburg 6 24 13 3 89 10 Other public service Skilled worker Lecturer, teacher, scientific assistant Trainee, student Other 19 Bremen Hamburg Area of responsibility Management Research/development/design Planning/work preparation Manufacture/production Production production Hesse Mecklenburg-West Pommerania Mecklenburg-West Pomi Lower Saxony North Rhine-Westphalia Rhineland-Palatinate Saarland Saxony Saxony-Anhalt Schleswig-Holstein 10 Production, quality control Buying/procurement 6 5 3 3 Buying/procurement Finance/accounting, controlling Administration/organization/personnel/ social welfare/training Marketing/sales/advertising/PR Storage/material management/logistics/ transport Maintenance/repairs Information, communication technology (EDP) Other Student, not gainfully employed Frequency of visits to trade fair 8 Thuringia Total Foreign: of which EU Rest of Europe Africa 48 Africa North America South and Central America Middle East East Asia Australia Frequency of visits to trade fair Size of company/organization: Number of employees: 1 - 9 20 200- 499 10 - 49 16 500- 999 50 - 99 11 1 0000- 999 100 - 199 10 10 000 and more Student, not gainfully employed % **Economic sector** Industry Skilled trades Skilled trades Retail trade Wholesale/foreign trade Service Authority/public services Association/guild/chamber School, university, education 6

Length of stay 1. Length of stay (days): one 68 four two 24 three 7

1st day 31 2nd day 37 3rd day 41

2. Average length of stay

4 2

%

Conducted by: Gelszus Messe-Marktforschung GmbH. Dortmund

3. Share of visitors on the event's days:
1st day 31 4th day 34

1,4 days

	Internationa	I Gre	•
Total nun	nber of visitors 482	799	P
Proportio	n of trade visitors	21 %	E
Region of	residence	<u>%</u> 54	S
Total Gern	,	94	С
of which	Baden-Württemberg Bavaria	2	S
	Berlin Brandenburg Bremen	30 25 -	F
	Hamburg Hesse	1 2	n
	Mecklenburg-West Pommerania Lower Saxony	7	A
	North Rhine-Westphalia Rhineland-Palatinate	3 2	R
	Saarland Saxony	7	P
	Saxony-Anhalt Schleswig-Holstein Thuringia	6 2 3	F
Total Fore		6	٨
of which	EU Rest of Europe	36 41	S
	Africa North America	3 7	V II
	South and Central America Middle East East Asia	- 5 7	5
	Australia	-	1
Agriculture		<u>%</u> 20	1
Horticultu	re, landscape gardening /foreign trade	6	E
Retail trad	e	7	S
houses)	rade (restaurants, hotels and gue	5	Ī
Food and	rice company luxuries industry	9 8	
Other indi	s, public facilities, associations	3 6	L
	chnical college, university ot gainfully employed	5 15 10	1
	on purchasing/ ent decisions	%	
Decisively Collectivel		21 22	2
	y sory capacity	18 39	3

Other Student, not gainfully employed

Influence on purchasing/ procurement decisions Decisively Collectively In an advisory capacity No

Position in the company/organization Entrepreneur, partner, self-employed 18 Managing director, board member, head of an authority etc. Senior department head, other employee with managerial responsibility 2 Department head, group head 5 Other salaried staff 13 Other salaried staff 13 Other salaried staff 13 Other salaried staff 14 Other salaried staff 15 Other salaried staff 15 Other salaried staff 16 Other salaried staff 16 Other salaried staff 16 Other salaried staff 16 Other 16 Other 17 Other 18 Other 18 Other 18 Other 18 Other 19 Other 18 Other 19 Other 19	een Week Berlin						
Managing director, board member, head of an authority etc. 4 Senior department head, of the employee with managerial responsibility 2 Department head, group head 5 Other salaried staff 5 Other public service 6 Skilled worker 8 Lecturer, teacher, scientific assistant 5 Farmer 11 Trainee, student 18 not gainfully employed 5 Other 4 Area of responsibility % Management 21 Research/development/design 6 Planning/work preparation 7 Manufacture/production 12 Production, quality control 4 Buying/procurement 12 France, counting, controlling 7 Administration/organization/personnel/social welfare/training 10 Marketing/sales/advertising/PR 10 Storage/material management/logistics/stransport 4 Maintenance/repairs 10 Information, communication technology (EDP) 5	Position in the company/organization						
Senior department head, other employee with managerial responsibility	Entrepreneur, partner, self-employed Managing director, board member, head of	18					
with managerial responsibility 2 Department head, group head 5 Other salaried staff 13 Other public service 6 Skilled worker 8 Lecturer, teacher, scientific assistant 8 Farmer 11 Trainee, student 18 not gainfully employed 5 Other 4 Area of responsibility % Management 21 Research/development/design 6 Planning/work preparation 7 Manufacture/production 12 Production, quality control 4 Buying/procurement 12 Finance/accounting, controlling 7 Administration/organization/personnel/social welfare/training 10 Marketing/sales/advertising/PR 10 Storage/material management/logistics/transport 4 Maintenance/repairs 10 Information, communication technology (EDP) 5 Student, not gainfully employed 18 Frequency of visits to trade fair %		4					
Other salaried staff 13 Other public service 6 Skilled worker 8 Lecturer, teacher, scientific assistant 8 Lecturer, teacher, scientific assistant 11 Trainee, student 11 not gainfully employed 5 Other 4 Area of responsibility % Management 21 Research/development/design 7 Manufacture/production 12 Production, quality control 4 Buying/procurement 12 Finance/accounting, controlling 7 Administration/organization/personnel/social welfare/training 10 Marketing/sales/advertising/PR 10 Storage/material management/logistics/transport 4 Maintenance/repairs 4 Information, communication technology (EDP) 5 Student, not gainfully employed 15 Other 20 Ergeuency of visits to trade fair % 2000 35 1998 33 19	with managerial responsibility	2					
Lecturer, teacher, scientific assistant 5 Farmer	Other salaried staff						
Farmer	Skilled worker	8					
Area of responsibility	Farmer	11					
Management	not gainfully employed	5					
Management Research/development/design 6		-					
Planning/work preparation	Management	21					
Production, quality control 4 2 2 2 3 3 3 3 3 3 3	Planning/work preparation	7					
Buying/procurement							
Administration/organization/pērsonnel/ social welfare/training 10 Marketing/sales/advertising/PR 10 Storage/material management/logistics/ transport 4 Information, communication technology (EDP) 5 Student, not gainfully employed 15 Other 18 Frequency of visits to trade fair % 2000 35 1999 33 1997 29 Earlier events 223 First visit 32 Size of company/organization: Number of employees: 499 5 10 49 17 500 999 6 10 49 17 500 999 6 10 0 199 6 10 000 and more 5 Student, not gainfully employed 15 Length of stay (days): one 82 five 1 nine 5 two 11 six 1 ten 1 three 3 seven - four 1 eight - 2. Average length of stay 1,4 days 3. Share of visitors on the event's days; 15 days 12 days 14 days 13 2nd day 14 6th day 14 10th day 11 2nd day 14 6th day 14 10th day 11 3rd day 14 6th day 14 10th day 11 3rd day 14 7th day 14	Buying/procurement						
Marketing/sales/advertising/PR 10	Administration/organization/personnel/	10					
Transport	Marketing/sales/advertising/PR						
Information, communication technology (EDP) 5 5 5 5 5 5 5 5 6 6	transport						
Trequency of visits to trade fair %6 2000 35 35 3999 33 31 1997 29 29 29 29 29 29 29	Information, communication technology (EDP)	5					
2000 1999 333 1998 31 1998 331 1998 331 1998 223 First visit 232 First visit 322 Size of company/organization: Number of employees: % 1 - 9 34 200 499 5 10 - 49 17 500 999 4 50 - 99 7 1 000 9999 6 100 - 199 6 10 000 and more 6 Student, not gainfully employed 15 Length of stay (days): one 82 five 1 nine - two 11 six 1 ten 1 three 3 seven - four 1 eight 2. Average length of stay 1,4 days 3. Share of visitors on the event's days: % 1st day 18 5th day 14 9th day 13 2nd day 14 6th day 14 10th day 11 3rd day 14 6th day 14 10th day 11 3rd day 14 7th day 11							
1999 1997 295 1998 31 1997 296 297 297 298 298 298 299 299 299 299 299 299 299							
1997 29	1999	33					
First visit Size of company/organization: Number of employees: 1 - 9 34 200- 499 5 10 - 49 17 500- 999 4 50 - 99 7 1 000- 999 6 100 - 199 6 10 000 and more 6 Student, not gainfully employed 15 Length of stay 1. Length of stay (days): one 82 five 1 nine - 1 two 11 six 1 ten 1 three 3 seven - 1 four 1 eight - 2. Average length of stay 14 9th day 13 2nd day 14 6th day 14 10th day 11 3rd day 14 7th day 14	1997	29					
Number of employees: 1 - 9 34 200- 499 5 10 - 49 17 500- 999 4 50 - 99 7 1 000- 9999 6 100 - 199 6 10 000 and more 6 Student, not gainfully employed 15 Length of stay 1. Length of stay (days): one 82 five 1 nine - two 11 six 1 ten 1 three 3 seven - four 1 eight 2. Average length of stay 1,4 days 3. Share of visitors on the event's days: 1st day 18 5th day 14 9th day 13 2nd day 14 6th day 14 10th day 11 3rd day 14 7th day 14							
1 - 9 34 200 - 499 5 10 - 49 17 500 - 999 6 50 - 99 7 1 000 - 999 6 100 - 199 6 10 000 and more 6 Student, not gainfully employed 15 Length of stay (days): one 82 five 1 nine - two 11 six 1 ten 1 three 3 seven - four 1 eight - 2. Average length of stay 1,4 days 3. Share of visitors on the event's days: % 1st day 18 5th day 14 9th day 13 2nd day 14 6th day 14 10th day 11 3rd day 14 7th day 14		%					
100 - 199	1 - 9 34 200- 499						
Student, not gainfully employed 15	50 - 99 7 1 000 - 9 999	6					
Length of stay							
one 82 five 1 nine - two 11 six 1 ten 1 three 3 seven - four 1 eight - 2. Average length of stay 1,4 days 3. Share of visitors on the event's days: % 1st day 18 5th day 14 9th day 13 2nd day 14 6th day 14 10th day 11 3rd day 14 7th day 14	Length of stay	%					
three 3 seven four 1 eight - 2. Average length of stay 1,4 days 3. Share of visitors on the event's days: % 1st day 18 5th day 14 9th day 13 2nd day 14 6th day 14 10th day 11 3rd day 14 7th day 14	one 82 five 1 nine	-					
2. Average length of stay 1,4 days 3. Share of visitors on the event's days: % 1st day 18 5th day 14 9th day 13 2nd day 14 6th day 14 10th day 11 3rd day 14 7th day 14	three 3 seven -	1					
3. Share of visitors on the event's days: % 1st day 18 5th day 14 9th day 13 2nd day 14 6th day 14 10th day 11 3rd day 14 7th day 14		1					
1st day 18 5th day 14 9th day 13 2nd day 14 6th day 14 10th day 11 3rd day 14 7th day 14							
3rd day 14 7th day 14	1st day 18 5th day 14 9th day	13					
	3rd day 14 7th day 14	11					

Conducted by: Gelszus Messe-Marktforschung GmbH, Dortmund

	Fru	it Logis	tica, Berlin
Proportio	nber of visitors In of trade visitors If residence Image:	12 730 94 % % 90 58 11 9 12 7 1 6 8 8 erania 3 11 14	Position in the content of the conte
	Saarland Saxony Saxony-Anhalt Schleswig-Holstein Thuringia	1 6 2 4 2	Manufacture/prod Production, qualit Buying/procureme Finance/accountin

ign:
EU
Rest of Europe
Africa
North America
South and Central America
Middle East
East Asia

Australia
Economic sector
Fruit and vegetable growers
Importers, exporters
Industry
Retail trade (central buying)
Retail trade (distribution)
Own wholesale trade of retail grocery tr
other wholesale trade

Hotel, catering trade
Packaging companies
Freight forwarders, transport companies
Other services
Authority/public services
Association, society, institution, organisation

Student, not gainfully employed
Other
Research, apprenticeship, training
Association, society, institution, organisation
Authority/public services

Other Student, not gainfully employed
Influence on purchasing/ procurement decisions
Decisively Collectively
In an advisory capacity No

Position in the company/organization	%
Entrepreneur, partner, self-employed	36
	21
	8
Department head group head	13
Other salaried staff	10
	1
	3
	2 1 3 4
	1
	2
	%
	47
	4/
	9
	8
	8
	30
	8
Administration/organization/personnei/	_
	9
	27
	11
	3
	6 3
	3
Otner	8
Frequency of visits to trade fair	%
	Entrepreneur, partner, self-employed Managing director, board member, head of an authority etc. Senior department head, other employee with managerial responsibility Department head, group head Other salaried staff Other public service Skilled worker Lecturer, teacher, scientific assistant Trainee, student not gainfully employed Other Area of responsibility Management Research/development/design Planning/work preparation Manufacture/production Production, quality control Buying/procurement Finance/accounting, controlling Administration/organization/personnel/ social welfare/training Marketing/Sales/advertising/PR Storage/material management/logistics/ transport Maintenance/repairs Information, communication technology (EDP) Student, not gainfully employed Other

2000					33
1999					26
1998					18
Earlier (events				11
First vis	sit				55
Size of Numbe	comp or of en	any/o	rganization: es:		%
1 -	9	30	200-	499	5
10 -	49	32	500-	999	2
50 -	99	10	1 000-	9 999	5
100 -	199	10	10 000	and more	3
	C+ı	Idont	not gainfully	bovolama	2

199	10	10 00	10	and more	3
Stu	ıdent, n	ot gainfu	lly	employed	3
of sta	у				%
th of st	ay (day	s):			
5	l .				
33	3				
17	7				
ige len	gth of s	stay		1,7	days
	Stu of sta th of st 51 33 17	Student, n of stay th of stay (day 51 33 17	Student, not gainfu of stay th of stay (days): 51 33	Student, not gainfully of stay th of stay (days): 51 33 17	Student, not gainfully employed of stay th of stay (days): 51 33 17

3. Share of visitors on the event's days: 1st day 48 2nd day 67 3rd day 52 Conducted by: Gelszus Messe-Marktforschung GmbH. Dortmund

IFA - Your world of consumer electronics, Berlin

6

44

31 13 12

Total nun	nber of visitors 36	9 211
Proportio	n of trade visitors	36 %
Region of	f residence	%
over 100	km away	58
Total Gerr	many:	90
of which	Baden-Württemberg	5
	Bavaria	9
	Berlin Brandenburg	36 12
	Bremen	- 12
	Hamburg	2
	Hesse	3
	Mecklenburg-West Pommerania	
	Lower Saxony	6
	North Rhine-Westphalia Rhineland-Palatinate	7 2
	Saarland	-
	Saxony	6
	Saxony-Anhalt	3
	Schleswig-Holstein	3
	Thuringia	2
Total Fore		10
of which	EU	53
	Rest of Europe	30
	Africa North America	3
	South and Central America	1
	Middle East	3
	East Asia	6
	Australia	1
Economic	sector	%
Industry		15
Trade		17
Skilled tra	presentative	2 6
Service	ues	15
Public aut	hority/administration	5
	rofessions	5
Radio, tele		6
Research/	houses/press	2
University		3
	not gainfully employed	16
Other		5
Influence	on purchasing/	%
procurem Decisively	ent decisions	21
Collective	lv	21 27
	sory capacity	18
No	,	34

umer electronics, berim	
Position in the company/organization	%
Entrepreneur, partner, self-employed	20
Managing director, board member, head of an authority etc.	5
Senior department head, other employee	3
with managerial responsibility	3
Department head, group head	13
Other salaried staff	16
Other public service Skilled worker	4 7
Lecturer, teacher, scientific assistant	4
Trainee, student	20
not gainfully employed	3
Other	5
Area of responsibility	%
Management Research/development/design	17 9
Planning/work preparation	8
Manufacture/production	6
Production, quality control	3
Buying/procurement	10
Finance/accounting, controlling	4
Administration/organization/personnel/ social welfare/training	8
Marketing/sales/advertising/PR	14
Storage/material management/logistics/	
transport	4
Maintenance/repairs Information, communication technology (EDP)	10 21
Student, not gainfully employed	16
Other	11
Frequency of visits to trade fair	%
1999	45
1997	38
1995 Earlier events	31
First visit	28 33
Size of company/organization:	
Number of employees:	%
1 - 9 24 200- 499	6
10 - 49 15 500- 999	4
50 - 99 6 1 000 - 9 999	10
100 - 199 6 10 000 and more Student, not gainfully employed	13 16
Length of stay	%
1. Length of stay (days):	
one 69 four 2 seven	-
two 19 five 1 eight	-
three 7 six 1 nine	1
2. Average length of stay 1,6 o	lays
3. Share of visitors on the event's days:	%
1st day 14 4th day 18 7th day	27

5th day 6th day Conducted by: Gelszus Messe-Marktforschung GmbH, Dortmund

20 19

8th day 9th day 14 12

2nd day 3rd day 16 18

		ITB,
Total nun	ber of visitors	124 050
Proportio	n of trade visitors	55 %
•	residence	%
over 100 k		77
Total Gern	nanv.	75
of which	Baden-Württemberg	- 75
	Bavaria	9
	Berlin	23
	Brandenburg Bremen	11 1
	Hamburg	2
	Hesse	. 7
	Mecklenburg-West Pomm	nerania 4 8
	Lower Saxony North Rhine-Westphalia	10
	Rhineland-Palatinate	3
	Saarland	
	Saxony Saxony-Anhalt	6 4
	Schleswig-Holstein	2
	Thuringia	3
tal Fore	ian:	26
	EU	37
	Rest of Europe	46
	Africa North America	3 5
	South and Central Americ	
	Middle East	3
	East Asia	3 1
	Australia	
	sector rganizations	<u>%</u>
ırısm o ır oper		20
vel age		20
tel com		8
ansport mpanies	carriers (bus, train, ship an	d air 6
	nnology, information and r	eserva
n syster	ns Syl	3
	tions, advertising agency,	consul- 5
gure ce	ntre/leisure park	2
	houses/press	4
esearch i	nstitute, education and tra	
entre		
ourism te ther	ederations/associations	5 11
	ot gainfully employed	27
	on purchasing/	
ocurem	ent decisions	%
cisively		25
llectivel	y sory capacity	22 13

	Mode		react, Derini
Total numb	er of visitors	3 560	Position in the company/organization
Droportion	of trade visitors	100 %	Entrepreneur, partner, self-employed
_			Managing director, board member, head of
Region of r		%	an authority etc.
over 100 km	ı away	75	Head of main department, authorized si- gnatory, director, departmental head
Total Germa	nny:	99	Department head, group head
of which	Baden-Württemberg	5	Other salaried staff
E	Bavaria	7	Other public service
	Berlin	20	Skilled worker
	Brandenburg	6	Lecturer, teacher, scientific assistant
	Bremen	2	Trainee, student Lord Mayor
	Hamburg	1 5	Chief Administrative Officer/Senior Town
	Hesse Mecklenburg-West Pommera		Clerk
	Lower Saxony	111a 2	Mayor, president
	North Rhine-Westphalia	25	Politician
	Rhineland-Palatinate	23	not gainfully employed
	Saarland	2	Other
9	Saxony	5	Area of responsibility
9	Saxony-Anhalt	2	Management
	Schleswig-Holstein	2	Research/development/design
7	Γhuringia	2	Planning/work preparation Manufacture/production
Total Foreig	n:	2	Production, quality control
	EU	60	Buying/procurement
- I	Rest of Europe	20	Finance/accounting, controlling
	Africa	-	Administration/organization/personnel/
	North America	-	social welfare/training
	South and Central America	-	Marketing/sales/advertising/PR
	Middle East	-	Storage/material management/logistics/
	East Asia	20	transport Maintenance/repairs
,	Australia	-	Information, communication technology (EDP)
Economic s	ector	%	Student, not gainfully employed
	ublic services	74	Other
Service		17	Frequency of visits to trade fair
Association/	society	1	Moderner Staat, Berlin 2000
Diplomacy		1	Moderner Staat, Berlin 1999
Industry		2	Schlanker Staat, Düsseldorf 1998
Other	t gainfully employed	2	First visit
		3	Size of company/organization:
	n purchasing/	%	Number of employees:
	nt decisions		1 - 9 5 200 - 499 10 - 49 9 500 - 999
Decisively		18 34	50 - 99 5 1 000 - 999
Collectively	un compeitu	23	100 - 199 12 10 000 and more
In an adviso No	пу сарасну	25 25	Student, not gainfully employed
140		23	Length of stay
			1. Length of stay (days):
			one 30 two 70
			2. Average length of stay 1,7 d
			3. Share of visitors on the event's days: 1st day 86 2nd day 85

Moderner Staat, Berlin

Conducted by: Gelszus Messe-Marktforschung GmbH. Dortmund

19

29 19

1,7 days

	Sho	wte	:h, Berlin	
Total nur	mber of visitors	8 081	Position in the company/organization	%
Proportion of trade visitors 97		97 %	Entrepreneur, partner, self-employed Managing director, board member, head of	23
	Region of residence		an authority etc.	8
over 100	km away	73	Senior department head, other employee with managerial responsibility	5
Total Gen		76	Department head, group head	19
of which	Baden-Württemberg	6	commercial salaried employee	3
	Bavaria Berlin	11 31	Technical salaried employee	17
	Brandenburg	6	Other salaried staff	2
	Bremen	2	Other public service Skilled worker	2
	Hamburg	4	Lecturer, teacher, scientific assistant	2
	Hesse	5	Trainee, student	16
	Mecklenburg-West Pommerani		Other	1
	Lower Saxony North Rhine-Westphalia	6 14	Area of responsibility	%
	Rhineland-Palatinate	2	Management	25
	Saarland	ī	Research/development/design	14
	Saxony	7	Planning/work preparation	30
	Saxony-Anhalt	2	Manufacture/production Production, quality control	17 6
	Schleswig-Holstein	1	Buying/procurement	22
	Thuringia	1	Finance/accounting, controlling	-5
Total Fore		24	Administration/organization/personnel/	
of which		59	social welfare/training	7
	Rest of Europe	32 1	Marketing/sales/advertising/PR	13
	Africa North America	3	Storage/material management/logistics/ transport	7
	South and Central America	1	Maintenance/repairs	15
	Middle East	2	Information, communication technology (EDP)	8
	East Asia	2	Student, not gainfully employed	12
	Australia	-	Other	17
Economic		%	Frequency of visits to trade fair 1999	% 36
Film, radio	o, TV	9 37	1999	30 24
Theatre	ılti-purpose halls	3/	1995	19
	nagement	8	Earlier events	16
	niser, management	7	First visit	52
	dministration	1	Size of company/organization:	%
	construction planning	3	Number of employees:	
	stand construction	3	1 - 9 28 200- 499	13
Discotheque Advertising, marketing		2	10 - 49 18 500- 999 50 - 99 8 1 000- 9 999	5 4
College, university		2	100 - 199 9 10 000 and more	2
Student, not gainfully employed, no details			Student, not gainfully employed	12
Other		12	Length of stay	%
Influence on purchasing/		•	1. Length of stay (days):	
	nent decisions	%	one 62 three 9	
Decisively		32	two 24 four 5	
Collective		31	2. Average length of stay 1,6 o	days
In an adv	isory capacity	17 20	3. Share of visitors on the event's days:	%

osition in the company/organization	-/0
ntrepreneur, partner, self-employed	23
lanaging director, board member, head of	
an authority etc.	8
enior department head, other employee	_
with managerial responsibility	5
repartment head, group head	19
ommercial salaried employee	3
echnical salaried employee	17
ther salaried staff	2
ther public service	2
killed worker	3
ecturer, teacher, scientific assistant	2
rainee, student	16
ther	1
rea of responsibility	%
lanagement	25
esearch/development/design	14
lanning/work preparation	30
	17
lanufacture/production	6
roduction, quality control	
uying/procurement	22
inance/accounting, controlling	5
dministration/organization/personnel/	_
social welfare/training	7
larketing/sales/advertising/PR	13
torage/material management/logistics/	
transport	7
laintenance/repairs	15
formation, communication technology (EDP)	8
tudent, not gainfully employed	12
ther	17
requency of visits to trade fair	%
999	36
997	24
995	19
arlier events	16
irst visit	52
ize of company/organization:	
lumber of employees:	%
	12
	13
10 - 49 18 500- 999	5
50 - 99 8 1 000 - 9 999	4
100 - 199 9 10 000 and more	2
Student, not gainfully employed	12
ength of stay	%
Length of stay (days):	,,,
one 62 three 9	
two 24 four 5	
. Average length of stay 1,6 d	lays
	•
Share of visitors on the event's days:	%
1st day 37 3rd day 45	
2nd day 47 4th day 28	

Conducted by: Gelszus Messe-Marktforschung GmbH, Dortmund

Total number of visitors Position in the company/organization Entrepreneur, partner, self-employed Managing director, board member, head of Proportion of trade visitors 97 % Region of residence over 100 km away 3 an authority etc. Senior department head, other employee Senior department head, other empl with managerial responsibility Department head, group head Other salaried staff Other public service Foreman, master craftman Skilled worker/apprentice Lecturer, teacher, scientific assistant Trainee, student not gainfully employed Other Total Germany: of which Baden-Württemberg 16 13 12 13 2 16 1 Bavaria Berlin Brandenburg Mecklenburg-West Pommerania Area of responsibility Lower Saxony North Rhine-Westphalia Rhineland-Palatinate Saarland Area of responsibility
Management
Research/development/design
Planning/work preparation
Manufacture/production
Production, quality control
Buying/procurement
Finance/accounting, controlling
Administration/organization/personnel/
social welfare/training
Marketing/sales/advertising/PR
Storage/material management/logistics/
transport Saxony Saxony-Anhalt Schleswig-Holstein Thuringia Total Foreign:
of which EU
Rest of Europe 54 15 transport
Maintenance/repairs
Assembly/new construction
Information, communication technology (EDP) Africa North America 8 South and Central America Middle East East Asia Other Student, not gainfully employed Australia Frequency of visits to trade fair Elektrotechnik/TechnoCOM 2000 Elektrotechnik/TechnoCOM 1998 Elektrotechnik/TechnoCOM 1998 Elektrotechnik 1997 Earlier events First visit Economic sector
Electrical skilled trade
other skilled trades
Electrical engineering/electronics industry 27 49 20 34 37 22 Other industry Electrical wholesale trade Electrical retail trade Size of company/organization:

Number of employees:

1 - 9 26 200- 499
10 - 49 19 500- 999
50 - 99 8 1 000- 999
100 - 199 8 10 000 and more

Student, not gainfully employed Electrical retail trade
Other wholesale and retail trade
Energy-supply companies
Engineering, planning office, architects
Service companies/telecommunications
Specialist authority, administration
Training institution
Other % 9 Other Student, not gainfully employed Length of stay

1. Length of stay (days):
one 90 three
two 8 four Influence on purchasing/ procurement decisions Decisively Collectively In an advisory capacity No 21 2. Average length of stay 1,1 days 3. Share of visitors on the event's days: 1st day 27 3rd day 30 2nd day 30 4th day 27

Elektrotechnik, Dortmund

Conducted by: Gelszus Messe-Marktforschung

	Inter-	tabac,	Dortmund	
Total nur	nber of visitors	4 168	Position in the company/organization	%
Proportio	n of trade visitors	89 %	Entrepreneur, partner, self-employed	59
Region of residence		%	Managing director, board member, head of an authority etc.	11
over 100 km away		61	Senior department head, other employee	
Total Gerr	many:	89	with managerial responsibility Department head, group head	5 8
of which	Baden-Wrttemberg	6	Other salaried staff	9
	Bavaria Berlin	7 2	Other public service	-
	Brandenburg	-	Skilled worker Lecturer, teacher, scientific assistant	1
	Bremen	3	Trainee, student	4
	Hamburg Hesse	2 5	not gainfully employed	1
	Mecklenburg-West Pommera		Other	2
	Lower Saxony	9	Area of responsibility Management	<u>%</u>
	North Rhine-Westphalia Rhineland-Palatinate	53 3	Research/development/design	6
	Saarland	1	Planning/work preparation	12
	Saxony	i	Manufacture/production	4
	Saxony-Anhalt	-	Production, quality control Buying/procurement	5 35
	Schleswig-Holstein Thuringia	2 2	Finance/accounting, controlling	16
T . 15	-		Administration/organization/personnel/	
Total Fore	eign: FU	<u>11</u> 57	social welfare/training Marketing/sales/advertising/PR	12 20
or writeri	Rest of Europe	33	Storage/material management/logistics/	20
	Africa .	-	transport	14
	North America	7	Maintenance/repairs	4 6
	South and Central America Middle East		Information, communication technology (EDP) Other	8
	East Asia	2	Student, not gainfully employed	2
	Australia	-	Frequency of visits to trade fair	%
Economic		%	2000	50
	/foreign trade	14	1999 1998	42 33
Retail trac Skilled tra		62 3	1997	28
Industry	ues	11	Earlier events	20
Service [*]		5	First visit	33
Other	not gainfully employed	3	Size of company/organization: Number of employees:	%
		2	1 - 9 67 200- 499	4
procurem	on purchasing/ ent decisions	%	10 - 49 10 500- 999	3
Decisively		55	50 - 99 5 1 000 - 9 999 100 - 199 4 10 000 and more	2
Collective		24	100 - 199 4 10 000 and more Student, not gainfully employed	2
In an advi	sory capacity	12 9	Length of stay	%
NO		,	1. Length of stay (days):	
			one 80 three 6 two 14	
			2. Average length of stay 1,3 o	days
			3. Share of visitors on the event's days: 1st day 28 3rd day 65 2nd day 34	%
			Conducted by: Gelszus Messe-Marktforschung GmbH, Dortmund	_

	A + /	A, D	üsseldorf	
un	nber of visitors 48	882	Position in the company/organization	
rtio	n of trade visitors	98 %	Entrepreneur, partner, self-employed	
of	f residence	%	Managing director, board member, head of an authority etc.	
	km away	63	Senior department head, other employee	
ern	many:	85	with managerial responsibility	
nich	Baden-Württemberg	8	Department head, group head	
men	Bayaria	6	Other salaried staff Other public service	
	Berlin	ĭ	Skilled worker	
	Brandenburg	- 1	Lecturer, teacher, scientific assistant	
	Bremen	1	Trainee, student	
	Hamburg	1	Other	
	Hesse	5		
	Mecklenburg-West Pommerania		Area of responsibility	
	Lower Saxony	7	Management	
	North Rhine-Westphalia	44	Research/development/design	
	Rhineland-Palatinate	5	Planning/work preparation	
	Saarland	1	Manufacture/production	
	Saxony	2	Production, quality control Buying/procurement	
	Saxony-Anhalt	1	Finance/accounting, controlling	
	Schleswig-Holstein	2	Administration/organization/personnel/	
	Thuringia	1	social welfare/training	
al Fore	ian:	16	Marketing/sales/advertising/PR	
which	FU	11	Storage/material management/logistics/	
VIIICII	Rest of Europe	2	transport	
	Africa	-	Maintenance/repairs	
	America	1	Occupational/industrial safety in compa-	
	Asia	2	nies/public authorities	
	Australia	-	Company physician/medical service, in-	
		•	dustrial medicine	
	sector	<u>%</u>	Works council/personnel committee	
ver ind		7	Other	
	nanagement	2	Frequency of visits to trade fair	
ier indi de	ustry	27 12	1999	
ae led tra	dae	4	1997	
	ges echnical management consulting		Earlier events	
		6	First visit	
	" liability insurance association tection institution	4	Size of company/organization:	
	ervisory authority	2	Number of employees:	
olic aut		11	1 - 9 9 200- 499	
	/college/polytechnic	3	10 - 49 11 500- 999	
ner	conege, pory teernine	14	50 - 99 6 1 000 - 9 999	
			100 - 199 8 10 000 and more	
	on purchasing/	%	N/A	
	ent decisions	16	Length of stay	
isively lectivel		33	1. Length of stay (days):	
		33 36	one 62 four 9	
iii auvi	sory capacity	16	two 20	
		10	three 10	
			2. Average length of stay 1,7 o	
				•

Trade Fair for interior decoration and design, Dortmund

Total nur	nber of visitors	10 314	Position in the co
Proportio	on of trade visitors	96 %	Entrepreneur, part Managing director
Region o	f residence	%	an authority et
over 100		58	Senior departmen
	•		with manageri
Total Geri		98	Department head
of which	Baden-Württemberg	2	Other salaried staf
	Bavaria	2	Other public servi
	Berlin	2 1	Skilled worker
	Brandenburg Bremen	1	Lecturer, teacher,
	Hamburg	1	Trainee, student
	Hesse	10	not gainfully emp
	Mecklenburg-West Pommera		Other
	Lower Saxony	15	Area of responsi
	North Rhine-Westphalia	56	Management
	Rhineland-Palatinate	5	Research/develop
	Saarland	1	Planning/work pre
	Saxony	1	Manufacture/prod
	Saxony-Anhalt	-	Production, quality Buying/procurement
	Schleswig-Holstein	2	Finance/accountin
	Thuringia	1	Administration/ord
Total Fore	eian:	2	social welfare/
of which	FU	56	Marketing/sales/ad
	Rest of Europe	19	Storage/material r
	Africa	6	transport
	North America	6	Maintenance/repa
	South and Central America	-	Information, commi
	Middle East	-	Other
	East Asia	13	Student, not gaint
	Australia	-	Frequency of vis
Economi	sector	%	2000
Industry		8	1999
	e/foreign trade	7	1998
Retail trac		29	1997
Skilled tra	ides	48	Earlier events First visit
Service	, , , ,	4	
	/public services	2	Size of company
Other		1 2	Number of emplo
Student, I	not gainfully employed	2	1 - 9 60
	on purchasing/	%	10 - 49 18 50 - 99 4
	nent decisions		50 - 99 100 - 199
Decisively		39	Studer
Collective		27	
	isory capacity	16	Length of stay 1. Length of stay (
No		19	
			one 87 two 10
			2. Average length

ition and acsign, Dortman	—
Position in the company/organization	%
Entrepreneur, partner, self-employed	49
Managing director, board member, head of	
an authority etc.	6
Senior department head, other employee	
with managerial responsibility	4
Department head, group head	7
Other salaried staff	11
Other public service	
Skilled worker	5
Lecturer, teacher, scientific assistant	.2
Trainee, student	14
not gainfully employed Other	-
	2
Area of responsibility	%
Management	42
Research/development/design	8
Planning/work preparation	27
Manufacture/production	43
Production, quality control	15 36
Buying/procurement Finance/accounting, controlling	18
Administration/organization/personnel/	18
social welfare/training	16
Marketing/sales/advertising/PR	17
Storage/material management/logistics/	17
transport	16
Maintenance/repairs	15
Information, communication technology (EDP)	11
Other	17
Student, not gainfully employed	2
Frequency of visits to trade fair	%
2000	47
1999	45
1998	41
1997	38
Earlier events	32
First visit	29
Size of company/organization:	
Number of employees:	%
1 - 9 66 200- 499	3
10 - 49 18 500- 999	1
50 - 99 4 1 000 - 9 999	i
100 - 199 3 10 000 and more	2
Student, not gainfully employed	2
Length of stay	%
1. Length of stay (days):	
one 87 three 3	
two 10	
2. Average length of stay 1,2 d	ays
3. Share of visitors on the event's days:	%
1st day 38 3rd day 38	
2nd day 39	

Conducted by: Gelszus Messe-Marktforschung GmbH, Dortmund

BEAUTY International, Düsseldorf

Total res	nber of visitors 5	2 700
	on of trade visitors	90 %
	f residence	%
over 100		49
Total Gerr	•	94
of which	Baden-Württemberg	4
or willen	Bavaria	3
	Berlin	1
	Brandenburg	-
	Bremen	1
	Hamburg	1
	Hesse	6
	Mecklenburg-West Pommerani	a 1 7
	Lower Saxony North Rhine-Westphalia	60
	Rhineland-Palatinate	6
	Saarland	ĭ
	Saxony	2
	Saxony-Anhalt	1
	Schleswig-Holstein	1
	Thuringia	1
Total Fore	eign:	6
of which	EU	4
	Rest of Europe	1
	Africa	-
	North America South and Central America	-
	Asia	1
	Australia	
Economic		%
Cosmetic		38
Nail studi		10
Foot care	practice	14
Massage		1
Tanning s		6
Fitness ce	rm, wellness facilities	2 1
Hairdressi		6
Perfumery		3
Polytechn		3
Industry		3
Trade		1
Service		3
Other		8
	on purchasing/	%
Decisively	nent decisions	52
Collective		23
	isory capacity	17
No	,	8

Position in the company/org	anization %
Entrepreneur, partner, self-emp	oloyed 62
Managing director, board men	nber, head of
an authority etc.	2
Senior department head, othe	
with managerial responsibi	
Department head, group head	
Other salaried staff	11
Other public service	1
Skilled worker	. 4
Lecturer, teacher, scientific ass	
Trainee, student	. 8
Other	10
Area of responsibility	%
Management	43
Research/development/design	2
Planning/work preparation	2
Manufacture/production	4
Production, quality control	
Buying/procurement	10
Finance/accounting, controlling	
Administration/organization/pe	
social welfare/training	1 5
Marketing/sales/advertising/PR Storage/material management	
transport	/logistics/
Maintenance/repairs	i
Other	30
Frequency of visits to trade	
2000	
1999	52 44
Earlier events	30
First visit	27
Size of company/organizatio	n: %
Number of employees:	00- 499 1
	00- 9 999 - 00 and more 2
100 - 199 1 10 00	N/A 9
1 th f t	
Length of stay	<u>%</u>
1. Length of stay (days):	
one 75 two 20	
tinee o	
2. Average length of stay	1,3 days
3. Share of visitors on the ever	nt's days: %
	/0

Conducted by: Walter & Partner, Basel

3. Share of visitors on the event's days:

	ENV	ITEC, I	Düsseldorf
Total nun	nber of visitors	20 161	Position in the company/organization
Proportio	n of trade visitors	98 %	Entrepreneur, partner, self-employed
_	f residence	%	Managing director, board member, head of an authority etc.
over 100 l		62	Senior department head, other employee
Total Gerr	,	77	with managerial responsibility
	Baden-Württemberg	7	Department head, group head Other salaried staff
o	Bavaria	5	Other public service
	Berlin	1	Skilled worker
	Brandenburg	2	Lecturer, teacher, scientific assistant
	Bremen	1	Trainee, student
	Hamburg	2	Other
	Hesse Mecklenburg-West Pommera	nia -	Area of responsibility
	Lower Saxony	1111a - 8	Management
	North Rhine-Westphalia	59	Research/development/design
	Rhineland-Palatinate	5	Planning/work preparation
	Saarland	1	Manufacture/production
	Saxony	2	Production, quality control Buying/procurement
	Saxony-Anhalt	1	Finance/accounting, controlling
	Schleswig-Holstein	2	Administration/organization/personnel/
	Thuringia	1	social welfare/training
Total Fore		23	Marketing/sales/advertising/PR
of which		49	Storage/material management/logistics/
	Rest of Europe	21	transport
	Africa North America	5 3	Maintenance/repairs Other
	South and Central America	3	
	Asia	17	Frequency of visits to trade fair
	Australia	3	1998
conomic	cector	%	Earlier events
ower ind			First visit
	nanagement	12	Size of company/organization:
ndustry		25	Number of employees:
Nater trea		12	1 - 9 16 200- 499
Mining in		1	10 - 49 20 500- 999
Skilled tra Frade	aes	1 6	50 - 99 8 1 000 - 9 999
i rade Service		15	100 - 199 8 10 000 and more N/A
Public aut	hority	8	
	/college/polytechnic	6	Length of stay
Other	3 . F . 7	8	1. Length of stay (days): one 75 four 2
nfluence	on purchasing/		two 17
	ent decisions	%	three 6
Decisively		21	2. Average length of stay 1,4
Collective		37	, ,
	sory capacity	24	3. Share of visitors on the event's days: 1st day 24 4th day 24
No		18	2nd day 24 4th day 24
			3rd day 28

Conducted by: Walter & Partner, Basel

		K, Düs	seldorf	
otal nun	nber of visitors	227 934	Position in the company/organization	9/
roportio	n of trade visitors	97 %	Entrepreneur, partner, self-employed	1.
•		%	Managing director, board member, head of an authority etc.	13
ver 100 l	f residence	84	Senior department head, other employee	1.
	,		with managerial responsibility	1
otal Gerr		48	Department head, group head	2
or which	Baden-Württemberg Bayaria	7 6	Other salaried staff	1
	Berlin	1	Other public service Skilled worker	
	Brandenburg		Lecturer, teacher, scientific assistant	
	Bremen	-	Trainee, student	é
	Hamburg	1	Other	
	Hesse	. 4	Area of responsibility	9
	Mecklenburg-West Pommer	anıa - 4	Management	2
	Lower Saxony North Rhine-Westphalia	20	Research/development/design	2
	Rhineland-Palatinate	4	Planning/work preparation	-
	Saarland	- 1	Manufacture/production	18
	Saxony	1	Production, quality control	1
	Saxony-Anhalt	1	Buying/procurement Finance/accounting, controlling	-
	Schleswig-Holstein	1	Administration/organization/personnel/	
	Thuringia	1	social welfare/training	
otal Fore		52	Marketing/sales/advertising/PR	9
of which	EU	26	Storage/material management/logistics/	
	Rest of Europe	7	transport	
	Africa North America	3	Maintenance/repairs Other	
	South and Central America	4		
	Asia	8	Frequency of visits to trade fair	45
	Australia	1	1995	34
conomic	sector	%	Earlier events	25
	ods manufacturing	25	First visit	40
hemical		14	Size of company/organization:	
	al engineering	10	Number of employees:	%
	le construction	4	1 - 9 10 200- 499	15
	engineering/electronics	4	10 - 49 16 500- 999	9
Other ind		16	50 - 99 12 1 000 - 9 999	14
killed tra rade	aes	3 11	100 - 199 13 10 000 and more N/A	3
ervice		5		
ublic aut	hority	1	Length of stay	%
	/college/polytechnic	5	1. Length of stay (days): one 41 four 7 seven	- 2
Other		3	two 25 five 3 eight	2
nfluence	on purchasing/	01	three 15 six 2	
	ent decisions	%	2. Average length of stay 2,4 c	łav.
Decisively		27	, ,	,
ollective		34	Share of visitors on the event's days:	%
	sory capacity	24		
10		15		

tal mur	mber of visitors 4	1 887	Position in the company/organization
	on of trade visitors	99 %	Entrepreneur, partner, self-employed
	f residence	99 % %	Managing director, board member, head of an authority etc.
	km away	68	Senior department head, other employee
	•		with managerial responsibility
tal Gerr	Baden-Württemberg	69 8	Department head, group head
WIIICII	Bavaria	5	Other salaried staff
	Berlin	1	Other public service Skilled worker
	Brandenburg	i	Lecturer, teacher, scientific assistant
	Bremen	-	Trainee, student
	Hamburg	1	Other
	Hesse	6	Area of responsibility
	Mecklenburg-West Pommerani		Management
	Lower Saxony	4	Research/development/design
	North Rhine-Westphalia Rhineland-Palatinate	37 4	Planning/work preparation
	Saarland	1	Manufacture/production
	Saxony	1	Production, quality control
	Saxony-Anhalt	i	Buying/procurement
	Schleswig-Holstein	1	Finance/accounting, controlling
	Thuringia	-	Administration/organization/personnel/
otal Fore	sian:	31	social welfare/training Marketing/sales/advertising/PR
which		17	Storage/material management/logistics/
WITHCIT	Rest of Europe	5	transport
	Africa	2	Maintenance/repairs
	North America	1	Automation, technical engineering
	South and Central America	2	IT management
	Asia	4	Other
	Australia	-	Frequency of visits to trade fair
onomi	sector	%	1999
ower inc		9	1995
	lities and disposal management	4	Earlier events
	engineering/electronics	13	First visit
	industry/pharmaceutical industry		Size of company/organization:
acnine a ther ind	and plant construction	7 24	Number of employees:
cilled tra		24	1 - 9 8 200- 499 10 - 49 14 500- 999
ade	iuc.	5	50 - 99 9 1 000 - 999
ervice		12	100 - 199 7 1000- 9 999
ublic aut	thority	2	Length of stay
niversity	/college/polytechnic	4	1. Length of stay (days):
ther		3	one 64 four 2
fluence	on purchasing/	•	two 25
	nent decisions	%	three 7
ecisively		20	2. Average length of stay 1,5
ollective		42	
	isory capacity	26	Share of visitors on the event's days:
lo		13	

MEDICA, Düsseldorf (2000)

Conducted by: Walter & Partner, Basel

Total nun	nber of visitors 1	28 297
Proportio	on of trade visitors	98 %
	f residence	%
over 100 l	km away	67
Total Gerr	many:	73
of which	Baden-Württemberg	9
	Bavaria	7
	Berlin	3
	Brandenburg	1
	Bremen	1
	Hamburg	2
	Hesse	7
	Mecklenburg-West Pommerar	nia 1
	Lower Saxony	6
	North Rhine-Westphalia	52
	Rhineland-Palatinate	6
	Saarland	1
	Saxony	i
	Saxony-Anhalt	i
	Schleswig-Holstein	2
	Thuringia	1
T-4-1 F	3	
Total Fore		27
of which	EU	46
	Rest of Europe	20
	Africa	8
	North America	6
	South and Central America	4
	Asia	15
	Australia	2
Economic	sector	%
Practice		13
	boratory/institute	6
Hospital/c		29
	tion facility/nursing home	2
Industry		14
Medicine	and sanitary/medical specialist	10
trade		10
Pharmacy		1
Other trac	de	3
Service		9
Public aut	thority	2
	/college/polytechnic	3
In training		5
Other	•	5
Influence	on purchasing/	•
	ent decisions	%
Decisively		28
Collective	ly	33
In an advi	isory capacity	22

Position in the company/organization	%				
Entrepreneur, partner, self-employed	20				
Managing director, board member, head of an authority etc.					
Senior department head, other employee					
with managerial responsibility	6				
Department head, group head Other salaried staff	19 17				
Other public service	7				
Skilled worker	3				
Lecturer, teacher, scientific assistant Trainee, student	3 8				
Other	7				
Area of responsibility	%				
Management	23				
Research/development/design	11				
Planning/work preparation Manufacture/production	4				
Production, quality control	2				
Buying/procurement	6				
Finance/accounting, controlling Administration/organization/personnel/	2				
social welfare/training	5				
Marketing/sales/advertising/PR	12				
Storage/material management/logistics/					
transport Maintenance/repairs	5				
Other	28				
Frequency of visits to trade fair	%				
1999	41				
1998 1997	40 35				
Earlier events	28				
First visit	33				
Size of company/organization:	%				
Number of employees: 1 - 9 24 200- 49					
10 - 49 20 500- 99					
50 - 99 7 1 000 - 9 99					
100 - 199 8 10 000 and mor					
Length of stay 1. Length of stay (days):	<u>%</u>				
one 59 four 10					
two 21					
three 11					
2. Average length of stay 1,7	7 Tage				
3. Share of visitors on the event's days:	%				
1st day 28 4th day 18					
2nd day 28 3rd day 27					
,					

	Pro W	/ein,	Düsseldorf	
Total nur	mber of visitors	24 289	Position in the company/organization	%
		94 %	Entrepreneur, partner, self-employed	51
_	f residence	%	Managing director, board member, head of an authority etc.	9
over 100		73	Senior department head, other employee	-
Total Gerr	many:	86	with managerial responsibility Department head, group head	5 13
of which	Baden-Württemberg	10	Other salaried staff	8
	Bavaria	7	Other public service	1
	Berlin Brandenburg	1 1	Skilled worker	3
	Bremen	i	Lecturer, teacher, scientific assistant	1
	Hamburg	3	Trainee, student Other	6 4
	Hesse	8		%
	Mecklenburg-West Pommeran		Area of responsibility Management	50
	Lower Saxony	5	Research/development/design	2
	North Rhine-Westphalia Rhineland-Palatinate	30 15	Planning/work preparation	3
	Saarland	13	Manufacture/production	5
	Saxony	i	Production, quality control	- 1
	Saxony-Anhalt	i	Buying/procurement	15
	Schleswig-Holstein	1	Finance/accounting, controlling Administration/organization/personnel/	1
	Thuringia	-	social welfare/training	1
Total Fore	eian:	15	Marketing/sales/advertising/PR	12
of which	EU	11	Storage/material management/logistics/	
	Rest of Europe	2	transport	1
	Africa	-	Other	11
	North America South and Central America	1	Frequency of visits to trade fair	%
	Asia		2000	45
	Australia		1999	37
F			Earlier events First visit	20 40
Economic	spirits trade	<u>%</u> 21		40
	, exporters	9	Size of company/organization: Number of employees:	%
Wholesale		13	1 - 9 54 200- 499	4
	cery trade	13	10 - 49 21 500- 999	2
Catering/l	notéls	18	50 - 99 6 1 000 - 9 999	3
Service		7	100 - 199 4 10 000 and more	2
	e, manufacturing sector,	12	N/A	4
accessorie	es ociations, institutions	2	Length of stay	%
	/college/polytechnic	1	1. Length of stay (days):	
Other	/conege/polyteenine	5	one 60	
Influence	on purchasing/		two 29 three 12	
	ent decisions	%		
Decisively		50	2. Average length of stay 1,5 c	,
Collective		26	Share of visitors on the event*s days:	%
In an advi	isory capacity	15		
No		9		

Conducted by: Walter & Partner, Basel

	REHA	Care,	Düsseldorf
Total nun	nber of visitors	48 678	Position in the company/
Proportio	n of trade visitors	76 %	Entrepreneur, partner, self-
Region of	f residence	%	Managing director, board an authority etc.
over 100 l		59	Senior department head, o
Total Gerr	•	85	with managerial respor
of which	Baden-Württemberg	5	Department head, group h
0	Bavaria	4	Other salaried staff Other public service
	Berlin	1	Skilled worker
	Brandenburg	1	Lecturer, teacher, scientific
	Bremen Hamburg	1 2	Trainee, student
	Hesse	6	Other
	Mecklenburg-West Pommera		Area of responsibility
	Lower Saxony	6	Management Research/development/des
	North Rhine-Westphalia	50	Planning/work preparation
	Rhineland-Palatinate Saarland	5 1	Manufacture/production
	Saxony	i	Production, quality control
	Saxony-Anhalt	1	Buying/procurement
	Schleswig-Holstein	1	Finance/accounting, contro Administration/organizatio
	Thuringia	1	social welfare/training
Total Fore		15	Marketing/sales/advertising
of which	EU	12	Storage/material managem
	Rest of Europe Africa	2	transport
	North America	1	Maintenance/repairs Other
	South and Central America		Frequency of visits to tra
	Asia	1	2000
	Australia	-	1999
Economic		%	Earlier events
	naterials/supplies industry, oth	ier 6	First visit
industry	die tundo	10	Size of company/organiz
Orthopaed Medicine	and sanitary/medical specialist		Number of employees:
trade	arra sarmary/mearear specialise	10	10 - 49 24
Hospital/c	linic	7	50 - 99 11
	nedical laboratory/institute	2	100 - 199 11 1
	tion facility/nursing home nt nursing services	16 3	
Special fac		7	Length of stay
	s, cost carriers	4	1. Length of stay (days): one 76 four
	ions for the disabled / transpo	rt 5	two 18
	n for the disabled		three 4
University, Service	/college/polytechnic	5 7	2. Average length of stay
Public aut	hority	6	, ,
Other		13	3. Share of visitors on the
	on purchasing/	%	
Decisively	ent decisions	22	
Collectivel	v	33	
	sory capacity	28	
No	•	17	

ntrepreneur, partner,	self-employed	12
Managing director, boa	ard member, head of	_
an authority etc.	d ather ampleuse	6
enior department hea with managerial res	na, otner employee	3
epartment head, grou	in head	14
ther salaried staff	ар псии	20
ther public service		13
killed worker		8
ecturer, teacher, scien	tific assistant	5
rainee, student		13
other		8
rea of responsibility	1	%
Nanagement		16
esearch/development		4
lanning/work prepara Nanufacture/productio		3 6
roduction, quality cor		1
uying/procurement		6
inance/accounting, co	ontrolling	1
dministration/organiz	ation/personnel/	
social welfare/traini	ng	13
Narketing/sales/advert		5
torage/material mana	gement/logistics/	
transport Maintenance/repairs		1
other		41
requency of visits to	trado fair	%
000	ruuc iuii	38
999		39
arlier events		47
irst visit		38
ize of company/orga	nization:	%
lumber of employees: 1 - 9 16	200- 499	10
10 - 49 24	500- 999	6
50 - 99 11	1 000- 9 999	10
100 - 199 11	10 000 and more	4
	N/A	8
ength of stay		%
. Length of stay (days		
one 76 four	r 3	
two 18		
three 4		
. Average length of st	ay 1,3 c	lays
. Share of visitors on t	the event's days:	%
	,	

Conducted by: Walter & Partner, Basel

PSI, Düsseldorf 8 787 Total number of visitors Proportion of trade visitors 100 % Region of residence over 100 km away **%** 89 over 100 km avez Total Germany: of which Baden-Württemberg Bavaria Berlin Brandenburg Bremen Hamburg Hesse 35 11 13 1 1 Hamburg Hesse Mecklenburg-West Pommerania Lower Saxony North Rhine-Westphalia Rhineland-Palatinate Saarland Saxony Saxony-Anhalt Schleswig-Holstein Thuringia Total Foreign: of which EU Rest of Europe Africa North America South and Central America Middle East East Asia Australia 65 26 2 3 2 2 1 Australia Economic sector Advertising agency Full-service agency Importer Froducer, supplier Skilled trades Industry Wholesale/foreign trade Service Authority/public services Student, not gainfully employed Other % 27 20 11 11 3 3 19 4 1 1 3 Influence on purchasing/ procurement decisions Decisively Collectively In an advisory capacity No % 55 31 10 4

sseidori	
Position in the company/organization	%
Entrepreneur, partner, self-employed Managing director, board member, head of	42
an authority etc.	23
Senior department head, other employee	_
with managerial responsibility Department head, group head	5 10
Other salaried staff	15
Other public service	-
Skilled worker Lecturer, teacher, scientific assistant	1
Trainee, student	2
not gainfully employed Other	2
Area of responsibility	%
Management	49
Research/development/design	14
Planning/work preparation Manufacture/production	17 13
Production, quality control	9
Buying/procurement	41
Finance/accounting, controlling Administration/organization/personnel/	16
social welfare/training	12
Marketing/sales/advertising/PR Storage/material management/logistics/	52
transport	9
Maintenance/repairs	3
Information, communication technology (EDP) Student, not gainfully employed	8 1
Other	5
Frequency of visits to trade fair	%
2000 1999	49 47
1998	38
1997	33
Earlier events First visit	29 31
Size of company/organization:	
Number of employees:	%
1 - 9 63 200 499	1
10 - 49 24 500- 999 50 - 99 5 1 000- 9 999	1
100 - 199 2 10 000 and more	-
Student, not gainfully employed	1
Length of stay 1. Length of stay (days):	%
one 24 three 43	
two 33	
2. Average length of stay 2,2 d	ays
3. Share of visitors on the event's days:	%
1st day 68 3rd day 67 2nd day 85	
Ziiu uay 03	

Conducted by: Gelszus Messe-Marktforschung GmbH, Dortmund

VisCom, Düsseldorf

	1.000	, -	
Total nun	nber of visitors	8 447	Positio
Proportio	n of trade visitors	97 %	Entrep
	%	Manag an	
Region of over 100	71	Senior	
		wit	
Total Gerr		74	Depart
of which	Baden-Württemberg	7	Other
	Bavaria	6	Other
	Berlin Brandenburg	3 2	Skilled
	Bremen	1	Lecture
	Hamburg	2	Traine
	Hesse	5	Other
	Mecklenburg-West Pommerania	a -	Area c
	Lower Saxony	10	Manag
	North Rhine-Westphalia	47	Resear Plannii
	Rhineland-Palatinate	7	Manuf
	Saarland	2	Produc
	Saxony	4 1	Buying
	Saxony-Anhalt Schleswig-Holstein	1	Financ
	Thuringia	3	Admin
	3	_	SOC
Total Fore		26	Market
of which	EU Bost of Furance	50 30	Storag
	Rest of Europe Africa	50 6	trai Mainte
	North America	1	Informa
	South and Central America	2	Other
	Middle East	7	Studer
	East Asia	3	Freque
	Australia	1	1999
Economic	sector	%	1997
Industry		23	Sign E
Retail trac	le	10	Earlier
Skilled tra	des	22	First vi
	/foreign trade	8	Size o
Banks		1	Numbe
Service	,	28	1 -
Other	public services	1 6	10 -
	not gainfully employed	2	50 -
	· , , ,	2	100 -
	on purchasing/	%	Longel
	ent decisions		Lengtl 1. Lend
Decisively Collective		56 26	one
	sory capacity	10	two
No	soly capacity	8	thre
		Ū	2. Avei
			Z. AVCI

usseidori	
Position in the company/organization	%
Entrepreneur, partner, self-employed	51
Managing director, board member, head of an authority etc.	14
Senior department head, other employee	
with managerial responsibility	4
Department head, group head	13
Other salaried staff	7
Other public service Skilled worker	1
Lecturer, teacher, scientific assistant	
Trainee, student	7
Other	1
Area of responsibility	%
Management	50
Research/development/design	12
Planning/work preparation	26
Manufacture/production	37
Production, quality control	13
Buying/procurement	32
Finance/accounting, controlling	12
Administration/organization/personnel/ social welfare/training	10
Marketing/sales/advertising/PR	37
Storage/material management/logistics/	37
transport	9
Maintenance/repairs	11
Information, communication technology (EDP)	12
Other	8
Student, not gainfully employed	2
Frequency of visits to trade fair	%
1999	30
1997 Sign Europe 1995	18 17
Earlier events	16
First visit	58
Size of company/organization:	
Number of employees:	%
1 - 9 57 200- 499	4
10 - 49 24 500- 999	1
50 - 99 6 1 000 - 9 999	2
100 - 199 3 10 000 and more	1
Student, not gainfully employed	2
Length of stay	%
1. Length of stay (days):	
one 81	
two 11 three 8	
2. Average length of stay 1,3 d	ays
3. Share of visitors on the event's days:	%
1st day 35	/0
2nd day 51	
3rd day 41	
•	

ROOF + WALL, Essen

	-		, fishing, Erfurt
Total nun	nber of visitors 24	812	Position in the company/organization Entrepreneur, partner, self-employed
Proportio	n of trade visitors	5 %	Managing director, board member, head of
Region of	f residence	%	an authority etc.
over 100 l		24	Senior department head, other employee
	,	100	with managerial responsibility
Total Gerr		100	Department head, group head
oi wilich	Bavaria	3	Other salaried staff
	Berlin	-	Other public service Skilled worker
	Brandenburg	2	Lecturer, teacher, scientific assistant
	Bremen	-	Trainee, student
	Hamburg	-	Other
	Hesse	5	Area of responsibility
	Mecklenburg-West Pommerania		Management
	Lower Saxony North Rhine-Westphalia	3	Research/development/design
	Rhineland-Palatinate	-	Planning/work preparation
	Saarland		Manufacture/production
	Saxony	2	Production, quality control
	Saxony-Anhalt	5	Buying/procurement
	Schleswig-Holstein	2	Finance/accounting, controlling
	Thuringia	76	Administration/organization/personnel/
Total Fore	ian:		social welfare/training Marketing/sales/advertising/PR
of which			Storage/material management/logistics/
or writeri	Rest of Europe	_	transport
	Africa	-	Maintenance/repairs
	North America	-	Other
	South and Central America	-	Frequency of visits to trade fair
	Middle East	-	2000
	East Asia Australia	-	1999
	Australia	-	Earlier events
Economic		%	First visit
Wholesale		4	Size of company/organization:
	le/specialist trade	14	Number of employees:
Industry Skilled tra	dos	2	1 - 9 48 200 - 499
Agricultur		38	10 - 49 24 500- 999 50 - 99 16 1 000- 9 999
Tourism	_	9	100 - 199 7 10 000 and more
Other		26	Length of stay
Influence	on purchasing/		1. Length of stay (days):
	ent decisions	%	one 62
Decisively		38	two 5
Collective		26	three 33
ln an advi	sory capacity	21	2. Average length of stay 1,7 c
No		16	3. Share of visitors on the event's days:
			1st day 33
			2nd day 78
			3rd day 59

Conducted by: Messe Erfurt AG, Erfurt, Erfurt

	E - world	of	energy, Essen	
Total nun	nber of visitors	5 643	Position in the company/organization	%
Proportio	n of trade visitors	92 %	Entrepreneur, partner, self-employed Managing director, board member, head of	13
Region of	f residence	%	an authority etc.	8
over 100 l		41	Senior department head, other employee	
Total Gerr	nanv.	89	with managerial responsibility	8
of which		5	Department head, group head Other salaried staff	25 24
	Bavaria	4	Other public service	3
	Berlin	3	Skilled worker	2
	Brandenburg	-	Lecturer, teacher, scientific assistant	3
	Bremen Hamburg	1 1	Trainee, student	9
	Hesse	5	not gainfully employed Foreman, master craftsman	1
	Mecklenburg-West Pommerania		Other	2
	Lower Saxony	4	Area of responsibility	%
	North Rhine-Westphalia	73	Management	20
	Rhineland-Palatinate Saarland	2	Research/development/design	-8
	Saxony	2	Planning/work preparation	12
	Saxony-Anhalt	-	Manufacture/production	5
	Schleswig-Holstein	-	Production, quality control	11
	Thuringia	-	Buying/procurement Finance/accounting, controlling	11
Total Fore	ign:	11	Administration/organization/personnel/	-
of which	EU	59	social welfare/training	5
	Rest of Europe	32	Marketing/sales/advertising/PR	29
	Africa	-	Storage/material management/logistics/	_
	North America South and Central America	3 2	transport Maintenance/repairs	5
	Middle Fast	-	Information, communication technology (EDP)	11
	East Asia	2	Student, not gainfully employed	ģ
	Australia	2	Other	ç
Economic	sector	%	Frequency of visits to trade fair	%
Bank, brol	ker	2	2000	8
Broker	in dustra.	1	First visit	78
Electricity	oply company	18 13	Size of company/organization: Number of employees:	%
	daily press	1	1 - 9 16 200- 499	8
	nstitute, university	4	10 - 49 12 500- 999	7
Gas indus		4	50 - 99 7 1 000 - 9 999	20
	al company	5	100 - 199 9 10 000 and more	13
Dealers		4 9	Student, not gainfully employed	9
Industrial	stry, mineral oil industry	1	Length of stay	%
Municiple		3	1. Length of stay (days):	
Associatio		2	one 79 two 15	
	onstruction company	2	three 6	
Other		22	2. Average length of stay 1,3 c	12110
	not gainfully employed	9	3. Share of visitors on the event's days:	, au y 3 %
	on purchasing/ ent decisions	%	1st day 37	7/0
Decisively		20	2nd day 45	
Collective		32	3rd day 45	
In an advi	sory capacity	23		
No	•	25		
			Conducted by: Gelszus Messe-Marktforschung	
			GmbH, Dortmund	

Total nun	nber of visitors	40 793
Proportio	n of trade visitors	87 %
Region of	f residence	%
over 100	km away	56
Total Gerr		91
of which	Baden-Württemberg Bayaria	5 3
	Berlin	1
	Brandenburg	-
	Bremen Hamburg	1
	Hesse	6
	Mecklenburg-West Pommera	
	Lower Saxony North Rhine-Westphalia	10 59
	Rhineland-Palatinate	7
	Saarland	1
	Saxony Saxony-Anhalt	2 1
	Schleswig-Holstein	2
	Thuringia	3
Total Fore		9
of which	EU Rest of Europe	74 14
	Africa	2
	North America South and Central America	1 3
	Middle East	4
	East Asia	-
	Australia	3
Economic	sector	<u>%</u> 51
Roofers Carpenter	s	5
Plumbers		4
Other con other skill	struction sector	4
	ional engineers	3 3 3 3
Architect		3
	rice company naterials trade	3 6
Industry	naterials trade	7 2
	hority/administration	
Vocationa Other	I school/polytechnic/university	1 5
	not gainfully employed	4
	on purchasing/ ent decisions	%
Decisively		33
Collective		30 18
In an advi	sory capacity	18 19
		.,

Position in the company/organization	%
Entrepreneur, partner, self-employed Managing director, board member, head of	32
an authority etc.	6
Senior department head, other employee with managerial responsibility	3
Department head, group head	7
Other salaried staff	11
Other public service	2
Foreman, master craftsman	10
Skilled worker	11
Lecturer, teacher, scientific assistant Trainee, student	2 12
not gainfully employed	1
Other	3
Area of responsibility	%
Management	36
Research/development/design	10
Planning/work preparation	26
Manufacture/production	22 13
Production, quality control Buying/procurement	29
Finance/accounting, controlling	15
Administration/organization/personnel/	
social welfare/training	12
Marketing/sales/advertising/PR	16
Storage/material management/logistics/	14
transport Maintenance/repairs	15
Information, communication technology (EDP)	10
Other	43
Student, not gainfully employed	4
Frequency of visits to trade fair	%
Nürnberg 2000 Stuttgart 1999	27
Stuttgart 1999	24 21
Leipzig 1998 Bremen 1997	25
Earlier events	33
First visit	38
Size of company/organization:	%
Number of employees: 1 - 9 47 200- 499	4
10 - 49 27 500- 999 50 - 99 5 1 000- 9 999	3
10 - 49 27 500- 999 50 - 99 5 1 000- 9 999 100 - 199 4 10 000 and more	3 2
10 - 49 27 500- 999 50 - 99 5 1 000- 9 999 100 - 199 4 10 000 and more Student, not gainfully employed	3 2 4
10 - 49 27 500- 999 50 - 99 5 1 000- 9 999 100 - 199 4 10 000 and more Student, not gainfully employed Length of stay	3 2
10 - 49 27 500-999 50 - 99 5 1 000-9999 100 - 199 4 10 000 and more Student, not gainfully employed Length of stay 1. Length of stay (days):	3 2 4
10 - 49 27 500- 999 50 - 99 5 1000- 9999 100 - 199 4 10 000 and more Student, not gainfully employed Length of stay 1. Length of stay (days): one 79 three 4	3 2 4
10 - 49 27 500-999 50 - 99 5 1 000-999 100 - 199 4 10 000 and more Student, not gainfully employed Length of stay 1. Length of stay (days): one 79 three 4 two 14 four 3	3 2 4 %
10 - 49 27 500-999 50 - 99 5 1 000-999 100 - 199 4 10 000 and more Student, not gainfully employed Length of stay 1. Length of stay (days): one 79 three 4 two 14 four 3 2. Average length of stay 1,3 d	3 2 4 % ays
10 - 49 27 500- 999 50 - 99 5 1 000- 9 999 100 - 199 4 10 000 and more Student, not gainfully employed Length of stay 1. Length of stay (days): one 79 three 4 two 14 four 3 2. Average length of stay 1,3 d 3. Share of visitors on the event's days:	3 2 4 %
10 - 49 27 500-999 50 - 99 5 1 000-999 100 - 199 4 10 000 and more Student, not gainfully employed Length of stay 1. Length of stay (days): one 79 three 4 two 14 four 3 2. Average length of stay 1,3 d	3 2 4 % ays

Conducted by: Gelszus Messe-Marktforschung GmbH, Dortmund

FIBO - World Fair for Fitness and Leisure, Essen

otal nur	mber of visitors 5	7 308
Proportio	on of trade visitors	54 %
Region o	f residence	%
over 100	km away	72
Total Gerr	many:	80
of which	Baden-Württemberg	8
	Bavaria	7
	Berlin	2
	Brandenburg	2
	Bremen Hamburg	1
	Hamburg Hesse	8
	Mecklenburg-West Pommerani	
	Lower Saxony	11
	North Rhine-Westphalia	43
	Rhineland-Palatinate	6
	Saarland	1
	Saxony	3
	Saxony-Anhalt Schleswig-Holstein	2
	Thuringia	2
-4-1	3	_
otal Fore	Rest of Europe	20 15
WILL	Africa	3
	North America	3
	South and Central America	-
	Middle East	2
	East Asia	2
	Australia	_1
	EU	75
conomic	sector	%
ndustry		8
skilled tra Retail trac		6 8
	e/foreign trade	4
	on-commercial/profit-making	
rganizati		6
ervice		38
	/public services	6
	not gainfully employed	10
	tors of industry	14
	on purchasing/ nent decisions	%
Decisively		35
Collective		26
	isory capacity	16
n an advi No	isory capacity	24

ness and Leisure, Essen	
Position in the company/organization	%
Entrepreneur, partner, self-employed	40
Managing director, board member, head of an authority etc.	8
Senior department head, other employee	_
with managerial responsibility Department head, group head	9
Other salaried staff	15
Other public service	4
Skilled worker	2
Lecturer, teacher, scientific assistant	3
Trainee, student not gainfully employed	11 2
Other	5
Area of responsibility	%
Management	36
Research/development/design	5
Planning/work preparation	10
Manufacture/production	4
Production, quality control Buying/procurement	17
Finance/accounting, controlling	8
Administration/organization/personnel/	
social welfare/training	13
Marketing/sales/advertising/PR	17
Storage/material management/logistics/ transport	4
Maintenance/repairs	7
Information, communication technology (EDP)	5
Student, not gainfully employed	10
Other	16
Frequency of visits to trade fair	%
2000 1999	39 35
1998	30
1997	26
Earlier events	18
First visit	33
Size of company/organization: Number of employees:	%
1 - 9 45 200- 499	3
10 - 49 22 500- 999	4
50 - 99 4 1 000 - 9 999 100 - 199 3 10 000 and more	4
Student, not gainfully employed	10
Length of stay	%
1. Length of stay (days):	/3
one 75 three 4	
two 18 four 3	
2. Average length of stay 1,3 d	ays
3. Share of visitors on the event's days:	%
1st day 41 3rd day 28	
2nd day 47 4th day 19	

	IFLO,	Essen	
Total number of visitors	9 457	Position in the company/organization	%
Proportion of trade visitors	95 %	Entrepreneur, partner, self-employed Managing director, board member, head of	59
Region of residence	%	an authority etc.	4
over 100 km away	62	Senior department head, other employee	2
Total Germany:		with managerial responsibility Department head, group head	2 5
of which Baden-Württemberg	7	Other salaried staff	7
Bavaria Berlin	5 2	Other public service	1
Brandenburg	1	Skilled worker Lecturer, teacher, scientific assistant	6 2
Bremen	-	Trainee, student	13
Hamburg	1	not gainfully employed	1
Hesse Mecklenburg-West Pommera	7 ania -	Other	- 1
Lower Saxony	ı - 7	Area of responsibility	%
North Rhine-Westphalia	53	Management	49
Rhineland-Palatinate	8	Research/development/design Planning/work preparation	4 24
Saarland	1	Manufacture/production	43
Saxony Saxony-Anhalt	1	Production, quality control	12
Schleswig-Holstein	i	Buying/procurement	51
Thuringia	3	Finance/accounting, controlling	21
Total Foreign:		Information, communication technology (EDP) Administration/organization/personnel/	7
of which EU	72	social welfare/training	17
Rest of Europe	25	Marketing/sales/advertising/PR	19
Africa	-	Storage/material management/logistics/	
North America South and Central America	2	transport Maintenance/repairs	12 10
Middle East	-	Student, not gainfully employed	3
East Asia	2	Other	15
Australia	-	Frequency of visits to trade fair	%
Economic sector	%	2000	49
Florist's specialist business	61	1999	42
Retail garden store	8	1998 1997	33 25
Wholesale trade Garden centre	3 4	Earlier events	15
Cemetery + garden store	1	First visit	33
Florist wholesale trade	1	Size of company/organization:	%
Decorations	3	Number of employees:	
Gift articles, art and handicrafts Other sectors of industry	6 9	1 - 9 74 200- 499 10 - 49 15 500- 999	1
Student, not gainfully employed	3	50 - 99 3 1 000 - 999	1
Influence on purchasing/		100 - 199 2 10 000 and more	
procurement decisions	%	Student, not gainfully employed	3
Decisively	53	Length of stay	%
Collectively	24	1. Length of stay (days):	
In an advisory capacity No	11 11	one 88 three 2 two 9	
INU	- 11	2. Average length of stay 1,1 d	lavs
		3. Share of visitors on the event's days:	10y3 %
		1st day 36 3rd day 41 2nd day 37	70

Total IIai	nber of visitors 6	0 005
Proportio	n of trade visitors	93 %
	f residence	%
over 100 l	km away	75
Total Gerr	nany:	79
of which	Baden-Württemberg	11
	Bavaria	8
	Berlin	1
	Brandenburg Bremen	2
	Hamburg	
	Hesse	7
	Mecklenburg-West Pommerani	
	Lower Saxony	13
	North Rhine-Westphalia	42
	Rhineland-Palatinate	6
	Saarland Saxony	1
	Saxony-Anhalt	2
	Schleswig-Holstein	2
	Thuringia	1
Total Fore	ign:	21
of which	EU	76
	Rest of Europe	18
	Africa North America	2
	South and Central America	1
	Middle East	
	East Asia	3
	Australia	1
Economic		%
Plant prod Wholesale		17 9
Seed trad		1
End-sales		14
	hority, municipal garden depart-	
ment		_
	re and landscape gardening e designer	7
Garden ce		7
	company	8
Florist, sp	ecialist retailer	17
Full range		1
Student, r Other	not gainfully employed	6
	on purchasing/	۰.
procurem	ent decisions	%
Decisively	h.	38 28
Collective In an advi	sory capacity	28 15
iii aii auvi No	Jory capacity	19

IPM, Essen

Position in the company/organization	%
Entrepreneur, partner, self-employed	38
Managing director, board member, head of an authority etc.	6
Senior department head, other employee	_
with managerial responsibility	3
Department head, group head Other salaried staff	8 7
Other public service	2
Farmer Foreman, master craftsman	7 2 1 6 7 2
Skilled worker	7
Lecturer, teacher, scientific assistant	
Trainee, student	16 1
not gainfully employed Other	3
Area of responsibility	%
Management	39
Research/development/design Planning/work preparation	6 21
Manufacture/production	31
Production, quality control	11
Buying/procurement Finance/accounting, controlling	35 12
Administration/organization/personnel/	12
social welfare/training	14
Marketing/sales/advertising/PR Storage/material management/logistics/	16
transport	11
Maintenance/repairs (FDR)	9
Information, communication technology (EDP) Student, not gainfully employed	7 6
Other	15
Frequency of visits to trade fair	%
2000	42 45
1999 1998	38
1997	33
Earlier events First visit	24
Size of company/organization:	31
Number of employees:	%
1 - 9 54 200- 499	2
10 - 49 23 500- 999 50 - 99 5 1 000- 9 999	1
100 - 199 4 10 000 and more	2
Student, not gainfully employed	6
Length of stay	%
1. Length of stay (days): one 75 three 4	
one 75 three 4 two 20 four 2	
2. Average length of stay 1,3 d	ays
3. Share of visitors on the event's days:	%
1st day 30 3rd day 35	,,,
2nd day 37 4th day 31	

Conducted by: Gelszus Messe-Marktforschung GmbH, Dortmund

SCHWEISSEN & SCHNEIDEN, Essen

Total nur	nber of visitors 65	5 268
Proportio	on of trade visitors	98 %
	f residence	%
over 100	km away	79
Total Gerr	many:	54
of which	Baden-Württemberg	10
	Bavaria	6
	Berlin	-
	Brandenburg	2
	Bremen Hamburg	1
	Hesse	9
	Mecklenburg-West Pommerania	
	Lower Saxony	7
	North Rhine-Westphalia	49
	Rhineland-Palatinate	6
	Saarland	1
	Saxony	1
	Saxony-Anhalt Schleswig-Holstein	1 2
	Thuringia	2
T-4-1 F	-	_
Total Fore of which		46 66
OI WITICIT	Rest of Europe	20
	Africa	2
	North America	1
	South and Central America	3
	Middle East	2
	East Asia	4
	Australia	1
Economic		%
Energy in	dustry/water supplies/mining	4
Chemicais Plastics pr	industry/oil processing	5 1
Steel med	chanical and automotive	
enaineerii		39
Iron and r	non-ferrous metal products	15
Electrical optics	engineering/precision engineering	g/ 5
Building t	rade	2
Retail trac	le	3
Wholesale	trade	3 8 3 7
Research		3
Service		7
	tors of industry	8
	not gainfully employed	3
	on purchasing/ nent decisions	%
Decisively		28
Collective	ly	37
In an advi	isory capacity	21
No	•	14

Position in the company/organization	%
Entrepreneur, partner, self-employed	17
Managing director, board member, head of	_
an authority etc.	9
Senior department head, other employee with managerial responsibility	7
Department head, group head	20
Other salaried staff	14
Other public service	1
Skilled worker	8
Lecturer, teacher, scientific assistant	3
Trainee, student, not gainfully employed	6
Foreman, master craftsman Other	11
	_
Area of responsibility	% 25
Management Research/development/design	19
Planning/work preparation	18
Manufacture/production	33
Production, quality control	15
Buying/procurement	16
Finance/accounting, controlling	4
Administration/organization/personnel/	
social welfare/training	10
Marketing/sales/advertising/PR Storage/material management/logistics/	12
transport	5
Maintenance/repairs	13
Information, communication technology (EDP)	4
Student, not gainfully employed	3
Other	7
Frequency of visits to trade fair	%
1997	36
1993	22
1989 Earlier events	15
First visit	49
Size of company/organization:	
Number of employees:	%
1 - 9 19 200- 499	12
10 - 49 22 500 - 999	8
50 - 99 10 1 000 - 9 999	10
100 - 199 11 10 000 and more	6
Student, not gainfully employed	3
Length of stay	%
1. Length of stay (days):	
one 61 four 2 seven two 25 five 2	2
two 25 five 2 three 9 six 1	
11100 3 31%	
2. Average length of stay 1,7 c	lays
3. Share of visitors on the event's days:	%
1st day 21 4th day 27 7th day	19
	19

Conducted by: Gelszus Messe-Marktforschung GmbH, Dortmund

	Ambien	te, F	rankfurt/Main
Total nur	nber of visitors	53 705	Position in the comp
Proportio	n of trade visitors	91 %	Entrepreneur, partner, Managing director, bo
Region of	residence	%	an authority etc.
over 100		78	Senior department he
Total Gerr	nanv:	66	with managerial re
of which	Baden-Württemberg	17	Department head, gro Other salaried staff
	Bavaria	13	Other public service
	Berlin	2	Skilled worker
	Brandenburg	-	Lecturer, teacher, scien
	Bremen Hamburg	1 2	Trainee, student
	Hesse	25	Other
	Mecklenburg-West Pommera		Area of responsibility
	Lower Saxony	5	Management
	North Rhine-Westphalia	19	Research/developmen Planning/work prepara
	Rhineland-Palatinate	10	Manufacture/production
	Saarland Saxony	1 1	Production, quality co
	Saxony-Anhalt		Buying/procurement
	Schleswig-Holstein	1	Finance/accounting, c
	Thuringia	1	Administration/organia
Total Fore	ian:	34	social welfare/train Marketing/sales/adver
of which	EU	47	Storage/material mana
01 111111011	Rest of Europe	17	transport
	Africa	4	Maintenance/repairs
	North America	9	Other
	South and Central America	4	Frequency of visits to
	Asia Australia	19 1	2000
			1999
Economic		<u>%</u>	Earlier events First visit
	le/specialist retail trade sumer market, self-service	40	Size of company/org
departme		1	Number of employees
Departme		2	1 - 9 55
Mail order		3	10 - 49 18
Wholesale		10	50 - 99 5
Foreign tr		5 3	100 - 199 5
Commerci Skilled tra		3 7	Length of stay
Industry	acs	9	1. Length of stay (day
Service		10	one 49 fou two 21 five
	/college/polytechnic	2	three 15
Public aut	hority	1	
Other		8	2. Average length of s
	on purchasing/ ent decisions	%	3. Share of visitors on
Decisively		55	
Collective		24	
	sory capacity	14	
No		7	

Position in the company	//organi	zation	%
Entrepreneur, partner, sel			52
Managing director, board an authority etc.	membe	er, head of	13
Senior department head,	other ei	mplovee	13
with managerial respo	nsibility		4
Department head, group	head		10
Other salaried staff Other public service			9
Skilled worker			2
Lecturer, teacher, scientifi	c assista	int	1
Trainee, student			3
Other			5
Area of responsibility Management			<u>%</u> 45
Research/development/de	esian		43 6
Planning/work preparatio			3
Manufacture/production			5
Production, quality contro Buying/procurement	ol		1 16
Finance/accounting, cont	rollina		10
Administration/organizati		onnel/	•
social welfare/training			2
Marketing/sales/advertisin Storage/material manage		nictics/	11
transport	illelit/io	gistics/	1
Maintenance/repairs			1
Other			10
Frequency of visits to tr	ade fai	•	%
2000 1999			53 50
Earlier events			46
First visit			27
Size of company/organi	zation:		%
Number of employees:	200	400	5
1 - 9 55 10 - 49 18	200- 500-	499 999	4
50 - 99 5	1 000-	9 999	5
100 - 199 5	10 000	and more	3
Length of stay			%
1. Length of stay (days):	0		
one 49 four two 21 five	8 8		
three 15	0		
2. Average length of stay		2,1 c	lavs
3. Share of visitors on the	event's		, %
5. Share or visitors on the	CVCIICS	auys.	/0

European Banking Fair, Frankfurt/Main

CLEANROOMS EUROPE/Techmed, Frankfurt/Main

			•	
Total nur	mber of visitors 2	<u>595</u>	Position in the company/organization	9/
Proportio	on of trade visitors 9	9 %	Entrepreneur, partner, self-employed Managing director, board member, head of	9
Region o	f residence	%	an authority etc.	-
over 100		61	Senior department head, other employee	•
Total Gen	,	74	with managerial responsibility	34
	Baden-Württemberg	25	Other public service	1
OI WITICIT	Bavaria	10	Skilled worker	1
	Berlin	2	Lecturer, teacher, scientific assistant Trainee, student	1
	Brandenburg	1	Other salaried staff	38
	Bremen	-	Other	3
	Hamburg	2	Area of responsibility	%
	Hesse	28	Management	12
	Mecklenburg-West Pommerania	5	Research/development/design	17
	Lower Saxony	1	Planning/work preparation	15
	North Rhine-Westphalia Rhineland-Palatinate	8 4	Manufacture/production	19
	Saarland	1	Production, quality control	10
	Saxony	5	Buying/procurement	7
	Saxony-Anhalt	4	Finance/accounting, controlling	2
	Schleswig-Holstein	2	Administration/organization/personnel/	
	Thuringia	4	social welfare/training Marketing/sales/advertising/PR	11
Total Fore	eian:	26	Storage/material management/logistics/	111
of which			transport	1
	EU	79	Maintenance/repairs	2
	Rest of Europe	8	Other	3
	Africa	-	Frequency of visits to trade fair	%
	North America	-	2000	19
	South and Central America	3	Earlier events	3
	Middle East East Asia	5	First visit	78
			Size of company/organization:	%
Economic	sector	%	Number of employees:	
Industry		71	1 - 9 14 200- 499	14
Retail trac Service	ie	3 15	10 - 49 17 500- 999	7
	e/foreign trade	3	50 - 99 6 1 000 - 9 999 100 - 199 9 10 000 and more	25
Skilled tra		1		_
Public aut		1	Length of stay	%
Other	,	5	1. Length of stay (days): one 77 four 1	
Influence	on purchasing/		two 17	
	ent decisions	%	three 6	
Decisively	•	33	2. Average length of stay 1,3 o	dave
Collective		31	3. Share of visitors on the event's days:	,
	isory capacity	29	5. Share of visitors off the event's days:	%
No		7		

Total nun	nber of visitors	7 288
Proportio	n of trade visitors	100 %
Region of	residence	%
over 100 l	km away	37
Total Gerr	nany:	97
of which	Bavaria Berlin	9 9 1
	Brandenburg Bremen Hamburg Hesse	1 2 51
	Mecklenburg-West Pommeran Lower Saxony North Rhine-Westphalia Rhineland-Palatinate Saarland	
	Saxony Saxony-Anhalt Schleswig-Holstein Thuringia	- - 2
Total Fore	ign:	3
of which	EU Rest of Europe Africa North America South and Central America Middle East East Asia Australia	67 33 - - - - -

Economic sector Services/free-lance Industry Authority/public services

Influence on purchasing/ procurement decisions Decisively Collectively In an advisory capacity No

Position in the company/organization	%
Entrepreneur, partner, self-employed	9
Managing director, board member, head of	
an authority etc.	9
Senior department head, other employee with managerial responsibility	6
Department head, group head	23
Other salaried staff	48
Other public service	1
Skilled worker	-
Lecturer, teacher, scientific assistant	1
Trainee, student	4
Other	%
Area of responsibility Management	14
Research/development/design	13
Planning/work preparation	7
Manufacture/production	7
Production, quality control	1
Buying/procurement	3
Finance/accounting, controlling	11
Administration/organization/personnel/ social welfare/training	17
Marketing/sales/advertising/PR	24
Storage/material management/logistics/	2-1
transport	-
Maintenance/repairs	-
Consulting, e-commerce, EDP, security, re-	
search	10
Frequency of visits to trade fair	<u>%</u>
2000 Earlier events	41
First visit	-
Size of company/organization:	
Number of employees:	%
1 - 9 12 200- 499	13
10 - 49 15 500- 999	7
50 - 99 13 1 000 - 9 999	19
100 - 199 9 10 000 and more	11
Length of stay	%
1. Length of stay (days):	
one 88 two 9	
three 3	
2. Average length of stay 1,1 c	lays
3. Share of visitors on the event's days:	%
1st day 40	/0
2nd day 41	
3rd day 34	

Conducted by: P. E. Schall GmbH, Frickenhausen

Conducted by: INA Research GmbH, Schenefeld

International Franchise Exhibition, Frankfurt/Main

		5 610 86 %
		%
over 100	f residence km away	62
Total Gerr	•	96
of which	Baden-Württemberg	14
OI WINCII	Bavaria	10
	Berlin	2
	Brandenburg	1
	Bremen	1
	Hamburg Hesse	30
	Mecklenburg-West Pommerania	
	Lower Saxony	5
	North Rhine-Westphalia	21
	Rhineland-Palatinate	8 1
	Saarland Saxony	3
	Saxony-Anhalt	1
	Schleswig-Holstein	i
	Thuringia	2
Total Fore	eign:	4
of which	EU	50
	Rest of Europe	32
	Africa North America	11
	South and Central America	4
	Middle East	4
	East Asia	-
	Australia	-
Economic	sector	%
Industry		10
Skilled tra		9 11
	e/foreign trade	7
Mail order		2
	urance companies	2
Service		37
Associatio	n/society /press/media	1 3
	niversity, education	3 1
	not gainfully employed	11
Other	3 , . ,	8
Influence	on purchasing/	%
procurem	nent decisions	
Decisively		42
Collective	ly isory capacity	24 12
In an advi	isory capacity	22

xhibition, Frankfurt/Main	
Position in the company/organization	%
Entrepreneur, partner, self-employed	43
Managing director, board member, head of	
an authority etc.	10
Senior department head, other employee	
with managerial responsibility	4 11
Department head, group head Other salaried staff	13
Other public service	2
Skilled worker	1
Lecturer, teacher, scientific assistant	i
Trainee, student	7 5
not gainfully employed	5
Other	3
Area of responsibility	%
Management	32
Research/development/design	1
Planning/work preparation	6
Manufacture/production	5 2
Production, quality control Buying/procurement	8
Finance/accounting, controlling	8
Administration/organization/personnel/	
social welfare/training	9
Marketing/sales/advertising/PR	22
Storage/material management/logistics/	
transport	4
Maintenance/repairs	3
Information, communication technology (EDP) Student, not gainfully employed	7 11
Other	13
Frequency of visits to trade fair	%
Frankfurt 2000	9
Frankfurt 1999	9
Frankfurt 1998	7
Earlier events	9
First visit	77
Size of company/organization:	%
Number of employees:	70
1 - 9 43 200 - 499	6
10 - 49 22 500- 999	2
50 - 99 5 1 000 - 9 999	3
100 - 199 5 10 000 and more Student, not gainfully employed	4 11
Length of stay	%
1. Length of stay (days): one 89 four 1	
two 9	
three 1	
2. Average length of stay 1,1 d	lave
, ,	-
3. Share of visitors on the event's days:	%
1st day 31 3rd day 31 2nd day 28 4th day 25	
2nd day 28 4th day 25	

	HEIMTEX	TIL, F	rankfurt/Main
Total nu	mber of visitors	96 790	Position in the compa
Proporti	on of trade visitors	97 %	Entrepreneur, partner, s
Pegion o	of residence	%	Managing director, boa an authority etc.
	km awav	88	Senior department head
	,		with managerial res
Total Ger		50	Department head, grou
of which		18	Other salaried staff
	Bavaria Berlin	15 2	Other public service
	Brandenburg	1	Skilled worker
	Bremen		Lecturer, teacher, scient
	Hamburg	3	Trainee, student Other
	Hesse	19	
	Mecklenburg-West Pommeran	ia 1	Area of responsibility
	Lower Saxony	8	Management
	North Rhine-Westphalia	21	Research/development/
	Rhineland-Palatinate	6	Planning/work preparat Manufacture/production
	Saarland	1	Production, quality con
	Saxony	3	Buying/procurement
	Saxony-Anhalt	1 1	Finance/accounting, coi
	Schleswig-Holstein Thuringia	1	Administration/organiza
	•		social welfare/trainir
Total For		50	Marketing/sales/advertis
of which		49	Storage/material manag
	Rest of Europe	18	transport
	Africa North America	2 8	Maintenance/repairs Other
	South and Central America	2	
	Asia	20	Frequency of visits to
	Australia	2	2000 1999
F:		_	Earlier events
Economi		<u>%</u>	First visit
Mail orde	retail trade	25 2	
Wholesal		17	Size of company/orga Number of employees:
Foreign t		6	1 - 9 40
	cial agency	4	10 - 49 23
Skilled tr		8	50 - 99 8
Industry		26	100 - 199 8
Service		5	Length of stay
	y/college/polytechnic	1	1. Length of stay (days)
Other		6	one 39 four
Influence	on purchasing/	0/	two 27
	nent decisions	%	three 20
Decisivel	/	47	2. Average length of sta
Collective	ely	29	5 5
	risory capacity	16	3. Share of visitors on the
No		8	

Position in the company/organization	%
Entrepreneur, partner, self-employed	38
Managing director, board member, head of	
an authority etc. Senior department head, other employee	19
with managerial responsibility	7
Department head, group head	15
Other salaried staff	8
Other public service	1
Skilled worker	3 1
Lecturer, teacher, scientific assistant Trainee, student	3
Other	5
Area of responsibility	%
Management	45
Research/development/design	7
Planning/work preparation	3
Manufacture/production Production, quality control	8
Buying/procurement	12
Finance/accounting, controlling	1
Administration/organization/personnel/	
social welfare/training	1
Marketing/sales/advertising/PR Storage/material management/logistics/	12
transport	1
Maintenance/repairs	1
Other	9
Frequency of visits to trade fair	%
2000 1999	59 54
Earlier events	51
First visit	20
Size of company/organization:	%
Number of employees:	
1 - 9 40 200 - 499	8
10 - 49 23 500- 999 50 - 99 8 1 000- 9 999	
100 - 199 8 10 000 and more	5 3
Length of stay	%
1. Length of stay (days):	,,,
one 39 four 14	
two 27	
three 20	
2. Average length of stay 2,1	days
3. Share of visitors on the event's days:	%

	IFFA/IFFA D	elica	t, Frankfurt/Main	
Total nun	nber of visitors	53 874	Position in the company/organization	%
Proportio	n of trade visitors	95 %	Entrepreneur, partner, self-employed Managing director, board member, head of	28
Region of	residence	%	an authority etc.	13
over 100 k	m away	84	Senior department head, other employee	
Total Gern	nany:	63	with managerial responsibility Department head, group head	9 16
of which	Baden-Württemberg	18	Other salaried staff	10
	Bavaria	16	Other public service	1
	Berlin	1	Skilled worker	8
	Brandenburg	1	Lecturer, teacher, scientific assistant	2
	Bremen Hamburg	1	Trainee, student	8
	Hesse	20	Other	7
	Mecklenburg-West Pommeran		Area of responsibility	%
	Lower Saxony	8	Management	34
	North Rhine-Westphalia	17	Research/development/design	11
	Rhineland-Palatinate	11	Planning/work preparation	3
	Saarland	1	Manufacture/production Production, quality control	18 2
	Saxony	1	Buying/procurement	6
	Saxony-Anhalt	1	Finance/accounting, controlling	1
	Schleswig-Holstein	1	Administration/organization/personnel/	
	Thuringia	3	social welfare/training	2
Total Fore	ign:	37	Marketing/sales/advertising/PR	7
of which	EU	45	Storage/material management/logistics/	
	Rest of Europe	19	transport	- 1
	Africa	4	Maintenance/repairs	3
	North America	6	Other	13
	South and Central America Asia	14 7	Frequency of visits to trade fair	%
	Australia	6	1998	44
		_	1995	37
Economic		%	Earlier events First visit	28 38
	e/specialist retail trade	12		38
Skilled trad	/foreign trade	10 26	Size of company/organization:	%
Industry	ues	39	Number of employees: 1 - 9 30 200- 499	10
Service		4	10 - 49 27 500 999	6
	college/polytechnic	2	50 - 99 10 1 000 - 9 999	5
Public aut		2	100 - 199 9 10 000 and more	4
Other	,	5	Length of stay	%
Influence	on purchasing/		1. Length of stay (days):	-/0
	ent decisions	%	one 53 four 6	
Decisively		33	two 19 five 4	
Collectivel	у	30	three 11 six 6	
	sory capacity	23	2. Average length of stay 2,1 c	lavs
No		13	, ,	.u,5
			3. Share of visitors on the event's days:	70

Conducted by: Walter & Partner, Basel

	Musikm	esse, F	rankfurt/Main
Total nur	nber of visitors	97 571	Position in the company/organization
Proportio	n of trade visitors	68 %	Entrepreneur, partner, self-employed
Region of	f residence	%	Managing director, board member, head of an authority etc.
over 100	km away	81	Senior department head, other employee
Total Gerr	many.	67	with managerial responsibility
	Baden-Württemberg	17	Department head, group head Other salaried staff
J. ************************************	Bavaria	15	Other public service
	Berlin	2	Skilled worker
	Brandenburg	1	Lecturer, teacher, scientific assistant
	Bremen	1	Trainee, student
	Hamburg	1	Other
	Hesse	21	Area of responsibility
	Mecklenburg-West Pommer		Management
	Lower Saxony	6	Research/development/design
	North Rhine-Westphalia	18	Planning/work preparation
	Rhineland-Palatinate Saarland	9 2	Manufacture/production
	Saxony	4	Production, quality control
	Saxony-Anhalt	1	Buying/procurement
	Schleswig-Holstein	i	Finance/accounting, controlling
	Thuringia	2	Administration/organization/personnel/
	3	_	social welfare/training
Total Fore		33	Marketing/sales/advertising/PR
of which		61 24	Storage/material management/logistics/
	Rest of Europe Africa	24 3	transport Maintenance/repairs
	North America	3	Other
	South and Central America	2	
	Asia	5	Frequency of visits to trade fair
	Australia	2	2000 1999
Economic		%	Earlier events
	le/specialist retail trade	22	First visit
	ne/specialist retail trade market, hyper/consumer marl	rot	Size of company/organization:
	ce) department store	ket, 2	Number of employees:
Wholesale	/foreign trade	10	1 - 9 54 200- 499
Skilled tra		5	10 - 49 20 500- 999
Service		35	50 - 99 5 1 000 - 9 999
Industry		6	100 - 199 5 10 000 and more
	/college/polytechnic	10	Length of stay
Public aut	hority	3	1. Length of stay (days):
Other		10	one 51 four 6
Influence	on purchasing/	0/	two 18 five 12
	ent decisions	%	three 13
Decisively		39	2. Average length of stay 2,1
Collective		27	3. Share of visitors on the event's days:
In an advi	sory capacity	20 14	5. Share of visitors on the event's days.
INO		14	

	ISH,	Frank	cfurt/Main	
Total nun	nber of visitors 19	99 027	Position in the company/organization	
Proportio	n of trade visitors	96 %	Entrepreneur, partner, self-employed	2
•	f residence	0/	Managing director, board member, head of an authority etc.	
over 100 l		<u>%</u> 76	Senior department head, other employee	
	•		with managerial responsibility	
Total Gerr		80	Department head, group head	
of which		22	Other salaried staff	
	Bavaria	12	Other public service	
	Berlin	1	Skilled worker	
	Brandenburg	1	Lecturer, teacher, scientific assistant	
	Bremen Hamburg	- 1	Trainee, student	
	Hesse	23	Other	
	Mecklenburg-West Pommeran		Area of responsibility	
	Lower Saxony	4	Management	
	North Rhine-Westphalia	16	Research/development/design	
	Rhineland-Palatinate	12	Planning/work preparation	
	Saarland	1	Manufacture/production	
	Saxony	3	Production, quality control Buying/procurement	
	Saxony-Anhalt	1	Finance/accounting, controlling	
	Schleswig-Holstein	-	Administration/organization/personnel/	
	Thuringia	3	social welfare/training	
Total Fore	eign:	20	Marketing/sales/advertising/PR	
of which	EU	53	Storage/material management/logistics/	
	Rest of Europe	26	transport	
	Africa	2	Maintenance/repairs	
	North America	6	Other	
	South and Central America	2 8	Frequency of visits to trade fair	
	Asia Australia	8 2	1999	
			1997	
Economic		%	Earlier events	
	le/specialist retail trade	11	First visit	
	/foreign trade	12	Size of company/organization:	
Skilled tra Industrv	des	34 14	Number of employees:	_
	/architects office	12	1 - 9 41 200- 499 10 - 49 22 500- 999	
Other serv		6	10 - 49 22 500- 999 50 - 99 8 1 000- 9 999	
	/college/polytechnic	3	100 - 199 7 10 000 and more	
Public aut		3	Length of stay	
Other	• •	5	1. Length of stay (days):	-
Influence	on purchasing/		one 64 four 3	
	ent decisions	%	two 22 five 4	
Decisively		31	three 8	
Collective		30		4~
	isory capacity	23	3 3 ,	Ja
No	, , , , , ,	16	Share of visitors on the event's days:	

Conducted by: Walter & Partner, Basel

	PREMIER	E, Fr	rankfurt/Main
Total nun	nber of visitors	9 570	Position in the comp
Proportio	n of trade visitors	96 %	Entrepreneur, partner Managing director, bo
Region of	residence	%	an authority etc.
over 100		83	Senior department he
Total Gerr	•	56	with managerial re
of which	Baden-Württemberg	17	Department head, gro
or writeri	Bavaria	14	Other salaried staff Other public service
	Berlin	2	Skilled worker
	Brandenburg	1	Lecturer, teacher, scie
	Bremen	-	Trainee, student
	Hamburg	2	Other
	Hesse Mecklenburg-West Pommerani	22 a 1	Area of responsibilit
	Lower Saxony	a 1 5	Management
	North Rhine-Westphalia	22	Research/developmen
	Rhineland-Palatinate	10	Planning/work prepar
	Saarland	1	Manufacture/producti
	Saxony	2	Production, quality co Buying/procurement
	Saxony-Anhalt	-	Finance/accounting, c
	Schleswig-Holstein Thuringia	2	Administration/organi
	3	_	social welfare/train
Total Fore		44	Marketing/sales/adver
of which	EU	46	Storage/material man
	Rest of Europe Africa	23 5	transport
	North America	6	Maintenance/repairs Other
	South and Central America	5	Frequency of visits t
	Asia	15	2000
	Australia	1	1999
Economic	sector	%	Earlier events
	le/specialist retail trade	30	First visit
	sumer market, self-service depa	rt- 2	Size of company/org
ment stor			Number of employee
Departme		4	1 - 9 45
Wholesale		23	10 - 49 23
Foreign tr Commerci		6 3	50 - 99 7 100 - 199 6
Skilled tra		4	
Industry	acs	10	Length of stay
Service		9	1. Length of stay (day one 45 for
	/college/polytechnic	1	two 25 five
Public aut	hority	1	three 16
Other		7	2. Average length of s
	on purchasing/ ent decisions	%	Share of visitors on
Decisively		54	
Collective	V	28	
In an advi	sory capacity	13	
No		6	

Position in the company			%
Entrepreneur, partner, sel			44
Managing director, board an authority etc.	membe	er, nead of	18
Senior department head,	other er	mployee	10
with managerial respo		. ,	7
Department head, group	head		12
Other salaried staff Other public service			11
Skilled worker			2
Lecturer, teacher, scientifi	ic assista	int	1
Trainee, student			2
Other			
Area of responsibility Management			<u>%</u>
Research/development/de	esian		43
Planning/work preparatio			2
Manufacture/production			4
Production, quality contro Buying/procurement	DI		18
Finance/accounting, cont	rolling		1
Administration/organizati	on/perso	onnel/	
social welfare/training	(DD		2
Marketing/sales/advertisir Storage/material manage	1g/PK ment/lo	nictics/	16
transport	mem, io	gistics/	1
Maintenance/repairs			-
Other			8
Frequency of visits to to	rade faii	•	%
2000 1999			54 38
Earlier events			28
First visit			22
Size of company/organi	zation:		%
Number of employees: 1 - 9 45	200-	499	8
10 - 49 23	500-	999	4
50 - 99 7	1 000-	9 999	5
100 - 199 6	10 000	and more	3
Length of stay			%
1. Length of stay (days):	7		
one 45 four two 25 five	7 7		
three 16	,		
2. Average length of stay		2,1 c	lays
3. Share of visitors on the	e event's	days:	%
		,	

Conducted by: Walter & Partner, Basel

			ankfurt/Main
		7 200	Position in the company/organization Entrepreneur, partner, self-employed
oportio	on of trade visitors	98 %	Managing director, board member, head of
gion o	f residence	%	an authority etc.
er 100	km away	91	Senior department head, other employee
otal Gerr	manv:	51	with managerial responsibility Department head, group head
f which	Baden-Württemberg	20	Other salaried staff
	Bavaria	19	Other public service
	Berlin	1	Skilled worker
	Brandenburg	-	Lecturer, teacher, scientific assistant
	Bremen Hamburg	1	Trainee, student
	Hesse	14	Other
	Mecklenburg-West Pommerania		Area of responsibility
	Lower Saxony	8	Management
	North Rhine-Westphalia	24	Research/development/design Planning/work preparation
	Rhineland-Palatinate	6	Manufacture/production
	Saarland	1 4	Production, quality control
	Saxony Saxony-Anhalt	4	Buying/procurement
	Schleswig-Holstein	1	Finance/accounting, controlling
	Thuringia	i	Administration/organization/personnel/
otal Fore	eian:	49	social welfare/training Marketing/sales/advertising/PR
f which		69	Storage/material management/logistics/
	Rest of Europe	15	transport
	Africa	1	Maintenance/repairs
	North America	4	Other
	South and Central America Asia	2	Frequency of visits to trade fair
	Asia Australia	9 1	1999
			1997 Farlier events
conomic		<u>%</u>	First visit
	de/specialist retail trade e/foreign trade	10	Size of company/organization:
killed tra		4	Number of employees:
ndustry		56	1 - 9 20 200- 499
ervice		6	10 - 49 19 500- 999
	/college/polytechnic	10	50 - 99 12 1 000 - 9 999
Public aut	thority	1	100 - 199 13 10 000 and more
Other		9	Length of stay
	on purchasing/	%	1. Length of stay (days):
	nent decisions		one 63 two 24
Decisively Collective		32 33	two 24 three 13
	iy isory capacity	22	
No	sol, capacity	13	2. Average length of stay 1,5
INU		13	3. Share of visitors on the event's days:

	TENDEN	CE, F	rankfurt/Main			
Total nun	nber of visitors 11	10 677	Position in the company/organization			
Proportio	n of trade visitors	91 %	Entrepreneur, partner, self-employed			
Region of	f residence	%	Managing director, board member, head of an authority etc.			
over 100		76	Senior department head, other employee			
Total Gerr	,	74	with managerial responsibility			
of which	Baden-Württemberg	17	Department head, group head			
OI WITHCIT	Bavaria	15	Other salaried staff Other public service			
	Berlin	3	Skilled worker			
	Brandenburg	-	Lecturer, teacher, scientific assistant			
	Bremen	1	Trainee, student			
	Hamburg	3	Other			
	Hesse Mecklenburg-West Pommerani	25 ia -	Area of responsibility			
	Lower Saxony	ia - 5	Management			
	North Rhine-Westphalia	18	Research/development/design			
	Rhineland-Palatinate	8	Planning/work preparation			
	Saarland	1	Manufacture/production Production, quality control			
	Saxony	2	Buying/procurement			
	Saxony-Anhalt	-	Finance/accounting, controlling			
	Schleswig-Holstein	1 1	Administration/organization/personnel/			
	Thuringia	-	social welfare/training			
Total Fore		26	Marketing/sales/advertising/PR			
of which	EU	52	Storage/material management/logistics/			
	Rest of Europe Africa	19 2	transport			
	North America	4	Maintenance/repairs Other			
	South and Central America	4				
	Asia	18	Frequency of visits to trade fair			
	Australia	1	1999			
Economic	sector	%	Earlier events			
	le/specialist retail trade	38	First visit			
	sumer market, self-service	1	Size of company/organization:			
departme		-	Number of employees:			
Departme		3	1 - 9 58 200- 499			
Mail order Wholesale		2 11	10 - 49 18 500- 999			
Foreign tr		5	50 - 99 5 1 000 - 9 999 100 - 199 4 10 000 and more			
Commerci		2	100 133 1 10 000 dild more			
Skilled tra		8	Length of stay 1. Length of stay (days):			
Industry		6	one 50 four 7			
Service		17	two 23 five 7			
	/college/polytechnic	2	three 14			
Public aut Other	hority	1 4	2. Average length of stay 2,0			
		4	, , , , , , , , , , , , , , , , , , ,			
	on purchasing/	%	3. Share of visitors on the event's days:			
Decisively	ent decisions	54				
Collective		25				
	sory capacity	14				
No	,,	6				

of company/organization:
oer of employees:
- 9 58 200
- 49 18 500 % 500-000-999 9 999 99 199 10 000 and more th of stay igth of stay (days): 50 four four five 23 14 rage length of stay 2.0 days

12

16 1

10

Conducted by: Walter & Partner, Basel

Conducted by: Walter & Partner, Basel

otal nun	nber of visitors	37 0	57	Position in the company/o
Proportio	n of trade visitors	62	%	Entrepreneur, partner, self-e Managing director, board n
Region of	residence		%	an authority etc.
over 100 l			83	Senior department head, of
Total Gerr	•		65	with managerial respon
of which			39	Department head, group he
JI WITICII	Bavaria		25	Other salaried staff Other public service
	Berlin		1	Skilled worker
	Brandenburg		1	Lecturer, teacher, scientific
	Bremen		-	Trainee, student
	Hamburg		1	not gainfully employed
	Hesse		9	Other
	Mecklenburg-West Pommeran	ııa	1	Area of responsibility
	Lower Saxony North Rhine-Westphalia		2	Management
	Rhineland-Palatinate		3	Research/development/des
	Saarland		1	Planning/work preparation
	Saxony		3	Manufacture/production
	Saxony-Anhalt		1	Production, quality control
	Schleswig-Holstein		-	Buying/procurement
	Thuringia		3	Finance/accounting, contro
otal Fore	ian·		35	Administration/organization social welfare/training
of which	EU		48	Marketing/sales/advertising
	Rest of Europe		42	Storage/material managem
	Africa		1	transport
	North America		4	Maintenance/repairs
	South and Central America		1	Information, communication 1
	Middle East		1	Student, not gainfully emp
	East Asia		3	Other
	Australia		1	Frequency of visits to tra
conomic			%	2000
Bicycle tra			57	1999 1998
ports ret			6 1	Earlier events
Departme Bicycle ind	nt store/chain store		10	First visit
Service	austry		6	Size of company/organiza
Administra	ation		1	Number of employees:
	not gainfully employed		9	1 - 9 62
Other	- , , ,		9	10 - 49 13
nfluence	on purchasing/			50 - 99 2
	ent decisions		%	100 - 199 3 10
Decisively			43	Student, not ga
Collective			27	Length of stay
n an advi	sory capacity		13	1. Length of stay (days):
No	• •		17	one 55 four
				two 31
				three 9
				2. Average length of stay
				3. Share of visitors on the e
				1st day 49 4th day
				2nd day 55

edrichshafen	
Position in the company/organization	%
Entrepreneur, partner, self-employed	. 41
Managing director, board member, head of an authority etc.	11
Senior department head, other employee	
with managerial responsibility	4
Department head, group head	9
Other salaried staff Other public service	11
Skilled worker	ė
Lecturer, teacher, scientific assistant	1
Trainee, student	- 11
not gainfully employed	2
Other	%
Area of responsibility Management	47
Research/development/design	10
Planning/work preparation	12
Manufacture/production	9
Production, quality control	35
Buying/procurement Finance/accounting, controlling	14
Administration/organization/personnel/	
social welfare/training	11
Marketing/sales/advertising/PR	23
Storage/material management/logistics/ transport	14
Maintenance/repairs	2
Information, communication technology (EDP)	7
Student, not gainfully employed	9
Other	10
Frequency of visits to trade fair	9/ 5/
1999	52
1998	46
Earlier events	40
First visit	23
Size of company/organization: Number of employees:	%
1 - 9 62 200- 499) 2
10 - 49 13 500- 999	
50 - 99 2 1 000 - 9 999	
100 - 199 3 10 000 and more Student, not gainfully employed	
Length of stay	ı :
1. Length of stay (days):	
one 55 four 6	
two 31	
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	

Total number of visitors Position in the company/organization Entrepreneur, partner, self-employed Managing director, board member, head of an authority etc. Proportion of trade visitors 87 % Region of residence over 100 km away 17 an authority etc.
Senior department head, other employee
with managerial responsibility
Department head, group head
Other salaried staff
Other public service
Skilled worker
Lecturer, teacher, scientific assistant
Trainee, student, not employed
Other Total Germany: of which Baden-Württemberg Bavaria Berlin Brandenburg Other Area of responsibility
Management
Research/development/design Hesse Mecklenburg-West Pommerania Lower Saxony North Rhine-Westphalia Rhineland-Palatinate Saarland 50 12 12 Planning/work preparation Manufacture/production Manufacture/production
Production, quality control
Buying/procurement
Finance/accounting, controlling
Administration/organization/personnel/
social welfare/training
Marketing/sales/advertising/PR
Storage/material management/logistics/
transport
Maintenance/repairs
Information, compunication technology (FD Saxony Saxony-Anhalt Schleswig-Holstein Thuringia 3 Total Foreign:
of which
EU
Rest of Europe 48 51 30 Africa North America Information, communication technology (EDP) Student, not gainfully employed South and Central America Middle East Other Frequency of visits to trade fair 2000 East Asia 43 39 32 Australia Economic sector 1999 34 18 2 15 Outdoor shop Sport retail trade Department store/chain store 1998 Earlier events
First visit
Size of company/organization: 26 37 Sporting goods industry Leisure, Tourism Service % Number of employees: 1 - 9 53 200-10 - 49 20 500-50 - 99 8 1 000-100 - 199 5 10 000 Student, not gainfully Student, not gainfully employed Other 4 15 Influence on purchasing/ procurement decisions Decisively Collectively % employed Length of stay

1. Length of stay (days):
one 48 four 47 In an advisory capacity 30 13 two three 2. Average length of stay 3. Share of visitors on the event's days: 1st day 44 4th day 35 1st day 44 2nd day 55 3rd day 50

Outdoor, Friedrichshafen

INTERNORGA, Hamburg						
		0 291 86 %	Position in the company/organization Entrepreneur, partner, self-employed	<u>%</u> 27		
_			Managing director, board member, head of			
	Region of residence over 100 km away		an authority etc. Senior department head, other employee	5		
	•	65	with managerial responsibility	2		
Total Gerr	many: Baden-Württemberg	96 2	Department head, group head	15		
or which	Bavaria	2	Other salaried staff Other public service	11 2		
	Berlin	2	Skilled worker	9		
	Brandenburg	3	Lecturer, teacher, scientific assistant	1		
	Bremen Hamburg	3 14	Trainee, student	26		
	Hesse	3	Other	3		
	Mecklenburg-West Pommerani	a 5	Area of responsibility	%		
	Lower Saxony	31	Management Research/development/design	26 1		
	North Rhine-Westphalia Rhineland-Palatinate	11 1	Planning/work preparation	2		
	Saarland	- 1	Manufacture/production	7		
	Saxony	1	Production, quality control	1 4		
	Saxony-Anhalt	3	Buying/procurement Finance/accounting, controlling	1		
	Schleswig-Holstein Thuringia	19 1	Administration/organization/personnel/			
	•	-	social welfare/training	4		
Total Fore	eign: FU	<u>4</u> 58	Marketing/sales/advertising/PR	7		
or which	Rest of Europe	36 7	Storage/material management/logistics/ transport	1		
	Africa	13	Maintenance/repairs			
	North America	7	Kitchen	24		
	South and Central America Middle East	3	Service sector	21		
	East Asia	6	Frequency of visits to trade fair	<u>%</u>		
	Australia	3	2000 1999	34 30		
Economic	sector	%	1998	26		
Hotels/gu	est house	20	1997	23		
Restauran		26	Earlier events	7 44		
	restaurant jue, night club, bar	4	First visit Size of company/organization:	44		
	/snack bar	3	Number of employees:	%		
	al catering/canteen/large-scale	7	1 - 9 32 200- 499	6		
caterer		-	10 - 49 34 500- 999	3		
Catering	onfectioners, cafe	5 11	50 - 99 12 1 000 - 9 999 100 - 199 8 10 000 and more	4		
	beverage wholesale and retail	4	Length of stay	%		
	ail/marketing chain		1. Length of stay (days):			
Industry	aushitastuva/intariau fuunishinas	4	one 81 four 1			
	architecture/interior furnishings Il schools and colleges/university		two 15 five -			
	/public services	3	three 3 six 1			
Other	•	6	2. Average length of stay 1,3 c	lays		
	on purchasing/ nent decisions	%	3. Share of visitors on the event's days: 1st day 14 4th day 30	%		
Decisively		25	2nd day 20 5th day 26			
Collective	ly	35	3rd day 21 6th day 16			
	isory capacity	21				
No		18				

Conducted	bv:	PhoneResearch	KG.	Hambura

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

	AGRITE	CHNIC	CA, Hannover	
Total nur	mber of visitors	47 497	Position in the company/organization	%
Proportio	on of trade visitors	93 %	Owner (agriculture, forestry)	40
_		%	Tenant (agriculture, forestry) Works manager, administrator (agriculture,	5
over 100	f residence km away	82	forestry)	6
	,	87	Working family member (agriculture,	
Total Gerr of which		87 	forestry) Entrepreneur, partner, self-employed	7 5
OI WINCII	Bavaria	15	Managing director, board member, head of	,
	Berlin	-	an authority etc.	2
	Brandenburg	2	Senior department head, other employee	1
	Bremen Hamburg	-	with managerial responsibility Department head, group head	4
	Hesse	8	Other salaried staff	5
	Mecklenburg-West Pommera	nia 2	Other public service	1
	Lower Saxony	29	Skilled worker Lecturer, teacher, scientific assistant	9 1
	North Rhine-Westphalia	19	Trainee, student	8
	Rhineland-Palatinate Saarland	5	Other	6
	Saxony	2	Area of responsibility	%
	Saxony-Anhalt	3	Management	18
	Schleswig-Holstein	6	Research/development/design Planning/work preparation	10
	Thuringia	2	Manufacture/production	2
Total Fore		13	Production, quality control	8 1 5
of which		58	Buying/procurement	5
	Rest of Europe Africa	34 1	Finance/accounting, controlling Administration/organization/personnel/	2
	North America	3	social welfare/training	4
	South and Central America	1	Marketing/sales/advertising/PR	9
	Asia	1	Storage/material management/logistics/	_
	Australia	2	transport Maintenance/repairs	3 14
Economic		%	Other	25
	al business, company	67	Frequency of visits to trade fair	%
Forestry	ral machinery trade	2 10	1999	66
Agricultur		2	1997 1995	53
	acting industry	2	Earlier events	41 32
Skilled tra		2	First visit	19
	e conservation, municipal	1	Size of company/organization:	0/
engineerii Official-co		1	Farms according to hectare	%
	on/agricultural organization	i	up to 20 ha 8 301 - 500 ha	
Other serv	vices	2	up to 21 - 50 ha 18 501 - 1000 ha 51 - 100 ha 28 1001 - 2000 ha	
	/public services	1	101 - 300 ha 25 2000 and more ha	
Other	/polytechnic	3 6	N/A	١ 5
		0	Length of stay	%
	on purchasing/ nent decisions	%	1. Length of stay (days): one 64 four 1 seven	2
Decisively		38	one 64 four 1 seven two 25 five 1	2
Collective	ly	27	three 7 six -	
In an advi	isory capacity	21	2. Average length of stay 1,6 c	lays
No		13	3. Share of visitors on the event's days:	,- %
			1st day 23 3rd day 27	/0
			2nd day 28 4th day 22	

Conducted by: Walter & Partner, Basel

	BIOTEC	HNIC	Α,
Total nun	nber of visitors	13 167	P
Proportio	n of trade visitors	95 %	Eı N
Region of	residence	% 74	S
	•		٥,
Total Gerr of which	nany: Baden-Württemberg Bavaria	82 10 7	D O
	Berlin	6	O SI
	Brandenburg	1	Le
	Bremen Hamburg	3 6	Tı
	Hesse	7	0
	Mecklenburg-West Pommeran		A N
	Lower Saxony	32	R
	North Rhine-Westphalia Rhineland-Palatinate	15 3	P
	Saarland	1	N
	Saxony	2	Pi
	Saxony-Anhalt	3	Fi
	Schleswig-Holstein Thuringia	4 1	A
T . I.F	3	-	
Total Fore of which	ign: EU	18 63	N St
or which	Rest of Europe	17	51
	Africa	2	N
	North America	4	0
	South and Central America Middle East	3 2	F
	Fast Asia	9	15
	Australia	-	19 Ea
Economic	sector	%	Fi
	e/animal breeding and plant	3	Si
Chemical	industry uticals industry	9 18	N
Plant cons		8	
	luxuries industry	1	
Trade		4	1
Research i		16 1	L
Health ser		2	1.
University	/college	24	
	ental and waste disposal sector	1	
	ninistration	2	2.
Other		17	
	on purchasing/ ent decisions	%	3.
Decisively		25	
Collective		35	
In an advi	sory capacity	19 12	
N/A		9	

A, Hannover	
Position in the company/organization	%
Entrepreneur, partner, self-employed	9
Managing director, board member, head of an authority etc.	7
Senior department head, other employee with managerial responsibility	5
Department head, group head	19
Other salaried staff	21
Other public service Skilled worker	1
Lecturer, teacher, scientific assistant	21
Trainee, student	11
Other	3
Area of responsibility	<u>%</u>
Management Research/development/design	13 55
Planning/work preparation	2
Manufacture/production	6
Production, quality control Buying/procurement	4
Finance/accounting, controlling	1
Administration/organization/personnel/	
social welfare/training	3
Marketing/sales/advertising/PR Storage/material management/logistics/	16
transport	1
Maintenance/repairs	1
Other	10
Frequency of visits to trade fair 1999	<u>%</u> 34
1997	28
Earlier events	18
First visit	54
Size of company/organization: Number of employees:	%
1 - 9 10 200- 499	9
10 - 49 21 500- 999 50 - 99 11 1 000- 9 999	6 8
100 - 199 8 10 000 and more	5
Length of stay	%
1. Length of stay (days):	
one 74 two 18	
three 9	
2. Average length of stay 1,4 o	days
3. Share of visitors on the event's days:	%
1st day 41 2nd day 45	
2nd day 45 3rd day 14	

Conducted by: Deutsche Messe AG / ARGEFA, Hannover

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

Conducted by: GFK, Hambu	ırg, Hamburg
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Conducted by: GFK, Hamburg, Hamburg

	EM	0, Ha	annover	
Total nur	nber of visitors 19	3 016	Position in the company/organization	%
Proportio	n of trade visitors	100 %	Entrepreneur, partner, self-employed	16
Region o	f residence	%	Managing director, board member, head of an authority etc.	13
over 100	•	83	Senior department head, other employee with managerial responsibility	8
Total Gerr		68	Department head, group head	26
of which	Baden-Württemberg	20	Other salaried staff	21
	Bavaria	13	Other public service	1
	Berlin Brandenburg	1 1	Skilled worker	10
	Bremen	i	Lecturer, teacher, scientific assistant	3
	Hamburg	2	Trainee, student Other	6 1
	Hesse	8		
	Mecklenburg-West Pommerani		Area of responsibility Management	<u>%</u> 22
	Lower Saxony	19	Research/development/design	19
	North Rhine-Westphalia	22	Planning/work preparation	10
	Rhineland-Palatinate Saarland	2 1	Manufacture/production	32
	Saxony	3	Production, quality control	4
	Saxony-Anhalt	2	Buying/procurement	5
	Schleswig-Holstein	3	Finance/accounting, controlling	2
	Thuringia	2	Administration/organization/personnel/	_
Total Fore	ian:	32	social welfare/training	3
of which	EU	54	Marketing/sales/advertising/PR Storage/material management/logistics/	14
or willen	Rest of Europe	24	transport	1
	Africa	1	Maintenance/repairs	5
	North America	3	Other	1
	South and Central America	3	Frequency of visits to trade fair	%
	Middle East	3	1999	16
	East Asia	10	1997	48
	Australia	2	1995	11
Economic		%	Earlier events	25
	al engineering	57	First visit	41
	t metal construction	6	Size of company/organization:	%
Automobi Shipbuildi	le industry or its supplying firms	12 1	Number of employees:	
Aerospace		2	1 - 9 12 200- 499 10 - 49 22 500- 999	13 8
	engineering	5	50 - 99 13 1 000 - 999	13
Precision	engineering/optics	5	100 - 199 12 10 000 and more	5
Drawing,	cold rolling mill, steel shaping	2	Length of stay	%
	e, metal goods	8	1. Length of stay (days):	
	us metals production	2	one 51 four 4 seven	1
iron and s Other	steel production	2 6	two 27 five 2 eight	2
Influence	on purchasing/	%	three 12 six 1 2. Average length of stay 1,9 d	lave
procurem	ent decisions			,
Decisively		32	3. Share of visitors on the event's days: 1st day 16 4th day 33 7th day	% 26
Collective		31	1st day 16 4th day 33 7th day 2nd day 31 5th day 24 8th day	14
	sory capacity	20 14	3rd day 34 6th day 15	14
No		14 3	Jia day Ji Otti day 15	
N/A				

	CeBl	Т, Н	annover	
numb	er of visitors 849	252	Position in the company/organization	
ortion	of trade visitors	36 %	Entrepreneur, partner, self-employed	
			Managing director, board member, head of	
	esidence	<u>%</u>	an authority etc.	
100 km	i away	83	Senior department head, other employee	
Germa	ny:	77	with managerial responsibility Department head, group head	
hich B	Baden-Württemberg	9	Other salaried staff	
	Bavaria	10	Other public service	
	Berlin	5	Skilled worker	
	Brandenburg	2	Lecturer, teacher, scientific assistant	
	Bremen	1 4	Trainee, student	
	łamburg łesse	8	Other	
	Aecklenburg-West Pommerania	1	Area of responsibility	
	ower Saxony	22	Management	
	lorth Rhine-Westphalia	22	Research/development/design	
R	Rhineland-Palatinate	3	Planning/work preparation	
_	aarland	1	Manufacture/production Production, quality control	
	axony	3	Buying/procurement	
	axony-Anhalt	2	Finance/accounting, controlling	
	chleswig-Holstein	4	Administration/organization/personnel/	
	huringia	_	social welfare/training	
l Foreigi		23	Marketing/sales/advertising/PR	
	U	51	Storage/material management/logistics/	
	Rest of Europe	19	transport	
	Africa North America	4	Maintenance/repairs	
	outh and Central America	1	DP/IT-Management Telecommunications	
	Aiddle Fast	6	Other	
	ast Asia	13	Frequency of visits to trade fair	
A	Australia	1	2000	-
nomic s	ector	%	1999	
	s and production goods industry	3	Earlier events	
	goods industry	4	First visit	
	oods industry	3	Size of company/organization:	
	M/component manufacturing	21	Number of employees:	
	mpany/DP consultant	7	1 - 9 15 200- 499	
	e and retail trade	8	10 - 49 18 500- 999	
er trade ed trade	•	1 3	50 - 99 10 1 000 - 9 999	
fic/transr		2	100 - 199 10 10 000 and more	
	nission, telecommunications	7	Length of stay	
	iblic services	13	1. Length of stay (days): one 57 four 4 seven	
	lanning office	2	one 57 four 4 seven two 22 five 2	
	engineering company	7	three 10 six 1	
king/insu		.5		J
	es/self-employed	15	2. Average length of stay 1,9 c	1
ding trac er	ie	2 1	3. Share of visitors on the event's days:	
			1st day 9 4th day 9 7th day	
	n purchasing/	%	2nd day 18 5th day 18	
	nt decisions		3rd day 17 6th day 19	
isively		29		
ectively	ny canacity	32 20		
ii auvišo	ry capacity	20 14		

Hannover	· Fa	ir, Hannover	
Total number of visitors 254	650	Position in the company/organization	,
Proportion of trade visitors 9	5 %	Entrepreneur, partner, self-employed	1
roportion of trade visitors 9	3 70	Managing director, board member, head of	
Region of residence	%	an authority etc.	1
over 100 km away	86	Senior department head, other employee	
Total Germany:	72	with managerial responsibility	5
of which Baden-Württemberg	13	Department head, group head Other salaried staff	3
Bavaria	10	Other public service	-
Berlin	2	Skilled worker	
Brandenburg	2	Lecturer, teacher, scientific assistant	
Bremen	2	Trainee, student	
Hamburg	3	Area of responsibility	•
Hesse	7	Management	- 5
Mecklenburg-West Pommerania	1	Research/development/design	5
Lower Saxony North Rhine-Westphalia	24 23	Planning/work preparation	1
Rhineland-Palatinate	3	Manufacture/production	1
Saarland	1	Production, quality control	
Saxony	3	Buying/procurement	
Saxony-Anhalt	2	Finance/accounting, controlling	
Schleswig-Holstein	4	Administration/organization/personnel/	
Thuringia	2	social welfare/training Marketing/sales/advertising/PR	1
Total Foreign:	28	Storage/material management/logistics/	
of which EU	52	transport	
Rest of Europe	16	Maintenance/repairs	
Africa	4	Other	
North America	6	N/A	
South and Central America	4	Frequency of visits to trade fair	
Middle East	3	2000	_
East Asia	13	1999	2
Australia	2	Earlier events	5
Economic sector	%	First visit	2
Agriculture and forestry, fishery	1	Size of company/organization:	
Energy	6	Number of employees:	
Mining industry	1	1 - 9 11 200 - 499	1
Raw materials and production goods indu-	14	10 - 49 18 500- 999	
stry		50 - 99 11 1 000 - 9 999	1
Investment goods industry Consumer goods industry	43 5	100 - 199 11 10 000 and more	
Foodstuff and luxury industry	2	N/A	
Building trade	3	Length of stay	_
Trade	6	1. Length of stay (days):	
Traffic/transport	1	one 59 four 3 two 23 five 2	
News transmission, telecommunications	2	three 10 six 3	
Banking/insurance	1		
Service	7	2. Average length of stay 1,8 d	a
Authority/public services	4	Share of visitors on the event's days:	
Other N/A	5 3	1st day 19 4th day 38	
	3	2nd day 33 5th day 31	
nfluence on purchasing/	%	3rd day 37 6th day 17	
procurement decisions			
Decisively	31		
Collectively	35		
	18		
In an advisory capacity			
In an advisory capacity No N/A	12		

HANNOVER MESSE - Plant Engineering er of visitors 58 315 Position in the company/organ

	TIAITITO VEIL MES	JL	i idiit
Total nur	mber of visitors 58	315	Position
Proportio	on of trade visitors 9	5 %	Entrepren
		0/	Managing
	f residence	%	an aut Senior de
over 100	•	80	with n
Total Gen		76	Departme
of which	Baden-Württemberg	11	Other sala
	Bavaria	8	Other pub
	Berlin	2	Skilled wo
	Brandenburg	2	Lecturer,
	Bremen Hamburg	3	Trainee, s
	Hesse	9	Other
	Mecklenburg-West Pommerania	1	Area of r
	Lower Saxony	24	Managem
	North Rhine-Westphalia	23	Research/
	Rhineland-Palatinate	3	Planning/
	Saarland	1	Manufacti
	Saxony	2	Productio
	Saxony-Anhalt	2	Buying/pr Finance/a
	Schleswig-Holstein	4	Administr
	Thuringia	2	social
Total Fore	eian:	24	Marketing
of which	EU	49	Storage/n
	Rest of Europe	17	transp
	Africa	4	Maintena
	North America	8	Other
	South and Central America	4	Frequenc
	Middle East	2	2000
	East Asia Australia	14	1999
	Australia	2	Earlier eve
Economic		%	First visit
	e and forestry, fishery	1	Size of co
Energy		4	Number o
Mining in		1	1 -
industry	erials and production goods	18	10 -
	nt goods industry	44	50 - 100 - 1
	r goods industry	6	
	and luxury industry	2	Length o
Building t		3	1. Length
Trade		7	one
Traffic/tra	nsport	1	two three
News tran	nsmission, telecommunications	1	
Banking/ii	nsurance	1	2. Average
Service		7	3. Share o
	/public services	4	1st day
Other		4	2nd day
	on purchasing/	%	3rd day
	nent decisions		
Decisively		35	
Collective		34	
	isory capacity	16	
No N/A		11	
N/A		4	

<u>-</u> gg	
Position in the company/organization	%
Entrepreneur, partner, self-employed	13
Managing director, board member, head of an authority etc.	11
Senior department head, other employee with managerial responsibility	11
Department head, group head	24
Other salaried staff	27
Other public service	-
Skilled worker Lecturer, teacher, scientific assistant	6 2
Trainee, student	7
Other	-
Area of responsibility	%
Management	24
Research/development/design Planning/work preparation	23 10
Manufacture/production	17
Production, quality control	5
Buying/procurement Finance/accounting, controlling	9
Administration/organization/personnel/	3
social welfare/training	5
Marketing/sales/advertising/PR	16
Storage/material management/logistics/ transport	4
Maintenance/repairs	10
Other	-
Frequency of visits to trade fair	%
2000 1999	42 49
Earlier events	49 58
First visit	25
Size of company/organization:	%
Number of employees:	
1 - 9 12 200- 499 10 - 49 19 500- 999	14 9
50 - 99 11 1 000 - 9 999	14
100 - 199 13 10 000 and more	5
Length of stay	%
1. Length of stay (days):	
one 56 four 4 two 23 five 2	
three 10 six 4	
2. Average length of stay 1,8 o	days
3. Share of visitors on the event's days:	%
1st day 17 4th day 39	
2nd day 32 5th day 32	
3rd day 39 6th day 18	

Conducted by: GFK, Hamburg

HANNOVER MESSE - Energy

Proportion of trade visitors 92 %			
Region of residence			
over 100 km away 78 Total Germany: 73 of which Baden-Württemberg 9 Bavaria 8 Berlin 3 Brandenburg 3 Bremen 3 Alamburg 3 Hesse 7 Mecklenburg-West Pommerania 1 Lower Saxony 27 North Rhine-Westphalia 21 Rhinelandr-Palatinate 3 Saxony 2 Saxony-Anhalt 2 Saxony-Anhalt 2 Schleswig-Holstein 4 Thuringia 3 Total Foreign: 27 of which EU 48 Rest of Europe 16 Africa 3 North America 7 South and Central America 4 Middle East 6 East Asia 13 Australia 3 Seconomic sector % Agriculture and forestry, fishery	Proportio	on of trade visitors	92 %
Total Germany: 73 of which Baden-Württemberg 9 Baden-Württemberg 9 Bavaria 8 Berlin 3 Berlin 3 Bernen 3 Hesse 3 Hesse 3 Hesse 1 Lower Saxony 21 North Rhine-Westphalia 21 Rhineland-Palatinate 3 Saxony 2 Saxony-Anhalt 22 Saxony-Anhalt 2 Schleswig-Holstein 4 Turburingia 3 Total Foreign: 27 of which EU 48 Rest of Europe 16 Africa 3 North America 7 South and Central America 4 4 Africal 13 3 Australia 3 3 Economic sector 96 Agriculture and forestry, fishery 1 Energy			
of which Baden-Württemberg 9 Bavaria 8 Berlin 3 Berlin 3 Brandenburg 3 Bremen 3 Hesse 3 Hesse 1 Lower Saxony 2 North Rhine-Westphalia 21 Rhineland-Palatinate 3 Saarland 1 Saxony 2 Saxony-Anhalt 2 Schleswig-Holstein 4 Thuringia 3 Total Foreign: 27 of which EU 48 Rest of Europe 16 Africa 3 North America 7 5 South and Central America 4 6 East Asia 13 3 Economic sector % Agriculture and forestry, fishery 16 Miningi industry 1 Industry 1 Investment goods industry 30 Consume		•	78
Bavaria Bava			
Berlin 3 3 8 3 8 8 1 3 3 8 8 1 3 3 8 8 1 3 3 8 8 1 3 3 8 1 3 3 8 1 3 3 8 1 3 3 8 1 3 3 1 3 1 3 3 1 3 3	of which		
Bremen 3 1 3 1 3 1 3 1 1 1			
Mecklenburg-West Pommerania 1			3
Mecklenburg-West Pommerania 1			3
Mecklenburg-West Pommerania 1			7
North Rhine-Westphalia 21 Rhineland-Palatinate 3 3 3 3 3 3 3 3 3			a 1
Rhineland-Palatinate 3 Saarland 3 Saarland 3 Saarland 3 Saarland 3 Saarland 2 Saxony-Anlalt 2 Saxony-Anlalt 2 Saxony-Anlalt 3 Sachleswig-Holstein 4 Thuringia 3 3 Total Foreign: 27 of which EU 48 Rest of Europe 16 Africa 3 Africa 3 Africa 4 Middle East 6 East Asia 13 Australia 3 3 Australia 3 3 Australia 3 3 Australia 3 3 Economic sector % Agriculture and forestry, fishery 1 Energy 16 Mining industry 1 Raw materials and production goods industry 1 Raw materials and production goods industry 1 Raw materials and production goods industry 4 Foodstuff and luxury industry 2 Building trade 3 Trade 6 Traffic/transport 2 News transmission, telecommunications 3 Banking/insurance 1 Service 8 Authority/public services 6 Other 7 Influence on purchasing/ Focusively 29 Collectively 33 Na na advisory capacity 18 No 14 18 No 16 18 No 18		Lower Saxony	
Saarland 1 Saxony 22 Saxony - Anhalt 22 Saxony - Anhalt 22 Schleswig-Holstein 4 Thuringia 3 Total Foreign: 27 of which EU 48 Rest of Europe 16 Africa 3 North America 7 South and Central America 4 Middle East 6 East Asia 13 Australia 3 3			
Saxon/y-Anhalt 2 Schleswig-Holstein 4 4 Thuringia 3 3 5 6 6 6 6 6 6 6 6 6			1
Schleswig-Holstein			
Thuringia 3 3 3 5 27 6 6 6 6 6 6 6 6 6			
of which EU 48 Rest of Europe 16 Africa 3 North America 7 South and Central America 4 Middle East 6 East Asia 13 Australia 3 Economic sector % Agriculture and forestry, fishery 1 Energy 16 Mining industry 1 Raw materials and production goods industry 11 Investment goods industry 30 Consumer goods industry 2 Building trade 3 3Trade 6 Traffic/transport 2 News transmission, telecommunications 3 Banking/insurance 1 Service 8 Authority/public services 6 Other 7 Influence on purchasing/procurement decisions 9 Decisively 2 Collectively 33 In a advisory capacity 18 No			
of which EU 48 Rest of Europe 16 Africa 3 North America 7 South and Central America 4 Middle East 6 East Asia 13 Australia 3 Economic sector % Agriculture and forestry, fishery 1 Energy 16 Mining industry 1 Raw materials and production goods industry 11 Investment goods industry 30 Consumer goods industry 2 Building trade 3 3Trade 6 Traffic/transport 2 News transmission, telecommunications 3 Banking/insurance 1 Service 8 Authority/public services 6 Other 7 Influence on purchasing/procurement decisions 9 Decisively 2 Collectively 33 In a advisory capacity 18 No	Total Fore	eian:	27
Africa 3 North America 7 South and Central America 4 Middle East 6 East Asia 13 Australia 3 Economic sector 96 Agriculture and forestry, fishery 16 Energy 16 Mining industry 17 Raw materials and production goods industry 11 Raw materials and production goods industry 12 Investment goods industry 30 Consumer goods industry 4 Foodstuff and luxury industry 2 Building trade 33 Trade 6 Traffic/transport 2 News transmission, telecommunications 3 Banking/insurance 6 Authority/public services 6 Other 7 Influence on purchasing/ procurement decisions 9 Decisively 29 Collectively 33 In an advisory capacity 18 No 144		EU	
North America 7 South and Central America 4 Middle East 6 East Asia 13 Australia 3 3 Australia 1 Austr			
South and Central America A			
East Asia Australia 13 3 Economic sector % Agriculture and forestry, fishery 1 Energy 16 Mining industry 15 Raw materials and production goods industry 30 Consumer goods industry 4 Foodstuff and luxury industry 2 Building trade 3 Traffe (Transport 2 News transmission, telecommunications 3 Banking/insurance 1 Service 8 Authority/public services 6 Other 7 Influence on purchasing/procurement decisions % Decisively 29 Collectively 33 In a advisory capacity 18 No 14		South and Central America	
Australia 3 Economic sector			
Economic sector % Agriculture and forestry, fishery 1 Energy 16 Mining industry 11 Raw materials and production goods industry 30 Consumer goods industry 4 Foodstuff and luxury industry 2 Building trade 3 Traffe (Transport 2 News transmission, telecommunications 3 Banking/insurance 8 Authority/public services 6 Other 7 Influence on purchasing/procurement decisions % Decisively 29 Collectively 33 In a advisory capacity 18 No 14			
Agriculture and forestry, fishery	Economic		
Energy 16 Mining industry 1 Raw materials and production goods industry 30 Investment goods industry 4 Foodstuff and luxury industry 2 Building trade 3 Trade 6 Trafffic/transport 2 News transmission, telecommunications 3 Banking/insurance 1 Service 8 Authority/public services 6 Other 7 Influence on purchasing/procurement decisions 9 Decisively 29 Collectively 33 In an advisory capacity 18 No 14			
Raw materials and production goods industry 11 industry Industry 30 industry Consumer goods industry 4 foodstuff and luxury industry Foodstuff and luxury industry 2 Building trade Trafe 6 Traffic/transport Inswes transmission, telecommunications 3 anking/insurance Service 8 authority/public services 6 food Other 7 Influence on purchasing/procurement decisions 29 collectively Decisively 29 collectively In an advisory capacity 18 No	Energy	,,,,,,,,,,,,,,,,,,,,,,,,,,,,,,,,,,,,,,,	
Industry			1
Investment goods industry		riais and production goods	11
Foodstuff and luxury industry 2	Investmer		
Building trade 3 Trade 6 Traffic/transport 2 News transmission, telecommunications 3 Banking/insurance 1 Service 8 Authority/public services 6 Other 7 Influence on purchasing/procurement decisions % Decisively 29 Collectively 33 In an advisory capacity 18 No 14			
Trade 6 Traffic/transport 2 News transmission, telecommunications 3 Banking/insurance 1 Service 8 Authority/public services 6 Other 7 Influence on purchasing/procurement decisions % Decisively 29 Collectively 33 In an advisory capacity 18 No 14			
News transmission, telecommunications 3 Banking/insurance 1 Service 8 Authority/public services 6 Other 7 Influence on purchasing/procurement decisions % Decisively 29 Collectively 33 In an advisory capacity 18 No 14	Trade		6
Banking/insurance 1 Service 8 Authority/public services 6 Other 7 Influence on purchasing/procurement decisions % Decisively 29 Collectively 33 In an advisory capacity 18 No 14			
Service 8 Authority/public services 6 Other 7 Influence on purchasing/procurement decisions % Decisively 29 Collectively 33 In an advisory capacity 18 No 14			
Other 7 Influence on purchasing/ procurement decisions % Decisively 29 Collectively 33 In an advisory capacity 18 No 14			8
Influence on purchasing/ procurement decisions % Decisively 29 Collectively 33 In an advisory capacity 18 No 14		/public services	
procurement decisions % Decisively 29 Collectively 33 In an advisory capacity 18 No 14			/
Decisively 29 Collectively 33 In an advisory capacity 18 No 14			%
In an advisory capacity 18 No 14			29
No 14			
		isory capacity	

		ergy			
Positio	n in the	compar	v/organ	ization	%
Entrepr	eneur, p	artner, se	lf-emplo	yed	12
			d membe	er, head of	_
	uthority	etc. ent head	other e	mployoo	11
		erial resp			10
Departr	nent hea	ad, group	head		22
Other s	alaried s	taff			27
Otner p Skilled	ublic se	rvice			1 5
		er, scienti	fic assista	ant	3
Trainee	studen	t			10
	respon	sibility			%
Manage		opment/o	locian		21 23
		preparati			13
Manufa	cture/pr	oduction			13
Product	ion, qua	lity cont	rol		5
	procure	ment ting, con	trolling		7
		organizat		onnel/	4
soci	al welfar	e/trainin	g .		6
		/advertisi		aistics/	18
	/materia sport	ıl manag	ement/io	gistics/	2
	nance/re	pairs			9
Other					-
	ncy of v	risits to 1	trade fai	r	%
2000 1999					42 45
Earlier e	events				55
First vis	it				27
		ny/organ	ization:		%
Numbe 1 -	r of emp	oloyees: 12	200-	499	13
10 -	49	18	500-		8
50 -	99	11	1 000-		15
100 -	199	11	10 000	and more	5
	of stay				%
		y (days):	,		
one two	59 23	four five	3 2		
three		six	3		
2. Avera	ige leng	th of stay	y	1,8 c	lays
	of visite	ors on th		days:	%
3. Share	17	4th			
1st d					
	dáy 32	5th 6			

Conducted by: GFK, Hamburg

HANNOVER MESSE - Motion, Drive & Automation

Total nur	mber of visitors 1	09 245
Proportio	on of trade visitors	96 %
Region o	f residence	%
over 100	km away	82
Total Gerr	manv:	68
of which	Baden-Württemberg	15
	Bavaria	13
	Berlin	1
	Brandenburg	2
	Bremen	2
	Hamburg	2
	Hesse	. 7
	Mecklenburg-West Pommerar	
	Lower Saxony	21
	North Rhine-Westphalia	23
	Rhineland-Palatinate Saarland	2 1
	Saxony	
	Saxony-Anhalt	3 2
	Schleswig-Holstein	3
	Thuringia	2
	3	
Total Fore of which	EU	32 52
or which		17
	Rest of Europe Africa	3
	North America	8
	South and Central America	4
	Middle East	3
	East Asia	11
	Australia	2
conomic	sector	%
Agricultur	e and forestry, fishery	2
nergy	, ,	4
Mining in		1
	erials and production goods	15
ndustry	nt goods industry	49
	r goods industry	
	and luxury industry	5 2
Building t		2
rade		8
Fraffic/tra	nsport	1
	ismission, telecommunications	1
Banking/ii	nsurance	1
ervice		6
	/public services	3
Other		4
	on purchasing/	%
Decisively	nent decisions	32
Collective		36
	isory capacity	17
No	,	11
V/A		4

ion, Drive & Automation	
Position in the company/organization	%
Entrepreneur, partner, self-employed	11
Managing director, board member, head of	
an authority etc.	11
Senior department head, other employee	10
with managerial responsibility Department head, group head	10 25
Other salaried staff	30
Other public service	-
Skilled worker	4
Lecturer, teacher, scientific assistant	2
Trainee, student	7
Area of responsibility	%
Management	21
Research/development/design	30
Planning/work preparation	12
Manufacture/production Production, quality control	12
Buying/procurement	,
Finance/accounting, controlling	2
Administration/organization/personnel/	-
social welfare/training	4
Marketing/sales/advertising/PR	18
Storage/material management/logistics/	
transport Maintenance/repairs	7
Frequency of visits to trade fair 2000	40
1999	50
Earlier events	55
First visit	26
Size of company/organization:	%
Number of employees: 1 - 9 12 200- 499	14
10 - 49 17 500 999	10
50 - 99 11 1 000 - 9 999	16
100 - 199 12 10 000 and more	. 5
Length of stay	%
1. Length of stay (days):	
one 54 four 4	
two 26 five 2	
three 12 six 3	
2. Average length of stay 1,8 d	ays
3. Share of visitors on the event's days:	%
1st day 19 4th day 41	
2nd day 34 5th day 32	
3rd day 40 6th day 17	

Conducted by: GFK, Hamburg

HANNOVER MESSE - Factory Automation

Total number of visitors 183	093	ı
Proportion of trade visitors 95	5 %	I
Region of residence	%	
over 100 km away	82	9
Total Germany:	72	1
of which Baden-Württemberg	13	
Bavaria	11	ì
Berlin	2	9
Brandenburg Bremen	2	ļ
Hamburg	2	
Hesse	7	1
Mecklenburg-West Pommerania	1	í
Lower Saxony North Rhine-Westphalia	23 22	I
Rhineland-Palatinate	3	I
Saarland	1	-
Saxony	3	i
Saxony-Anhalt Schleswig-Holstein	2	,
Thuringia	2	
Total Foreign:	28	ļ
of which EU	51	-
Rest of Europe	16	I
Africa	4	(
North America South and Central America	7 4	į
Middle Fast	3	-
East Asia	13	
Australia	2	i
Economic sector	%	•
Agriculture and forestry, fishery	1	Ī
Energy Mining industry	5 1	
Raw materials and production goods		
industry	15	
Investment goods industry	46	ı
Consumer goods industry Foodstuff and luxury industry	5 2	
Building trade	2	
Trade	5	
Traffic/transport	1	
News transmission, telecommunications Banking/insurance	2 1	
Service	ż	
Authority/public services	4	
Other	5	
Influence on purchasing/ procurement decisions	%	
Decisively	29	
Collectively	36	
In an advisory capacity No	18 12	
NO N/A	5	
		-

ractory Automation	
Position in the company/organization	%
Entrepreneur, partner, self-employed Managing director, board member, head of	10
an authority etc. Senior department head, other employee	10
with managerial responsibility	9
Department head, group head Other salaried staff	22 31
Other public service	-
Skilled worker Lecturer, teacher, scientific assistant	5 2
Trainee, student	9
Area of responsibility Management	<u>%</u> 19
Research/development/design	30 11
Planning/work preparation Manufacture/production	14
Production, quality control Buying/procurement	4 7
Finance/accounting, controlling	2
Administration/organization/personnel/ social welfare/training	4
Marketing/sales/advertising/PR	16
Storage/material management/logistics/ transport	3
Maintenance/repairs Other	7
Frequency of visits to trade fair	%
2000 1999	44
Earlier events	48 55
First visit	26
Size of company/organization: Number of employees:	%
1 - 9 10 200- 499 10 - 49 19 500- 999	13
50 - 99 11 1 000- 9 999	16
100 - 199 12 10 000 and more	5 %
Length of stay 1. Length of stay (days):	%
one 58 four 3 two 24 five 2	
three 11 six 3	
2. Average length of stay 1,8 d	ays
3. Share of visitors on the event's days: 1st day 19 4th day 39	%
2nd dáy 33 5th day 31	
3rd day 38 6th day 17	

Conducted by: GFK, Hamburg

7 296 91 % % 79	Position in the company/organization Entrepreneur, partner, self-employed Managing director, board member, head of	1
%		1
	an authority etc.	
13	Senior department head, other employee	
	with managerial responsibility	
76 13	Department head, group head	2
11	Other salaried staff	2
3	Other public service Skilled worker	
2		
1	Trainee, student	1
	Area of responsibility	
		1
	Research/development/design	4
18		
3		1
	Administration/organization/personnel/	
	social welfare/training	
		1
3	Other	
9	Frequency of visits to trade fair	q
4	2000	4
	1999	4
	Earlier events	5
		2
		q
		1
i		
12	50 - 99 10 1 000 - 9 999	1
	100 - 199 10 10 000 and more	
	Length of stay	9
	1. Length of stay (days):	
3		
	2. Average length of stay 1,8 c	ıay
	Share of visitors on the event's days:	ç
9		
9	31d day 33 Otti day 17	
%		
12		
	1 1 3 7 7 1 1 1 3 1 1 1 2 2 2 4 1 1 2 2 2 4 1 1 2 2 2 3 3 3 2 2 3 3 1 9 9 9	Trainee, student Area of responsibility Management Research/development/design Planning/work preparation Manufacture/production Production, quality control Bujing/procurement Finance/accounting, controlling Administration/organization/personnel/ social welfare/training Marketing/sales/advertising/PR Storage/material management/logistics/ transport Maintenance/repairs Other Frequency of visits to trade fair 2000 2 1999 11 Earlier events First visit Size of company/organization: Number of employees: 1 - 9 11 200 499 11 10 49 15 500 999 12 10 49 15 500 999 13 50 99 10 1000 9999 13 10 49 15 500 999 14 1 - 9 11 200 499 15 1 Length of stay 1 Length of stay 1 Length of stay 2 2 three 11 six 3 3 2. Average length of stay 1 3. Share of visitors on the event's days: 1 1st day 19 4th day 39 2 2nd day 34 5th day 31 3 3rd day 35 6th day 17

	nber of visitors 64	936	Position in the company/organization	_
Proportio	n of trade visitors 9	5 %	Entrepreneur, partner, self-employed Managing director, board member, head of	
	residence	%	an authority etc.	
over 100 k		80	Senior department head, other employee	
	•		with managerial responsibility	
otal Gern		78	Department head, group head	
f which	Baden-Württemberg	14	Other salaried staff	
	Bavaria	11	Other public service	
	Berlin	2	Skilled worker	
	Brandenburg	2	Lecturer, teacher, scientific assistant	
	Bremen	2	Trainee, student	
	Hamburg	2	Area of responsibility	
	Hesse	7	Management	
	Mecklenburg-West Pommerania	1	Research/development/design	
	Lower Saxony	22	Planning/work preparation	
	North Rhine-Westphalia	24	Manufacture/production	
	Rhineland-Palatinate	3	Production, quality control	
	Saarland	1	Buying/procurement	
	Saxony	2 1	Finance/accounting, controlling	
	Saxony-Anhalt Schleswig-Holstein	4	Administration/organization/personnel/	
	Thuringia	2	social welfare/training	
	. 3		Marketing/sales/advertising/PR	
otal Fore	ign:	22	Storage/material management/logistics/	
f which	EU	54	transport	
	Rest of Europe	18	Maintenance/repairs	
	Africa	3	Other	
	North America	7	N/A	
	South and Central America	3	Frequency of visits to trade fair	
	Middle East	2	2000	
	East Asia	12	1999	
	Australia	1	Earlier events	
conomic	sector	%	First visit	
	e and forestry, fishery	1	Size of company/organization:	
nergy	e and rorestry, insticity	3	Number of employees:	
Aining inc	dustry	1	1 - 9 11 200- 499	
	rials and production goods		10 - 49 17 500- 999	
ndustry	p	18	50 - 99 12 1 000 - 9 999	
nvestmen	it goods industry	44	100 - 199 12 10 000 and more	
	goods industry	6	N/A	
	and luxury industry	1	Length of stay	
uilding ti		3	1. Length of stay (days):	-
rade		5	one 58 four 3	
raffic/trar		1	two 25 five 2	
	smission, telecommunications	2	three 9 six 4	
lanking/ir	nsurance	1	111100 3 3111	
ervice		7	2. Average length of stay 1,8 c	ia
	public services	4	3. Share of visitors on the event's days:	
ther		5	1st day 18 4th day 37	
nfluence	on purchasing/		2nd day 34 5th day 31	
	ent decisions	%	3rd day 39 6th day 16	
ecisively		36	,,	
Collectivel	v	36		
	sory capacity	15		
	Jory capacity	10		
٧o				

HANNOVER MESSE - Subcon Technology

	IK	K,	Ha	nnover
Total nur	nber of visitors	20 4	461	Position in the co
Proportio	n of trade visitors	99	9 %	Entrepreneur, part
_				Managing director
over 100	f residence		%	an authority et Senior department
	•			with manageria
Total Geri			58	Department head,
of which	Baden-Württemberg		9	Other salaried staff
	Bavaria		6	Other public service
	Berlin Brandenburg		4	Foreman, master c
	Bremen		1	Skilled worker
	Hamburg		ż	Lecturer, teacher, s Trainee, student
	Hesse		11	Not gainfully empl
	Mecklenburg-West Pommera	nia	1	Other
	Lower Saxony		21	Area of responsib
	North Rhine-Westphalia		18	Management
	Rhineland-Palatinate		4	Research/developn
	Saarland Saxony		4	Planning/work pre
	Saxony-Anhalt		3	Manufacture/produ
	Schleswig-Holstein		6	Production, quality
	Thuringia		3	Buying/procureme
Total Fore	-		42	Finance/accounting
of which	egn: FU		67	Administration/org
OI WITICIT	Rest of Europe		19	social welfare/t Marketing/sales/ad
	Africa		3	Storage/material m
	North America		1	transport
	South and Central America		1	Maintenance/repai
	Middle East		5	Other
	East Asia		2	Frequency of visi
	Australia		2	Nürnberg 2000
Economic	sector		%	Essen 1999
Refrigerat	ion/air-conditioning specialist			Nürnberg 1998
company	3 .		61	Essen 1997
	neating and air conditioning		7	Earlier events
	specialist firms		3	First visit
Specialist			7 4	Size of company/
Plant ope	/planning office		6	Number of employ
Other	/planning office		13	1 - 9 27 10 - 49 30
			15	50 - 99 9
	on purchasing/		%	100 - 199 8
	ent decisions		37	Length of stay
Decisively Collective			36	1. Length of stay (
	sory capacity		18	one 64
No	sory capacity		9	two 26
			-	three 10
				2. Average length
				3. Share of visitors
				1st day 44
				2nd dáy 57
				3rd day 46

nnover	
Position in the company/organization	%
Entrepreneur, partner, self-employed	21
Managing director, board member, head of	
an authority etc. Senior department head, other employee	13
with managerial responsibility	6
Department head, group head	21
Other salaried staff	14
Other public service	1
Foreman, master craftsman Skilled worker	7 7
Lecturer, teacher, scientific assistant	1
Trainee, student	5
Not gainfully employed	-
Other	2
Area of responsibility	%
Management	33
Research/development/design Planning/work preparation	21 26
Manufacture/production	18
Production, quality control	8
Buying/procurement	22
Finance/accounting, controlling	7
Administration/organization/personnel/	9
social welfare/training Marketing/sales/advertising/PR	22
Storage/material management/logistics/	
transport	7
Maintenance/repairs	22
Other	6
Frequency of visits to trade fair	%
Nürnberg 2000 Essen 1999	36 38
Nürnberg 1998	26
Essen 1997	28
Earlier events	22
First visit	35
Size of company/organization:	%
Number of employees: 1 - 9 27 200- 499	9
1 - 9 27 200 499 10 - 49 30 500 999	5
50 - 99 9 1 000 - 9 999	7
100 - 199 8 10 000 and more	6
Length of stay	%
1. Length of stay (days):	
one 64	
two 26 three 10	
2. Average length of stay 1,5 c	iays
3. Share of visitors on the event's days: 1st day 44	%
2nd day 57 3rd day 46	
Jiu uay 40	

Conducted by: Gelszus Messe-Marktforschung GmbH, Dortmund

	residence	<u>%</u> 77			
over 100 k	over 100 km away				
Total Germ of which		63 12 9 2 1 2 6 1 28 25 3 - 1 2 5			
Total Forei		37			
of which	EU Rest of Europe Africa North America South and Central America Middle East East Asia Australia	48 18 3 12 5 2 8 4			
Economic		%			
	e and forestry rials and production goods	6			
industry Investmen Consumer Building tr Interior de Trade Service	t goods industry goods industry ade	18 16 19 11 15 11 5 4			
	on purchasing/ ent decisions	%			
Decisively Collectively		40 26 16 13 5			

Total number of visitors Proportion of trade visitors

LIGNA	A, H	lannover	
114	169	Position in the company/organization	%
90	6 %	Entrepreneur, partner, self-employed	22
	% 77	Managing director, board member, head of an authority etc. Senior department head, other employee	14
	63	with managerial responsibility	.7
	12	Department head, group head Other salaried staff	21 13
	9	Other public service	1
	2	Skilled worker	8
	1	Lecturer, teacher, scientific assistant Trainee, student	3
	2	Other	1
nmerania	6 1	Area of responsibility	%
innerania	28	Management Research/development/design	34 16
a	25	Planning/work preparation	17
	3	Manufacture/production	33
	1	Production, quality control	9 12
	2 5	Buying/procurement Finance/accounting, controlling	6
	2	Administration/organization/personnel/	
	37	social welfare/training Marketing/sales/advertising/PR	10 19
	48	Storage/material management/logistics/	19
	18	transport	6
	3 12	Maintenance/repairs Other	8
erica	5	Frequency of visits to trade fair	%
	2	1999	54
	8	1997	46
	%	Earlier events First visit	42 30
	6	Size of company/organization:	
ods	18	Number of employees:	%
	16	1 - 9 23 200 - 499 10 - 49 27 500 - 999	12 5
	19	10 - 49 27 500- 999 50 - 99 11 1 000- 9 999	7
	11	100 - 199 9 10 000 and more	1
	15 11	Length of stay	%
	5	1. Length of stay (days): one 51 four 5	
	4	one 51 four 5 two 25 five 7	
	4	three 13	
	%	2. Average length of stay 1,9 d	lays
	40	3. Share of visitors on the event's days:	%
	26	1st day 20 4th day 24 2nd day 22 5th day 14	
	16 13	3rd day 22 3th day 14	
	5	•	

NORE	BACK	, 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	
Total Germany:	97	with managerial responsibility	.2
of which Baden-Württemberg		Department head, group head Other salaried staff	17 17
Bavaria	1	Other public service	1/
Berlin	1	Skilled worker	10
Brandenburg	-	Lecturer, teacher, scientific assistant	1
Bremen	2	Trainee, student	5
Hamburg Hesse	4	Other	3
Mecklenburg-West Pommera		Area of responsibility	%
Lower Saxony	58	Management	42
North Rhine-Westphalia	17	Research/development/design	14
Rhineland-Palatinate	-	Planning/work preparation	18
Saarland	-	Manufacture/production	53
Saxony	1	Production, quality control Buying/procurement	18 22
Saxoný-Anhalt	3	Finance/accounting, controlling	15
Schleswig-Holstein	6	Administration/organization/personnel/	13
Thuringia	3	social welfare/training	15
Total Foreign:	3	Marketing/sales/advertising/PR	29
of which EU	46	Storage/material management/logistics/	
Rest of Europe	31	transport	15
Africa	8	Maintenance/repairs	14
North America	-	Other	7
South and Central America Middle East	-	Frequency of visits to trade fair	%
East Asia	15	1999	54
Australia	-	1997	39
	%	1996 1995	26 25
Economic sector Bakers/Confectioners Trade	81	Earlier events	20
Bread, cake and pastry industry	3	First visit	37
Subcontracting industry	6	Size of company/organization:	
Trade	4	Number of employees:	%
Service	4	1 - 9 34 200- 499	5
Other	4	10 - 49 36 500- 999	2
Influence on purchasing/		50 - 99 8 1 000 - 9 999	2
procurement decisions	%	100 - 199 9 10 000 and more	1
Decisively	41	Length of stay	%
Collectively	30	1. Length of stay (days):	
In an advisory capacity	14	one 91 four 1	
No	15	two 7 three 1	
		2. Average length of stay 1,1 c	lays
		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

	Body	yLife,	Karlsruhe
Γotal nun	nber of visitors	7 676	Position in the company/organization
Proportio	n of trade visitors	90 %	Entrepreneur, partner, self-employed
Region of	f residence	%	Managing director, board member, head of an authority etc.
over 100 l		70	Senior department head, other employee
Total Gerr	,	94	with managerial responsibility
of which		38	Department head, group head
or winer	Bavaria	15	Other salaried staff Other public service
	Berlin	2	Skilled worker
	Brandenburg	1	Lecturer, teacher, scientific assistant
	Bremen	-	Trainee, student, not gainfully employed
	Hamburg	2	Other
	Hesse	13	Area of responsibility
	Mecklenburg-West Pommera		Management
	Lower Saxony	. 7	Research/development/design
	North Rhine-Westphalia	10	Planning/work preparation
	Rhineland-Palatinate	8	Manufacture/production
	Saarland	1	Production, quality control
	Saxony Saxony-Anhalt	2	Buying/procurement
	Saxony-Annait Schleswig-Holstein	1	Finance/accounting, controlling
	Thuringia	i	Administration/organization/personnel/
	. 3		social welfare/training
Total Fore		6	Marketing/sales/advertising/PR
of which	EU	47	Storage/material management/logistics/
	Rest of Europe	38	transport
	Africa	3	Maintenance/repairs
	North America	9	Information, communication technology (EDP)
	South and Central America Middle East	3	Student, not gainfully employed
	Fast Asia		Other
	Australia		Frequency of visits to trade fair
			2000 1999
Economic	sector	<u>%</u>	1998
Industry	<i>r</i>	6	1997
Wholesale Retail trad	/foreign trade	2	Earlier events
Skilled tra		2	First visit
Service co		61	Size of company/organization:
	public services	2	Number of employees:
	school/polytechnic/university	3	1 - 9 36 200- 499
	not gainfully employed	10	10 - 49 33 500- 999
Other		11	50 - 99 8 1 000 - 9 999
Influence	on purchasing/		100 - 199 4 10 000 and more
	ent decisions	%	Student, not gainfully employed
Decisively		32	Length of stay
Collective		30	1. Length of stay (days):
	sory capacity	16	one 47 three 5
No	,	22	two 35 four 14
			2. Average length of stay 1,9
			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

INTERGEM, Idar-Oberstein

Total number of visitors 2 400 Proportion of trade visitors 100 % Region of residence over 100 km away % Total Germany: 75 of which Baden-Württemberg Berlin 12 Bavaria Berlin 1 Bavaria Berlin 1 Berlin 1 Brandenburg - Bremen - Hamburg 1 Hesse 1 Mecklenburg-West Pommerania Lower Saxony 2 North Rhine-Westphalia 13 Rhineland-Palatinate 58 Saarland 3 Saxony - Saxony-Anhalt - Schleswig-Holstein - Thuringia - Total Foreign 2 of which EU 67 Rest of Europe 14 Africa 1 North America 9 South and Central America 9 South and Central America 1 Australia <td< th=""><th></th><th></th><th>-</th></td<>			-
Region of residence % over 100 km away 75 Total Germany: 75 of which Baden-Württemberg 12 Bavaria 3 Berlin 1 Brandenburg - Bremen - Hamburg 1 Hesse 7 Mecklenburg-West Pommerania - Lower Saxony 2 North Rhine-Westphalia 13 Rhineland-Palatinate 58 Saarland 3 Saxony - Saxony-Anhalt - Schleswig-Holstein - Thuringia - of which EU 67 Rest of Europe 14 Africa 1 North America 9 South and Central America 2 Middle East 1 Leconomic Sector % Retail trade, jeweller 53 Wholesale trade 23 Manufacturing	Total nun	nber of visitors	2 400
over 100 km away Total Germany: 75 of which Baden-Württemberg 12 Bavaria Berlin 1 Bavaria Berlin 1 Bremen - Hamburg 1 Hesse 7 Mecklenburg-West Pommerania Lower Saxony 2 North Rhine-Westphalia 13 Rhineland-Palatinate 58 Saarand 3 Saxony - Saxony-Anhalt - Schleswig-Holstein - Thuringia - of which EU 67 Rest of Europe 14 Africa 1 North America 9 South and Central America 2 Middle East 1 Economic Sector % Retail trade, jeweller 53 Wholesale trade 23 Manufacturing 14 Designer, designer studio 6 Other 3 Influence on purchasing/procurement decisions	Proportio	n of trade visitors	100 %
over 100 km away Total Germany: 75 of which Baden-Württemberg 12 Bavaria Berlin 1 Bavaria Berlin 1 Bremen - Hamburg 1 Hesse 7 Mecklenburg-West Pommerania Lower Saxony 2 North Rhine-Westphalia 13 Rhineland-Palatinate 58 Saarand 3 Saxony - Saxony-Anhalt - Schleswig-Holstein - Thuringia - of which EU 67 Rest of Europe 14 Africa 1 North America 9 South and Central America 2 Middle East 1 Economic Sector % Retail trade, jeweller 53 Wholesale trade 23 Manufacturing 14 Designer, designer studio 6 Other 3 Influence on purchasing/procurement decisions	Region of	f residence	%
of which Baden-Württemberg 12 Bavaria 3 Berlin 1 Brandenburg - Bremen - Hamburg 1 Hesse 7 Mecklenburg-West Pommerania - Lower Saxony 2 North Rhine-Westphalia 13 Rhineland-Palatinate 58 Saarland 3 Saxony-Anhalt - Schleswig-Holstein - Thuringia - Thuringia - Total Foreign: 25 of which EU 67 Rest of Europe 14 Africa 1 North America 9 5 South and Central America 2 2 Middle East 1 1 Economic sector % Retail trade, jeweller 53 Wholesale trade 23 Manufacturing 14 Designer, designer studio 6 <			
of which Baden-Württemberg 12 Bavaria 3 Berlin 1 Brandenburg - Bremen - Hamburg 1 Hesse 7 Mecklenburg-West Pommerania - Lower Saxony 2 North Rhine-Westphalia 13 Rhineland-Palatinate 58 Saarland 3 Saxony-Anhalt - Schleswig-Holstein - Thuringia - Thuringia - Total Foreign: 25 of which EU 67 Rest of Europe 14 Africa 1 North America 9 5 South and Central America 2 2 Middle East 1 1 Economic sector % Retail trade, jeweller 53 Wholesale trade 23 Manufacturing 14 Designer, designer studio 6 <	Total Gerr	many:	75
Bavaria 3 Berlin 1 1 1 1 1 1 1 1 1			
Brandenburg Brandenburg Bremen			
Bremen		Demmi	1
Hamburg		Brandenburg	-
Hesse			
Mecklenburg-West Pommerania Lower Saxony 2			
Lower Saxoñy 2 North Rhine-Westphalia 13 Rhineland-Palatinate 58 Saarland 3 Saxony -			
North Rhine-Westphalia 13			
Rhineland-Palatinate S8 Saarland 3 Saxony Saxony-Anhalt - Sakony-Anhalt - Sakony			
Saarland 3 Saxony			
Saxony			
Saxony-Anhalt Schleswig-Holstein Thuringia - Thuri			3
Schleswig-Holstein Thuringia - Thuringia			
Thuringia			
Total Foreign: 25 of which EU 67 Rest of Europe 14 Africa 1 North America 9 South and Central America 2 Middle East 1 East Asia 7 Australia 1 Economic sector % Retail trade, jeweller 53 Wholesale trade 23 Manufacturing 14 Designer, designer studio 6 Other 3 Influence on purchasing/procurement decisions % Decisively 70 Collectively 21 In an advisory capacity 6			_
of which EU 67 Rest of Europe 14 Africa 1 North America 1 1 North America 9 2 South and Central America 2 Middle East 1 1 East Asia 7 7 Australia 1 1 Economic sector % Retail trade, jeweller 53 Wholesale trade 23 Wholesale trade 23 Manufacturing 14 Department store/chain store 2 Designer, designer studio 6 6 Other 3 Influence on purchasing/ procurement decisions % Decisively 70 Collectively 21 In an advisory capacity 6	Total Fore	-	25
Rest of Europe			
Africa 1 North America 9 South and Central America 2 Middle East 1 East Asia 7 Australia 1 Economic sector % Retail trade, jeweller 53 Wholesale trade 23 Manufacturing 14 Department store/chain store 2 Designer, designer studio 6 Other 3 Influence on purchasing/ procurement decisions % Collectively 70 Collectively 21 In an advisory capacity 6 6	or willen		
South and Central America 2 Middle East 1 East Asia 7 Australia 1			
Middle East 1 East Asia 7 Australia 1		North America	9
East Asia			2
Australia		Middle East	1
Economic sector % Retail trade, jeweller 53 Wholesale trade 23 Whanufacturing 14 Designer, designer studio 6 Other 3 Influence on purchasing/ procurement decisions % Decisively 70 Collectively 21 In an advisory capacity 6		East Asia	7
Retail trade, jeweller 53 Wholesale trade 23 Manufacturing 14 Department store/chain store 2 Designer, designer studio 6 Other 3 Influence on purchasing/ procurement decisions % Decisively 70 Collectively 21 In an advisory capacity 6		Australia	1
Wholesale trade 23 Manufacturing 14 Department store/chain store 2 Designer, designer studio 6 Other 3 Influence on purchasing/procurement decisions % Decisively 70 Collectively 21 In an advisory capacity 6	Economic	sector	%
Manufacturing 14 Department store/chain store 2 Designer, designer studio 6 Other 3 Influence on purchasing/ procurement decisions % Decisively 70 Collectively 21 In an advisory capacity 6			
Department store/chain store 2 Designer, designer studio 6 Other 3 Influence on purchasing/ procurement decisions % Decisively 70 Collectively 21 In an advisory capacity 6			
Designer, designer studio 6 Other 3 Influence on purchasing/procurement decisions % Decisively 70 Collectively 21 In an advisory capacity 6			
Other 3 Influence on purchasing/ procurement decisions % Decisively 70 Collectively 21 In an advisory capacity 6			
Influence on purchasing/procurement decisions % Decisively 70 Collectively 21 In an advisory capacity 6		designer studio	
procurement decisions Decisively 70 Collectively 21 In an advisory capacity 6	Other		3
Decisively 70 Collectively 21 In an advisory capacity 6			%
Collectively 21 In an advisory capacity 6			70
In an advisory capacity 6			
		,,	

Position in the company/organization	%
Entrepreneur, partner, self-employed	59
Managing director, board member, head of an authority etc.	11
Senior department head, other employee	
with managerial responsibility	15
Department head, group head	-
Other salaried staff	7
Other public service Skilled worker	- 2
Lecturer, teacher, scientific assistant	_
Trainee, student	2
Other	6
Area of responsibility	%
Management	70
Research/development/design Planning/work preparation	11
Manufacture/production	
Production, quality control	-
Buying/procurement	11
Finance/accounting, controlling	-
Administration/organization/personnel/ social welfare/training	2
Marketing/sales/advertising/PR	2 4
Storage/material management/logistics/	
transport	-
Maintenance/repairs Other	6
Frequency of visits to trade fair	%
	-70
Size of company/organization: Number of employees:	%
1 - 9 77 200- 499	3
10 - 49 8 500- 999	-
50 - 99 7 1 000 - 9 999 100 - 199 3 10 000 and more	1
	۰.
Length of stay	%
1. Length of stay (days): one 81 four 1	
two 15	
three 2	
2. Average length of stay 1,2 d	ays
3. Share of visitors on the event's days:	%
1st day 14 4th day 13	/0
2nd day 31	
3rd day 42	

Conducted by: Intergem Messe GmbH, Idar-Ober-stein

HOGAKA, Karlsruhe

		7 373 85 %
over 100 l	residence	<u>%</u>
	,	
Total Gerr		96
of which	Baden-Württemberg	66
	Bavaria	2
	Berlin Brandenburg	1
	Bremen	-
	Hamburg	
	Hesse	7
	Mecklenburg-West Pommerania	
	Lower Saxony	
	North Rhine-Westphalia	-
	Rhineland-Palatinate	21
	Saarland	1
	Saxony	1
	Saxony-Anhalt	-
	Schleswig-Holstein	-
	Thuringia	-
Total Fore	ign:	4
of which	EU	90
	Rest of Europe	5
	Africa	-
	North America	-
	South and Central America	-
	Middle East	-
	East Asia	5
	Australia	-
Economic	sector	%
Hotel trad	e	30
	t operation	37
ias	s, take-away food outlets, cafeter	4
	hen, canteen	5
	nfectioners	2
Catering, i	out-of-home catering not gainfully employed	4
Other	iot gairiung employed	14
		14
	on purchasing/ ent decisions	%
Decisively	ent decisions	39
Collectivel	v	31
	sory capacity	16
No	50., capacit,	14

Position in the company/organization	%
Entrepreneur, partner, self-employed Managing director, board member, head of	50
an authority etc. Senior department head, other employee	6
with managerial responsibility	10
Department head, group head Other salaried staff	8
Other public service	2
Skilled worker	3
Lecturer, teacher, scientific assistant Trainee, student	12
not gainfully employed	1
Other	5
Area of responsibility Management	<u>%</u>
Research/development/design	2
Planning/work preparation	9
Manufacture/production Production, quality control	5
Buying/procurement	15
Finance/accounting, controlling	7
Administration/organization/personnel/ social welfare/training	11
Marketing/sales/advertising/PR	11
Storage/material management/logistics/	
transport Cook	8 30
Service	18
Student, not gainfully employed	4
Other Independent contractor	5 37
Hotel employee, service provider	7
Maintenance/repairs	6
Frequency of visits to trade fair	%
1999 1997	35 29
	21
1993	15
Earlier events First visit	15 45
Size of company/organization:	
Number of employees:	%
1 - 9 51 200- 499	2
10 - 49 26 500- 999 50 - 99 6 1 000- 9 999	2
100 - 199 5 10 000 and more	3
Student, not gainfully employed	4
Length of stay	%
1. Length of stay (days): one 92 three -	
one 92 three - two 7 four 1	
2. Average length of stay 1,1 da	avs
3. Share of visitors on the event's days:	%
1st day 22 3rd day 30	70

	hoı	tec, k	Carlsruhe
otal nur	nber of visitors	7 268	Position in the company/organization
roportio	n of trade visitors	90 %	Entrepreneur, partner, self-employed
•	f residence	%	Managing director, board member, head of an authority etc.
	km away	49	Senior department head, other employee
otal Gerr	,	95	with managerial responsibility
	Baden-Württemberg	61	Department head, group head
· willen	Bavaria	15	Other salaried staff Other public service
	Berlin	-	Skilled worker
	Brandenburg	-	Lecturer, teacher, scientific assistant
	Bremen		Trainee, student
	Hamburg Hesse	4	Other
	Mecklenburg-West Pommera		Area of responsibility
	Lower Saxony	1	Management
	North Rhine-Westphalia	3	Research/development/design Planning/work preparation
	Rhineland-Palatinate	12	Manufacture/production
	Saarland Saxonv	2	Production, quality control
	Saxony-Anhalt		Buying/procurement
	Schleswig-Holstein	-	Finance/accounting, controlling
	Thuringia	-	Administration/organization/personnel/ social welfare/training
otal Fore	ian:	5	Marketing/sales/advertising/PR
	EU	96	Storage/material management/logistics/
	Rest of Europe	4	transport
	Africa	-	Maintenance/repairs
	North America South and Central America	_	Other
	Middle East		Frequency of visits to trade fair
	East Asia	_	1999
	Australia	-	1995
conomic	sector	%	Earlier events
egetable	growing	36	First visit
	nd devorative plants	29	Size of company/organization:
	re and landscape gardening	6 6	Number of employees:
ndustry	hority/institution	6	1 - 9 61 200- 499 10 - 49 25 500- 999
other	anonty/mstitution	7	50 - 99 4 1 000 - 9 999
iraveyard	landscaping	5	100 - 199 3 10 000 and more
rade		3	Length of stay
lursery		2	1. Length of stay (days):
	on purchasing/ ent decisions	%	one 0
ecisively		59 23	2. Average length of stay 1,0 c
Collective n an advi	sory capacity	10	3. Share of visitors on the event's days:
No	sory capacity	7	1st day 37 2nd day 47 3rd day 19

Conducted by: Cobus Karlsruhe, Karlsruhe

Anug	a, K	öln (1999)	
Total number of visitors 18	3 768	Position in the company/organization	%
Proportion of trade visitors	93 %	Entrepreneur, partner, self-employed Managing director, board member,	36
Region of residence	%	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 Bremen	1	Lecturer, teacher, scientific assistant	1
Hamburg	2	Trainee, student	8
Hesse	8	Other	3
Mecklenburg-West Pommerania		Area of responsibility	%
Lower Saxony	6	Management	40
North Rhine-Westphalia	59	Research/development/design	6
Rhineland-Palatinate	7	Planning/work preparation Manufacture/production	7
Saarland	1	Production, quality control	2
Saxony	1 1	Buying/procurement	10
Saxony-Anhalt Schleswig-Holstein	1	Finance/accounting, controlling	1
Thuringia	1	Administration/organization/personnel/	
•		social welfare/training	4
Total Foreign:	40	Marketing/sales/advertising/PR	19
of which EU	60	Storage/material management/logistics/	_
Rest of Europe Africa	18 4	transport	1
North America	4	Maintenance/repairs Other	7
South and Central America	4		%
Middle East	5	Frequency of visits to trade fair 1997	85
East Asia	3	1997	66
Australia	2	1993	47
Economic sector	%	1991	37
Wholesale trade	18	Size of company/organization:	٠,
Import	7	Number of employees:	%
Retail chain/cooperative head office	2	1 - 9 25 200- 499	9
Retail trade	12	10 - 49 25 500- 999	6
Catering	16	50 - 99 10 1 000 - 9 999	10
Communal catering, bulk users	2	100 - 199 9 10 000 and more	6
Skilled trades	2	Length of stay	%
Commercial agent	2 8	1. Length of stay (days):	
Service Industry	21	one 60 four 4	
Authority/public services	4	two 20 five 2	
Other	6	three 9 six 6	
Influence on purchasing/		2. Average length of stay 1,9 c	days
			0/
procurement decisions	%	Share of visitors on the event's days:	%
	<u>%</u> 49	1st day 28 4th day 36	%
procurement decisions Decisively Collectively	49 25	1st day 28 4th day 36 2nd day 33 5th day 32	%
procurement decisions Decisively	49	1st day 28 4th day 36	%

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

Total number of visitors	63 832
Proportion of trade visitors	98 %
Region of residence	%
over 100 km away	82
Total Germany:	57
of which Baden-Württemberg	13
Bavaria Berlin	15 3
Brandenburg	1
Bremen	1
Hamburg	2
Hesse Mecklenburg-West Pommera	7 nia -
Lower Saxony	6
North Rhine-Westphalia	41
Rhineland-Palatinate Saarland	6 1
Saxony	2
Saxony-Anhalt	ī
Schleswig-Holstein	-
Thuringia	1
Total Foreign:	43
of which EU Rest of Europe	47 22
Africa	2
North America	7
South and Central America	5 5
Middle East East Asia	6
Australia	6
Conomic sector	%
specialist retail trade with workshop	21
Specialist retail trade without workshop	3
Builders" & DIY/home improvement mar Specialist market	ket 1
Department store	1
Mail order	i
Specialist wholesale, retail trade	6
mport/export Wholesale market (C+C etc.)	7 1
Commercial agent	3
Industry	36
Skilled trades Service	5 7
Service Other	4
nfluence on purchasing/	%
procurement decisions	
Decisively Collectively	53 29
Collectively In an advisory capacity	29 10
No	8

63	832	Position in the company/organization	9/
9:	8 %	Entrepreneur, partner, self-employed Managing director, board member, head of	30
	<u>%</u> 82	an authority etc. Senior department head, other employee	2:
		with managerial responsibility	
	57 13	Department head, group head	1
	15	Other salaried staff Other public service	1
	3	Skilled worker	
	1	Lecturer, teacher, scientific assistant	
	1 2	Trainee, student	
	7	Other	
mmerania	-	Area of responsibility	9
	6	Management Research/development/design	4
lia	41 6	Planning/work preparation	·
	1	Manufacture/production	
	2	Production, quality control Buying/procurement	
	1	Finance/accounting, controlling	
	1	Administration/organization/personnel/	
	43	social welfare/training	
	45	Marketing/sales/advertising/PR Storage/material management/logistics/	1
	22	transport	
	2	Maintenance/repairs	
nerica	7 5	Other	
nerica	5	Frequency of visits to trade fair	9
	6	1999 1997	5 4
	6	1995	3
	%	First visit	3
hop	21	Size of company/organization:	9
orkshop ent market	3 1	Number of employees: 1 - 9 31 200- 499	_
ent market	4	10 - 49 23 500- 999	
	1	50 - 99 7 1 000 - 9 999	-
	1	100 - 199 7 10 000 and more	-
	6 7	Length of stay	9
	1	1. Length of stay (days): one 55 four 7	
	3	two 26	
	36 5	three 12	
	7	2. Average length of stay 1,7 d	lay
	4	3. Share of visitors on the event's days:	, 0
		1st day 48 4th day 11	7
	%	2nd day 61	
	53	3rd day 51	
	29		
	10		

otal nur	nber of visitors 2	5 651	Position in the company/organization
roportic	on of trade visitors	97 %	Entrepreneur, partner, self-employed
•		%	Managing director, board member, head of an authority etc.
	f residence km awav	66	Senior department head, other employee
	,		with managerial responsibility
otal Gerr		78	Department head, group head
f which	Baden-Württemberg	8	Other salaried staff
	Bavaria	6	Other public service
	Berlin	1 1	Skilled worker
	Brandenburg Bremen	1	Lecturer, teacher, scientific assistant
	Hamburg	2	Trainee, student
	Hesse	9	Other
	Mecklenburg-West Pommerania		Area of responsibility
	Lower Saxony	6	Management
	North Rhine-Westphalia	52	Research/development/design Planning/work preparation
	Rhineland-Palatinate	7	Manufacture/production
	Saarland	1	Production, quality control
	Saxony	2 1	Buying/procurement
	Saxony-Anhalt Schleswig-Holstein	2	Finance/accounting, controlling
	Thuringia	2	Administration/organization/personnel/
	-	_	social welfare/training
tal Fore		22	Marketing/sales/advertising/PR
which	EU Doot of Francis	74 20	Storage/material management/logistics/
	Rest of Europe Africa	20	transport Maintenance/repairs
	North America	3	Other
	South and Central America	-	Frequency of visits to trade fair
	Middle East	2	1997
	East Asia	1	1995
	Australia	1	1993
onomi	sector	%	1991
dustry		24	Earlier events
holes ale		11	First visit
etail trac		5	Size of company/organization:
killed tra		16	Number of employees:
ervice/ca		34 9	1 - 9 30 200- 499
elf-emplo ther	oyeu	2	10 - 49 32 500- 999 50 - 99 11 1 000- 9 999
		2	100 - 199 8 10 000 and more
	on purchasing/	%	Length of stay
rocuren ecisivelv	nent decisions	53	1. Length of stay (days):
ollective		27	one 84
	isory capacity	13	two 12
0	, , , , , , , , , , , , , , , , , , , ,	8	three 4
			2. Average length of stay 1,2 c
			3. Share of visitors on the event's days:
			1st day 43
			2nd day 46
			3rd day 33

Herren-Mode-Woche - Spring, Köln (2000) Total number of visitors 50 702 Position in the company/organization Entrepreneur, partner, self-employed Managing director, board member, head of Proportion of trade visitors 96 % Region of residence over 100 km away 16 an authority etc. Senior department head, other employee 80 with managerial responsibility Department head, group head Other salaried staff Total Germany: of which Baden-Württemberg Bavaria Berlin Brandenburg 5 16 52 12 16 Other public service Skilled worker Lecturer, teacher, scientific assistant Trainee, student Other Bremen Hamburg Area of responsibility Management Research/development/design Planning/work preparation Manufacture/production Hesse Mecklenburg-West Pommerania Lower Saxony North Rhine-Westphalia Rhineland-Palatinate Rhineland-Palatinat Saarland Saxony Saxony-Anhalt Schleswig-Holstein Thuringia 19 Buying/procurement Finance/accounting, controlling rinance/accounting, controlling Administration/organization/personnel/ social welfare/training Marketing/sales/advertising/PR Storage/material management/logistics/ transport Maintenance/repairs Other 18 Total Foreign: of which EU 48 1 Rest of Europe Africa Other Frequency of visits to trade fair Autumn 1999 Spring 1999 Autumn 1998 Spring 1998 Earlier events First visit North America South and Central America 53 50 42 42 40 23 Asia Australia **Economic sector** Wholesale trade Buying association Mail order Size of company/organization: Number of employees: % Textile chain Department store Specialist retail trade Fashion agency 4 34 5 4 16 12 1 - 9 10 - 49 50 - 99 41 17 500-1 000-999 9 999 50 - 99 100 - 199 7 7 Importer Industry 10 000 and more Length of stay Other 1. Length of stay (days): Influence on purchasing/ procurement decisions Decisively Collectively In an advisory capacity No one % two 28 three 14 47 24 18 11 1,6 Tage 2. Average length of stay

Conducted by: Walter & Partner, Basel

3. Share of visitors on the event's days:

1st day 2nd day 3rd day 54 57 45

	IDS - Internation	al De	ntal Show, Köln (1999)	
Total nun	nber of visitors	58 513	Position in the company/organization	%
Proportio	n of trade visitors	99 %	Entrepreneur, partner, self-employed	42
_	f residence	%	Managing director, board member, head of an authority etc.	7
over 100 l		79	Senior department head, other employee	,
Total Gerr	,	77	with managerial responsibility	2
of which	Baden-Württemberg	12	Department head, group head	7
or writeri	Bavaria	12	Other salaried staff Other public service	30
	Berlin	2	Skilled worker	2
	Brandenburg	1	Lecturer, teacher, scientific assistant	2
	Bremen	1	Trainee, student	7
	Hamburg	3	Other	2
	Hesse	. 9	Area of responsibility	%
	Mecklenburg-West Pommer		Management	45
	Lower Saxony North Rhine-Westphalia	7 40	Research/development/design	5
	Rhineland-Palatinate	8	Planning/work preparation	4
	Saarland	2	Manufacture/production	16
	Saxony	1	Production, quality control	2
	Saxony-Anhalt	1	Buying/procurement	2
	Schleswig-Holstein	1	Finance/accounting, controlling	1
	Thuringia	2	Administration/organization/personnel/ social welfare/training	7
Total Fore	ian:	23	Marketing/sales/advertising/PR	8
of which		60	Storage/material management/logistics/	0
	Rest of Europe	27	transport	_
	Africa .	2	Maintenance/repairs	1
	North America	5	Other	10
	South and Central America	1	Frequency of visits to trade fair	%
	Middle East	2	1997	54
	East Asia Australia	1	1995	48
			Earlier events	-
Economic		%	First visit	37
Dental sur		37	Size of company/organization:	
Surgery-la		8	Number of employees:	%
Dental lab Dental tra		27 16	1 - 9 60 200- 499 10 - 49 28 500- 999	2
Dental inc		7	10 - 49 28 500 - 999 50 - 99 4 1 000 - 9 999	1
Polytechn		í	100 - 199 3 10 000 and more	1
University		3	Length of stay	%
	ental services	1	1. Length of stay (days):	
Other		1	one 61 four 2	
Influence	on purchasing/		two 26 five 3	
	ent decisions	%	three 8	
Decisively		52	2. Average length of stay 1,6 o	davs
Collective	ly	26		,
	sory capacity	15	3. Share of visitors on the event's days:	%
No		7	1st day 22 4th day 36 2nd day 37 5th day 29	
			3rd day 35	
			3.4 44, 33	

Herren-Mode-Woche - Autumn, Köln (2000) Position in the company/organization Entrepreneur, partner, self-employed Managing director, board member, head of Total number of visitors 40 191 Proportion of trade visitors 95 % Region of residence over 100 km away 17 % 77 an authority etc. Senior department head, other employee with managerial responsibility Department head, group head Other salaried staff Total Germany: of which Baden-Württemberg Bavaria Berlin Brandenburg 12 14 2 Other public service Skilled worker Lecturer, teacher, scientific assistant Trainee, student Other Bremen Hamburg Area of responsibility Management Research/development/design Planning/work preparation Manufacture/production Hesse Mecklenburg-West Pommerania 6 Mecklenburg-West Pomr Lower Saxony North Rhine-Westphalia Rhineland-Palatinate Saarland Saxony Saxony-Anhalt Schleswig-Holstein Thuringia 43 7 42 6 1 Buying/procurement Finance/accounting, controlling rinance/accounting, controlling Administration/organization/personnel/ social welfare/training Marketing/sales/advertising/PR Storage/material management/logistics/ transport Maintenance/repairs Other 19 Total Foreign: of which EU Rest of Europe Africa 22 3 2 3 11 1 Africa North America South and Central America Asia Australia Frequency of visits to trade fair Spring 2000 Autumn 1999 Autumn 1998 Earlier events 60 58 49 42 18 **Economic sector** % 12 2 1 7 Wholesale trade Buying association Mail order First visit Size of company/organization: Number of employees: 1 - 9 40 200 10 - 49 17 500 500 % Textile chain Department store Specialist retail trade Fashion agency 6 37 500-000-999 9 999 50 - 99 100 - 199 10 000 and 6 3 15 12 3 Importer Industry N/A Length of stay 1. Length of stay (days): one 57 Other Influence on purchasing/ procurement decisions Decisively Collectively In an advisory capacity % two 28 three 15 51 23 15 11 2. Average length of stay 1,6 Tage

Conducted by: Walter & Partner, Basel

3. Share of visitors on the event's days:

1st day 57 2nd day 58 3rd day 45

%

	IFM <i>A</i>	۱, K	öln (2000)
Total nun	nber of visitors 1	8 852	
Proportio	n of trade visitors	93 %	Entrepreneur, partne Managing director, I
Region of	residence	%	
over 100 l		71	
Total Gerr	nany:	84	with managerial Department head, g
of which	Baden-Württemberg Bawaria Berlin Brandenburg Bremen Hamburg Hesse Mecklenburg-West Pommerani Lower Saxony North Rhine-Westphalia Rhineland-Palatinate Saarland	12 45 4	Other salaried staff Other public service Skilled worker Lecturer, teacher, sc Trainee, student Other Area of responsibil Management Research/developme Planning/work prep Manufacture/produc
	Saxony Saxony-Anhalt Schleswig-Holstein Thuringia	3 1 2 2	Finance/accounting, Administration/orga
Total Fore		16	Storage/material ma
of which	EU Rest of Europe Africa North America South and Central America Middle East East Asia Australia	83 8 - 2 1 - 2 3	Maintenance/repairs Other Frequency of visits 1999 1998 1997 (intercycle)
Economic		%	
retail trade Wholesale Wholesale Import/ex Represent Skilled tra Industry Service Public aut Other Influence procurem Decisively Collectivel	ative des hority on purchasing/ ent decisions	63 4 77 dle 5 2 1 3 9 3 1 2 % 64 20 10 66	1 - 9 66 10 - 49 16 50 - 99 5 100 - 199 5 Length of stay 1. Length of stay (do one 60 ftwo 25 three 9 2. Average length of 3. Share of visitors of 1st day 34 2nd day 48 3rd day 48

in (2000)	
Position in the company/organization	%
Entrepreneur, partner, self-employed	54
Managing director, board member, head of an authority etc.	13
Senior department head, other employee	13
with managerial responsibility	2
Department head, group head Other salaried staff	9 14
Other public service	14
Skilled worker	3
Lecturer, teacher, scientific assistant Trainee, student	3
Other	1
Area of responsibility	%
Management	65
Research/development/design	4
Planning/work preparation Manufacture/production	1 8
Buying/procurement	6
Finance/accounting, controlling	1
Administration/organization/personnel/ social welfare/training	_
Marketing/sales/advertising/PR	8
Storage/material management/logistics/	
transport Maintenance/repairs	4
Other	3
Frequency of visits to trade fair	%
1999 1998	78
1998 1997 (intercycle)	78 56
First visit	13
Size of company/organization:	%
Number of employees:	
1 - 9 66 200- 499 10 - 49 16 500- 999	3
50 - 99 5 1 000 - 9 999	2
100 - 199 5 10 000 and more	1
Length of stay	%
1. Length of stay (days): one 60 four 6	
two 25	
three 9	
2. Average length of stay 1,6 T	age
3. Share of visitors on the event's days:	%
1st day 34 4th day 31	
2nd day 48 3rd day 48	
,	

INTI	ERGI	EO, Köln	
Total number of visitors 15	5 320	Position in the company/organization	
Proportion of trade visitors	98 %	Entrepreneur, partner, self-employed	_
Region of residence	%	Managing director, board member, head of an authority etc.	
over 100 km away	63	Senior department head, other employee	
Total Germany:	93	with managerial responsibility	
of which Baden-Württemberg	8	Department head, group head Other salaried staff	
Bavaria	6	Other public service	
Berlin	2	Skilled worker	
Brandenburg Bremen	2	Lecturer, teacher, scientific assistant	
Hamburg	1	Trainee, student	
Hesse	8	Not gainfully employed Other	
Mecklenburg-West Pommerania		Area of responsibility	
Lower Saxony North Rhine-Westphalia	7 47	Management	_
Rhineland-Palatinate	11	Research/development/design	
Saarland	1	Planning/work preparation	
Saxony	2	Manufacture/production Production, quality control	
Saxony-Anhalt Schleswig-Holstein	1 1	Buying/procurement	
Thuringia	4	Finance/accounting, controlling	
Total Foreign:	7	Administration/organization/personnel/	
of which Asia		social welfare/training Marketing/sales/advertising/PR	
EU	52	Storage/material management/logistics/	
Rest of Europe	23	transport	
Africa	-	Maintenance/repairs	
North America South and Central America	4 4	Information, communication technology (EDP)	
Middle East	8	Student, not gainfully employed	
East Asia	8	Other	
Australia America	-	Frequency of visits to trade fair	_
		Berlin 2000	
Economic sector	<u>%</u> 3	Hanover 1999 Wiesbaden 1998	
Industrial company Energy supplies	4	Karlsruhe 1997	
Water supplies	i	Dresden 1996	
Retail trade	1	Earlier events	
Engineer's office Research	21 2	First visit	
Telecommunication	1	Size of company/organization: Number of employees:	
Architecture/construction	3	1 - 9 14 200- 499	-
other service company	7	10 - 49 22 500- 999	
Professional, specialist association	1 39	50 - 99 12 1 000 - 9 999	
Authority/public services Vocational school/polytechnic/university	39	100 - 199 7 10 000 and more Student, not gainfully employed	
Student, not gainfully employed, no details		Length of stay	
Other sectors of industry	5	1. Length of stay (days):	-
Influence on purchasing/	0/	one 73 two 16 three	
procurement decisions	%	2. Average length of stay 1,4 o	d
Decisively	13	3. Share of visitors on the event's days:	
Collectively In an advisory capacity	32 24	1st day 48 2nd day 55 3rd day	
No	31	, , , , , , , , , , , , , , , , , , , ,	
		Conducted by: Gelszus Messe-Marktforschung	-
		GmbH, Dortmund	

	INT	ERZU	IM, Köln	
Total nun	nber of visitors	62 224	Position in the company/organization	%
Proportio	n of trade visitors	99 %	Entrepreneur, partner, self-employed	36
Region of	residence	%	Managing director, board member, head of an authority etc.	16
over 100 k	cm away	84	Senior department head, other employee	7
Total Gern	nany:	40	with managerial responsibility Department head, group head	14
of which	Baden-Württemberg	14	Other salaried staff	13
	Bavaria	10	Other public service	1
	Berlin	1	Skilled worker	3
	Brandenburg	1	Lecturer, teacher, scientific assistant	1
	Bremen		Trainee, student	7
	Hamburg	1	Other	2
	Hesse Mecklenburg-West Pommerar	7	Area of responsibility	%
	Lower Saxony	8	Management	46
	North Rhine-Westphalia	46	Research/development/design	9
	Rhineland-Palatinate	8	Planning/work preparation	5
	Saarland	1	Manufacture/production	16
	Saxony	i	Production, quality control	-
	Saxony-Anhalt		Buying/procurement	8
	Schleswig-Holstein	1	Finance/accounting, controlling	-
	Thuringia	1	Administration/organization/personnel/	
Total Fore	ian:	60	social welfare/training	1 10
of which		54	Marketing/sales/advertising/PR Storage/material management/logistics/	10
JI WIIICII	Rest of Europe	14	transport	_
	Africa	5	Maintenance/repairs	_
	America	15	Other	5
	Middle East	5	Frequency of visits to trade fair	%
	East Asia	3	1999	45
	Australia	4	1997	35
Economic	sector	%	1995	26
ndustry	sector	50	First visit	46
skilled tra	des	23	Size of company/organization:	
Frade	acs	16	Number of employees	%
	rofessions	6	·	/0
Other		5	1 - 9 31 200 - 499	10
	an musebasines/		10 - 49 27 500- 999	- 5
	on purchasing/ ent decisions	%	50 - 99 12 1 000 - 9 999	4
Decisively	ent decisions	57	100 - 199 10 10 000 and more	1
Collectivel	v	22	Length of stay	%
	sory capacity	12	1. Length of stay (days):	
No	sory capacity	9	one 58 four 4	
			two 22 five 6 three 10	
			2. Average length of stay 1,8 c	lays
			3. Share of visitors on the event's days:	%
			1st day 33 4th day 37	
			2nd day 39 5th day 28	
			3rd day 38	

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

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

Total nun	nber of visitors 27	115	Position in the company/organization	%
Proportio	n of trade visitors	96 %	Entrepreneur, partner, self-employed	27
_		0/	Managing director, board member, head of	1.
over 100 k	residence	<u>%</u> 79	an authority etc. Senior department head, other employee	15
	•		with managerial responsibility	6
Total Gern		52	Department head, group head	23
of which		7	Other salaried staff	22
	Bavaria	8	Other public service	-
	Berlin Brandonburg	2	Skilled worker	1
	Brandenburg Bremen	3	Lecturer, teacher, scientific assistant	1
	Hamburg	5	Trainee, student	4
	Hesse	8	Other	2
	Mecklenburg-West Pommerania		Area of responsibility	%
	Lower Saxony	9	Management	33
	North Rhine-Westphalia	49	Research/development/design Planning/work preparation	8 1
	Rhineland-Palatinate	4	Manufacture/production	9
	Saarland	1	Buying/procurement	11
	Saxony	1	Finance/accounting, controlling	1
	Saxony-Anhalt Schleswig-Holstein	1 2	Administration/organization/personnel/	
	Thuringia	_	social welfare/training	2
	-		Marketing/sales/advertising/PR	31
Total Fore		48	Storage/material management/logistics/	_
of which	EU Doot of Forman	61	transport	1
	Rest of Europe Africa	14 3	Maintenance/repairs Other	4
	North America	6		
	South and Central America	3	Frequency of visits to trade fair	%
	Middle East	9	1999 1998	46 43
	East Asia	1	1997	35
	Australia	1	1996	32
Economic	sector	%	First visit	44
Industry		41	Size of company/organization:	%
	/foreign trade	25	Number of employees:	70
Retail trad		14	1 - 9 18 200- 499	11
Skilled trac	des	2	10 - 49 21 500- 999	7
Catering Service		3 10	50 - 99 11 1 000 - 9 999	14
	public services	2	100 - 199 10 10 000 and more	8
Other	public services	3	Length of stay	%
I 61			1. Length of stay (days): one 59 four 7	
	on purchasing/ ent decisions	%	two 19 five 6	
Decisively	ent decisions	45	three 9	
Collectivel		25	2. Average length of stay 1,8 T	age
	sory capacity	11 19	3. Share of visitors on the event's days:	%
No		19	1st day 35 4th day 38	/0
			2nd day 44 5th day 19	
			3rd day 45	

	Kind + Jugeno	1 – S	pring, Köln (2000)
otal nur	nber of visitors	5 677	Position in the company/organization
roportio	n of trade visitors	94 %	Entrepreneur, partner, self-employed Managing director, board member, head
Region of	f residence	%	an authority etc.
ver 100		68	Senior department head, other employee
otal Gerr	many:	69	with managerial responsibility
of which	Baden-Württemberg	8	Department head, group head
, willen	Bavaria	7	Other salaried staff Other public service
	Berlin	1	Skilled worker
	Brandenburg	1	Lecturer, teacher, scientific assistant
	Bremen	-	Trainee, student
	Hamburg	3	Other
	Hesse	7	Area of responsibility
	Mecklenburg-West Pommerania	a - 8	Management
	Lower Saxony North Rhine-Westphalia	51	Research/development/design
	Rhineland-Palatinate	6	Planning/work preparation
	Saarland	2	Manufacture/production
	Saxony	1	Production, quality control
	Saxony-Anhalt	2	Buying/procurement
	Schleswig-Holstein	2	Finance/accounting, controlling Administration/organization/personnel/
	Thuringia	-	social welfare/training
otal Fore	eign:	31	Marketing/sales/advertising/PR
f which	EU	62	Storage/material management/logistics/
	Rest of Europe	21	transport
	Africa	3	Maintenance/repairs
	North America	3	Other
	South and Central America	1	Frequency of visits to trade fair
	Asia Australia	9 1	Autumn 1999
		-	Spring 1999
conomic		%	Autumn 1998
Vholesale		11	Spring 1998 Earlier events
uying as Nail ordei	sociation	4	First visit
extile ch		4	Size of company/organization:
extile cit		4	Number of employees:
	retail trade	44	1 - 9 60 200- 4
ashion a		2	10 - 49 15 500- 9
nporter		4	50 - 99 4 1 000 - 9 9
ndustry		. 9	100 - 199 4
Other		15	N
	on purchasing/	%	Length of stay
	nent decisions		1. Length of stay (days): one 73
Decisively		62 21	one 73 two 20
Collective	iy isory capacity	12	three 7
n an auvi No	isory capacity	6	
		5	2. Average length of stay 1
			Share of visitors on the event's days:
			1st day 47
			2nd day 47
			3rd day 40

1,3 Tage

22

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

Conducted by: Walter & Partner, Basel

	Opti	ica, Kö	öln (2000)	
Total nun	nber of visitors	22 012	Position in the company/organization	9
Proportio	on of trade visitors	96 %	Entrepreneur, partner, self-employed	3
			Managing director, board member, head of	
	f residence	<u>%</u>	an authority etc. Senior department head, other employee	1.
over 100 l	km away	75	with managerial responsibility	_
Total Gerr		86	Department head, group head	12
of which	Baden-Württemberg	12	Other salaried staff	2
	Bavaria	8	Other public service	3
	Berlin Brandenburg	3 2	Skilled worker	1
	Bremen	1	Lecturer, teacher, scientific assistant	1
	Hamburg	2	Trainee, student Other	11
	Hesse	10		
	Mecklenburg-West Pommera		Area of responsibility Management	% 52
	Lower Saxony	10	Research/development/design	54
	North Rhine-Westphalia	37	Planning/work preparation	1
	Rhineland-Palatinate Saarland	5 1	Manufacture/production	13
	Saxony	2	Production, quality control	2
	Saxony-Anhalt	2	Buying/procurement	4
	Schleswig-Holstein	2	Finance/accounting, controlling	1
	Thuringia	3	Administration/organization/personnel/	_
Total Fore	pian:	14	social welfare/training Marketing/sales/advertising/PR	14
of which	FU	55	Storage/material management/logistics/	14
01 111111011	Rest of Europe	27	transport	1
	Africa	2	Maintenance/repairs	1
	North America	9	Other	8
	South and Central America	3	Frequency of visits to trade fair	%
	Middle East East Asia	3 1	1998	63
	Australia	2	1997	59
			1996	55
Economic		%	Earlier events	51
	ic optician independent outlet		First visit	21
	ic optician chain outlet e/foreign trade	18 4	Size of company/organization: Number of employees:	%
Industry	/loreign trade	9	1 - 9 70 200- 499	2
	public services	2	10 - 49 18 500 - 999	1
Service		3	50 - 99 2 1 000 - 9 999	3
Other		5	100 - 199 2 10 000 and more	1
Influence	on purchasing/		Length of stay	%
	nent decisions	%	1. Length of stay (days):	
Decisively		53	one 63 four 6	
Collective		26	two 24	
	isory capacity	11	three 8	
No		11	2. Average length of stay 1,6 T	age
			3. Share of visitors on the event's days:	%
			1st day 33 4th day 32	^
			2nd day 42	
			3rd day 50	

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

three

SPOGA/GAFA, Köln

11 six

3. Share of visitors on the event's days

2. Average length of stay

1st day 30 2nd day 39 3rd day 36

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

4th day 5th day 6th day 36 31 9 1,9 days

7th day

	350	JGA/G/	AFA, KUIII
Total nun	nber of visitors	49 235	Position in the
Proportio	n of trade visitors	95 %	Entrepreneur, pa
_	residence	%	Managing direct an authority
over 100 l		77	Senior departme
	•		with manage
Total Gerr	nany: Baden-Württemberg	64 9	Department hea
or which	Bavaria	10	Other salaried st
	Berlin	2	Other public ser Skilled worker
	Brandenburg	2	Trainee, student
	Bremen	1	Other
	Hamburg	2 8	Area of respon
	Hesse Mecklenburg-West Pomme		Management
	Lower Saxony	10	Research/develo
	North Rhine-Westphalia	41	Planning/work p
	Rhineland-Palatinate	8	Manufacture/pro Production, qua
	Saarland	1	Buying/procurer
	Saxony Saxony Anhalt	1	Finance/account
	Saxony-Anhalt Schleswig-Holstein	2	Administration/o
	Thuringia	2	social welfar
	Berlin, Brandenburg	-	Marketing/sales/
Total Fore	ian:	36	Storage/materia transport
of which	Asia	-	Maintenance/rep
	EU	62	Other
	Rest of Europe	17	Frequency of v
	Africa North America	1	2000
	South and Central America	-	1999
	Middle East	4	1998
	East Asia	8	1997 First visit
	Australia	2	Size of compan
	America	6	Number of emp
Economic	sector	%	1 - 9
Trade		61	10 - 49
	ers of a buying association	3	50 - 99
Skilled tra	des	7	100 - 199
Service Industry		9 16	Length of stay
	public services	1	1. Length of stay
Other	public services	3	one 61
Influence	on purchasing/		two 23 three 16
	ent decisions	%	
Decisively		63	2. Average lengt
Collectivel		19	3. Share of visito
	sory capacity	11	1st day 51 2nd day 57
No		7	2nd day 57 3rd day 47
			3.4 47

ii A, Kulli		
Position in the compan	v/organization	%
Entrepreneur, partner, se		35
Managing director, board		
an authority etc.		17
Senior department head,		
with managerial respo		. 7
Department head, group	nead	18
Other salaried staff Other public service		16 1
Skilled worker		2
Trainee, student		1
Other		3
Area of responsibility		%
Management		50
Research/development/d		2
Planning/work preparation	n	2
Manufacture/production		4
Production, quality contr	ol	1 15
Buying/procurement Finance/accounting, cont	rolling	15
Administration/organizati		- 1
social welfare/training		1
Marketing/sales/advertising		17
Storage/material manage		
transport		1
Maintenance/repairs		1
Other		5
Frequency of visits to t	rade fair	%
2000		59
1999		51 43
1998 1997		38
First visit		31
Size of company/organi	zation:	
Number of employees:	zation.	%
1 - 9 32	200- 499	6
10 - 49 35	500- 999	2
50 - 99 11	1 000- 9 999	5 2
100 - 199 7	10 000 and more	2
Length of stay		%
1. Length of stay (days):		
one 61		
two 23 three 16		
2. Average length of stay	1,5	days
3. Share of visitors on the	e event's days:	%
1st day 51		
2nd day 57		
3rd day 47		

	BAUF	ACŀ	H, Leipzig	
Total nun	nber of visitors 49	987	Position in the company/organization	%
Droportio	n of trade visitors 8	в %	Entrepreneur, partner, self-employed	29
Proportio	n or trade visitors 6		Managing director, board member, head of	
	f residence	%	an authority etc.	7
over 100 l	km away	45	Senior department head, other employee	
Total Gerr	nany:	92	with managerial responsibility Department head, group head	4 11
	Baden-Württemberg	2	Other salaried staff	18
	Bavaria	2	Other public service	3
	Berlin	2	Skilled worker	8
	Brandenburg	6	Lecturer, teacher, scientific assistant	3
	Bremen	-	Trainee, student	11
	Hamburg Hesse	1	Not gainfully employed	2
	Mecklenburg-West Pommerania	i	Other	5
	Lower Saxony	2	Area of responsibility	%
	North Rhine-Westphalia	3	Management	26
	Rhineland-Palatinate	1	Research/development/design	8
	Saarland	-	Planning/work preparation	25
	Saxony	48	Manufacture/production Production, quality control	14 6
	Saxony-Anhalt	19	Buying/procurement	15
	Schleswig-Holstein	12	Finance/accounting, controlling	6
	Thuringia	12	Administration/organization/personnel/	·
Total Fore		8	social welfare/training	5
of which		11	Marketing/sales/advertising/PR	14
	Rest of Europe	79	Storage/material management/logistics/	
	Africa	2	transport	5
	North America South and Central America	1	Maintenance/repairs	7
	Middle Fast	1	Information, communication technology (EDP)	4
	Fast Asia	3	Student, not gainfully employed	9
	Australia	1	Other	9
Economic	sector	%	Frequency of visits to trade fair	%
Constructi	on industry	24	1999	50
Other ind		4	1997	32
	/foreign trade	3	1995 Earlier events	23
	naterials specialist trade	6	First visit	21 28
other skill	ndustry/trades	15 5		20
	s, planner's, engineer's office	16	Size of company/organization: Number of employees:	%
Housing c		1	1 - 9 38 200- 499	5
Project de		1	10 - 49 23 500- 999	4
Other serv		4	50 - 99 7 1 000 - 9 999	4
Research/		2	100 - 199 6 10 000 and more	4
	uthorities, authorities, public facili-	3	Student, not gainfully employed	9
ties Other		6	Length of stay	%
	not gainfully employed	9	1. Length of stay (days):	
	on purchasing/	-	one 88 two 9 three four 1 five 1	2
	ent decisions	%	2. Average length of stay 1,2 d	lavs
Decisively		30		лауз %
Collective		27	3. Share of visitors on the event's days: 1st day 27 2nd day 31 3rd day	
	sory capacity	18	4th day 21 5th day 13	20
No		25	day 21 3th day 13	
			Conducted by: Gelszus Messe-Marktforschung	_

Conducted by: Gelszus Messe-Marktforschung
GmbH, Dortmund

	CADEAU	X - S	pring, Leipzig	
Total nun	nber of visitors	11 479	Position in the company/organization	%
	n of trade visitors	91 %	Entrepreneur, partner, self-employed	74
		%	Managing director, board member, head of an authority etc.	4
over 100 k	residence	55	Senior department head, other employee	4
	,		with managerial responsibility	1
Total Gern of which	nany: Baden-Württemberg	99 1	Department head, group head	3
or which	Bavaria	2	Other salaried staff	5
	Berlin	3	Other public service Skilled worker	1
	Brandenburg	9	Lecturer, teacher, scientific assistant	1
	Bremen	-	Trainee, student	5
	Hamburg	-	Not gainfully employed	1
	Hesse	. 1	Other	3
	Mecklenburg-West Pommeran		Area of responsibility	%
	Lower Saxony North Rhine-Westphalia	2 1	Management	52
	Rhineland-Palatinate		Research/development/design	2
	Saarland	_	Planning/work preparation	5
	Saxony	43	Manufacture/production	8
	Saxony-Anhalt	21	Production, quality control	3 30
	Schleswig-Holstein	-	Buying/procurement Finance/accounting, controlling	12
	Thuringia	13	Administration/organization/personnel/	12
Total Fore	ign:	1	social welfare/training	7
of which	EU	14	Marketing/sales/advertising/PR	12
	Rest of Europe	71	Storage/material management/logistics/	
	Africa	-	transport	7
	North America	-	Maintenance/repairs	3
	South and Central America Middle East	-	Information, communication technology (EDP)	3
	Fast Asia	14	Other	33
	Australia		Student, not gainfully employed	1
Economic		%	Frequency of visits to trade fair	%
Industry	Jector	2		35
Skilled trac	des	15		36
Retail trad		68	Autumn 1999	30
	/foreign trade	3	Earlier events	34
Service		6	First visit	29
	hority/administration (polytechnic/university/college)	1 1	Size of company/organization: Number of employees:	%
	not gainfully employed	i	1 - 9 82 200- 499	2
Other	iot gairiany employed	3	10 - 49 9 500 - 999	2
	an musebasine/		50 - 99 1 1 000 - 9 999	-
	on purchasing/ ent decisions	%	100 - 199 1 10 000 and more	1
Decisively	ent decisions	61	Student, not gainfully employed	1
Collectivel	v	20	Length of stay	%
	sory capacity	11	1. Length of stay (days):	
No	, , ,	8	one 90 three 1	
			two 8 four 1	
			2. Average length of stay 1,1 c	lays
			3. Share of visitors on the event's days:	%
			1st day 14 3rd day 39	
			2nd day 26 4th day 34	

2nd day	26	4th day		
Conducted GmbH, Dori			Marktforschung	

	Leipzig	Book	Fair, Leipzig	
Total num	nber of visitors	67 192	Position in the company/organization	%
Proportion of trade visitors		62 %	Entrepreneur, partner, self-employed	20
Region of residence		%	Managing director, board member, head of an authority etc.	3
over 100 k		58	Senior department head, other employee	3
	•		with managerial responsibility	2
Total Gern	Baden-Württemberg	96 3	Department head, group head	7
OI WINCII	Bavaria	7	Other salaried staff Other public service	11 7
	Berlin	8	Skilled worker	2
	Brandenburg	4	Lecturer, teacher, scientific assistant	13
	Bremen	1	Trainee, student	25
	Hamburg Hesse	4	not gainfully employed	4
	Mecklenburg-West Pommerar		Other	7 %
	Lower Saxony	3	Area of responsibility	16
	North Rhine-Westphalia	6	Management Research/development/design	5
	Rhineland-Palatinate Saarland	1	Planning/work preparation	4
	Saxony	40	Manufacture/production	2
	Saxony-Anhalt	10	Production, quality control	1
	Schleswig-Holstein	1	Buying/procurement Finance/accounting, controlling	12 5
	Thuringia	8	Administration/organization/personnel/	,
Total Fore	ign:	4	social welfare/training	10
of which	EU	43	Marketing/sales/advertising/PR	11
	Rest of Europe	31	Storage/material management/logistics/	_
	Africa North America	10	transport Maintenance/repairs	3
	South and Central America	5	Information, communication technology	'
	Middle East	2	(EDP)	6
	East Asia	7	Student, not gainfully employed	22
	Australia	2	Other	37
Economic	sector	%	Frequency of visits to trade fair	%
Industry	/f	3	2000 1999	47 42
wnoiesaie, Retail trad	/foreign trade	1 22	1998	36
Skilled trac		2	Earlier events	32
	sociation, society, club	2	First visit	34
	fice communication	1	Size of company/organization:	%
Telecomm		1 14	Number of employees:	
Publishers, Other serv		14	1 - 9 33 200- 499 10 - 49 17 500- 999	4
	ot gainfully employed	22	50 - 99 6 1 000 - 9 999	5
Other	3 , . ,	19	100 - 199 6 10 000 and more	4
Influence	on purchasing/	0/	Student, not gainfully employed	22
	ent decisions	%	Length of stay	%
Decisively		20	1. Length of stay (days):	
Collectivel		25 17	one 65 four 5 two 23	
iii aii auvi: No	sory capacity	37	three 7	
140		3,	2. Average length of stay 1,5 c	lavs
			3. Share of visitors on the event's days:	%
			1st day 37 4th day 30 2nd day 45 3rd day 40	70

	ene	ertec,	Leipzig	
Total nun	nber of visitors	9 570	Position in the company/organization	9/
Proportion of trade visitors 9 Region of residence Over 100 km away		95 %	Entrepreneur, partner, self-employed	17
		%	Managing director, board member, head of an authority etc.	
		57	Senior department head, other employee	
Total Gerr	nany:	94	with managerial responsibility Department head, group head	1:
of which		2	Other salaried staff	2
	Bavaria Berlin	4 6	Other public service	
	Brandenburg	5	Skilled worker Lecturer, teacher, scientific assistant	
	Bremen	-	Trainee, student	1
	Hamburg	-	Not gainfully employed	
	Hesse Mecklenburg-West Pommerar	2 nia 1	Other	
	Lower Saxony	11a 1	Area of responsibility	9
	North Rhine-Westphalia	3	Management	1
	Rhineland-Palatinate	-	Research/development/design Planning/work preparation	1
	Saarland	49	Manufacture/production	- 1
	Saxony Saxony-Anhalt	49 14	Production, quality control	
	Schleswig-Holstein	17	Buying/procurement	
	Thuringia	8	Finance/accounting, controlling	
Total Fore	eian:	7	Administration/organization/personnel/ social welfare/training	
of which	EU	17	Marketing/sales/advertising/PR	1
	Rest of Europe	51	Storage/material management/logistics/	
	Africa	-	transport	
	North America South and Central America	10	Maintenance/repairs	
	Middle East	12	Information, communication technology (EDP)	
	East Asia	10	Student, not gainfully employed	1
	Australia	-	Other	3
Economic	sector	%	Frequency of visits to trade fair	9
ndustry		25	Size of company/organization:	9
Skilled tra Retail trac		6 1	Number of employees: 1 - 9 23 200- 499	10
	e/foreign trade	2	10 - 49 19 500 - 999	- 1
Supplying	and disposal companies	16	50 - 99 7 1 000 - 9 999	
	thority/administration	7	100 - 199 7 10 000 and more	
Associatio	n (polytechnic/university/college)	1 4	Student, not gainfully employed	1
	and development	5	Length of stay	9
Other serv		13	1. Length of stay (days): one 83 four 1	
	not gainfully employed	15	two 14	
Other		5	three 2	
	on purchasing/ nent decisions	%	2. Average length of stay 1,2 o	day
Decisively		19	3. Share of visitors on the event's days:	9
Collective	ly	29	1st day 25 4th day 23	
	sory capacity	25	2nd day 37 3rd day 35	
No		27	3rd day 35	

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

Conducted by: Ge GmbH, Dortmund	szus Messe-Marktforschung
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		Leipzig Fashio	n Fai	ir (Autumn), Leipzig	
Region of residence over 100 km away 61 Total Germany: of which Baden-Württemberg Bavaria Brandenburg Hesse Mecklenburg-West Pommerania Lower Saxony North Rhine-Westphalia Rhineland-Palatinate Saarland Saxony-Anhalt Saxony-Anhalt Schleswig-Holstein Thuringia Total Foreign: North America South and Central America Middle East South and Central America Middle East Australiia Fenonomic sector Feconomic sector Influence on purchasing/ procurement decisions No Menanagerial responsibility with managerial responsibility Senior department head, other employee with managerial responsibility Senior department head, group head Other Senior department head, group head Other salaried staff Other salaried staff Other skilled worker Lecturer, teacher, scientific assistant Trainee, student Trainee, stud	Total nur	nber of visitors	9 025		%
over 100 km away 61 Total Germany: 92 For Mich Baden-Württemberg 2	_			Managing director, board member, head of	65
Total Germany: of which Baden-Württemberg Bawaria Berlin Berlin Bremen Bremen Hesse Mecklenburg-West Pommerania Lower Saxony North Rhine-Westphalia Rhineland-Palatinate Saarland Saxony-Anhalt Saxony-Anhalt Saxony-Anhalt Saxony-Anhalt Saxony-Anhalt Sochleswig-Holstein Trufingia Total Foreign: of which EU South and Central America Middle East East Asia Australia East Asia Australia East Asia Australia Economic sector Frade Industry Influence on purchasing/ procurement decisions No Buying Jorocurement Size of company/organization: Manufacture/production Buying/procurement Frequency of visits to trade fair Spring 2001 Size of company/organization: Mumber of employees: No 1 - 4 16 50 99 1 Size of company/organization: Mumber of employees: No 1 - 4 16 50 99 1 Size of company/organization: Mumber of employees: No 1 - 4 16 50 99 1 Size of company/organization: Mumber of employees: No 1 - 4 16 50 99 1 Size of company/organization: Number of employees: No 1 - 4 16 50 99 1 Size of company/organization: Number of employees: Number of employees: 1 - 4 16 50 99 1 Size of company/organization: Number of employees: 1 - 4 16 50 99 1 Size of company/organization: Number of employees: 1 - 4 16 50 99 1 Size of company/organization: Number of employees: 1 - 4 16 50 99 1 Size of company/organization: Number of employees: 1 - 4 16 50 99 1 Size of company/organization: Number of employees: 1 - 4 16 50 99 1 Size of company/organization: Number of employees: 1 - 4 16 50 99 1 Size of company/organization: Number of employees: 1 - 4 16 50 99 1 Size of company/organization: Number of employees: 1 - 4 16 50 99 1 Size of company/organization: Number of employees: 1 - 4 16 50 99 1 Size of company/organization: Number of employees: 1 - 4 16 50 99 1 Size of company/organization: Number of employees: 1 - 4					20
Total Foreign: Saxony Anhalt Saxony-Anhalt Saxony-Anha	over 100	km away	61		2
of which Baden-Württemberg 2 Other salaried staff 9 Berlin 3 Skilled worker - Berlin 3 Skilled worker - Brandenburg 10 Skilled worker - Hesse - Lecturer, teacher, scientific assistant - Hesse - Lower Saxony 1 North Rhine-Westphalia 1 Rhineland-Palatinate - Saarland - Research/development/design - Saarony - Planning/work preparation - Saavony-Anhalt 23 Research/development/design - Sackney-Anhalt 23 Rest cof Europe - Rest of Europe - Africa - Buying/procurement 15 Finance/accounting, controlling - Fest of Europe - - Administration/organization/personnel/ - Africa - - Maintenance/repairs - Africa - - Maintenance/repairs	Total Gerr		92		5
Berlin 3 Skilled worker	of which				
Brandenburg Bremen Brewent Besach/development/design Besearch/development/design Bresearch/development/design Bresearc					
Bremen					-
Hamburg					-
Hesse					
Mecklenburg-West Pommerania Lower Saxony Management Set					-
Lower Saxony			nia 2		
Planning/work preparation					
Manufacture/production Saaraland Saxony Alta Saxony Alta Saxony Alta Schleswig-Holstein Thuringia Thuringia Thuringia Administration/organization/personnel/ social welfare/training Administration/organization/personnel/ Storage/material management/logistics/ transport Administration/organization/personnel/ Administration/organization/personnel/ Storage/material management/logistics/ transport Administration/organization/personnel/ Administration/organization/personel/ Administration/organization/personnel/ Administration/or			1		-
Saxony					-
Saxony-Anhalt 23 Saxony-Anhalt 23 Saxony-Anhalt 23 Schleswig-Holstein 14 Administration/organization/personnel/ 5 Finance/accounting, controlling 14 Administration/organization/personnel/ 5 Social welfare/training 6 Marketing/sales/advertising/PR 9 9 Storage/material management/logistics/ 14 Marketing/sales/advertising/PR 9 9 Storage/material management/logistics/ 14 15 South and Central America 5 Maintenance/repairs 1					
Finance/accounting, controlling					
Administration/organization/personnel/			23		
Social Welfare/training			1/		
of which Rest of Europe Africa North America South and Central America Middle East East Asia Australia 5 Storage/material management/logistics/ transport Maintenance/repairs - Africa Maintenance/		3			-
Rest of Europe					9
Africa North America South and Central America South and Central America Frequency of visits to trade fair % Middle East East Asia Australia Spring 2000 67 Autumn 2000 67 Frequency of visits to trade fair % % Autumn 2000 79 67 Frequency of visits to trade fair % % Multimn 2000 79 67 Frequency of visits to trade fair % % Multimn 2000 79 76 76 76 76 76 76 76	of which				
North America South and Central America South and Central America South and Central America Middle East Spring 2001 Spring 2001 Spring 2000 67 Spring 2000 Sp					-
South and Central America Middle East Middle East Sir Spring 2001 30 79 79 79 79 79 79 79 7			- 1		
Middle East East Asia Spring 2001 80 Spring 2000 78 80 Auturn 2000 79 Spring 2000 67 Auturn 2000 67 Spring 2000 Spr			_		
East Asia			-	Spring 2001	
Australia Spring 2000 67			-		
Economic sector 96		Australia	-		
Size of company/organization: %	Economic	sector	%		
Commércial agent 3	Trade		90	First visit	14
Commercial agent 3					0/-
Other 2 5 - 9 43 100 199 2 Influence on purchasing/ procurement decisions 8 10 - 19 26 20 9 11 10 10 10 10 10 10 10 10 10 10 10 10					70
Influence on purchasing/procurement decisions		ns, organizations			
Decisively 20 - 49 11	Other		2		2
Decisively 85 Length of stay % Collectively 10 1. Length of stay (days): No 2 1 two 14 three 1 2. Average length of stay 1,2 days 3. Share of visitors on the event's days: 1st day 48 2nd day 59			0/2		
10 1. Length of stay (days): 10 1. Length of stay (days): 10 1. Length of stay (days): 10 10 10 10 10 10 10 1				=	0/
In an advisory capacity No 2 two 14 three 1 2. Average length of stay 1,2 days 3. Share of visitors on the event's days: % 1st day 48 2nd day 59					
No 14 three 1 2. Average length of stay 1,2 days 3. Share of visitors on the event's days: % 1st day 48 2nd day 59					
three 1 2. Average length of stay 1,2 days 3. Share of visitors on the event's days: % 1st day 48 2nd day 59		isory Capacity			
3. Share of visitors on the event's days: % 1st day 48 2nd day 59	110		-		
1st day 48 2nd day 59				2. Average length of stay 1,2 of	days
1st day 48 2nd day 59				3. Share of visitors on the event's days:	%
					,-
3rd day 10					
				3rd day 10	

Conducted by: HFU Hermann Fuchslocher Unter-nehmensberatung GmbH, Düsseldorf

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

Conducted by: HFU Hermann Fuchslocher Unter-nehmensberatung GmbH, Düsseldorf

3. Share of visitors on the event's days:

1st day 44 2nd day 72 3rd day 9

%

		Leipzig (2000)
Total number of visitors	4 823	Position in the company/organization
Proportion of trade visitors	51 %	self-employed building contractor
-		self-employed architect
Region of residence	%	self-employed civil engineer, technician
over 100 km away	25	other self-employed entrepreneur, partner, freelance profession
Total Germany:	98	Executive director, executive board mem-
of which Baden-Württemberg	3	ber, head of authorities or similar
Bavaria	2	Senior department head, other employee
Berlin	2	with managerial responsibility
Brandenburg Bremen	3	Department head, group head
Hamburg	-	Project manager
Hesse	1	Other salaried staff
Mecklenburg-West Pommerar		Other public service Skilled worker
Lower Saxony	1	Lecturer, teacher, scientific assistant
North Rhine-Westphalia	2	Trainee, student
Rhineland-Palatinate	-	not gainfully employed
Saarland	-	Other
Saxony Saxony-Anhalt	68 15	Area of responsibility
Schleswig-Holstein	13	Management
Thuringia	3	Research/development/design
3	2	Planning/work preparation
Total Foreign: of which EU	25	Manufacture/production
Rest of Europe	25 25	Production, quality control Buying/procurement
Africa	23	Finance/accounting, controlling
North America	-	Administration/organization/personnel/
South and Central America	-	social welfare/training
Middle East	-	Marketing/sales/advertising/PR
East Asia		Storage/material management/logistics/
Australia	50	transport
Economic sector	%	Maintenance/repairs student, not gainfully employed
Industry	5	Other
Skilled trades	9	Frequency of visits to trade fair
Wholesale/foreign trade Retail trade/building materials trade	1 2	1999
Service provider, construction and housing		1998
company, cooperative	ng 5	1997
Development company	13	Earlier events
Other services	31	First visit
Research	1	Size of company/organization:
Teaching/university/polytechnic staff	2	Number of employees:
Authority/public services student/not gainfully employed	4 16	1 - 9 44 200- 499 10 - 49 15 500- 999
Other	11	10 - 49 15 500- 999 50 - 99 3 1 000- 9 999
		100 - 199 2 10 000 and more
Influence on purchasing/	%	Student, not gainfully employed
procurement decisions Decisively	29	Length of stay
Collectively	29 20	1. Length of stay (days):
In an advisory capacity	17	one 90 two 7 three
No	34	2. Average length of stay 1,1
		3. Share of visitors on the event's days:

	MIDORA	Le	eipzig (2000)	
		4 391	Position in the company/organization Entrepreneur, partner, self-employed	<u>%</u> 59
Proportion of trade visitors 8		87 %	Managing director, board member, head of	59
Region of	residence	%	an authority etc.	5
over 100 l		68	Senior department head, other employee	
Total Gern	nanv:	92	with managerial responsibility	1
of which	Baden-Württemberg	3	Department head, group head Other salaried staff	4 5
	Bavaria	4	Other public service	1
	Berlin	6	Foreman, master craftsman	7
	Brandenburg Bremen	7	Apprentice	4
	Hamburg	1	Skilled worker	2
	Hesse	2	Lecturer, teacher, scientific assistant Trainee, student	7
	Mecklenburg-West Pommerania	1 6	not gainfully employed	7 2
	Lower Saxony	4	Other	3
	North Rhine-Westphalia	6	Area of responsibility	%
	Rhineland-Palatinate Saarland	-	Management	49
	Saxony	30	Research/development/design	6
	Saxony-Anhalt	19	Planning/work preparation	10
	Schleswig-Holstein	-	Manufacture/production Production, quality control	18 5
	Thuringia	13	Buying/procurement	36
Total Fore	ign:	8	Finance/accounting, controlling	16
of which	EU	7	Administration/organization/personnel/	
	Rest of Europe	86	social welfare/training	13
	Africa North America	3	Marketing/sales/advertising/PR Storage/material management/logistics/	37
	South and Central America		transport	9
	Middle East	-	Maintenance/repairs	9
	East Asia	3	student, not gainfully employed	5 7
	Australia	-	Other	
Economic	sector	%	Frequency of visits to trade fair 1999	%
Industry	4	4 35	1999	44 42
Skilled tra	des /foreign trade	35 6	Earlier events	36
Retail trad		41	First visit	36
	esentative	1	Size of company/organization:	0/
Services:IT		1	Number of employees:	%
Other serv	rices	3	1 - 9 82 200 - 499	1
Other	ot gainfully employed	3 5	10 - 49 6 500- 999 50 - 99 1 1 1 000- 9 999	1
	· , , ,	,	100 - 199 2 10 000 and more	i
	on purchasing/ ent decisions	%	Student, not gainfully employed	5
Decisively	ent decisions	49	Length of stay	%
Collectivel	y	32	1. Length of stay (days):	
	sory capacity	10	one 82	
No		10	two 14 three 4	
			2. Average length of stay 1,2 T	age
			3. Share of visitors on the event's days:	%
			1st day 21	,,,
			2nd dáy 43	
			3rd day 57	
			Conducted by: Gelszus Messe-Marktforschung GmbH, Dortmund	
			. ,	

		· • •	
Total number of visitors	7 230	Position in the company/organization	%
Proportion of trade visitors	90 %	Entrepreneur, partner, self-employed	11
•		Managing director, board member, head of	,
Region of residence	<u>%</u> 44	an authority etc. Senior department head, other employee	3
over 100 km away		with managerial responsibility	2
Total Germany:	98	Department head, group head	10
of which Baden-Württemberg	2	Other salaried staff	22
Bavaria	1	Other public service	12
Berlin	2	Skilled worker	7
Brandenburg	4	Lecturer, teacher, scientific assistant	3
Bremen Hamburg	-	Trainee, student	25
Hesse	3	Not gainfully employed	2
Mecklenburg-West Pommerani		Other	4
Lower Saxony	1	Area of responsibility	%
North Rhine-Westphalia	3	Management	11
Rhineland-Palatinate	1	Research/development/design	2
Saarland		Planning/work preparation	6
Saxony	51	Manufacture/production	-
Saxony-Anhalt	20	Production, quality control	4
Schleswig-Holstein	1	Buying/procurement	4
Thuringia	10	Finance/accounting, controlling Administration/organization/personnel/	3
Total Foreign:	2	social welfare/training	10
of which EU	18	Marketing/sales/advertising/PR	4
Rest of Europe	55	Storage/material management/logistics/	7
Africa	9	transport	1
North America	9	Maintenance/repairs	i
South and Central America	-	Information, communication technology	•
Middle East	-	(EDP)	3
East Asia	-	Student, not gainfully employed	13
Australia	9	Other	60
Economic sector	%	Frequency of visits to trade fair	%
Industry	3	2000	32
Retail trade	2	First visit	68
Wholesale/foreign trade	3	Size of company/organization:	%
Service: hospital, spa clinic, rehabilitation	37	Number of employees:	
clinic		1 - 9 18 200- 499	10
Public authority/administration	3	10 - 49 25 500- 999	7
Association	5 6	50 - 99 9 1 000 - 9 999	10
Teaching (polytechnic/university/college) Research and development	1	100 - 199 5 10 000 and more	4
Other services	14	Student, not gainfully employed	13
Student, not gainfully employed	13	Length of stay	%
Other	14	1. Length of stay (days):	
	14	one 84	
Influence on purchasing/ procurement decisions	%	two 10 three 6	
Decisively	15		10.46
Collectively	21	2. Average length of stay 1,2 d	ıays
In an advisory capacity	25	3. Share of visitors on the event's days:	%
No	40	1st day 42	
***	.5	2nd day 47	
		3rd day 34	
		Conducted by: Gelszus Messe-Marktforschung GmbH, Dortmund	

Pflegemesse - Hospital and Home Care, Leipzig

	Te	rra Te
Total nun	nber of visitors	12 585
Proportio	n of trade visitors	96 %
over 100 k	f residence	50
Total Gern		95
of which	Baden-Württemberg	3
	Bavaria	4
	Berlin	4
	Brandenburg	6
	Bremen	1
	Hamburg	-
	Hesse	. 2
	Mecklenburg-West Pommer	ania -
	Lower Saxony	3
	North Rhine-Westphalia	1
	Rhineland-Palatinate Saarland	
	Saxony	47
	Saxony-Anhalt	19
	Schleswig-Holstein	1
	Thuringia	9
	•	-
Total Fore		5
of which	EU	15
	Rest of Europe	56
	Africa	7
	North America	-
	South and Central America	-
	Middle East	7
	East Asia	15
	Australia	-
Economic	sector	%
Industry	30000	27
Skilled trac	des	4
Retail trad		i
	e/foreign trade	3
	and disposal companies	18
	thority/administration	
Associatio		2
	(polytechnic/university/colleg	
	and development	4
Other serv		12
	not gainfully employed	11
Other	9	5
	,	_
	on purchasing/	%
	nent decisions	
Decisively		23
Collectivel		31
	iśory capacity	22
No		25

	BAU, M	ü
Total number of visitors	196 046	P
Proportion of trade visitors	97 %	E
Region of residence	%	
over 100 km away	77	S
Total Germany: of which Baden-Württemberg	84 20	
Bavaria	52	0
Berlin	1	F
Brandenburg Bremen	2	S
Hamburg	1	L
Hesse	5	Ċ
Mecklenburg-West Pomme	erania -	À
Lower Saxony North Rhine-Westphalia	2	٨
Rhineland-Palatinate	3	F
Saarland	1	P
Saxony	3	P
Saxony-Anhalt Schleswig-Holstein	1 1	Ë
Thuringia	2	F
Total Foreign:	16	A
of which EU	67	٨
Rest of Europe	23	S
Africa	-	
North America South and Central America	2 a 1	٨
Middle East	3	F
East Asia	4	1
Australia	-	1
Economic sector	%	1
Construction industry	39	E
Architect, architect's office Civil engineer/planning offices	12 6	S
Building materials trade	12	Ī
Other trade	4	-
Other skilled trades Building materials manufacturer	5 6	
Service	4	
Building owner	2	
Other processing industry	2	L
Authority/public services Student, not gainfully employed	2 5	1
Influence on purchasing/ procurement decisions	%	
Decisively	44	2
Collectively	27	
In an advisory capacity	9	3
No	14	

unchen	
Position in the company/organization	%
Entrepreneur, partner, self-employed Managing director, board member, head of	36
an authority etc.	10
Senior department head, other employee with managerial responsibility	5
Department head, group head	12
Other salaried staff	17
Other public service Foreman	2
Skilled worker/apprentice	6
Lecturer, teacher, scientific assistant Trainee, student, not gainfully employed	1 8
Other	4
Area of responsibility	%
Management Research/development/design	34 7
Planning/work preparation	26
Manufacture/production	20 6
Production, quality control Buying/procurement	22
Finance/accounting, controlling	7
Administration/organization/personnel/ social welfare/training	6
Marketing/sales/advertising/PR	24
Storage/material management/logistics/ transport	5
Maintenance/repairs	4
Other	3
Frequency of visits to trade fair 1999	<u>%</u> 56
1997	36
1995 Earlier events	24 13
First visit	31
Size of company/organization:	%
Number of employees: 1 - 9 32 200- 499	
1 - 9 32 200- 499 10 - 49 26 500- 999	6 4
50 - 99 11 1 000- 9 999	7
100 - 199 7 10 000 and more Student, not gainfully employed	2 5
Length of stay	%
1. Length of stay (days):	
one 69 four 2 two 20 five -	
three 8 six 1	
2. Average length of stay 1,5 d	ays
3. Share of visitors on the event's days:	%
1st day 19 4th day 32 2nd day 27 5th day 25	
3rd day 33 6th day 13	

	bau	ma, I	München	
Total num	nber of visitors 4	06 435	Position in the company/organization	%
	n of trade visitors	95 %	Entrepreneur, partner, self-employed	19
_			Managing director, board member, head of an authority etc.	11
over 100 k	residence m. away	<u>%</u> 82	Senior department head, other employee	- 11
	,	73	with managerial responsibility	6
Total Gern of which	Baden-Württemberg	26	Department head, group head	11
or writeri	Bavaria	45	Other salaried staff Other public service	15 3
	Berlin	1	Skilled worker/apprentice	11
	Brandenburg	1	Lecturer, teacher, scientific assistant	2
	Bremen Hamburg	1	Trainee, student	6
	Hesse	4	Other Master craftsman, building foreman, polisher	8 12
	Mecklenburg-West Pommeran	ia -	Construction machine operator	12
	Lower Saxony	2	Area of responsibility	%
	North Rhine-Westphalia Rhineland-Palatinate	7 5	Management	24
	Saarland	1	Research/development/design	6
	Saxony	3	Planning/work preparation	9
	Saxony-Anhalt	-	Manufacture/production	16
	Schleswig-Holstein	1	Production, quality control Buying/procurement	5 9
	Thuringia	3	Finance/accounting, controlling	3
Total Forei		27	Administration/organization/personnel/	
of which	EU	64	social welfare/training	4
	Rest of Europe Africa	24 1	Marketing/sales/advertising/PR	9
	North America	4	Storage/material management/logistics/ transport	6
	South and Central America	i	Maintenance/repairs	9
	Middle East	1	Building management	18
	East Asia Australia	2	Mechanical department, building ma-	10
F			chine, equipment department Other	19 5
Structural	engineering	<u>%</u> 17	Frequency of visits to trade fair	%
Civil engin		12	1998	55
	onstruction and civil engineering		1995	39
Road cons		5	1992 Earlier events	27 12
	struction companies	4	First visit	34
Mining inc	re and landscape gardening	3	Size of company/organization:	
	naterials, non-metallic minerals	6	Number of employees:	%
Construction	on machinery	7	1 - 9 18 200- 499	8
Other mac		9	10 - 49 28 500- 999	5
	uthorities, schools of admini- niversities and technical school	, 7	50 - 99 13 1 000 - 9 999 100 - 199 11 10 000 and more	10 4
	ustry/skilled trades	5	100 - 199 11 10 000 and more Student, not gainfully employed	2
Trade	,	2	Length of stay	%
Service		8	1. Length of stay (days):	
Student, n	ot gainfully employed	2	one 68 four 4 seven	1
	on purchasing/	%	two 17 five 1	
	ent decisions	34	three 9 six - 2. Average length of stay 1,6 c	lave
Decisively Collectively	v	34 26	3. Share of visitors on the event's days:	w %
In an advis	sory capacity	18	1st day 17 4th day 24 7th day	
No	, , ,	20	2nd day 21 5th day 27	
			3rd day 24 6th day 31	
			Conducted by: Infratest Burke, München	

			,	
	ЕХРО	REAL	, München	
Total nun	nber of visitors	18 811	Position in the company/organization	%
Proportio	n of trade visitors	100 %	Entrepreneur, partner, self-employed	21
•			Managing director, board member, head of	
	f residence	<u>%</u>	an authority etc. Senior department head, other employee	19
over 100 l	•	75	with managerial responsibility	13
Total Gerr		87	Department head, group head	16
of which	Baden-Württemberg	16	Other salaried staff	25
	Bavaria	37	Trainee, student, not gainfully employed	9
	Berlin Brandenburg	7 1	Other	3
	Bremen	i	Area of responsibility	%
	Hamburg	4	Management	29
	Hesse	10	Planning/work preparation	16
	Mecklenburg-West Pommeran	ia -	Buying/procurement	10
	Lower Saxony	3	Finance/accounting, controlling Administration/organization/personnel/	12
	North Rhine-Westphalia	14	social welfare/training	10
	Rhineland-Palatinate Saarland	2	Marketing/sales/advertising/PR	27
	Saxony	1 3	Other	15
	Saxony-Anhalt	1	Student, not gainfully employed	7
	Schleswig-Holstein	- 1	Frequency of visits to trade fair	%
	Thuringia	1	2000	35
Total Fore	ian:	13	1999	22
of which		58	1998	11
or willen	Rest of Europe	33	First visit	58
	Africa	-	Size of company/organization:	%
	North America	5	Number of employees:	_
	South and Central America	1	1 - 9 22 200- 499 10 - 49 23 500- 999	7
	Middle East	-	50 - 99 7 1 000 - 999	
	East Asia Australia	3	100 - 199 9 10 000 and more	ç
			N/A	1
Economic		%	Student, not gainfully employed	7
Project de	eveloper	12	Length of stay	%
Investor	e investment fund	5 4	1. Length of stay (days):	
	dit institute	9	one 52	
	e consultant, estate agent	12	two 26	
	ent company	3	three 22	
City/econd	omic region	5	2. Average length of stay 1,7 o	days
nsurance		2	3. Share of visitors on the event's days:	%
	e/property_department	7	1st day 53	
	company/planning company	8 4	2nd dáy 63	
	ng company anagement	6	3rd day 53	
	ion industry, property develope			
Other	ion maustry, property develope	13		
	not gainfully employed	7		
Influence	on purchasing/	%		

drinktec - interbrau, München Position in the company/organization Entrepreneur, partner, self-employed Managing director, board member, head of Total number of visitors 68 757 Proportion of trade visitors 98 % Region of residence over 100 km away 13 an authority etc. Senior department head, other employee 83 with managerial responsibility Department head, group head Other salaried staff Total Germany: of which Baden-Württemberg Bavaria Berlin Brandenburg 63 19 51 Other salaried stari Other public service Skilled worker Lecturer, teacher, scientific assistant Trainee, student Master brewer, Cellarman Other Bremen Hamburg Hamburg Hesse Mecklenburg-West Pommerania Lower Saxony North Rhine-Westphalia Rhineland-Palatinate Saarland Saxony Saxony-Anhalt Schleswig-Holstein Thuringia Other Area of responsibility Management Research/development/design Planning/work preparation Manufacture/production Production, quality control Buying/procurement Finance/accounting, controlling Administration/organization/personnel/ social welfare/training Marketing/sales/advertising/PR Storage/material management/logistics/ transport Maintenance/repairs Student, not gainfully employed Other Frequency of visits to trade fair % 25 16 11 29 16 15 5 Total Foreign: of which EU Rest of Europe Africa North America South and Central America Middle East Fast Asia 5 19 52 25 6 3 6 3 2 8 12 2 6 Frequency of visits to trade fair East Asia Australia 50 33 19 9 42 **Economic sector** 1993 1989 Producers of non-alcoholic beverages (total) Producers of liquid foods Producers of alcoholic beverages (total) other beverage producers Pharmaceutical industry, chemical industry Malthouses Earlier events First visit Size of company/organization: Number of employees: 1 - 9 13 200 % 11 9 13 Hop and cereals business Supplier to the brewery/beverage industry 10 -50 -49 99 20 10 500-1 000-999 9 999 Manufacturer of beverage plant Other industry/skilled trades 8 11 7 100 - 199 14 10 000 and more N/A Service companies Trade University/college, technical college Student, not gainfully employed Length of stay 1. Length of stay (days): one 47 four two 27 five three 12 six Public authority Student, not gainfully employed seven eight Influence on purchasing/ procurement decisions % 2. Average length of stay 2,0 days Decisively Collectively 32 38 16 12 3. Share of visitors on the event's 1st day 23 4th day 23 2nd day 31 5th day 27 3rd day 23 6th day 31 In an advisory capacity

Conducted by: Infratest Burke, München

	GOLF E	UROI	PE, München
Total nur	nber of visitors	4 280	Position in the com
Proportio	n of trade visitors	100 %	Pro-shop owner, ind
_	f residence	%	partner, free prof Pro-shop operator, m
over 100		84	member, head of
	,		Senior department h
Total Geri		57	with managerial
of which	Baden-Württemberg	16	Department head, g
	Bavaria Berlin	36 3	Pro
	Brandenburg	-	Pro-assistant, other
	Bremen	2	Pro-apprentice, train
	Hamburg	10	Student, not gainfull Other
	Hesse	7	
	Mecklenburg-West Pommerai	nia 1	Area of responsibil
	Lower Saxony	2	Management
	North Rhine-Westphalia	11	Research/developme Planning/work prepa
	Rhineland-Palatinate	3	Manufacture/produc
	Saarland	4	Production, quality of
	Saxony	1	Buying/procurement
	Saxony-Anhalt Schleswig-Holstein	3	Finance/accounting,
	Thuringia		Administration/orgai
	-		social welfare/tra
Total Fore		43	Marketing/sales/adve
of which	EU	66	Storage/material ma
	Rest of Europe Africa	28	transport
	North America	1 3	Maintenance/repairs Sales
	South and Central America	1	Other
	Middle East	- 1	Student, not gainfull
	East Asia	1	Frequency of visits
	Australia	-	2000
Economic	costor	%	1999
Pro-shop	. sector	25	1998
	vith commercial resale	7	Earlier events
	ort retailers	6	First visit
Departme		8	Size of company/or
Mail orde		3	Number of employe
	oups and associations	17	1 - 9 45
Commerc		4	10 - 49 29
Producer,		11	50 - 99 8
PGA of Eu		6	100 - 499 7
Other	ternet-shopping	1 8	Student,
	not gainfully employed	2	
	3 , , ,	2	Length of stay
	on purchasing/ nent decisions	%	1. Length of stay (da one 61 tv
Decisively	· · · · · · · · · · · · · · · · · · ·	66	2. Average length of
Collective		18	5 5
	sory capacity	6	3. Share of visitors o
No		8	1st day 55 2

Position in the company/organization	%
Pro-shop owner, independent contractor,	
partner, free profession	36
Pro-shop operator, managing director, board	
member, head of a public authority	21
Senior department head, other employee	
with managerial responsibility	7
Department head, group head	6
Pro	13
Pro-assistant, other employee	7 4
Pro-apprentice, trainee Student, not gainfully employed	2
Other	7
Area of responsibility	%
Management	51 2
Research/development/design Planning/work preparation	5
Manufacture/production	2
Production, quality control	1
Buying/procurement	20
Finance/accounting, controlling	4
Administration/organization/personnel/	
social welfare/training	3
Marketing/sales/advertising/PR	9
Storage/material management/logistics/	
transport	1
Maintenance/repairs	1
Sales	15
Other	13
Student, not gainfully employed	2
Frequency of visits to trade fair	%
2000	49
1999 1998	34 24
Earlier events	14
First visit	38
	30
Size of company/organization: Number of employees:	%
1 - 9 45 500 and more	8
10 - 49 29	O
50 - 99 8	
100 - 499 7	
Student, not gainfully employed	2
N/A	1
Length of stay	%
1. Length of stay (days):	
one 61 two 16 three	23
2. Average length of stay 1,6 d	,
3. Share of visitors on the event's days:	%
1st day 55 2nd day 63 3rd day	43

26

Influence on purchasing/ procurement decisions Decisively Collectively In an advisory capacity No

	I.H.	M., N	Nünchen	
Total nun	nber of visitors 1	91 702	Position in the company/organization	%
Proportio	n of trade visitors	66 %	Entrepreneur, partner, self-employed	34
Region of	f residence	%	Managing director, board member, head of an authority etc. Senior department head, other employee	7
over 100 l	km away	46	with managerial responsibility	2
Total Gerr		96	Department head, group head	Ś
of which	Baden-Württemberg	9	Other salaried staff	12
	Bavaria Berlin	85 1	Other public service	6
	Brandenburg	i	Foreman, master craftsman Skilled worker	20 13
	Bremen	i	Lecturer, teacher, scientific assistant	13
	Hamburg	1	Trainee, student	12
	Hesse	. 1	Other	2
	Mecklenburg-West Pommerar	iia 1 1	Area of responsibility	%
	Lower Saxony North Rhine-Westphalia	i	Management	29
	Rhineland-Palatinate	i	Research/development/design	8
	Saarland	1	Planning/work preparation	13
	Saxony	1	Manufacture/production Production, quality control	25
	Saxony-Anhalt	1	Buying/procurement	17
	Schleswig-Holstein Thuringia	1 1	Finance/accounting, controlling	
	-		Administration/organization/personnel/	
Total Fore		4	social welfare/training	11
of which	EU Rest of Europe	48 45	Marketing/sales/advertising/PR	12
	Africa	1	Storage/material management/logistics/ transport	9
	North America	i	Other	13
	South and Central America	1	Student, not gainfully employed	5
	Middle East	1	Maintenance/repairs	17
	East Asia Australia	3 1	Frequency of visits to trade fair	%
			2000	57
Economic		%	1999 1998	54 46
Skilled tra Industry	aes	61 13	Earlier events	34
Service se	ctor	13	First visit	18
	wholesale trade	2	Size of company/organization:	
Public aut	hority	2	Number of employees:	%
Other		3	1 - 9 37 200- 499	6
Student, r	not gainfully employed	5	10 - 49 23 500- 999	4
	on purchasing/	%	50 - 99 5 1 000 - 9 999 100 - 199 5 10 000 and more	2
	ent decisions		Student, not gainfully employed	
Decisively		42 24	N/A	2
Collective	isory capacity	13	Length of stay	%
No	soly capacity	16	1. Length of stay (days):	
Student, r	not gainfully employed	5	one 90 four 1 seven	1
			two 7 five 1 three 2 six 1	
			2. Average length of stay 1,3 o	days
			3. Share of visitors on the event's days:	%
			1st day 11 4th day 24 7th day	12
			2nd day 14 5th day 17 3rd day 19 6th day 19	
			Sid day 19 Out day 19	
			Conducted by: Walter & Partner, Basel	

tal nun	nber of visitors 3	1 141	Position in the company/organization
portio	n of trade visitors 1	00 %	Entrepreneur, partner, self-employed
gion of	f residence	%	Managing director, board member, head of an authority etc.
er 100 l	km away	79	Senior department head, other employee with managerial responsibility
tal Gerr	nany:	75	Department head, group head
which	Baden-Württemberg	18	Other salaried staff
	Bavaria	41	Other public service
	Berlin	4	Skilled worker, journeyman
	Brandenburg		Lecturer, teacher, scientific assistant
	Bremen	1	Trainee, student, not employed
	Hamburg Hesse	1 7	Foreman, master craftsman
	Mecklenburg-West Pommerania		Other
	Lower Saxony	' <u>'</u>	Area of responsibility
	North Rhine-Westphalia	12	Management
	Rhineland-Palatinate	6	Research/development/design
	Saarland	1	Planning/work preparation
	Saxony	2	Manufacture/production
	Saxony-Anhalt	-	Production, quality control Buying/procurement
	Schleswig-Holstein	3	Finance/accounting, controlling
4-1 F	Thuringia	25	Administration/organization/personnel/
tal Fore			social welfare/training
which	EU Rest of Europe	65 30	Marketing/sales/advertising/PR
	Africa	30	Storage/material management/logistics/
	North America	2	transport
	South and Central America	-	Maintenance/repairs
	Middle East	_	Sales
	East Asia	3	Produktentwicklung/-design
	Australia	-	Student, not gainfully employed Other
onomic	sector	%	
	retail trade in watches, jewellery e		Frequency of visits to trade fair
her reta		2	1999
partme	nt store	1	1998
holesale	e/export trade in watches, jewelle	ry 7	Earlier events
c.		•	First visit
	olesale trade	1	Size of company/organization:
	resentative	1	Number of employees:
	rsmith without retail outlet ker without retail outlet	20 3	1 - 9 73 200- 499
attrillar oducer	ker without retail outlet	5	10 - 49 14 500- 999
	company belonging to the sector		50 - 99 4 1 000 - 9 999
lytechn		1	100 - 199 2 10 000 and more
esigner		1	Student, not gainfully employed
allery		1	N/A
ail órder		1	Length of stay
	ternet-shopping	1	1. Length of stay (days):
sociatio		1	one 60 two 21 three
	not gainfully employed	2	four 5
her		4	2. Average length of stay 1,6
	on purchasing/	%	3. Share of visitors on the event's days:
	ent decisions		1st day 36 2nd day 53 3rd day
cisively		51	4th day 21
llectivel		20	•
an advi	sory capacity	10 7	Conducted by: NFO Infratest. München

	ISPO	- Wint	er, München	
Total nur	nber of visitors	52 667	Position in the company/organization	%
	on of trade visitors	100 %	Entrepreneur, partner, self-employed	33
_	f residence	%	Managing director, board member, head of an authority etc.	18
over 100		85	Senior department head, other employee	
Total Gen	many:	40	with managerial responsibility Department head, group head	10 20
of which		17	Other salaried staff	11
	Bavaria Berlin	49 1	Other public service	1
	Brandenburg	i	Skilled worker Lecturer, teacher, scientific assistant	3 1
	Bremen	1	Trainee, student, not gainfully employed	8
	Hamburg Hesse	2 6	Other	2
	Mecklenburg-West Pommer		Area of responsibility	%
	Lower Saxony	2	Management Research/development/design	34 5
	North Rhine-Westphalia	10	Planning/work preparation	6
	Rhineland-Palatinate Saarland	5 3	Manufacture/production	5
	Saxony	1	Production, quality control	
	Saxony-Anhalt	-	Buying/procurement Finance/accounting, controlling	34 6
	Schleswig-Holstein Thuringia	1	Administration/organization/personnel/	
Takal Faus	3	-	social welfare/training	5
Total Fore		60 58	Marketing/sales/advertising/PR Storage/material management/logistics/	23
OI WINCII	Rest of Europe	27	transport	3
	Africa .	-	Maintenance/repairs	4
	North America South and Central America	5 1	Sales Fashion/product design	34
	Middle East	i	Student, not gainfully employed	7 5
	East Asia	6	Other	3
	Australia	2	Frequency of visits to trade fair	%
Economic		%	***ispo Winter*** 2000	51 30
	cialist retail trade retail trade	59 3	***ispo Winter*** 1999 Earlier events	15
Shoe reta		2	First visit	26
	ent store, chain store	3	Size of company/organization:	%
	r business, TV/Internet-shopp nd export of sporting goods	ing 3 8	Number of employees:	-
	resentative	3	1 - 9 41 200- 499 10 - 49 30 500- 999	
Sports stu	idio, fitness studio	1	50 - 99 6 1 000 - 9 999	
Designer		2 5	100 - 199 8 10 000 and more	
Producer Supplier		2	N/A Student, not gainfully employed	
Other reta	ail	1	Length of stay	%
Marketing	g agency	1	1. Length of stay (days):	
Student, i	not gainfully employed	5 3	one 49 four 13	
		,	two 23 three 15	
	e on purchasing/ nent decisions	%		40.46
Decisively	,	43	2. Average length of stay 1,9 c	
Collective		32	3. Share of visitors on the event's days: 1st day 59 4th day 30	%
In an adv	isory capacity	16 4	2nd day 58	
		7	3rd day 46	

Conducted bv: NFO Infratest. München

	ber of visitors	38 525
Proportion	n of trade visitors	100 %
	residence	<u>%</u>
over 100 k	,	85
Total Germ		47
of which	Baden-Württemberg	18
	Bavaria Berlin	48 1
	Brandenburg	-
	Bremen	2
	Hamburg	1
	Hesse	7
	Mecklenburg-West Pommera Lower Saxony	ınia - 5
	North Rhine-Westphalia	9
	Rhineland-Palatinate	2
	Saarland	1
	Saxony	2
	Saxony-Anhalt Schleswig-Holstein	2
	Thuringia	1
otal Forei	-	53
of which	EU	54
	Rest of Europe	27
	Africa	1 5
	North America South and Central America	1
	Middle East	3
	East Asia	8
	Australia	1
conomic		<u>%</u>
sport spec Clothing re	ialist retail trade	22 8
Shoe retail		5
Departmen	nt store, chain store	3
Mail order	business, TV/Internet-shoppir	ng 3
	d export of sporting goods	13
	esentative dio, fitness studio	5 2
Designer	alo, miless stadio	4
roducer		15
upplier		5 5 2
Other reta Marketing		2
	ot gainfully employed	5
Other		4
	on purchasing/	%
	ent decisions	32
Decisively Collectively	v	32 28
	sory capacity	22
No		13

er, München	
Position in the company/organization	%
Entrepreneur, partner, self-employed	20
Managing director, board member, head of	
an authority etc.	19
Senior department head, other employee	
with managerial responsibility	7
Department head, group head	9
Other salaried staff Other public service	25 1
Skilled worker	3
Lecturer, teacher, scientific assistant	2
Trainee, student, not gainfully employed	11
Other	9
Area of responsibility	%
Management	21
Research/development/design	-8
Planning/work preparation	4
Manufacture/production	8
Production, quality control	2
Buying/procurement	39
Finance/accounting, controlling	4
Administration/organization/personnel/ social welfare/training	6
Marketing/sales/advertising/PR	26
Storage/material management/logistics/	20
transport	3
Maintenance/repairs	1
Sales .	26
Fashion/product design	9
Student, not gainfully employed	5
Other	6
Frequency of visits to trade fair	%
ispo Sommer 2000	41
ispo Sommer 1999	29 16
Earlier events First visit	31
	31
Size of company/organization: Number of employees:	%
1 - 9 31 200- 499	7
10 - 49 25 500- 999	3
50 - 99 8 1 000 - 9 999	7
100 - 199 7 10 000 and more	3
N/A	3
Student, not gainfully employed	5
Stadent, not gaintany employed	%
Length of stay 1. Length of stay (days):	
Length of stay 1. Length of stay (days): one 53 four 10	
Length of stay 1. Length of stay (days): one 53 four 10 two 26	
Length of stay 1. Length of stay (days): one 53 four 10 two 26 three 11	
Length of stay 1. Length of stay (days): one 53 four 10 two 26	days
Length of stay 1. Length of stay (days): one 53 four 10 two 26 three 11	days %
Length of stay 1. Length of stay (days): one 53 four 10 two 26 three 11 2. Average length of stay 1,8 of	•
Length of stay 1. Length of stay (days):	•

	LASER . World	of P	hotonics, München	
Total nur	nber of visitors	18 885	Position in the company/organization	%
Proportio	n of trade visitors	99 %	Entrepreneur, partner, self-employed	12
Region of	f residence	<u>%</u> 81	Managing director, board member, head of an authority etc. Senior department head, other employee	13
	•		with managerial responsibility	7
Total Gerr of which		65 18	Department head, group head	19
or which	Baden-Württemberg Bavaria	42	Other salaried staff	26 2
	Berlin	4	Other public service Skilled worker	5
	Brandenburg	1	Lecturer, teacher, scientific assistant	16
	Bremen	1	Trainee, student, not gainfully employed	8
	Hamburg Hesse	2 6	Other	2
	Mecklenburg-West Pommeran		Area of responsibility	%
	Lower Saxony	8	Management	21
	North Rhine-Westphalia	7	Basic research Application-related R & D	17 25
	Rhineland-Palatinate Saarland	3	R & D management	11
	Saxony	2	Design	8
	Saxony-Anhalt	ī	System development I+C	.5
	Schleswig-Holstein	2	Design/construction Manufacture/production	11 12
	Thuringia	4	Quality management	3
Total Fore	Thuringia otal Foreign:		Buying/procurement	5
of which	EU	40	Finance/accounting, controlling	1
	Rest of Europe	27	Marketing/sales/advertising/PR	14
	Africa North America	1 17	Administration/organization/personnel/ social welfare/training	2
	South and Central America	3	Storage/material management/logistics/	2
	Middle East	3	transport	1
	East Asia	9	Maintenance/repairs	2
	Australia	1	Other	5
Economic	sector	%	Student, not gainfully employed	5
Industry		46	Frequency of visits to trade fair	<u>%</u>
Trade Skilled tra	dos	12 4	1997	32
Service	ues	10	1995	21
	ersity research institute	4	Earlier events	15
	, college etc.	13	First visit	44
	ority/institution/health service	3	Size of company/organization:	%
Other	not gainfully employed	2 5	Number of employees: 1 - 9 13 200- 499	9
		,	10 - 49 25 500 - 999	5
	on purchasing/ ent decisions	%	50 - 99 11 1 000 - 9 999	12
Decisively		35	100 - 199 9 10 000 and more	7
Collective		40	N/A	4
	sory capacity	11	Student, not gainfully employed	5
No		9	Length of stay	%
			1. Length of stay (days): one 46 two 23 three	12
			four 12 five 6	12
			2. Average length of stay 2,1 c	lays
			3. Share of visitors on the event's days:	%
			1st day 40 2nd day 50 3rd day	50
			4th day 46 5th day 21	
			Conducted by: NFO Infratest, München	

			4th day 46 5th day 21	
			Conducted by: NFO Infratest, München	
	MUT	EC,	München	
Total nur	nber of visitors 4	298	Position in the company/organization	%
Proportio	on of trade visitors	98 %	Entrepreneur, partner, self-employed	27
Region of	f residence	%	Managing director, board member, head of an authority etc.	10
over 100		72	Senior department head, other employee	
	•	78	with managerial responsibility	
Total Gerr of which		11	Department head, group head	1.
or which	Bavaria	35	Other salaried staff	2
	Berlin	5	Other public service Skilled worker	1:
	Brandenburg	-	Lecturer, teacher, scientific assistant	
	Bremen	-	Trainee, student	
	Hamburg	1	Other	
	Hesse	5	Area of responsibility	9
	Mecklenburg-West Pommerania		Management	2
	Lower Saxony North Rhine-Westphalia	4 6	Research/development/design	ĩ
	Rhineland-Palatinate	4	Planning/work preparation	
	Saarland	-	Manufacture/production	
	Saxony	4	Production, quality control	
	Saxony-Anhalt	1	Buying/procurement	1
	Schleswig-Holstein	1	Finance/accounting, controlling Administration/organization/personnel/	
	Thuringia	1	social welfare/training	3
Total Fore	eign:	22	Marketing/sales/advertising/PR	1
of which	EU	13	Storage/material management/logistics/	
	Rest of Europe	7	transport	
	Africa	-	Maintenance/repairs	
	North America	-	Other	1
	South and Central America Middle Fast	-	Frequency of visits to trade fair	9
	East Asia	1	1999	2
	Australia		1997	1
			Earlier events First visit	1
Economic	sector	%		6
Museum Collection		47 4	Size of company/organization:	9
	, interior architects, design		Number of employees: 1 - 9 43 200- 499	_
engineers		9	10 - 49 24 500- 999	
Restoratio	on, conservation, protection of	8	50 - 99 10 1 000 - 9 999	
monumer	nts .		100 - 199 8 10 000 and more	
Exhibition	hall, gallery, studio, art house	7	Student, not gainfully employed	
	killed trades	4	N/A	
	and libraries	3	Length of stay	9
Buidling a Other	authorities, local government	12	1. Length of stay (days):	
		12	one 82 four 1	
	on purchasing/	%	two 14	
	nent decisions		three 3	
Decisively		36 39	2. Average length of stay 1,2 d	lay
Collective	iy isory capacity	39 16	3. Share of visitors on the event's days:	9
	isory capacity		1st day 19 4th day 21	
		9		
No		9	2nd day 29 3rd day 32	

	MAILN	IALIC	A, Mulicileii	
Total nun	nber of visitors	6 514	Position in the company/organization	%
Dronortio	n of trade visitors	99 %	Entrepreneur, partner, self-employed	11
Proportio	n or trade visitors	99 %	Managing director, board member, head of	
Region of	f residence	%	an authority etc.	7
over 100 l	km away	74	Senior department head, other employee	
Total Gerr	nany:	78	with managerial responsibility	6
of which		21	Department head, group head	26
OI WITICIT	Bavaria	52	Other salaried staff	29
	Rerlin	2	Other public service	4
	Brandenburg	-	Skilled worker	2
	Bremen	1	Lecturer, teacher, scientific assistant Trainee, student	12 5
	Hamburg	i	Foreman, master craftsman	2
	Hesse	4	Other	3
	Mecklenburg-West Pommeran			
	Lower Saxony	3	Area of responsibility	%
	North Rhine-Westphalia	8	Management	11
	Rhineland-Palatinate	2	Research/development/design	66
	Saarland	1	Planning/work preparation	4
	Saxony	2	Manufacture/production	9
	Saxony-Anhalt	1	Production, quality control	7
	Schleswig-Holstein	1	Buying/procurement	/
	Thuringia	1	Finance/accounting, controlling Administration/organization/personnel/	-
Total Fore	ian:	22	social welfare/training	2
of which		64	Marketing/sales/advertising/PR	11
OI WITHCIT	Rest of Europe	31	Storage/material management/logistics/	
	Africa	-	transport	1
	North America	1	Maintenance/repairs	i
	South and Central America		Student, not gainfully employed	4
	Middle East	1	Other	3
	East Asia	2	Frequency of visits to trade fair	%
	Australia	1	2000	20
- :		%	1999	20
Economic			1998	12
	le industry	12	First visit	68
Aerospace		6 12		00
	al engineering echnology	3	Size of company/organization: Number of employees:	%
	processing of non-metallic			12
minerals	processing or non-metalic	4	1 - 9 10 200- 499 10 - 49 14 500- 999	9
	duction/metalworking,		50 - 99 9 1 000 - 999	
	ure of metal products	7	100 - 199 8 10 000 and more	
	engineering and optics	3	Student, not gainfully employed	4
Other inve	estment goods	7	N/A	3
	d consumer goods	2		
	institute, university	17	Length of stay	%
	s and other state organizations		1. Length of stay (days):	
	tors of industry	19	one 79 four 4 two 14	
	not gainfully employed	4	two 14 three 3	
	on purchasing/			
procurem	ent decisions	%	2. Average length of stay 1,3 c	days
Decisively		19	3. Share of visitors on the event's days:	%
Collective		44	1st day 28 4th day 9	
	sory capacity	25	2nd day 34	
No	,	7	3rd day 32	

MATERIALICA, München

Conducted by: NFO Infratest, München

	produ	ctroni	ca, München
Total nur	nber of visitors	46 980	Position in the com
Proportio	n of trade visitors	100 %	Entrepreneur, partne Managing director, b
Region of	f residence	%	an authority etc.
over 100	km away	81	Senior department h with managerial
Total Gerr		67	Department head, g
of which	Baden-Württemberg	27	Other salaried staff
	Bavaria Berlin	46 3	Other public service
	Brandenburg	1	Skilled worker
	Bremen	1	Lecturer, teacher, sci Trainee, student, not
	Hamburg	1	Other
	Hesse		Area of responsibili
	Mecklenburg-West Pommera Lower Saxony	ania - 3	Management
	North Rhine-Westphalia	6	Production planning
	Rhineland-Palatinate	2	Logistics
	Saarland	1	Work scheduling Production
	Saxony	1	System developmen
	Saxony-Anhalt Schleswig-Holstein	1	Electronic developm
	Thuringia	3	Design/construction
Total Fore	-	33	Quality assurance/co
of which	FU.	61	Marketing/sales/adve Buying/procurement
or willen	Rest of Europe	31	Finance/accounting,
	Africa .	1	Research, developme
	North America	4	Consulting
	South and Central America Middle Fast	3	Administration/organ social welfare/tra
	Fast Asia	-	Maintenance/repairs
	Australia	_	Student, not gainfull
Economic	sector	%	Other
	processing sector	75	Frequency of visits
	ft/skilled trades	10	1999
Service		9	1997
	ersity research institute	1	1995 Earlier events
University	/college ninistration	2 1	First visit
Other	imiscration	2	Size of company/or
Student, r	not gainfully employed	1	Number of employe
Influence	on purchasing/		1 - 9 11
	ent decisions	%	10 - 49 14
Decisively		36	50 - 99 12 100 - 199 10
Collective		40	Student,
In an advi	sory capacity	15 8	Student,
140		0	Length of stay
			1. Length of stay (da
			one 57 th
			two 28 fo

a, Mulicileii	
Position in the company/organization	%
Entrepreneur, partner, self-employed	12
Managing director, board member, head of	
an authority etc. Senior department head, other employee	10
with managerial responsibility	8
Department head, group head	28
Other salaried staff	32
Other public service	2 8
Skilled worker Lecturer, teacher, scientific assistant	22
Trainee, student, not gainfully employed	2
Other	3
Area of responsibility	%
Management	27
Production planning Logistics	10 5
Work scheduling	7
Production	29
System development/integration	. 8
Electronic development, design Design/construction	14 7
Quality assurance/control/test	10
Marketing/sales/advertising/PR	9
Buying/procurement	10
Finance/accounting, controlling Research, development	3 18
Consulting	3
Administration/organization/personnel/	_
social welfare/training	2
Maintenance/repairs Student, not gainfully employed	5 1
Other	4
Frequency of visits to trade fair	%
1999	50
1997	42
1995 Earlier events	32 15
First visit	38
Size of company/organization:	•
Number of employees:	%
1 - 9 11 200- 499	12
10 - 49 14 500- 999 50 - 99 12 1 000- 9 999	10 20
100 - 199 10 10 000 and more	9
Student, not gainfully employed	1
N/A	1
Length of stay	%
1. Length of stay (days):	
one 57 three 10 two 28 four 5	
Average length of stay 1,6 d	
Share of visitors on the event's days:	%
1st day 33 3rd day 51 2nd day 48 4th day 30	
2nd day 48 4th day 30	

Conducted by: NFO Infratest, München

	SYSTE	MS,	München	
Total nur	nber of visitors 117	231	Position in the company/organization	%
Proportio	on of trade visitors 9	9 %	Entrepreneur, partner, self-employed	18
_	f residence	%	Managing director, board member, head of an authority etc.	9
over 100		50	Senior department head, other employee	
Total Gerr	,	94	with managerial responsibility	4
of which		16	Department head, group head Other salaried staff	17 33
	Bavaria	73	Other public service	6
	Berlin	1	Skilled worker	4
	Brandenburg Bremen	-	Lecturer, teacher, scientific assistant	5
	Hamburg	-	Trainee, student Other	13 3
	Hesse	3	Area of responsibility	%
	Mecklenburg-West Pommerania	-	Management	17
	Lower Saxony North Rhine-Westphalia	1 3	Research/development/design	19
	Rhineland-Palatinate	-	Planning/work preparation	8
	Saarland	-	Manufacture/production Production, quality control	5 2
	Saxony	1	Buying/procurement	11
	Saxony-Anhalt Schleswig-Holstein	-	Finance/accounting, controlling	4
	Thuringia	1	Administration/organization/personnel/	_
Total Fore	eian:	6	social welfare/training Marketing/sales/advertising/PR	8 13
of which	EU	67	Storage/material management/logistics/	13
	Rest of Europe	25	transport	3
	Africa	1	Maintenance/repairs	9
	North America South and Central America	2	Other DP	10 18
	Middle East	1	E-Business	12
	East Asia	4	Telecommunications	15
	Australia	-	Student, not gainfully employed	6
Economic		%	Frequency of visits to trade fair	%
	on of information and communica-	27	1999	54 45
tion techr	urer of information and communi-		1998	33
	hnologies	18	Earlier events	17
	ovider in the area of information	43	First visit	31
	nuncation technolog school pupil, not gainfully em-	.5	Size of company/organization: Number of employees:	%
ployed	scribor pupil, not gainfully em-	8	1 - 9 17 200- 499	9
Trade in e	electronic components, assembly	6	10 - 49 18 500- 999	7
groups, su	ub-systems	U	50 - 99 8 1 000 - 9 999	14
Influence	on purchasing/	%	100 - 199 7 10 000 and more Student, not gainfully employed	12 6
	nent decisions	33	N/A	2
Decisively Collective		33 29	Length of stay	%
	isory capacity	18	1. Length of stay (days):	
No	, , ,	13	one 82 two 12 three	3
Student, r	not gainfully employed	6	four 1 five 1 2. Average length of stay 1,3 c	lavs
			3. Share of visitors on the event's days:	.u,5
			1st day 18 2nd day 25 3rd day 4th day 30 5th day 24	28
			Conducted by: NFO Infratest, München	_

transpo	rt logi	stic, München
Total number of visitors	36 106	Position in the compa
Proportion of trade visitors	99 %	Entrepreneur, partner, s Managing director, boa
Region of residence	%	an authority etc.
over 100 km away	74	Senior department head
Total Germany:		with managerial res
of which Baden-Württemberg	19	Department head, grou
Bavaria	49	Other salaried staff Other public service
Berlin	4	Skilled worker
Brandenburg	1	Lecturer, teacher, scient
Bremen	2	Trainee, student
Hamburg	1	Other
Hesse Mecklenburg-West Pommer	5 ania -	Area of responsibility
Lower Saxony	2	Management
North Rhine-Westphalia	10	Research/development/
Rhineland-Palatinate	2	Planning/work preparat
Saarland	1	Manufacture/production Production, quality con
Saxony	1	Buying/procurement
Saxony-Anhalt	1	Finance/accounting, cor
Schleswig-Holstein Thuringia	1	Administration/organiza
3		social welfare/trainir
Total Foreign:		Marketing/sales/advertis
of which EU	64 30	Storage/material manag
Rest of Europe Africa	30 1	transport Maintenance/repairs
North America	2	Sales
South and Central America	-	Student, not gainfully e
Middle East	1	Frequency of visits to
East Asia	3	1999
Australia	-	1997
Economic sector	%	1994
Freight forwarding	36	Earlier events
Road transport companies	4	First visit
Railways	5	Size of company/orga
Public transport companies Private transport company	2 1	Number of employees: 1 - 9 12
Shipping (shipping companies, ports et		10 - 49 19
Aviation sector (airlines, airports etc.)	2	50 - 99 9
Other services	11	100 - 199 10
Industry, manufacturing sector (total)	21	Student, not
Trade	4	
Public authority	1	Length of stay
University/polytechnic, research Other	4	1. Length of stay (days)
Student, not gainfully employed	3	one 71 four
	,	two 16 five
Influence on purchasing/ procurement decisions	%	three 7
Decisively	37	2. Average length of sta
Collectively	31	3. Share of visitors on tl
In an advisory capacity	15	1st day 22 4th
No	14	2nd day 36 5th
		3rd day 41

Entrepreneur, partner, self-employed Managing director, board member, head of an authority etc. Senior department head, other employee with managerial responsibility Department head, group head Other salaried staff Other public service Skilled worker Lecturer, teacher, scientific assistant Trainee, student Other Area of responsibility Management Research/development/design Planning/work preparation Manufacture/production Production, quality control Buying/procurement Finance/accounting, controlling Administration/organization/personnel/social welfare/training Marketing/sales/advertising/PR Storage/material management/logistics/transport Maintenance/repairs Sales Storage/material management/logistics/transport Maintenance/repairs Sales Storage/material wangement/logistics/transport Maintenance/repairs Sales Storage/material wangement/logistics/stransport Maintenance/repairs Sales Stroage/material wangement/logistics/transport Maintenance/repairs Sales Stroage/material wangement/logistics/stransport Maintenance/repairs Sales Stroage/maintenance/repairs Sales Stroage/ma		
Managing director, board member, head of an authority etc. Senior department head, other employee with managerial responsibility Department head, group head Other salaried staff Other public service Skilled worker Lecturer, teacher, scientific assistant Trainee, student Other Trainee, student Other Management Management Manufacture/production Production, quality control Buying/procurement Finance/accounting, controlling Administration/organization/personnel/social welfare/training Marketing/sales/advertising/PR Storage/material management/logistics/transport Maintenance/repairs Sales Storage/material management/logistics/transport Maintenance/repairs Sales Storage/material management/logistics/transport Maintenance/repairs Sales Storage/material management/logistics/transport Storage/material management/logistics/transport Maintenance/repairs Sales Storage/material management/logistics/transport 20 Maintenance/repairs Sales Storage/material management/logistics/transport 21 Storage/material management/logistics/transport 22 Maintenance/repairs Sales Storage/material management/logistics/transport 23 Storage/material management/logistics/transport 24 Storage/material management/logistics/transport 25 Storage/material management/logistics/transport 26 Marketing/sales/advertising/PR 27 Storage/material management/logistics/transport 28 Storage/material management/logistics/transport 29 Storage/material management/logistics/transport 29	Position in the company/organization	%
an authority etc. Senior department head, other employee with managerial responsibility Department head, group head Other salaried staff Other public service Skilled worker Lecturer, teacher, scientific assistant Trainee, student Other Area of responsibility Management Research/development/design Planning/work preparation Manufacture/production Production, quality control Buying/procurement Finance/accounting, controlling Administration/organization/personnel/social welfare/fraining Marketing/sales/advertising/PR Storage/material management/logistics/trainsport Student, not gainfully employed Frequency of visits to trade fair 1997 1997 1997 1997 1999 1997 1999 1997 1999 1997 1999 1997 1999 100 - 199 91 1 000- 999 1 1 1 1 1 1 1 1 1 1 1 1 1 1 1 1 1	Entrepreneur, partner, self-employed	15
Senior department head, other employee with managerial responsibility Department head, group head Other salaried staff Other salaried sasistant I rainee, student Other Area of responsibility Management Sesearch/development/design Planning/work preparation Manufacture/production Production, quality control Buying/procurement Production, quality controlling Administration/organization/personnel/ social welfare/training Other salaried staff Marketing/sales/advertising/PR Storage/material management/logistics/ transport Maintenance/repairs Sales Sales Sales Sales Sales Salar Student, not gainfully employed Frequency of visits to trade fair 1999 1997 1997 226 1999 1997 1997 287 1999 1997 100 1999 100 100		
with managerial responsibility Department head, group head Other salaried staff Lecturer, teacher, scientific assistant Trainee, student Other Area of responsibility Management Research/development/design Planning/work preparation Manufacture/production Production, quality control Buying/procurement Finance/accounting, controlling Administration/organization/personnel/ social welfare/training Administration/organization/personnel/ social welfare/training Marketing/sales/advertising/PR Storage/material management/logistics/ transport Student, not gainfully employed Frequency of visits to trade fair 1999 1997 1997 1999 43 1997 1999 45 1999 47 1999 48 1999 49 1990 1991 100 100 100 100 100 100 100	an authority etc.	16
Department head, group head	Senior department head, other employee	
Other salaried staff Other public service Skilled worker Lecturer, teacher, scientific assistant Trainee, student Other Area of responsibility Management Research/development/design Planning/work preparation Manufacture/production Production, quality control Buying/procurement Finance/accounting, controlling Administration/organization/personnel/ social welfare/training Marketing/sales/advertising/PR Storage/material management/logistics/ transport Maintenance/repairs Sales Student, not gainfully employed Frequency of visits to trade fair 1999 1997 1997 1997 1998 182 182 282 1994 182 287 1999 1997 1997 291 100 - 49 9 19 500 999 18 50 - 99 9 1000 999 17 50 - 99 9 1000 999 17 50 - 99 9 1000 999 17 50 - 99 9 1000 999 17 50 - 99 9 1000 999 17 50 - 99 9 1000 999 17 50 - 99 9 1000 999 17 50 - 99 9 1000 999 17 50 - 99 9 1000 999 17 50 - 99 9 1000 999 17 50 - 99 9 1000 999 17 50 - 99 9 1000 999 17 50 - 99 9 1000 999 17 50 - 99 9 1000 999 17 50 - 99 9 1000 999 17 50 - 99 1000 1000 and more 1000 1000 1000 1000 1000 1000 1000 10	with managerial responsibility	11
Other public service Skilled worker Lecturer, teacher, scientific assistant Trainee, student Other Area of responsibility Management Research/development/design Planning/work preparation Manufacture/production Production, quality control Buying/procurement Finance/accounting, controlling Administration/organization/presonnel/ social welfare/training Marketing/sales/advertising/PR Storage/material management/logistics/ transport Maintenance/repairs Sales Student, not gainfully employed Frequency of visits to trade fair 1999 1991 1991 1991 1991 1991 1992 1994 15 16 17 18 18 18 19 19 19 19 19 19 19 19 19 19 19 10 10 10 10 10 10 10 10 10 10 10 10 10		26
Skilled worker		21
Lecturer, teacher, scientific assistant Trainee, student Other Area of responsibility Management Research/development/design Planning/work preparation Production, quality control Buying/procurement Finance/accounting, controlling Administration/organization/personnel/ social welfare/training Marketing/sales/advertising/PR Storage/material management/logistics/ transport Maintenance/repairs Sales Student, not gainfully employed Frequency of visits to trade fair 1999 1994 1994 1997 1994 18 Size of company/organization: Number of employees: 1 - 9 12 200- 499 12 10 - 49 19 500- 999 8 50 - 99 9 1 000- 999 8 50 - 99 9 1 000- 999 1 100 - 199 10 10 000 and more Student, not gainfully employed and more Student, not gainfully employed Length of stay Length of stay (days): one 71 four 5 two 16 five 1 three 7 2. Average length of stay 1,5 days		2
Trainee, student	Skilled worker	3
Other	Lecturer, teacher, scientific assistant	2
Area of responsibility		11
Management	Other	3
Research/development/design Planning/work preparation Production, quality control Buying/procurement Finance/accounting, controlling Administration/organization/personnel/ social welfare/training Marketing/sales/advertising/PR Storage/material management/logistics/ transport Maintenance/repairs Sales Student, not gainfully employed Frequency of visits to trade fair 1999 1994 1994 1997 1994 18 Size of company/organization: Number of employees: 1 - 9 12 200- 499 12 10 - 49 19 500- 999 8 50 - 99 9 1 000 999 8 50 - 99 9 1 000 999 8 50 - 99 9 1 000 999 8 50 - 99 9 1 000 999 8 100 - 199 10 10 000 and more 8 Student, not gainfully employed Length of stay Length of stay (days): one 71 four 5 two 16 five 1 three 7 2. Average length of stay 1,5 days		%
Planning/work preparation		24
Manufacture/production 19	Research/development/design	6
Production, quality control 17 17 17 17 17 17 17 1		5
Buying/procurement		3
Finance/accounting, controlling Administration/organization/personnel/ social welfare/training Marketing/sales/advertising/PR Storage/material management/logistics/ transport Maintenance/repairs Sales Student, not gainfully employed Frequency of visits to trade fair 1999 1999 1999 1999 1994 1997 1999 1999		3
Administration/organization/personnel/ social welfare/training 10 Marketing/sales/advertising/PR 16 Storage/material management/logistics/ transport 25 Maintenance/repairs 26 Maintenance/repairs 27 Maintenance/repairs 27 Maintenance/repairs 27 Sales 11 Student, not gainfully employed 27 Frequency of visits to trade fair 99 1997 28 1999 199 1997 28 1998 18 Earlier events 28 First visit 47 Size of company/organization: Number of employees: 47 10 - 49 19 500 - 999 10 10 - 49 19 500 - 999 10 10 - 199 10 10 10 10 10 10 10		17
Social welfare/training		6
Marketing/sales/advertising/PR		
Storage/material management/logistics/ transport	social welfare/training	6
Trainsport		16
Maintenance/repairs 2 2 2 2 2 2 2 2 2		
Sales 1: Student, not gainfully employed 3: Frequency of visits to trade fair 9: 1999 4: 1997 2: 1994 1: Earlier events 4: First visit 4: Size of company/organization: 8 Number of employees: 9: 1 - 9 12 200- 499 150- 999		29
Student, not gainfully employed 197 1999 44 1997 26 1994 1995 1995 1996 1996 1996 1996 1996 1997		4
Frequency of visits to trade fair 99 1999 41 1997 1994 17 1994		
1999		3
1997 1994 Earlier events First visit Size of company/organization: Number of employees: 1 - 9 12 200- 499 1; 10 - 49 19 500- 999 5; 50 - 99 9 1 000- 999 1; 100 - 199 10 10 000 and more Student, not gainfully employed 5; N/A 2 Length of stay 1. Length of stay (days): one 71 four 5 two 16 five 1 three 7 2. Average length of stay 1,5 days:		%
1994 Earlier events First visit Size of company/organization: Number of employees: 1 - 9 12 200- 499 17 10 - 49 19 500- 999 8 50 - 99 9 1 000- 999 11 100 - 199 10 10 000 and more 8 Student, not gainfully employed N/A Length of stay Length of stay (days): one 71 four 5 two 16 five 1 three 7 2. Average length of stay 1,5 days		43
Earlier events First visit		28
First visit		13
Size of company/organization: Number of employees: 200		4
Number of employees: 78 79 12 200 499 12 10 49 19 500 999 50 999 17 100 199 10 100	First visit	47
1 - 9 12 200 - 499 17 10 - 49 19 500 - 999 8 50 - 999 8 50 - 999 100 - 1999 100 - 1999 100 - 1999 100 - 1999 100 - 1999 100 - 1999 100 - 100 1		0/2
10 - 49 19 500- 999 1500- 999 1500- 999 1700- 199 10 10 000 and more Student, not gainfully employed 1700- 199 1700- 170		
50 - 99 9 1 000 - 9 999 17 100 - 199 10 10 000 and more 5 Student, not gainfully employed N/A 2 Length of stay (days): one 71 four 5 two 16 five 1 three 7 2. Average length of stay 1,5 days	1 - 9 12 200- 499	12
100 - 199 10 10 000 and more Student, not gainfully employed Student S	10 - 49 19 500- 999	8
Student, not gainfully employed N/A Length of stay 1. Length of stay (days): one 71 four 5 two 16 five 1 three 7 2. Average length of stay 1,5 days	50 - 99 9 1 000 - 9 999	17
Length of stay (days): one 71 four 5 two 16 five 1 three 7 2. Average length of stay (1,5 days): 1,5 days	100 - 199 10 10 000 and more	8
Length of stay % 1. Length of stay (days): 5 one 71 four 5 two 16 five 1 three 7 7 2. Average length of stay 1,5 days	Student, not gainfully employed	3
1. Length of stay (days): one 71 four 5 two 16 five 1 three 7 2. Average length of stay 1,5 days	N/A	2
1. Length of stay (days): one 71 four 5 two 16 five 1 three 7 2. Average length of stay 1,5 days	Length of stav	%
one 71 four 5 two 16 five 1 three 7 2. Average length of stay 1,5 day:		
three 7 2. Average length of stay 1,5 days		
three 7 2. Average length of stay 1,5 days	two 16 five 1	
2. Average length of stay 1,5 days		
		dave
		-
	Share of visitors on the event's days:	%
1st day 22 4th day 29		
2nd day 36 5th day 22		
3rd day 41	3rd day 41	

Conducted by: NFO Infratest, München

			-,
Total nui	mber of visitors 38	042	Position in the company/organization
Proportio	on of trade visitors 9	9 %	Entrepreneur, partner, self-employed
			Managing director, board member, home director etc.
over 100	f residence	<u>%</u> 76	Chief administrator
	•		Kitchen manager
Total Geri		98	Other salaried staff, civil servant with
of which		18	managerial responsibility
	Bavaria Berlin	47	Head of nursing service
	Brandenburg	1	Ward sister
	Bremen		Salaried staff, civil servant Geriatric nurse, nurse/male nurse
	Hamburg	-	Assistant geriatric nurse, nurse
	Hesse	8	Lecturer, teacher, scientific assistant
	Mecklenburg-West Pommerania	-	Skilled domestic worker
	Lower Saxony North Rhine-Westphalia	2 7	Trainee
	Rhineland-Palatinate	7	Student Not as infully ampleyed
	Saarland	1	Not gainfully employed Other
	Saxony	4	Area of responsibility
	Saxony-Anhalt	1	Management
	Schleswig-Holstein	-	Research/development/design
	Thuringia	3	Planning/work preparation
Total Fore		2	Manufacture/production Production, quality control
of which		-	Buying/procurement
	North America South and Central America	-	Finance/accounting, controlling
	Middle Fast		Administration/organization/personnel/
	Fast Asia	_	social welfare/training
	Australia	-	Marketing/sales/advertising/PR Storage/material management/logistics/
	EU	72	transport
	Rest of Europe	28	Maintenance/repairs
Economic	: sector	%	Nursing service
	les' home	6	Kitchen/household Information, communication technology (EDP)
Nursing h		16	Other
	nome, old peoples' home	35 2	Frequency of visits to trade fair
	g of the Well-maintained Home les" home	1	Hanover 2000
Day-care		i	Nürnberg 1999
	n care facility	1	Hanover 1998 Nürnberg 1997
Social wa		5	Earlier events
	nt nursing services	7	First visit
Hospital	ssociation	6 2	Size of company/organization:
Sponsor	ssociation	1	Number of employees:
Public au	thority	i	1 - 9 11 200- 499 10 - 49 36 500- 999
School	,	4	50 - 99 26 1 000 - 9 999
	upplies retailer	3	100 - 199 13 10 000 and more
Other		10	Length of stay
	on purchasing/	%	1. Length of stay (days):
	nent decisions		one 82 two 12 three
Decisively		19 38	2. Average length of stay 1,2
Collective	isory capacity	38 26	3. Share of visitors on the event's days:
No	isory cupacity	18	1st day 41 2nd day 46 3rd day
		, 0	

38	042	Position in the company/organization	%
9	9 %	Entrepreneur, partner, self-employed	8
		Managing director, board member, home	
	%	director etc.	- 5
	76	Chief administrator	
	98	Kitchen manager	-
9	18	Other salaried staff, civil servant with managerial responsibility	
,	47	Head of nursing service	12
	-	Ward sister	10
	1	Salaried staff, civil servant	
	-	Geriatric nurse, nurse/male nurse	2
	-	Assistant geriatric nurse, nurse	-:
	8	Lecturer, teacher, scientific assistant	- :
Pommerania	-	Skilled domestic worker	- :
	2	Trainee	
nalia	7	Student	
2	7	Not gainfully employed	
	1 4	Other	
	1	Area of responsibility	9/
	- 1	Management	20
	3	Research/development/design	
		Planning/work preparation	1
	2	Manufacture/production	- 2
	-	Production, quality control	1
	-	Buying/procurement Finance/accounting, controlling	- 1
America	-	Administration/organization/personnel/	
	-	social welfare/training	1
	-	Marketing/sales/advertising/PR	- 1
		Storage/material management/logistics/	
	72	transport	
	28	Maintenance/repairs	
	%	Nursing service	56
	6	Kitchen/household	- 8
	16	Information, communication technology (EDP)	
me	35	Other	
ned Home	2	Frequency of visits to trade fair	9/
	1	Hanover 2000	14
	1	Nürnberg 1999 Hanover 1998	3:
	1	Hanover 1998 Nürnberg 1997	2
	5	Earlier events	1
	7	First visit	4
	6	Size of company/organization:	
	2	Number of employees:	9/
	1	1 - 9 11 200- 499	-
	1	10 - 49 36 500- 999	
	4	50 - 99 26 1 000 - 9 999	- 2
	3	100 - 199 13 10 000 and more	
	10	Length of stay	9
	0/	1. Length of stay (days):	
	%	one 82 two 12 three	
	19	2. Average length of stay 1,2 d	av
	38		
	26	3. Share of visitors on the event's days:	9
	18	1st day 41 2nd day 46 3rd day	3

Conducted by: Gels GmbH, Dortmund

	BIO	FACH,	Nürnberg	
Total num	nber of visitors	24 912	Position in the company/organization	9/
roportio	n of trade visitors	94 %	Entrepreneur, partner, self-employed	4
Region of	residence	%	Managing director, board member, head of an authority etc.	10
over 100 k		86	Senior department head, other employee	
otal Gern	,	70	with managerial responsibility	
otal Gem	Baden-Württemberg	17	Department head, group head	1
JI WITICIT	Bavaria	43	Other salaried staff	1
	Berlin	2	Other public service Skilled worker/apprentice	
	Brandenburg	1	Lecturer, teacher, scientific assistant	
	Bremen	-	Trainee, student	6
	Hamburg	2	Not gainfully employed	
	Hesse	8	Other	- 2
	Mecklenburg-West Pommera Lower Saxony	ania - 5	Area of responsibility	9/
	North Rhine-Westphalia	8	Management	52
	Rhineland-Palatinate	3	Research/development/design	10
	Saarland	1	Planning/work preparation	14
	Saxony	2	Manufacture/production Production, quality control	- 14
	Saxony-Anhalt	1	Buying/procurement	3
	Schleswig-Holstein	2 1	Finance/accounting, controlling	1:
	Thuringia	-	Administration/organization/personnel/	
otal Forei		30	social welfare/training	14
of which	EU	65	Marketing/sales/advertising/PR	28
	Rest of Europe Africa	17 1	Storage/material management/logistics/	14
	North America	5	transport Maintenance/repairs	14
	South and Central America	6	Information, communication technology	,
	Middle East	2	(EDP)	9
	East Asia	3	Other	9
	Australia	1	Frequency of visits to trade fair	9/
conomic	sector	%	Nürnberg 2000	36
/lanufactu	irers	25	Nürnberg 1999	3
Vholesale		9	Frankfurt 1998	2
Retail trad		34	Frankfurt 1997 Earlier events	2
Mail order mport/exp		2 6	First visit	48
inport/exp Service	port	11	Size of company/organization:	
Direct mar	rketer	5	Number of employees:	9/
Public offic	ces and authorities	2	1 - 9 61 200- 499	- 4
Feaching,	research	2	10 - 49 19 500- 999	- 2
Other		4	50 - 99 5 1 000 - 9 999	- 3
nfluence	on purchasing/	%	100 - 199 5 10 000 and more	2
	ent decisions		Length of stay	9/
Decisively		53	1. Length of stay (days):	
Collectivel		27 14	one 61 four 6 two 25	
n an auvis No	sory capacity	6	three 8	
••		J	2. Average length of stay 1,6 d	lav.
				•
			3. Share of visitors on the event's days:	9/
			1st day 36 3rd day 45 2nd day 45 4th day 33	
			Ziiu uay 45 4iii uay 55	

EUROPEAN COATINGS SHOW, Nürnberg Position in the company/organization Entrepreneur, partner, self-employed Managing director, board member, head of an authority etc. Senior department head, other employee Total number of visitors 14 862 Proportion of trade visitors Region of residence over 100 km away 93 with managerial responsibility Department head, group head Other salaried staff 9 32 25 Total Germany: of which Baden-Württemberg Bavaria Berlin Brandenburg 52 19 25 1 Other salaried stari Other public service Skilled worker/apprentice Lecturer, teacher, scientific assistant Trainee, student Not gainfully employed Foreman, master craftsman Other Bremen Hamburg 2 13 Hamburg Hesse Mecklenburg-West Pommerania Lower Saxony North Rhine-Westphalia Rhineland-Palatinate Saarland Saxony Saxony-Anhalt Schleswig-Holstein Thuringia Area of responsibility Management Research/development/design % 15 53 Research/development/design Planning/work preparation Manufacture/production Production, quality control Buying/procurement Finance/accounting, controlling Administration/organization/personnel/ social welfare/training Marketing/sales/advertising/PR Storage/material management/logistics/ transport Maintenance/repairs Other Total Foreign: of which EU 48 Rest of Europe Africa Africa North America South and Central America Middle East Other Frequency of visits to trade fair Nürnberg 1999 Nürnberg 1997 Brussels 1996 Nürnberg 1995 Eadlige vignet East Asia Australia % 38 25 **Economic sector** Industrial producer Wholesale, import, export Commercial agent Service Organisation/association/society Public authority/administration Other 7 15 8 48 Earlier events First visit Size of company/organization: Number of employees: % 13 7 1 - 9 10 - 49 12 18 200-500-499 999 Influence on purchasing/ procurement decisions Decisively % 50 - 99 100 - 199 13 13 1 000- 9 999 10 000 and more 12 12 30 Length of stay 1. Length of stay (days): one 55 two 31 three 14 Collectively In an advisory capacity No 2. Average length of stay 1,6 days 3. Share of visitors on the event's days: 1st day 54 2nd day 63 3rd day 43

Conducted by: Gelszus Messe-Marktforschung GmbH, Dortmund

Conducted by: Gelszus Messe-Marktforschung GmbH, Dortmund

	Fachf	Pack,	Nürnberg	
Total nun	nber of visitors	25 910	Position in the company/organization	%
Proportio	n of trade visitors	99 %	Entrepreneur, partner, self-employed Managing director, board member, head of	15
Region of residence over 100 km away		%	an authority etc.	7
		82	Senior department head, other employee	
Total Gern	nanv:	88	with managerial responsibility	9 34
of which	Baden-Württemberg	23	Department head, group head Other salaried staff	22
	Bavaria	37	Other public service	-
	Berlin Brandenburg	1 1	Foreman, master craftsman	5
	Bremen	- :	Skilled worker Lecturer, teacher, scientific assistant	3
	Hamburg	1	Trainee, student	4
	Hesse	. 9	Not gainfully employed	1
	Mecklenburg-West Pommerani Lower Saxony	ia - 5	Other	1
	North Rhine-Westphalia	12	Area of responsibility	%
	Rhineland-Palatinate	4	Management Research/development/design	24 19
	Saarland	1	Planning/work preparation	15
	Saxony Saxony-Anhalt	3 1	Manufacture/production	24
	Schleswig-Holstein	i	Production, quality control	8
	Thuringia	2	Buying/procurement	26
Total Fore	ian:	12	Finance/accounting, controlling Administration/organization/personnel/	4
of which	EU	56	social welfare/training	5
	Rest of Europe	40	Marketing/sales/advertising/PR	20
	Africa	-	Storage/material management/logistics/	24
	North America South and Central America	1 1	transport Maintenance/repairs	21 9
	Middle East	i	Other	3
	East Asia	2	Frequency of visits to trade fair	%
	Australia	-	2000	34
Economic	sector	%	1998	28
Industry		74	1997	17
Skilled trad Retail trad		3 2	Earlier events First visit	13 50
Wholesale		7	Size of company/organization:	
Mail order		3	Number of employees:	%
Advertising		2	1 - 9 13 200- 499	14
Other serv		7 1	10 - 49 17 500- 999	10
	on/association/society hority/administration	i	50 - 99 12 1 000 - 9 999 100 - 199 15 10 000 and more	13 7
Other	nonty/administration	2		%
Influence	on purchasing/		Length of stay 1. Length of stay (days):	
	ent decisions	%	one 88	
Decisively		28	two 10	
Collectivel		46	three 2	
In an advi: No	sory capacity	18 8	2. Average length of stay 1,1 c	,
			Share of visitors on the event's days: 1st day 35	%
			2nd day 41	
			3rd day 39	

	Explo	Risk,	Nürnberg	
Total nur	nber of visitors	*)	Position in the company/organization	9
Proportio	on of trade visitors	100 %	Entrepreneur, partner, self-employed	
	f residence	%	Managing director, board member, head of an authority etc.	1
over 100		91	Senior department head, other employee	•
	•		with managerial responsibility	
Total Gerr	Baden-Württemberg	<u>71</u> 21	Department head, group head	3
of which	Bavaria	21	Other salaried staff	2
	Berlin	23	Other public service	
	Brandenburg	1	Skilled worker/apprentice	
	Bremen	i	Lecturer, teacher, scientific assistant Trainee, student, not gainfully employed	:
	Hamburg	1	Foreman, master craftsman	i
	Hesse	13	Other	:
	Mecklenburg-West Pommerani			9
	Lower Saxony	6	Area of responsibility	2
	North Rhine-Westphalia	20	Management Research/development/design	3
	Rhineland-Palatinate	5	Planning/work preparation	1
	Saarland	-	Manufacture/production	- '
	Saxony	5	Production, quality control	
	Saxony-Anhalt	1 1	Buying/procurement	1
	Schleswig-Holstein	1	Finance/accounting, controlling	
	Thuringia		Administration/organization/personnel/	
Total Fore		29	social welfare/training	
of which		63	Marketing/sales/advertising/PR	1.
	Rest of Europe	26	Storage/material management/logistics/	
	Africa	-	transport	
	North America	2	Maintenance/repairs	
	South and Central America	3	Other	2
	Middle East East Asia	1 5	Frequency of visits to trade fair	9
	Australia	-	First event 2001	
	Australia		Size of company/organization:	9
Economic	sector	%	Number of employees:	7
Industry		72	1 - 9 6 200- 499	1.
Skilled tra		1	10 - 49 18 500- 999	
	e/foreign trade	1	50 - 99 8 1 000 - 9 999	2
Service	(Db.li i	12	100 - 199 16 10 000 and more	
	/Public service	9 1	Length of stay	9
Research	(polytechnic/university/college)	3	1. Length of stay (days):	
Other		2	one 52 three 23	
		2	two 26	
Influence	on purchasing/ nent decisions	%	2. Average length of stay 1,7 da	ay
Decisively		16	3. Share of visitors on the event's days:	9
Collective		48	1st day 55 3rd day 43	,
	isory capacity	26	2nd day 73	
No	sol, capacity	10	•	

*) no individual visitor figure, connected with Powtech and Technopharm

Conducted by: Gelszus Messe-Marktforschung GmbH, Dortmund

HOLZ - HANDWERK, Nürnbe

Total nun	nber of visitors 43	625
Proportio	n of trade visitors	93 %
Region of	f residence	%
over 100 l	km away	75
Total Gerr	nany:	94
of which	Baden-Württemberg	17
	Bavaria	54
	Berlin	1 1
	Brandenburg Bremen	- 1
	Hamburg	_
	Hesse	7
	Mecklenburg-West Pommerania	2
	Lower Saxony	2 5
	North Rhine-Westphalia Rhineland-Palatinate	5
	Saarland	1
	Saxony	4
	Saxony-Anhalt	1
	Schleswig-Holstein	4
	Thuringia	
Total Fore		6
of which	EU Rest of Europe	42 41
	Africa	41
	North America	1
	South and Central America	-
	Middle East	1
	East Asia Australia	4 6
Economic Industry	sector	<u>%</u>
industry Skilled tra	des	72
	le/building materials trade	3
	/foreign trade	3
Other serv		2
	public services (polytechnic/university/college)	3 1
Research	(polytechnic/university/college)	1
Other		2
Influence	on purchasing/	
	ent decisions	%
Decisively		41
Collective		25
	sory capacity	18
No		16

ERK, Nürnberg	
Position in the company/organization	%
Entrepreneur, partner, self-employed Managing director, board member, head of	38
an authority etc.	3
Senior department head, other employee with managerial responsibility	2
Department head, group head	6
Other salaried staff Other public service	6 1
Skilled worker	16
Lecturer, teacher, scientific assistant Trainee, student	1 14
Not gainfully employed	1 11
Foreman, master craftsman Other	1
Area of responsibility	%
Management Research/development/design	40 14
Planning/work preparation	33
Manufacture/production Production, quality control	51 19
Buying/procurement	31
Finance/accounting, controlling Administration/organization/personnel/	15
social welfare/training	16
Marketing/sales/advertising/PR Storage/material management/logistics/	16
transport Maintenance/repairs	16 20
Other	8
Frequency of visits to trade fair	%
2000 1999	46 45
1998	40
1997 Earlier events	32 26
First visit	25
Size of company/organization: Number of employees:	%
1 - 9 60 200 - 499	5
10 - 49 21 500- 999 50 - 99 5 1 000- 9 999	1
100 - 199 4 10 000 and more	2
Length of stay 1. Length of stay (days):	%
one 86 four 1	
two 12 three 1	
	days
3. Share of visitors on the event's days:	%
1st day 30 4th day 22 2nd day 34	
3rd day 31	

Total number of visitors	35 226
roportion of trade visitors	90 %
Region of residence	%
over 100 km away	42
Total Germany:	97
of which Baden-Württemberg	6
Bavaria	85
Berlin Brandenburg	-
Bremen	
Hamburg	-
Hesse	. 1
Mecklenburg-West Pommer Lower Saxony	ania -
North Rhine-Westphalia	1
Rhineland-Palatinate	-
Saarland	-
Saxony Saxony-Anhalt	3
Schleswig-Holstein	_
Thuringia	4
Total Foreign:	3
of which EU	73
Rest of Europe	-
Africa North America	14
South and Central America	- 14
Middle East	9
East Asia	-
Australia	5
Economic sector	<u>%</u>
Hotel Boarding house	41 10
Restaurant	41
nn	35
Cafe	17
Canteen Bakery	7
Butcher's	2
Snack bar/refreshments	4
Franchise restaurant	5
Pub/saloon Discotheque	8 7
Discourieque	3
Influence on purchasing/	
procurement decisions	%
Decisively	41
Collectively In an advisory capacity	30 14
in an advisory capacity No	14

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	IM	IA, N	ürnberg
al nun	nber of visitors	6 134	Position in the company/organization
portio	n of trade visitors	96 %	Entrepreneur, partner, self-employed Managing director, board member, head of
	f residence	%	an authority etc.
er 100 l	km away	88	Senior department head, other employee
tal Gerr	manv:	84	with managerial responsibility Department head, group head
which		13	Other salaried staff
	Bavaria	25	Other public service
	Berlin	2	Skilled worker
	Brandenburg	-	Lecturer, teacher, scientific assistant
	Bremen	1	Trainee, student
	Hamburg	1	Not gainfully employed
	Hesse	. 9	Other
	Mecklenburg-West Pommerar	nia 2 9	Area of responsibility
	Lower Saxony North Rhine-Westphalia	19	Management
	Rhineland-Palatinate	6	Research/development/design
	Saarland	1	Planning/work preparation
	Saxony	4	Manufacture/production
	Saxony-Anhalt	1	Production, quality control
	Schleswig-Holstein	2	Buying/procurement
	Thuringia	5	Finance/accounting, controlling
tal Fore	ian:	16	Administration/organization/personnel/ social welfare/training
which	FU	52	Marketing/sales/advertising/PR
WITICIT	Rest of Europe	39	Storage/material management/logistics/
	Africa	1	transport
	North America	4	Maintenance/repairs
	South and Central America	_	Information, communication technology
	Middle East	3	(EDP)
	East Asia	1	Student, not gainfully employed
	Australia	-	Other
onomic	sector	%	Frequency of visits to trade fair
dustry		13	2000
tail trad		23	1998
illed tra		4	1997
	/foreign trade	10	Earlier events First visit
nks		1	
rvice	public services	30 2	Size of company/organization: Number of employees:
	not gainfully employed	1	1 - 9 58 200- 499
ther	lot gaillially employed	10	10 - 49 23 500 999
		10	50 - 99 4 1 000 - 9 999
	on purchasing/	%	100 - 199 5 10 000 and more
	ent decisions		Student, not gainfully employed
ecisively		53	Length of stay
ollectivel		27	1. Length of stay (days):
		11	
an advi	sory cupacity	0	
an advi	sory capacity	9	one 62 three 7 two 26 four 5
	sory capacity	9	
an advi	sory capacity	9	two 26 four 5 2. Average length of stay 1,5
an advi	sory capacity	9	two 26 four 5

	RES	ALE,	Nürnberg
Total nun	nber of visitors	9 783	Position in the company/organization
Proportio	n of trade visitors	96 %	Entrepreneur, partner, self-employed
		%	Managing director, board member, head of an authority etc.
over 100 l	f residence	89	Senior department head, other employee
	,		with managerial responsibility
Total Gerr		39	Department head, group head
of which	Baden-Württemberg	21	Other salaried staff
	Bavaria	45	Other public service
	Berlin Brandenburg	1	Skilled worker
	Bremen	2	Lecturer, teacher, scientific assistant
	Hamburg	-	Trainee, student
	Hesse	11	Not gainfully employed Other
	Mecklenburg-West Pommera		
	Lower Saxony	1	Area of responsibility
	North Rhine-Westphalia	10	Management
	Rhineland-Palatinate	4	Research/development/design Planning/work preparation
	Saarland	1	Manufacture/production
	Saxony	4	Production, quality control
	Saxony-Anhalt	1	Buying/procurement
	Schleswig-Holstein Thuringia	2	Finance/accounting, controlling
	-	_	Administration/organization/personnel/
Total Fore		61	social welfare/training
of which	EU	11	Marketing/sales/advertising/PR
	Rest of Europe	55	Storage/material management/logistics/
	Africa North America	15 1	transport
	South and Central America	3	Maintenance/repairs Information, communication technology
	Middle East	10	(EDP)
	Fast Asia	7	Student, not gainfully employed
	Australia	-	Other
Economic		%	Frequency of visits to trade fair
ndustry		56	***Frankfurt*** 2000
Trade		21	***Frankfurt*** 1999
Skilled tra	des	5	Karlsruhe 1998
Service		9	Karlsruhe 1997
	not gainfully employed	2	Earlier events
Other		6	First visit
	on purchasing/	%	Size of company/organization: Number of employees:
	ent decisions	49	1 - 9 31 200- 499
Decisively Collectivel		33	10 - 49 23 500- 999
	sory capacity	12	50 - 99 13 1 000 - 9 999
No	sory capacity	6	100 - 199 10 10 000 and more
10		Ü	Student, not gainfully employed
			Length of stay
			1. Length of stay (days):
			one 60 two 20 three
			2. Average length of stay 1,6 o
			2 Chara of vicitors on the event's days:

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3. Share of visitors on the event's days: %
1st day 58 2nd day 56 3rd day 46

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%

three 1,6 days

	Stone	+tec,	Nürnberg	
Total nun	nber of visitors	16 102	Position in the company/organization	%
Proportio	n of trade visitors	91 %	Entrepreneur, partner, self-employed	49
Region of	f residence	%	Managing director, board member, head of an authority etc.	10
over 100 l		84	Senior department head, other employee	
Total Gerr	manv:	75	with managerial responsibility	4 5
of which	Baden-Württemberg	15	Department head, group head Other salaried staff	8
	Bavaria	35	Foreman, master craftsman	7
	Berlin Brandenburg	1	Other public service	1
	Bremen		Skilled worker	8 1
	Hamburg	1	Lecturer, teacher, scientific assistant Apprentice/student/school pupil	6
	Hesse	9	Not gainfully employed	1
	Mecklenburg-West Pommeran		Other	1
	Lower Saxony North Rhine-Westphalia	6 13	Area of responsibility	%
	Rhineland-Palatinate	5	Management	50
	Saarland	2	Research/development/design	10
	Saxony	6	Planning/work preparation Manufacture/production	28 38
	Saxony-Anhalt Schleswig-Holstein	2 1	Production, quality control	15
	Thuringia	3	Buying/procurement	33
Total Fore	3	25	Finance/accounting, controlling	17
of which	EU	<u>25</u> 59	Administration/organization/personnel/ social welfare/training	14
OI WITHCIT	Rest of Europe	26	Marketing/sales/advertising/PR	17
	Africa .	3	Storage/material management/logistics/	
	North America	2	transport	15
	South and Central America Middle East	3 1	Maintenance/repairs Other	11 7
	Fast Asia	6		%
	Australia	ĭ	Frequency of visits to trade fair 1999	48
Economic	sector	%	1997	43
Industry	. 50000	23	1995	36
Wholesale		12	Earlier events	29
Retail trad		5	First visit	30
Skilled tra	ges e.g. architects)	50 8	Size of company/organization: Number of employees:	%
	hority/administration	1	1 - 9 57 200- 499	3
Other	,,,	1	10 - 49 26 500- 999	1
Influence	on purchasing/		50 - 99 6 1 000 - 9 999	2
	ent decisions	%	100 - 199 5 10 000 and more	-
Decisively		48	Length of stay	%
Collective		27	1. Length of stay (days): one 57 four 5	
in an advi No	sory capacity	15 11	two 26	
140			three 11	
			2. Average length of stay 1,7 c	days
			3. Share of visitors on the event's days:	%
			1st day 42 4th day 29 2nd day 50	,0
			3rd day 45 Conducted by: Gelszus Messe-Marktforschung GmbH, Dortmund	

	CON	ΓROL,	Sinsheim	
Total num	ber of visitors	22 055	Position in the company/organization	%
Proportion	n of trade visitors	100 %	Entrepreneur, partner, self-employed	6
Region of	residence	%	Managing director, board member, head of an authority etc.	3
over 100 k		63	Senior department head, other employee	
Total Gern		85	with managerial responsibility Department head, group head	2 28
of which	Baden-Württemberg	56	Other salaried staff	29
	Bavaria	24	Other public service	-
	Berlin Brandenburg	1	Skilled worker	16
	Bremen	-	Lecturer, teacher, scientific assistant Trainee, student	5
	Hamburg	1	Other	6 5
	Hesse	7	Area of responsibility	%
	Mecklenburg-West Pommeran		Management	9
	Lower Saxony North Rhine-Westphalia	1 2	Research/development/design	16
	Rhineland-Palatinate	1	Planning/work preparation	5
	Saarland	3	Manufacture/production	13
	Saxony	2	Production, quality control	52 4
	Saxony-Anhalt	-	Buying/procurement Finance/accounting, controlling	1
	Schleswig-Holstein	3	Administration/organization/personnel/	
	Thuringia	-	social welfare/training	2
Total Forei		15	Marketing/sales/advertising/PR	2
of which	EU Rest of Europe	64 30	Storage/material management/logistics/	
	Africa	30	transport Maintenance/repairs	1
	North America	3	Other	2
	South and Central America	1	Frequency of visits to trade fair	%
	Middle East	2	2000	42
	East Asia	-	1999	14
	Australia	-	Earlier events	42
Economic	sector	%	First visit	2
Industry Wholesale	/foreign trade	86 1	Size of company/organization: Number of employees:	%
Retail trad		i	1 - 9 10 200- 499	19
Skilled trac	des	1	10 - 49 9 500- 999	
Service	L - Liter .	5	50 - 99 7 1 000 - 9 999	
Public autl Other	nority	1 5	100 - 199 11 10 000 and more	9
		,	Length of stay	<u>%</u>
Influence procurem	on purchasing/ ent decisions	%	1. Length of stay (days): one 90 four 2	
Decisively		18	two 7	
Collectivel	y sory capacity	43 28	three 1	
ni an auvi: No	sury capacity	11	2. Average length of stay 1,1 c	•
			3. Share of visitors on the event's days:	%
			1st day 16 4th day 20 2nd day 26 5th day 8	
			3rd day 30	
			, 50	

	Technof	harr	m, Nürnberg
Total nun	nber of visitors	*)	Position in the com
Proportio	n of trade visitors	99 %	Entrepreneur, partne Managing director, b
Region of over 100 l	residence km away	% 86	an authority etc. Senior department h
Total Gerr	nany:	84	with managerial
of which	Baden-Württemberg Bavaria Berlin Brandenburg Bremen Hamburg Hesse Mecklenburg-West Pommerania Lower Saxony North Rhine-Westphalia Rhineland-Palatinate	24 29 1 1 - 2 13 3 5 10 5	Department head, gother salaried staff Other public service Skilled worker/appre Lecturer, teacher, sci Trainee, student, not Foreman, master cra Other Area of responsibili Management Research/developmer
Total Face	Saarland Saxony-Anhalt Schleswig-Holstein Thuringia	5 1 2 2	Planning/work prepa Manufacture/product Production, quality of Buying/procurement Finance/accounting, Administration/organ
Total Fore	ign: FU	16 51	social welfare/tra
oi wiich	EU Rest of Europe Africa North America South and Central America Middle East East Asia Australia	3 - 3 - 2 2	Marketing/sales/adve Storage/material matransport Maintenance/repairs Other Frequency of visits 1999 First visit
Economic	sector	%	Size of company/or
Wholesale Service	e/building materials trade /foreign trade	77 2 1 6	Number of employer 1 - 9 9 10 - 49 13 50 - 99 14 100 - 199 10
Research Other	(polytechnic/university/college)	1 3 1	Length of stay 1. Length of stay (da one 86 th
	on purchasing/ ent decisions	%	
Decisively Collectivel		15 52 21 11	2. Average length of 3. Share of visitors of 1st day 40 2 2nd day 35

Position in the company/organization Position in the company/organization Entrepreneur, partner, self-employed 3 3 3 3 3 3 3 3 3	•	
Entrepreneur, partner, self-employed Managing director, board member, head of an authority etc. Senior department head, other employee with managerial responsibility Bepartment head, group head 33 Other salaried staff 32 Other public service 15 Skilled worker/apprentice 1 Lecturer, teacher, scientific assistant 2 Trainee, student, not gainfully employed Foreman, master craftsman 4 Other 3 Area of responsibility 9 Management 13 Research/development/design 13 Planning/work preparation 16 Manufacture/production 13 Buying/procurement 13 Research/development/design 15 Production, quality control 13 Buying/procurement 17 Finance/accounting, controlling 2 Administration/organization/personnel/social welfare/training 2 Marketing/sales/advertising/PR 19 Storage/material management/logistics/transport 15 Maintenance/repairs 16 Prist visit 1999 10 10 000 and more 17 Production 1999 10 10 000 and more 11 Length of stay 12 days 3. Share of visitor on the event's days: 9 1st day 40 3rd day 41 1st day 53 3 3 3 3 3 3 3 3 3 3 3 3 3 3 3 3 3 3	Position in the company/organization	%
an authority etc. Senior department head, other employee with managerial responsibility Department head, group head 33 Other salaried staff 32 Other public service 1 Skilled worker/apprentice Lecturer, teacher, scientific assistant Trainee, student, not gainfully employed Foreman, master craftsman Other 3 Area of responsibility Management 13 Research/development/design 13 Research/development/design 13 Research/development/design 13 Buying/procurement 13 Buying/procurement 13 Buying/procurement 14 Other 7 Friance/accounting, controlling Administration/organization/personnel/ social welfare/training 2 Administration/organization/personnel/ social welfare/training 3 Maintenance/repairs Other 8 Frequency of visits to trade fair 8 Frequency of visits to trade fair 9 First visit Size of company/organization: Number of employees: 1 - 9 9 200 499 18 10 - 49 13 500 999 10 50 - 99 14 1 000 999 15 100 - 199 10 10 000 and more 11 Length of stay 1. Length of stay 1. Length of stay 1. Length of stay 2. Average length of stay 1st day 40 3rd day 41 3rd day 40 3rd day 41 3rd day 41	Entrepreneur, partner, self-employed	
Senior department head, other employee with managerial responsibility 33		
with managerial responsibility 8		3
Department head, group head 33 33 33 33 34 35 35 36 37 37 38 38 38 38 38 38		Ω
Other salaried staff 32 Other public service 1 Skilled worker/apprentice 1 Lecturer, teacher, scientific assistant 2 Trainee, student, not gainfully employed 4 Other 3 Area of responsibility % Management 13 Research/development/design 13 Research/development/design 16 Anufacture/production 28 Production, quality control 13 Buying/procurement 7 Finance/accounting, controlling 2 Administration/organization/personnel/social welfare/training 19 Social welfare/training 19 Storage/material management/logistics/transport 3 Maintenance/repairs 13 Other 84 Frequency of visits to trade fair % 1999 16 First visit 84 Size of company/organization: % Number of employees: 1 1 - 9 9 200- 499 18 <td></td> <td></td>		
Skilled worker/apprentice 1	Other salaried staff	32
Lecturer, teacher, scientific assistant 2 Trainee, student, not gainfully employed 10 Foreman, master craftsman 3 Area of responsibility 9 Management 13 Research/development/design 33 Planning/work preparation 16 Manufacture/production 13 Buying/procurement 7 Finance/accounting, controlling 2 Administration/organization/personnel/ social welfare/training 2 Marketing/sales/advertising/PR 19 Storage/material management/logistics/ transport 3 Maintenance/repairs 13 Other 8 Frequency of visits to trade fair 9 First visit 84 Size of company/organizations. 9 10 49 13 500 999 10 50 99 14 1 000 999 15 50 99 14 1 000 999 10 50 99 14 1 000 999 10 50 99 14 1 000 999 10 10 199 10 10 000 and more 11 Length of stay 1,2 days 1. Length of stay 1,2 days 2. Average length of stay 1,2 days 1st day 40 3rd day 41		
Trainee, student, not gainfully employed Foreman, master craftsman Area of responsibility Management 13 Research/development/design Planning/work preparation Manufacture/production 28 Roduction, quality control Buying/procurement Finance/accounting, controlling Administration/organization/personnel/ social welfare/training Marketing/sales/advertising/PR Storage/material management/logistics/ transport Maintenance/repairs 13 Other Frequency of visits to trade fair 1999 16 First visit Size of company/organization Number of employees: 1 - 9 9 200- 499 18 10 - 49 13 500- 999 10 50 - 99 14 1 000- 9999 15 100 - 199 10 10 000 and more 11 Length of stay 12 2. Average length of stay 1,2 days 3. Share of visitors on the event's days: 1st day 40 3rd day 41		
A A A A A		
Area of responsibility		
Management		
Management	Area of responsibility	%
Planning/work preparation 16	Management	13
Manufacture/production 28 Production, quality control 13 Buying/procurement 7 Finance/accounting, controlling 2 Administration/organization/personnel/ social welfare/fraining 2 Marketing/sales/advertising/PR 19 Storage/material management/logistics/ transport 3 Maintenance/repairs 13 Other 199 16 First visit 84 Size of company/organization: 86 Size of company/organization: 86 Size of company/organization: 9 10 - 49 9 200 - 499 18 10 - 49 13 500 - 999 10 50 - 99 14 1 000 - 9 999 15 100 - 199 10 10 000 and more 11 Length of stay (days): one 86 three 2 10 - 86 three 2 11 chystology 12 12 2. Average length of stay 1,2 days 1st day 40 3rd day 41		
13 13 13 13 13 13 13 13		
Buying/procurement 7 7 7 7 7 7 7 7 7		
Finance/accounting, controlling		
Social welfare/fraining		
Marketing/sales/advertising/PR 19 Storage/material management/logistics/ transport 3 3 3 3 3 3 3 3 3		
Storage/material management/logistics/ transport 3 33 33 33 34 34 35 36 36 37 37 38 37 38 38 38 38		
Transport	Marketing/sales/advertising/PR	19
Maintenance/repairs 13 38		3
Prequency of visits to trade fair 90 1999		
1999	Other	8
First visit 84 Size of company/organization: % Number of employees: 9 10 - 49 13 500 499 18 10 - 199 10 1000 and more 11 Length of stay (days): one 86 three 2 two 12 2. Average length of stay 1st days 1st day 40 3rd day 41	Frequency of visits to trade fair	%
Size of company/organization: Number of employees: 1 - 9 9 200- 499 18 10 - 499 13 500- 999 10 50 - 99 14 1 0000- 9999 15 100 - 199 10 10 000 and more 11		
Number of employees: 70 1 - 9 9 200 - 499 18 10 - 49 13 500 - 999 15 100 - 199 14 1 000 - 9 999 15 100 - 199 10 10 000 and more 11		84
1 - 9 9 200- 499 18 10 - 49 13 500- 999 10 50 - 99 14 1 000- 999 15 100 - 199 10 10 000 and more 11 Length of stay % 1. Length of stay (days): one 86 three 2 two 12 2. Average length of stay 1,2 days 3. Share of visitors on the event's days: % 1st day 40 3rd day 41		%
10 - 49 13 500 999 10 50 - 99 14 1 000- 999 15 100 - 199 10 10 000 and more 11 Length of stay 1. Length of stay (days): one 86 three 2 two 12 2. Average length of stay 1. Share of visitors on the event's days: 1st day 40 3rd day 41		1 0
50 - 99 14 1 000- 999 15 100 - 199 10 10 000 and more 11 Length of stay		
Length of stay (days): one		
1. Length of stay (days): one	100 - 199 10 10 000 and more	11
one 86 three 2 two 12 2. Average length of stay 1,2 days 3. Share of visitors on the event's days: % 1st day 40 3rd day 41		%
two 12 2. Average length of stay 1,2 days 3. Share of visitors on the event's days: % 1st day 40 3rd day 41		
2. Average length of stay 1,2 days 3. Share of visitors on the event's days: % 1st day 40 3rd day 41		
3. Share of visitors on the event's days: % 1st day 40 3rd day 41	···- :=	
1st day 40 3rd day 41	2. Average length of stay 1,2 d	lays
		%
2nd day 35		
	zna day 35	

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

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DRUCK+FORM, Sinsheim

Total nur	nber of visitors	4 773
Proportio	on of trade visitors	95 %
	f residence	%
over 100	km away	38
Total Gerr	many:	98
of which		65
	Bavaria	10
	Berlin	-
	Brandenburg Bremen	-
	Hamburg	
	Hesse	9
	Mecklenburg-West Pommerania	a 1
	Lower Saxony	-
	North Rhine-Westphalia	3
	Rhineland-Palatinate	9
	Saarland Saxony	- 1
	Saxony-Anhalt	
	Schleswig-Holstein	
	Thuringia	-
Total Fore	eian:	2
of which	FU	38
	Rest of Europe	38
	Africa	12
	North America	12
	South and Central America	-
	Middle East East Asia	-
	Australia	
Economic Industry	sector	% 60
Retail trac	la .	3
Service	ie	21
	/foreign trade	2
Skilled tra		6
Public aut	thority	1
Other		6
	on purchasing/	%
procurem Decisively	nent decisions	35
Decisively Collective		35
	isory capacity	15
No	sol, capacity	20

Position in the company/organization	%				
Entrepreneur, partner, self-employed	29				
Managing director, board member, head of					
an authority etc.	6				
Senior department head, other employee	_				
with managerial responsibility	5 14				
Department head, group head Other salaried staff	22				
Other public service	1				
Skilled worker	10				
Lecturer, teacher, scientific assistant	2				
Trainee, student	9				
Other	3				
Area of responsibility	%				
Management	28				
Research/development/design	5				
Planning/work preparation Manufacture/production	11 26				
Production, quality control	5				
Buying/procurement	7				
Finance/accounting, controlling	3				
Administration/organization/personnel/					
social welfare/training	2				
Marketing/sales/advertising/PR	10				
Storage/material management/logistics/ transport	1				
Maintenance/repairs					
Other	2				
Frequency of visits to trade fair	%				
N/A	-				
Size of company/organization:	%				
Number of employees:	70				
1 - 9 32 200- 499	7				
10 - 49 25 500- 999	5				
50 - 99 10 1 000 - 9 999 100 - 199 10 10 000 and more	7 4				
Length of stay	%				
1. Length of stay (days): one 95 four 1					
two 4					
three -					
2. Average length of stay 1,1 d	ays				
3. Share of visitors on the event's days:	%				
1st day 16 4th day 31	/0				
2nd day 24					
3rd day 29					

	M	IOTEK,	Sinsheim	
Total nur	nber of visitors	28 381	Position in the company/organization	%
Proportio	n of trade visitors	98 %	Entrepreneur, partner, self-employed	6
Pegion of	f residence	%	Managing director, board member, head of an authority etc.	7
over 100		62	Senior department head, other employee	,
Total Gerr	,	90	with managerial responsibility	4
	Baden-Württemberg	57	Department head, group head	24
OI WINCII	Bavaria	17	Other salaried staff Other public service	31 1
	Berlin	1	Skilled worker	14
	Brandenburg	1	Lecturer, teacher, scientific assistant	3
	Bremen	1	Trainee, student	8
	Hamburg Hesse	8	Other	2
	Mecklenburg-West Pomme		Area of responsibility	%
	Lower Saxony	-	Management	12
	North Rhine-Westphalia	6	Research/development/design Planning/work preparation	25 15
	Rhineland-Palatinate	4	Manufacture/production	23
	Saarland Saxony	1	Production, quality control	10
	Saxony-Anhalt		Buying/procurement	5
	Schleswig-Holstein	-	Finance/accounting, controlling	2
	Thuringia	1	Administration/organization/personnel/	
	Berlin, Brandenburg	-	social welfare/training Marketing/sales/advertising/PR	1
Total Fore	ign:	10	Maintenance/repairs	2
of which		66	Other	2
	Rest of Europe	25	Frequency of visits to trade fair	%
	Africa North America	-	2000	33
	South and Central America	6 a 2	1999	28
	Middle Fast	2	Earlier events	4 35
	East Asia	-	First visit	35
	Australia	-	Size of company/organization: Number of employees:	%
Economic	sector	%	1 - 9 9 200- 499	18
Industry		85	10 - 49 16 500- 999	
Retail trac	le	1	50 - 99 12 1 000 - 9 999	15
Service	"	6	100 - 199 12 10 000 and more	8
Skilled tra	/foreign trade	2 4	Length of stay	%
Other	ues	2	1. Length of stay (days):	
		_	one 91 four 1 two 7	
	on purchasing/ ent decisions	%	two / three 1	
Decisively		23	2. Average length of stay 1,1 c	lays
Collective		43	3. Share of visitors on the event's days:	%
In an advi No	sory capacity	18 16	1st day 19 4th day 19 2nd day 30 3rd day 32	70

Conducted by: P. E. S	Schall GmbH,	Frickenhauser
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	EUROCARG	O/Lo	giMat, Stuttgart
Total nur	mber of visitors	9 211	Position in the company/organization
Proportio	on of trade visitors	100 %	Entrepreneur, partner, self-employed
		%	Managing director, board member, head of an authority etc.
over 100	f residence	67	Senior department head, other employee
	,		with managerial responsibility
Total Geri		95	Department head, group head
of which	Baden-Württemberg Bayaria	51 15	Other salaried staff
	Berlin	13	Other public service
	Brandenburg		Skilled worker Lecturer, teacher, scientific assistant
	Bremen	1	Trainee, student
	Hamburg	1	Other
	Hesse	. 9	Area of responsibility
	Mecklenburg-West Pommeran Lower Saxony	iia 1 3	Management
	North Rhine-Westphalia	14	Research/development/design
	Rhineland-Palatinate	3	Planning/work preparation
	Saarland	-	Manufacture/production
	Saxony	1	Production, quality control Buying/procurement
	Saxony-Anhalt	-	Finance/accounting, controlling
	Schleswig-Holstein	-	Administration/organization/personnel/
	Thuringia	-	social welfare/training
otal Foreign:		5	Marketing/sales/advertising/PR
of which	EU	58	Storage/material management/logistics/
	Rest of Europe Africa	38	transport
	North America	4	Maintenance/repairs Other
	South and Central America	-	Frequency of visits to trade fair
	Middle East	-	2000
	East Asia	-	1999
	Australia	-	1998
Economic	c sector	%	1997
	orwarders, transport companies	39	Earlier events
Other ser	vices	11	First visit
Industry Trade		33 11	Size of company/organization:
Public au	thority	11	Number of employees: 1 - 9 10 200- 499
Skilled tra		i	10 - 49 14 500 - 999
University	/college, technical college	5	50 - 99 14 1 000 - 9 999
Influence	on purchasing/		100 - 199 16 10 000 and more
	nent decisions	%	Length of stay
Decisively	,	38	1. Length of stay (days):
Collective		33	one 91
	isory capacity	10	two 8
No		19	three 1
			2. Average length of stay 1,1 o
			3. Share of visitors on the event's days:
			1st day 48
			2nd day 27
			3rd day 24

Conducted by: EUROEXPO Messe- u. Kongress GmbH, München

12

1 22

%

1,1 days

südba	ack,	Stuttgart	
Total number of visitors 28	396	Position in the company/organization	%
Proportion of trade visitors	91 %	Entrepreneur, partner, self-employed	35
	%	Managing director, board member, head of an authority etc.	_
Region of residence over 100 km away	46	Senior department head, other employee	6
,		with managerial responsibility	2
Total Germany:	94	Department head, group head	8
of which Baden-Württemberg	71	Other salaried staff	19
Bavaria Berlin	14	Other public service	-
Brandenburg		Skilled worker, journeyman	6 2
Bremen	-	Lecturer, teacher, scientific assistant Trainee, student	10
Hamburg	-	Master craftsman, works manager	14
Hesse	5	Other	
Mecklenburg-West Pommerania		Area of responsibility	%
Lower Saxony North Rhine-Westphalia	1	Management	40
Rhineland-Palatinate	5	Research/development/design	10
Saarland	2	Planning/work preparation	19
Saxony	-	Manufacture/production	51
Saxony-Anhalt	-	Production, quality control	18
Schleswig-Holstein	-	Buying/procurement Finance/accounting, controlling	23 12
Thuringia	-	Administration/organization/personnel/	12
Total Foreign:	6	social welfare/training	15
of which EU	51	Marketing/sales/advertising/PR	25
Rest of Europe	49	Storage/material management/logistics/	
Africa	-	transport	6
North America South and Central America	-	Servicing, maintenance, technical equip- ment/facilities	8
Middle East		Other	-
East Asia	-	Frequency of visits to trade fair	%
Australia	-	1999	63
Economic sector	%	1998	47
Bakers/Confectioners Trade	77	Earlier events	36
Bread, cake and pastry industry	5	First visit	24
Subcontracting industry	6	Size of company/organization:	%
Trade	5	Number of employees:	
Service University, polytechnic, vocational school	6 6	1 - 9 39 200- 499 10 - 49 36 500- 999	5 2
Other	2	10 - 49 36 500- 999 50 - 99 9 1 000- 9 999	
	_	100 - 199 7 10 000 and more	
Influence on purchasing/ procurement decisions	%	Length of stay	%
Decisively	35	1. Length of stay (days):	
Collectively	27	one 88 four -	
In an advisory capacity	17	two 10 five -	
No	21	three 1	
		2. Average length of stay 1,1 o	days
		3. Share of visitors on the event's days:	%
		1st day 22 4th day 23	
		2nd day 25 5th day 21	
		3rd day 23	

	VISIO	ON,	Stuttgart	
Total nun	ber of visitors	3 501	Position in the company/organization	%
Proportio	n of trade visitors	99 %	Entrepreneur, partner, self-employed	10
			Managing director, board member, head of	8
	residence	<u>%</u> 70	an authority etc. Senior department head, other employee	ö
over 100 k	,		with managerial responsibility	4
Total Gern		83	Department head, group head	22
of which	Baden-Württemberg Bavaria	46 21	Other salaried staff	38
	Berlin	1	Skilled worker	1
	Brandenburg	- 1	Lecturer, teacher, scientific assistant Trainee, student	11
	Bremen	1	Other	7
	Hamburg	2	Area of responsibility	%
	Hesse	8	Management	15
	Mecklenburg-West Pommerania		Research/development/design	29
	Lower Saxony	4 7	Planning/work preparation	57
	North Rhine-Westphalia Rhineland-Palatinate	4	Manufacture/production	7
	Saarland	1	Production, quality control	8
	Saxony	i	Buying/procurement	5
	Saxony-Anhalt	1	Finance/accounting, controlling	2
	Schleswig-Holstein	1	Administration/organization/personnel/	
	Thuringia	4	social welfare/training Marketing/sales/advertising/PR	1
Total Fore	ian:	17	Storage/material management/logistics/	
of which	EU	68	transport	5
	Rest of Europe	21	Maintenance/repairs	-
	Africa	-	Other	1
	North America	6	Frequency of visits to trade fair	%
	South and Central America Middle East	1	2000	35
	East Asia	4	1999	24
	Australia	-	Earlier events First visit	12
Economic		%		53
Industry	sector	65	Size of company/organization: Number of employees:	%
Trade		3	1 - 9 12 200- 499	10
Service		7	10 - 49 22 500- 999	7
	ind development	23	50 - 99 13 1 000 - 9 999	13
Other		3	100 - 199 13 10 000 and more	6
Influence	on purchasing/	0/	N/A	3
	ent decisions	%	Length of stay	%
Decisively		27	1. Length of stay (days):	
Collectivel		40	one 85	
	sory capacity	18	two 13 three 2	
No N/A		13 2	*****	
IN/ A		2	2. Average length of stay 1,2 d	-
			Share of visitors on the event's days: Ist day 24 2nd day 40 3rd day 36	%

Conducted by: Stuttgarter Messe- und Kongress-gesellschaft mbH, Stuttgart

% 59

7

%

2,2 Tage

	ABITARE IL	TEMP	O, Verona (2000)
Total nur	nber of visitors	37 563	Position in the company/organization
Proportio	Proportion of trade visitors 86		Entrepreneur, partner, self-employed
_	f residence	%	Managing director, board member, head of an authority etc.
over 100		/0	Senior department head, other employee
Total Gerr	,	82	with managerial responsibility
of which	Abruzzo	1	Salaried staff, skilled worker Trainee, student
	Basilicata	-	Other
	Calabria	1	Area of responsibility
	Campania Emiglia Romagna	9	Management
	Friuli Venezia Giulia	4	Buying/procurement
	Lazio	3	Sales/marketing Research/development/design
	Liguria 	2	Manufacture, production, factory operati-
	Lombardia Marche	22 3	ons
	Molise	-	Finance
	Piemonte	4	Administration/organization/personnel/so- cial welfare/training
	Puglia	4	Training/continuation training
	Sardegna Sicilia	4	Transport/storage/maintenance/repairs
	Toscana	8	Other
	Trentino Alto Adige	2	Frequency of visits to trade fair
	Umbria Valle D' Aosta	1	1999 1998
	Veneto	29	1997
Total Fore		18	1996
of which	FU	55	First visit
or wincii	Rest of Europe	15	Size of company/organization:
	Africa	2	Number of employees: 1 - 9 61 200- 499
	North America South and Central America	4 5	10 - 49 25 500- 999
	Middle East	3	50 - 99 5 1 000 - 9 999
	East Asia	16	100 - 199 3 10 000 and more
	Australia	1	N/A
Economic	sector	%	Length of stay
	ure of furnishings	31	1. Length of stay (days): one 55 four 5
Architect/		15 14	two 14 five 18
Interior de Salesperso		14 25	three 8
Showroon		11	2. Average length of stay 2,2 Ta
Purchasin		2	3. Share of visitors on the event's days:
Advertisin		1 14	1st day 34 4th day 50
	resentative institute, agency, university, scl		2nd day 43 5th day 38
Other	mistitute, agency, university, sci	11	3rd day 52
	on purchasing/ ent decisions	%	
Decisively		48	
Collective		14	
In an advi	sory capacity	7 31	
140		51	

nber of visitors n of trade visitors	15 455	D141 1 4h
		Position in the company/organization
n of trade visitors	85 %	Entrepreneur, partner, self-employed
	%	Managing director, board member, head of an authority etc.
residence		Senior department head, other employee
•		with managerial responsibility
		Department head, group head
		Other salaried staff
		Other public service
		Skilled worker
		Lecturer, teacher, scientific assistant
		Trainee, student
		Not gainfully employed
		Other
	1	Area of responsibility
	i	Management
Rhineland-Palatinate	3	Research/development/design
Saarland	-	Planning/work preparation
Saxony	-	Manufacture/production
	-	Production, quality control Buying/procurement
	-	Finance/accounting, controlling
Thuringia	-	Administration/organization/personnel/
Total Foreign:		social welfare/training
EU	60	Marketing/sales/advertising/PR
Rest of Europe	20	Storage/material management/logistics/
Africa	-	transport
North America	-	Maintenance/repairs
	-	Information, communication technology
		(EDP)
		Other
Australia	-	Student, not gainfully employed
sector	<u>%</u>	Frequency of visits to trade fair
rpentry trade	58	1999
		1997 1995
		Earlier events
		First visit
	2	Size of company/organization: Number of employees:
		1 - 9 61 200- 499
		10 - 49 19 500- 999
	10	50 - 99 5 1 000 - 9 999
ot gainfully employed	5	100 - 199 3 10 000 and more
		Student, not gainfully employed
	%	Length of stay
ent decisions	3 5	1. Length of stay (days):
v		one 92 two 6 three
,,	21	2. Average length of stay 1,1
	m away nany: Baden-Württemberg Bavaria Berlin Berlin Berlin Berndenburg Bremen Hamburg Hesse Mecklenburg-West Pommet Lower Saxony North Rhine-Westphalia Rhineland-Palatinate Saarland Saavony Saxony-Anhalt Schleswig-Holstein Thuringia gn: EU Rest of Europe Africa North America South and Central America Middle East East Asia Australia	m away 36 many: 99 Baden-Wirttemberg 68 Bavaria 25 Berlin

AQUACOLTURA, Verona

3 032

Conducted by: Gelszus Messe-Marktforschung GmbH, Dortmund

3. Share of visitors on the event's days:
1st day 30 2nd day 40 3rd day

ver of visitors ortion of trade visito Region of residence over 100 km away Total Germany: of which Abruzzo Basilicata Calabria Emiglia Romagna Friuli Venezia Giulia Lazio Liguria Lombardia Marche Molise Piemonte Puglia Sardegna Sicilia Toscana Trentino Alto Adige Umbria Valle d' Aosta Veneto 91 % % Total Foreign: of which EU Rest of Europe Africa North America South and Central America Middle East East Asia Australia 23 52 24 4 4 4 6 4 3 Economic sector % 31 16 27 5 3 3 Manufacturers Farmer Breeders Wholesaler Wholesaler Salesperson Import/export Agent/representative Veterinary surgeon Technician Research institute, agency, university, school Influence on purchasing/ procurement decisions Decisively Collectively In an advisory capacity No

Position in the company	/organization	%
Entrepreneur, partner, self		37
Managing director, board		
an authority etc.		11
Senior department head,		
with managerial respo		22
Salaried staff, skilled work	er	19
Trainee, student		8
Other		5
Area of responsibility		%
Management		38
Buying/procurement		21
Sales/marketing		29
Research/development/de		23
Manufacture, production,	factory operati-	
ons		18
Finance		2
Administration/organization	on/personnel/	
social welfare/training		5
Training/continuation train		1
Transport/storage/mainter	nance/repairs	2
Other		
Frequency of visits to tr	ade fair	%
1999		45
1997		34
1994		26
First visit		48
Size of company/organiz Number of employees:	zation:	%
1 - 9 42	200- 499	4
10 - 49 25	500- 999	1
50 - 99 9	1 000- 9 999	2
	10 000 and more	-
100 - 199 7	N/A	10
1 th t t t t t	IN/A	
Length of stay		%
1. Length of stay (days):		
one 88		
two 9 three 4		
2. Average length of stay	1,2 d	•
3. Share of visitors on the	event's days:	%
1st day 43		
2nd day 45		
3rd day 29		

	MARI	MOMA	CC, Verona
Total nun	nber of visitors	51 846	Position in the company/organization
Proportion of trade visitors		100 %	Entrepreneur, partner, self-employed
•	f residence	%	Managing director, board member, head of an authority etc.
over 100 l		80	Senior department head, other employee
	,	54	with managerial responsibility
Total Gerr		1	Salaried staff, skilled worker
OI WITHCIT	Basilicata		other dependent worker Other salaried public service employee
	Calabria	1	Lecturer, teacher, assistant
	Campania	3	Trainee, student
	Emiglia Romagna	11	Other
	Friuli Venezia Giulia Lazio	1 2	Area of responsibility
	Liguria	1	Executive/management function
	Lombardia	13	Research, development
	Marche	1	Planning
	Molise	-	Manufacture, production Production, quality control
	Piemonte	3	Procurement, supply
	Puglia Sardegna	5 2	Finances, accounting, tax audit
	Sicilia	4	Administration, organisation
	Toscana	11	Marketing, sales, advertising
	Trentino Alto Adige	2	Warehousing, logistics Maintenance
	Umbria	1	Other
	Valle d' Aosta Veneto	36	Frequency of visits to trade fair
			2000
Total Fore		46	1999
of which	EU Rest of Europe	41 16	1998
	Africa	5	Earlier events
	North America	8	First visit
	South and Central America	7	Size of company/organization: Number of employees:
	Middle East	6	1 - 9 29 200- 499
	East Asia Australia	14 3	10 - 49 38 500- 999
			50 - 99 14 1 000 - 9 999
Economic		<u>%</u>	100 - 199 6 10 000 and more
	id stone industry ion company	32 6	N/A
	al enterprise	11	Length of stay
Marble pr		24	1. Length of stay (days): one 33 four 39
Wholesale		22	two 16
Marble de		10	three 12
Import/ex Commerci		15 5	2. Average length of stay 2,6
Member, a		10	, ,
	on, university, institute	2	3. Share of visitors on the event's days: 1st day 57 4th day 60
Architect	· ·	5	2nd day 68
Other		7	3rd day 72
	on purchasing/	%	•
	ent decisions	37	
Decisively Collectivel		17	
	sory capacity	33	
No	, , , , , , , , , , , , , , , , , , , ,	13	
			Conducted by: VERONAFIERE, Verona

	mber of visitors 141 on of trade visitors 8	279 1 %
over 100	f residence	%
	,	
Total Gerr		74
of which	Abruzzo	3
	Basilicata Calabria	1
		3
	Campania Emiglia Romagna	8
	Friuli Venezia Giulia	4
	Lazio	3
	Liguria	2
	Lombardia	18
	Marche	2
	Molise	-
	Piemonte	8
	Puglia	4
	Sardegna	1
	Sicilia	. 5
	Toscana	10
	Trentino Alto Adige Umbria	3
	Valle D" Aosta	3
	Veneto	21
Total Fore		26
of which	FU	52
or which	Rest of Europe	52 7
	Africa	1
	North America	26
	South and Central America	6
	Middle East	-
	East Asia	8
	Australia	1
Economic		%
Manufacti		29
	nts/systems	5
	distribution	4
Wholesale Wine mer		5 10
Retailer	Chant	10
Import/ex	port	11
Restauran		14
Bar		4
Sommelie		3
Oenologis		. 2
	institute, agency, university, schoo	
Other		20
	on purchasing/ nent decisions	%
Decisively		49
Collective		17
	isory capacity	9
No		26

		, Ver						
141	279	Positio	n in th	e comp	any/o	rgan	zation	9
Q 1	%	Entrepr	eneur,	partner,	self-e	mplo	yed	3
- 0					ard m	embe	er, head of	
	%		uthorit		اءم ام			
				nent nea gerial re			nployee	2
	74			skilled w		Dility		1
	3	Trainee,			0			
	1	Other						2
	1 3	Area of	respo	nsibility	,			9
	8	Manage						5
	4	Buying/						3
	3	Sales/m			. / -			3
	2			lopment production			oporati	1
	18	vianura	cture, p	Jouucti	on, rac	LOIY	operati-	
	2	Finance						
	8			/organiz	ation	perso	onnel/	
	4			re/train				
	1			nuation				
	5		rt/stor	age/maii	ntenar	nce/re	epairs	
	10	Other						
	3		ncy of	visits to	trad	e tai	r	-
	3	2000 1999						7
	21	1999						5
		1997						4
_	26	First vis	it					2
	52 7	Size of	compa	any/orga	anizat	ion:		
	1	Numbe	r of em	ployees	:			•
	26	1 -	9	55		200-	499	
	6	10 -	49	25		500-	999	
	-	50 - 100 -	99 199	7 4		000-	9 999	
	8	100 -	199	4	10	000	and more other	
	1	Longth	of cto	.,			otrici	•
	%	Length 1 Length		ay (days	١٠			_
	29	one	27			6		
	5	two	18			35		
	4 5	three	14	1				
	10	2. Avera	ige len	gth of st	ay		3,0 c	łaν
	1		-	tors on	-	ent's		
	11	1st d			n day	58	uays.	
	14	2nd c			n day	54		
	4	3rd d			,	-		
	3							
	2							
ام								
ool	20							
ool	20							
ol	%							
ol —	%							
ol	%							

Conducted by: VERONAFIERE, Verona

Total number of visitors	95 141	Net household income	9
		up to 1 500,- DM	
Proportion of private visitors	87 %	more than 1 500,- DM up to 2 000,- DM	
		more than 2 000,- DM up to 2 500,- DM	
Region of residence	%	more than 2 500,- DM up to 3 000,- DM	
Locally	37	more than 3 000,- DM up to 4 000,- DM	1.
within a 25 km radius	40	more than 4 000,- DM up to 5 000,- DM	1.
further than 25 km within a 50 km r	adius 16	more than 5 000,- DM up to 6 000,- DM	
further than 50 km within a 100 km r		more than 6 000,- DM	1.
further than 100 km radius	3	N/A	2
Sex	%	Size of household	9
Male	50	1 person	
Female	50	2 persons	3
Accompanied by husband/wife/partner	66	3 persons	2
		4 persons	24
Age	%	5 persons and more	14
up to 20 years	11	Booton and and other	9
over 20 up to 30 years	22	Buying and ordering capacity	9
over 30 up to 40 years	28	Purchase or order made or intended at the exhibition	
over 40 up to 50 years	17		-
over 50 up to 60 years	13	yes	7
over 60 years	9	no maybe	31
Occupation	%	•	
Unskilled/skilled worker	13	Follow-up business	9
Salaried staff	35	Intend to buy at later date	
Civil servant	8	yes	2
Self employed/freelance	9	no	2
Housewife	8	maybe	5.
Other occupation	3		
Trainee/student/pupil	13		
Old-age-pensioner	9		
Other not working	2		

Conducted by: Gelszus Messe-Marktforschung GmbH, Dortmund

IFA - Your world of o	on	sumer electronics, Berlin	
Total number of visitors 369	211	Net household income	%
Proportion of private visitors 6 Region of residence Locally within a 25 km radius further than 25 km within a 50 km radiu further than 50 km within a 100 km radiu further than 100 km radius		up to 1 500,- DM more than 1 500,- DM up to 2 000,- DM more than 2 000,- DM up to 2 500,- DM more than 2 500,- DM up to 3 000,- DM more than 3 000,- DM up to 4 000,- DM more than 4 000,- DM up to 5 000,- DM more than 5 000,- DM up to 5 000,- DM more than 6 000,- DM Up to 5 000,- DM MORE than 6 000,- DM N/A	11 6 8 8 13 11 8 15 21
Germany Other country	98 2	Size of household 1 person 2 persons	% 23 31
Sex Male Female Accompanied by husband/wife/partner	% 69 31 39	3 persons 4 persons 5 persons and more	19 19 8
Age up to 20 years over 20 up to 30 years over 30 up to 40 years over 40 up to 50 years over 50 up to 60 years over 50 up to 60 years over 60 up to 70 years over 70 years	% 20 25 22 16 10 5	Buying and ordering capacity Purchase or order made or intended at the exhibition yes no maybe Follow-up business Intend to buy at later date yes	<u>%</u> 36
Occupation Unskilled/skilled worker Salaried staff Civil servant Self employed/freelance Housewife Other occupation Trainee/student/pupil Old-age-pensioner Other not working	% 16 30 6 6 3 3 26 7 3	no maybe	17 47

Conducted by: Gelszus Messe-Marktforschung GmbH, Dortmund

Imp	ort Sh	nop, Berlin	
Total number of visitors	37 022	Net household income	%
Proportion of private visitors	87 %	up to 1 500,- DM more than 1 500,- DM up to 2 000,- DM	10 5
Proportion of private visitors	6/ %	more than 1 300,- DM up to 2 000,- DM	7
Region of residence	%	more than 2 500,- DM up to 3 000,- DM	10
Locally	76	more than 3 000,- DM up to 4 000,- DM	12
within a 25 km radius	10	more than 4 000,- DM up to 5 000,- DM	9
	radius 4	more than 5 000,- DM up to 6 000,- DM	9
further than 50 km within a 100 km i	radius 3	more than 6 000,- DM	11
further than 100 km radius	7	N/A	27
Germany	99	Size of household	%
Other country	1	1 person	25
•		2 persons	41
Sex	<u>%</u>	3 persons	15
Male	28	4 persons	14
Female	72	5 persons and more	5
Accompanied by husband/wife/partner	37	Buying and ordering capacity	%
Age	%	Purchase or order made or	
up to 20 years	8	intended at the exhibition	
over 20 up to 30 years	17	yes	83
over 30 up to 40 years	26	no	4
over 40 up to 50 years	21	maybe	13
over 50 up to 60 years	17		•
over 60 up to 70 years	9	Follow-up business	%
over 70 years	2	Intend to buy at later date	30
Occupation	%	yes no	26
Unskilled/skilled worker	5	maybe	44
Salaried staff	39	a, ac	
Civil servant	10		
Self employed/freelance	10		
Housewife	5		
Other occupation	4		
Trainee/student/pupil	14		
Old-age-pensioner	11		
Other not working	3		

Conducted by: Gelszus Messe-Marktforschung GmbH. Dortmund

Internationa	l Gr	een Week Berlin	
Total number of visitors 482	2 799	Net household income	%
Proportion of private visitors	79 %	up to 1 500,- DM more than 1 500,- DM up to 2 000,- DM	9 7
Region of residence	%	more than 2 000,- DM up to 2 500,- DM more than 2 500,- DM up to 3 000,- DM	8 10
Locally	39	more than 3 000,- DM up to 4 000,- DM	15
within a 25 km radius	7	more than 4 000,- DM up to 5 000,- DM	12
further than 25 km within a 50 km radi		more than 5 000,- DM up to 6 000,- DM	7
further than 50 km within a 100 km radi		more than 6 000,- DM	10
further than 100 km radius	40	N/A	21
Germany	99	Size of household	%
Other country	1	1 person	13
•		2 persons	45
Sex	%	3 persons	19
Male	46	4 persons	15
Female	54	5 persons and more	7
Accompanied by husband/wife/partner	61	Buying and ordering capacity	%
Age	%	Purchase or order made or	70
up to 20 years	7	intended at the exhibition	
over 20 up to 30 years	14	yes	69
over 30 up to 40 years	21	no	14
over 40 up to 50 years	20	maybe	17
over 50 up to 60 years	22	.,	
over 60 up to 70 years	15	Follow-up business	%
over 70 years	2	Intend to buy at later date	
•		yes	27
Occupation	%	no	29
Unskilled/skilled worker	16	maybe	44
Salaried staff	32		
Civil servant	7		
Self employed/freelance	5		
Housewife	4		
Other occupation	3		
Trainee/student/pupil	9		
Old-age-pensioner	21		
Other not working	2		

Conducted by: Gelszus Messe-Marktforschung GmbH. Dortmund

71

ľ	TB,	Berlin	
Total number of visitors 12	4 050	Net household income	%
Proportion of private visitors	45 %	up to 1 500,- DM more than 1 500,- DM up to 2 000,- DM	7
1 reportion or private visitors	43 /0	more than 2 000,- DM up to 2 500,- DM	ç
Region of residence	%	more than 2 500,- DM up to 3 000,- DM	ģ
Locally	57	more than 3 000,- DM up to 4 000,- DM	16
within a 25 km radius	8	more than 4 000,- DM up to 5 000,- DM	12
further than 25 km within a 50 km rad	ius 6	more than 5 000,- DM up to 6 000,- DM	11
further than 50 km within a 100 km rad	ius 5	more than 6 000,- DM	16
further than 100 km radius	23	N/A	15
Germany	98	Size of household	%
Other country	2	1 person	24
,		2 persons	44
Sex	%	3 persons	16
Male	52	4 persons	13
Female	49	5 persons and more	4
Accompanied by husband/wife/partner	44		
		Buying and ordering capacity	%
Age	%	Purchase or order made or	
up to 20 years	6	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	70
over 50 up to 60 years	22 11	N/A	
over 60 up to 70 years over 70 years	2	N/A	
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 inco
Proportion of private visitors	83 %	more than 1 500,- D
		more than 2 000,- D
Region of residence	%	more than 2 500,- D
Locally	34	more than 3 000,- D
within a 25 km radius	35	more than 4 000,- D
further than 25 km within a 50 km	radius 22	more than 5 000,- D
further than 50 km within a 100 km		more than 6 000,- D
further than 100 km radius	5	N/A
Germany	99	Size of household
Other country	1	1 person
•		2 persons
Sex	%	3 persons
Male	51	4 persons
Female	49	5 persons and more
Accompanied by husband/wife/partner	r 56	
. ,		Buying and ordering
Age	%	Purchase or order m
up to 20 years	5	intended at the ex
over 20 up to 30 years	17	yes
over 30 up to 40 years	23	no
over 40 up to 50 years	25	maybe
over 50 up to 60 years	17	
over 60 up to 70 years	10	Follow-up business
over 70 years	2	Intend to buy at late
		yes
Occupation	<u>%</u>	no
Unskilled/skilled worker	14	maybe
Salaried staff	38	
Civil servant	10	
Farmer	1	
Self employed/freelance	7	
Housewife, house husband	6	
Other occupation	4	
Trainee/student/pupil	7	
Old-age-pensioner	12	
Other not working	3	
		Conducted by: Gelszu

Conducted by: Gelszus Messe-Marktforschung GmbH, Dortmund

hafa - Modern Family Exhibition, Bremen (1999)

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

Net household income	%
up to 1 500,- DM more than 1 500,- DM up to 2 000,- DM more than 2 000,- DM up to 2 500,- DM more than 2 500,- DM up to 3 000,- DM more than 3 000,- DM up to 4 000,- DM more than 4 000,- DM up to 5 000,- DM more than 5 000,- DM up to 6 000,- DM more than 6 000,- DM up to 6 000,- DM N/A	8 7 9 10 15 11 9 11 20
Size of household	%
1 person 2 persons 3 persons 4 persons 5 persons and more	14 43 18 16 10
Buying and ordering capacity	%
Purchase or order made or intended at the exhibition yes no	73 7 20
maybe	20
•	
Follow-up business Intend to buy at later date yes no maybe	26 21 53

CREATIV	/A,
Total number of visitors 83	319
Proportion of private visitors 7	2 %
Region of residence Locally within a 25 km radius further than 25 km within a 50 km radius further than 50 km within a 100 km radius further than 100 km radius	
Germany Other country	99 1
Sex Male Female Accompanied by husband/wife/partner	% 13 87 17
Age up to 20 years over 20 up to 30 years over 30 up to 40 years over 40 up to 50 years over 50 up to 60 years over 60 up to 70 years over 70 years	9 20 29 23 12 5 3
Occupation Unskilled/skilled worker Salaried staff Civil servant Self employed/freelance Housewife Other occupation Trainee/student/pupil Old-age-pensioner Other not working	5 38 6 6 19 4 13 5 4

Dortmund	
Net household income	%
up to 1 500,- DM more than 1 500,- DM up to 2 000,- DM more than 2 000,- DM up to 2 500,- DM more than 3 000,- DM up to 3 000,- DM more than 3 000,- DM up to 4 000,- DM more than 4 000,- DM up to 5 000,- DM more than 6 000,- DM up to 6 000,- DM More than 6 000,- DM	7 4 7 6 10 10 7 8 42
Size of household 1 person 2 persons 3 persons 4 persons 5 persons and more	% 11 29 19 25 17
Buying and ordering capacity Purchase or order made or intended at the exhibition	<u>%</u> 89
yes no	3
no maybe Follow-up business	3
no maybe	3

DORTMUNDE	RH	ERBST, Dortmund	
Total number of visitors 14	2 404	Net household income	%
Proportion of private visitors	91 %	up to 1 500,- DM more than 1 500,- DM up to 2 000,- DM	7 4
rioportion of private visitors	31 /0	more than 2 000,- DM up to 2 500,- DM	7
Region of residence	%	more than 2 500,- DM up to 3 000,- DM	7
Locally	32	more than 3 000,- DM up to 4 000,- DM	12
within a 25 km radius	32	more than 4 000,- DM up to 5 000,- DM	13
further than 25 km within a 50 km rad		more than 5 000,- DM up to 6 000,- DM	10
further than 50 km within a 100 km rad		more than 6 000,- DM	10
further than 100 km radius	6	N/A	32
Germany	99	Size of household	%
Other country	1	1 person	13
•		2 persons	41
Sex	%	3 persons	22
Male	38	4 persons	17
Female	62	5 persons and more	7
Accompanied by husband/wife/partner	47		
		Buying and ordering capacity	%
Age	%	Purchase or order made or	
up to 20 years	7	intended at the exhibition	
over 20 up to 30 years	16	yes	75
over 30 up to 40 years	25	no	9
over 40 up to 50 years	22	maybe	16
over 50 up to 60 years	16	Fallens on books are	%
over 60 up to 70 years	10	Follow-up business	%
over 70 years	3	Intend to buy at later date	22
0	0/	yes	22 24
Occupation	<u>%</u>	no mayba	54 54
Unskilled/skilled worker Salaried staff	10 35	maybe	54
Civil servant	7		
Self employed/freelance Housewife	6 13		
Other occupation	3		
	11		
Trainee/student/pupil Old-age-pensioner	13		
Other not working	3		

Conducted by: Gelszus Messe-Marktforschung GmbH, Dortmund

HobbyTronic (Compu	iterschau, Dortmund	
Total number of visitors	55 450	Net household income	%
Proportion of private visitors	47 %	up to 1 500,- DM more than 1 500,- DM up to 2 000,- DM more than 2 000,- DM up to 2 500,- DM	13 4 5
Region of residence	%	more than 2 500,- DM up to 3 000,- DM	8
Locally	21	more than 3 000,- DM up to 4 000,- DM	12
within a 25 km radius	16	more than 4 000,- DM up to 5 000,- DM	9
further than 25 km within a 50 km		more than 5 000,- DM up to 6 000,- DM	8
further than 50 km within a 100 km	radius 21	more than 6 000,- DM	17
further than 100 km radius	18	N/A	24
Germany	98	Size of household	%
Other country	2	1 person	20
		2 persons	24
Sex	%	3 persons	19
Male	93	4 persons	21
Female	7	5 persons and more	16
Accompanied by husband/wife/partner	. 7		
_		Buying and ordering capacity	<u>%</u>
Age	<u>%</u>	Purchase or order made or	
up to 20 years	25	intended at the exhibition	
over 20 up to 30 years	27	yes	85
over 30 up to 40 years	24	no	.5
over 40 up to 50 years	16	maybe	10
over 50 up to 60 years	6	Fallew up business	%
over 60 up to 70 years	2	Follow-up business	70
over 70 years	1	Intend to buy at later date	30
Occupation	%	yes no	30 28
Unskilled/skilled worker	15	maybe	42
Salaried staff	26	maybe	42
Civil servant	6		
Self employed/freelance	6		
Housewife	2		
Other occupation	3		
Trainee/student/pupil	32		
Old-age-pensioner	52		
Other not working	6		
other not working	U		

Conducted by: Gelszus Messe-Marktforschung

INTERMOI	DELLE	BAU, Dortmund	
Total number of visitors	99 346	Net household income	%
Proportion of private visitors	92 %	up to 1 500,- DM more than 1 500,- DM up to 2 000,- DM	7 2
Troportion of private visitors	J <u>Z</u> /0	more than 2 000,- DM up to 2 500,- DM	6
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	14
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 ra		more than 5 000 DM up to 6 000 DM	11
further than 50 km within a 100 km ra		more than 6 000 DM	14
further than 100 km radius	42	N/A	27
Germany	92	Size of household	%
Other country	8	1 person	17
		2 persons	31
Sex	%	3 persons	20
Male	93	4 persons	24
Female	7	5 persons and more	9
Accompanied by husband/wife/partner	13	·	
,		Buying and ordering capacity	%
Age	%	Purchase or order made or	
up to 20 years	8	intended at the exhibition	
over 20 up to 30 years	15	yes	81
over 30 up to 40 years	30	no	7
over 40 up to 50 years	25	maybe	12
over 50 up to 60 years	13		
over 50 up to 60 years over 60 up to 70 years	6	Follow-up business	%
		Follow-up business Intend to buy at later date	
over 60 up to 70 years over 70 years	6		49
over 60 up to 70 years over 70 years Occupation	6 3 <u>%</u>	Intend to buy at later date yes no	49 12
over 60 up to 70 years over 70 years	6	Intend to buy at later date yes	49
over 60 up to 70 years over 70 years Occupation	6 3 <u>%</u>	Intend to buy at later date yes no	49 12
over 60 up to 70 years over 70 years Occupation Unskilled/skilled worker Salaried staff Civil servant	6 3 % 21 34 10	Intend to buy at later date yes no	49 12
over 60 up to 70 years over 70 years Occupation Unskilled/skilled worker Salaried staff Civil servant Self employed/freelance	% 21 34 10 7	Intend to buy at later date yes no	49 12
over 60 up to 70 years over 70 years Occupation Unskilled/skilled worker Salaried staff Civil servant Self employed/freelance Housewife	% 21 34 10 7	Intend to buy at later date yes no	49 12
over 60 up to 70 years over 70 years Occupation Unskilled/skilled worker Salaried staff Civil servant Self employed/freelance Housewife Other occupation	6 3 % 21 34 10 7 1 6	Intend to buy at later date yes no	49 12
over 60 up to 70 years over 70 years Occupation Unskilled/skilled worker Salaried staff Civil servant Self employed/freelance Housewife Other occupation Trainee/student/pupil	% 21 34 10 7 1 6	Intend to buy at later date yes no	49 12
over 60 up to 70 years over 70 years Occupation Unskilled/skilled worker Salaried staff Civil servant Self employed/freelance Housewife Other occupation Trainee/student/pupil Old-age-pensioner	% 21 34 10 7 1 6 10 8	Intend to buy at later date yes no	49 12
over 60 up to 70 years over 70 years Occupation Unskilled/skilled worker Salaried staff Civil servant Self employed/freelance Housewife Other occupation Trainee/student/pupil	% 21 34 10 7 1 6	Intend to buy at later date yes no	49 12

Conducted by: Gelszus Messe-Marktforschung

JAGD &	HUN	D, Dortmund	
Total number of visitors	62 193	Net household income	%
Proportion of private visitors	78 %	up to 1 500,- DM more than 1 500,- DM up to 2 000,- DM	6 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	. 7
Locally	5	more than 3 000,- DM up to 4 000,- DM	10
within a 25 km radius	11	more than 4 000,- DM up to 5 000,- DM	11
further than 25 km within a 50 km ra		more than 5 000,- DM up to 6 000,- DM	11
further than 50 km within a 100 km ra		more than 6 000,- DM N/A	19
further than 100 km radius	45	N/A	30
Germany	94	Size of household	%
Other country	6	1 person	12
,		2 persons	30
Sex	%	3 persons	19
Male	80	4 persons	24
Female	20	5 persons and more	16
Accompanied by husband/wife/partner	19		
_		Buying and ordering capacity	%
Age	%	Purchase or order made or	
up to 20 years	11	intended at the exhibition	0.5
over 20 up to 30 years	14	yes	86
over 30 up to 40 years	25	no	4 11
over 40 up to 50 years	21	maybe	11
over 50 up to 60 years	14	Follow-up business	%
over 60 up to 70 years over 70 years	10 6	Intend to buy at later date	-70
over 70 years	0	yes	42
Occupation	%	no no	14
Unskilled/skilled worker	15	maybe	45
Salaried staff	24	maybe	73
Civil servant	8		
Self employed/freelance	18		
Housewife	4		
Other occupation	13		
Trainee/student/pupil	3		
Old-age-pensioner	9		
Other not working	6		
-			

		M 1 (D)	
Dresdner I	ravel	Market, Dresden	
Total number of visitors	26 327	Net household income	%
Proportion of private visitors	94 %	up to 1 500,- DM	9 7
Proportion of private visitors	94 %	more than 1 500,- DM up to 2 000,- DM more than 2 000,- DM up to 2 500,- DM	9
Region of residence	%	more than 2 500,- DM up to 3 000,- DM	13
Locally	56	more than 3 000 DM up to 4 000 DM	19
within a 25 km radius	22	more than 4 000,- DM up to 5 000,- DM	13
further than 25 km within a 50 km r	adius 13	more than 5 000,- DM up to 6 000,- DM	6
further than 50 km within a 100 km r		more than 6 000,- DM	7
further than 100 km radius	3	N/A	17
Germany	100	Size of household	%
Other country	-	1 person	12
		2 persons	50
Sex	%	3 persons	21
Male	50	4 persons	13
Female	50	5 persons and more	4
Accompanied by husband/wife/partner	67	Develop and audoring conscitu	%
A	%	Buying and ordering capacity Purchase or order made or	9/0
Age	10	intended at the exhibition	
up to 20 years over 20 up to 30 years	16	yes	3
over 30 up to 40 years	18	no	74
over 40 up to 50 years	19	maybe	23
over 50 up to 60 years	18	maybe	
over 60 up to 70 years	18	Follow-up business	%
over 70 years	2	Intend to buy at later date	
, , , , , , ,		yes	48
Occupation	%	no	16
Unskilled/skilled worker	13	maybe	36
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,	Di	üsseldorf	
Total number of visitors 354 3	865	Net household income	
	% % 7 14 21	Net household income up to 1 500,- DM more than 1 500,- DM up to 2 000,- DM more than 2 000,- DM up to 2 500,- DM more than 2 500,- DM up to 3 000,- DM more than 3 000,- DM up to 3 000,- DM more than 3 000,- DM up to 4 000,- DM more than 5 000,- DM up to 6 000,- DM more than 6 000,- DM up to 6 000,- DM N/A Size of household 1 person 2 persons 3 persons 4 persons 5 persons and more Buying and ordering capacity Purchase or order made or intended at the exhibition yes no maybe Follow-up business Intend to buy at later date yes no maybe	% 9 2 5 8 13 13 13 13 13 18 % 18 36 18 36 14 21 % 46 14 41

Conducted by: Walter & Partner, Basel

CARAVA	AN SAL	ON, Düsseldorf	
Total number of visitors	148 421	Net household income	%
Proportion of private visitors	88 %	up to 1 500,- DM more than 1 500,- DM up to 2 000,- DM more than 2 000,- DM up to 2 500,- DM	5 5 5
Region of residence	%	more than 2 500,- DM up to 3 000,- DM	
Locally	3	more than 3 000,- DM up to 4 000,- DM	15
within a 25 km radius	10	more than 4 000,- DM up to 5 000,- DM	17
	radius 19	more than 5 000,- DM up to 6 000,- DM	19
further than 50 km within a 100 km	radius 17	more than 6 000,- DM	29
further than 100 km radius	51	N/A	20
Germany	92	Size of household	%
Other country	8	1 person	6
,		2 persons	44
Sex	%	3 persons	19
Male	54	4 persons	21
Female	46	5 persons and more	10
Accompanied by husband/wife/partne	er 74		
,,		Buying and ordering capacity	%
Age	%	Purchase or order made or	
up to 20 years	1	intended at the exhibition	
over 20 up to 30 years	5	yes	45
over 30 up to 40 years	24	no	19
over 40 up to 50 years	28	maybe	35
over 50 up to 60 years	27		
over 60 up to 70 years	13	Follow-up business	%
over 70 years	2	Intend to buy at later date	
		yes	49
Occupation	%	no	10
Unskilled/skilled worker	11	maybe	41
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

Total number of visitors 2	4 812	Net household income	%
Proportion of private visitors	95 %	up to 1 500,- DM 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	7
Locally	11	more than 3 000,- DM up to 4 000,- DM	10
within a 25 km radius	13	more than 4 000,- DM up to 5 000,- DM	8
further than 25 km within a 50 km radi	ius 26	more than 5 000,- DM up to 6 000,- DM	5
further than 50 km within a 100 km radi	ius 37	more than 6 000,- DM	5
further than 100 km radius	14	N/A	52
Sex	%	Size of household	%
Male	62	1 person	8
Female	38	2 persons	33
Accompanied by husband/wife/partner	54	3 persons	28
. ,		4 persons	23
Age	%	5 persons and more	8
up to 20 years	7		•
over 20 up to 30 years	11	Buying and ordering capacity	%
over 30 up to 40 years	28	Purchase or order made or	
over 40 up to 50 years	25	intended at the exhibition	
over 50 up to 60 years	16	yes	48
over 60 up to 70 years	11	no	46
over 70 years	2	maybe	
Occupation	%	Follow-up business	%
Unskilled/skilled worker	23	Intend to buy at later date	
Salaried staff	35	yes	33
Civil servant	4	no .	35
Self employed/freelance	10	maybe	31
Housewife	2		
Trainee/student/pupil	8		
Old-age-pensioner	14		
Other not working	3		

Conducted by: Messe Erfurt AG, Erfurt, Erfurt

Thuring	jia Exh	nibition, Erfurt	
Total number of visitors	64 998	Net household income	
Donor anti-mark anti-material terms	02.0/	up to 1 500,- DM	
Proportion of private visitors	92 %	more than 1 500,- DM up to 2 000,- DM more than 2 000,- DM up to 2 500,- DM	
Region of residence	%	more than 2 000,- DM up to 2 500,- DM more than 2 500,- DM up to 3 000,- DM	1
Locally	41	more than 3 000,- DM up to 4 000,- DM	2
within a 25 km radius	16	more than 4 000,- DM up to 5 000,- DM	1
	radius 18	more than 5 000,- DM up to 6 000,- DM	i
further than 50 km within a 100 km		more than 6 000,- DM	
further than 100 km radius	5	N/A	2
N/A	2		
1471	_	Size of household	9
Sex	%	1 person	1
Male	46	2 persons	4
Female	54	3 persons	2
Accompanied by husband/wife/partner	61	4 persons	1
. ,		5 persons and more	
Age	%		
up to 20 years	8	Buying and ordering capacity	9
over 20 up to 30 years	11	Purchase or order made or	
over 30 up to 40 years	16	intended at the exhibition	
over 40 up to 50 years	21	yes	5
over 50 up to 65 years	27	no .	2
over 65 years	17	maybe	1
Occupation	%	Follow-up business	
Unskilled/skilled worker	11	Intend to buy at later date	
Salaried staff	30	yes	1
Civil servant	2	no	2
Self employed/freelance	9	maybe	6
Housewife	3	•	
Other not working	45		

Conducted by: INA Research GmbH, Schenefeld

EQUITANA, Essen				
Total number of visitors 206 9	922	Net household income	%	
	% 5 10 16	Net household income up to 1 500,- DM more than 1 500,- DM up to 2 2000,- DM more than 2 000,- DM up to 2 500,- DM more than 2 000,- DM up to 2 500,- DM more than 3 000,- DM up to 3 000,- DM more than 4 000,- DM up to 5 000,- DM more than 5 000,- DM up to 6 000,- DM more than 6 000,- DM MVA Size of household 1 person 2 persons 3 persons 4 persons 5 persons 5 persons and more Buying and ordering capacity Purchase or order made or intended at the exhibition yes no maybe Follow-up business Intend to buy at later date yes no maybe	% 7 4 5 7 10 9 7 15 36 18 22 14 % 86 5 9 % 37 19 45	
Trainee/student/pupil Old-age-pensioner Farmer Other not working	5 25 2 3 2			
		Conducted by: Gelszus Messe-Marktforschung GmbH, Dortmund		

F	IBO,	Essen	
Total number of visitors	57 308	Net household income	%
Proportion of private visitors	46 %	up to 1 500,- DM more than 1 500,- DM up to 2 000,- DM	8 4
n	۰,	more than 2 000,- DM up to 2 500,- DM	8
Region of residence	<u>%</u>	more than 2 500,- DM up to 3 000,- DM more than 3 000,- DM up to 4 000,- DM	9 11
Locally within a 25 km radius	7 13	more than 4 000,- DM up to 5 000,- DM	9
further than 25 km within a 50 km rad		more than 5 000,- DM up to 6 000,- DM	7
further than 50 km within a 100 km rad		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
•		2 persons	34
Sex	%	3 persons	20
Male	55	4 persons	16
Female	45	5 persons and more	7
Accompanied by husband/wife/partner	39	Buying and ordering capacity	%
		buying and ordering capacity	70
A = 0	0/-	Burchaco or order made or	
Age	<u>%</u>	Purchase or order made or	
up to 20 years	9	intended at the exhibition	70
up to 20 years over 20 up to 30 years	9	intended at the exhibition yes	70 10
up to 20 years over 20 up to 30 years over 30 up to 40 years	9 45 32	intended at the exhibition yes no	70 10 21
up to 20 years over 20 up to 30 years over 30 up to 40 years over 40 up to 50 years	9 45 32 8	intended at the exhibition yes	10
up to 20 years over 20 up to 30 years over 30 up to 40 years over 40 up to 50 years over 50 up to 60 years	9 45 32	intended at the exhibition yes no	10
up to 20 years over 20 up to 30 years over 30 up to 40 years over 40 up to 50 years	9 45 32 8 3	intended at the exhibition yes no maybe	10 21
up to 20 years over 20 up to 30 years over 30 up to 40 years over 40 up to 50 years over 50 up to 60 years over 60 up to 70 years	9 45 32 8 3	intended at the exhibition yes no maybe Follow-up business	10 21
up to 20 years over 20 up to 30 years over 30 up to 40 years over 40 up to 50 years over 50 up to 60 years over 60 up to 70 years over 70 years Occupation	9 45 32 8 3	intended at the exhibition yes no maybe Follow-up business Intend to buy at later date yes no	10 21 % 25 25
up to 20 years over 20 up to 30 years over 30 up to 40 years over 40 up to 50 years over 50 up to 60 years over 60 up to 70 years over 70 years	9 45 32 8 3 1 2	intended at the exhibition yes no maybe Follow-up business Intend to buy at later date yes	10 21 % 25
up to 20 years over 20 up to 30 years over 30 up to 40 years over 40 up to 50 years over 50 up to 60 years over 60 up to 70 years over 70 years Occupation	9 45 32 8 3 1 2 % 15 35	intended at the exhibition yes no maybe Follow-up business Intend to buy at later date yes no	10 21 % 25 25
up to 20 years over 20 up to 30 years over 30 up to 40 years over 40 up to 50 years over 50 up to 60 years over 60 up to 70 years over 70 years Occupation Unskilled/skilled worker Salaried staff Civil servant	9 45 32 8 3 1 2 % 15 35 7	intended at the exhibition yes no maybe Follow-up business Intend to buy at later date yes no	10 21 % 25 25
up to 20 years over 20 up to 30 years over 30 up to 40 years over 40 up to 50 years over 40 up to 50 years over 60 up to 60 years over 60 up to 70 years over 70 years Occupation Unskilled/skilled worker Salaried staff Civil servant Self employed/freelance	9 45 32 8 3 1 2 % 15 35 7	intended at the exhibition yes no maybe Follow-up business Intend to buy at later date yes no	10 21 % 25 25
up to 20 years over 20 up to 30 years over 30 up to 40 years over 40 up to 50 years over 50 up to 60 years over 60 up to 70 years over 70 years Occupation Unskilled/skilled worker Salaried staff Civil servant Self employed/freelance Housewife	9 45 32 8 3 1 2 % 15 35 7 7	intended at the exhibition yes no maybe Follow-up business Intend to buy at later date yes no	10 21 % 25 25
up to 20 years over 20 up to 30 years over 30 up to 40 years over 40 up to 50 years over 40 up to 50 years over 50 up to 60 years over 60 up to 70 years over 70 years Occupation Unskilled/skilled worker Salaried staff Civil servant Self employed/freelance Housewife Other occupation	9 45 32 8 3 1 2 % 15 35 7 7 7 5	intended at the exhibition yes no maybe Follow-up business Intend to buy at later date yes no	10 21 % 25 25
up to 20 years over 20 up to 30 years over 30 up to 30 years over 40 up to 50 years over 40 up to 50 years over 50 up to 60 years over 60 up to 70 years over 70 years Cccupation Unskilled/skilled worker Salaried staff Civil servant Self employed/freelance Housewife Other occupation Trainee/student/pupil	9 45 32 8 3 1 2 % 15 35 7 7 7 5 5	intended at the exhibition yes no maybe Follow-up business Intend to buy at later date yes no	10 21 % 25 25
up to 20 years over 20 up to 30 years over 30 up to 40 years over 40 up to 50 years over 40 up to 50 years over 50 up to 60 years over 60 up to 70 years over 70 years Occupation Unskilled/skilled worker Salaried staff Civil servant Self employed/freelance Housewife Other occupation Trainee/student/pupil Old-age-pensioner	9 45 32 8 3 1 2 % 15 35 7 7 7 5 5 18 3	intended at the exhibition yes no maybe Follow-up business Intend to buy at later date yes no	10 21 % 25 25
up to 20 years over 20 up to 30 years over 30 up to 30 years over 40 up to 50 years over 40 up to 50 years over 50 up to 60 years over 60 up to 70 years over 70 years Cccupation Unskilled/skilled worker Salaried staff Civil servant Self employed/freelance Housewife Other occupation Trainee/student/pupil	9 45 32 8 3 1 2 % 15 35 7 7 7 5 5	intended at the exhibition yes no maybe Follow-up business Intend to buy at later date yes no	10 21 % 25 25

Conducted by: Gelszus Messe-Marktforschung GmbH, Dortmund

HAUS +	- GA	RTEN, Essen	
Total number of visitors	2 800	Net household income	%
Proportion of private visitors	89 %	up to 1 500,- DM more than 1 500,- DM up to 2 000,- DM	3 2
D : (!!	•	more than 2 000,- DM up to 2 500,- DM	4
Region of residence	<u>%</u>	more than 2 500,- DM up to 3 000,- DM more than 3 000,- DM up to 4 000,- DM	7 12
Locally within a 25 km radius	27 35	more than 4 000,- DM up to 5 000,- DM	15
further than 25 km within a 50 km rad		more than 5 000,- DM up to 6 000,- DM	11
further than 50 km within a 100 km rad		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
other country		2 persons	51
Sex	%	3 persons	19
Male	41	4 persons	15
Female	59	5 persons and more	6
Accompanied by husband/wife/partner	68		
		Buying and ordering capacity	%
Age	%	Purchase or order made or	
up to 20 years	2	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	F-11 bi	0/
over 60 up to 70 years	18 4	Follow-up business	<u>%</u>
over 70 years	4	Intend to buy at later date	34
Occupation	%	yes no	17
Unskilled/skilled worker	8	maybe	49
Salaried staff	33	maybe	72
Civil servant	33 9		
Self employed/freelance	9		
Housewife	12		
Other occupation	3		
Trainee/student/pupil	3		
Old-age-pensioner	23		
Other not working	1		
-			

MODE LIFE		ANDWEDY F	
MODE - HEIN	1 - H	IANDWERK, Essen	
Total number of visitors 179	5 467	Net household income	%
Total Hamber of Visitors		up to 1 500,- DM	
Proportion of private visitors	89 %	more than 1 500,- DM up to 2 000,- DM	
		more than 2 000,- DM up to 2 500,- DM	7
Region of residence	%	more than 2 500,- DM up to 3 000,- DM	7
Locally	48	more than 3 000,- DM up to 4 000,- DM	12
within a 25 km radius	33	more than 4 000,- DM up to 5 000,- DM	12
further than 25 km within a 50 km radi		more than 5 000,- DM up to 6 000,- DM	9
further than 50 km within a 100 km radi		more than 6 000,- DM	13
further than 100 km radius	3	N/A	33
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
Age	%	5 persons and more	5
up to 20 years	4		
over 20 up to 30 years	13	Buying and ordering capacity	%
over 30 up to 40 years	22	Purchase or order made or	
over 40 up to 50 years	21	intended at the exhibition	
over 50 up to 60 years	22	yes	86
over 60 up to 70 years	15	no	5
over 70 years	4	maybe	5
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/	Car	nping, Essen	
Total number of visitors 101	703	Net household income	%
		up to 1 500,- DM	2
Proportion of private visitors 9	5 %	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	6
Locally	13	more than 3 000,- DM up to 4 000,- DM	13
within a 25 km radius	22	more than 4 000,- DM up to 5 000,- DM	14
further than 25 km within a 50 km radiu		more than 5 000,- DM up to 6 000,- DM	12
further than 50 km within a 100 km radiu	s 23	more than 6 000,- DM	17
further than 100 km radius	15	N/A	28
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
Age	%	5 persons and more	6
up to 20 years	1		•
over 20 up to 30 years	9	Buying and ordering capacity	%
over 30 up to 40 years	20	Purchase or order made or	
over 40 up to 50 years	26	intended at the exhibition	
over 50 up to 60 years	25	yes	49
over 60 up to 70 years	17	no	24
over 70 years	3	maybe	28
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		
Other not working	'		

Conducted by: Gelszus Messe-Marktforschung GmbH, Dortmund

AERO, Frie	dric	hshafen (1999)	
Total number of visitors 45	5 735	Net household income	9
Proportion of private visitors	60 %	up to 1 500,- DM more than 1 500,- DM up to 2 000,- DM	
Proportion of private visitors	00 70	more than 2 000,- DM up to 2 500,- DM	
Region of residence	%	more than 2 500,- DM up to 3 000,- DM	
Locally	- 5	more than 3 000,- DM up to 4 000,- DM	
within a 25 km radius	7	more than 4 000,- DM up to 5 000,- DM	
further than 25 km within a 50 km radi		more than 5 000,- DM up to 6 000,- DM	1
further than 50 km within a 100 km radi	us 11	more than 6 000,- DM	2
further than 100 km radius	71	N/A	2
Germany	77	Size of household	9
Other country	23	1 person	1
		2 persons	3
Sex	%	3 persons	1
Male	74	4 persons	2
Female	26	5 persons and more	1
Accompanied by husband/wife/partner	30	Dente a seed and advantage area alter	9
A	%	Buying and ordering capacity Purchase or order made or	
Age	70	intended at the exhibition	
up to 20 years over 20 up to 30 years	17	yes	4
over 30 up to 40 years	29	no	2
over 40 up to 50 years	22	maybe	2
over 50 up to 60 years	15	mayoc	_
over 60 up to 70 years	6	Follow-up business	9
over 70 years	4	Intend to buy at later date	
		yes	2
Occupation	%	no	2
Unskilled/skilled worker	11	maybe	4
Salaried staff	30		
Civil servant	7		
Self employed/freelance	23		
Housewife	1		
Other occupation	6		
Trainee/student/pupil	11		
Old-age-pensioner Other not working	7 3		

Conducted by: Gelszus Messe-Marktforschung GmbH, Dortmund

Aqua-Fis	sh, Fr	iedrichshafen
otal number of visitors	34 172	Net household income
oportion of private visitors	91 %	N/A
- F		Size of household
gion of residence	%	1 person
cally	9	2 persons
thin a 25 km radius	13	3 persons
rther than 25 km within a 50 km ra		4 persons
ther than 50 km within a 100 km ra		5 persons and more
ther than 100 km radius	41	
		Buying and ordering capacity
ermany	86	Purchase or order made or
ther country	14	intended at the exhibition
ex	%	yes
ale	84	no maybe
male	16	maybe N/A
companied by husband/wife/partner	25	IN/A
companied by husband/whe/partner	25	Follow-up business
ie	%	Intend to buy at later date
up to 20 years	- 5	yes
er 20 up to 30 years	20	no
er 30 up to 40 years	30	maybe
er 40 up to 50 years	21	N/Á
er 50 up to 60 years	13	
er 60 up to 70 years	10	
er 70 years	1	
cupation	%	
nskilled/skilled worker	26	
laried staff	37	
vil servant	4	
If employed/freelance	11	
ousewife	4	
ther occupation	-	
ainee/student/pupil	7	

Conducted by: Messe Friedrichshafen GmbH, Friedrichshafen

otal number of visitors	17 653	Net household income	
Proportion of private visitors	86 %	N/A	
. repertien or private visitors		Size of household	
Region of residence	%	1 person	
Locally	7	2 persons	
within a 25 km radius	7	3 persons	
further than 25 km within a 50 kr	n radius 5	4 persons	
further than 50 km within a 100 kr	n radius 5	5 persons and more	
further than 100 km radius	61	N/A	
N/A	15	Buying and ordering capacity	
Germany	69	Purchase or order made or	_
Other country	31	intended at the exhibition	
other country	٥.	ves	
Sex	%	no	
Male	90	maybe	
Female	10	N/Á	
Accompanied by husband/wife/partr	ner 9		
_		Follow-up business	
Age	%	Intend to buy at later date	
up to 20 years	.3	yes	
over 20 up to 30 years	17	no	
over 30 up to 40 years	28	maybe	
over 40 up to 50 years	23	N/A	
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 Gmb Friedrichshafen	Н,

IBO, Fr	iedrich
Total number of visitors	97 398
Proportion of private visitors	95 %
Region of residence Locally within a 25 km radius further than 25 km within a 50 km further than 50 km within a 100 km further than 100 km radius Germany Other country	
Sex Male Female Accompanied by husband/wife/partne	52 48 r 44
Age up to 20 years over 20 up to 30 years over 30 up to 40 years over 40 up to 50 years over 50 up to 60 years over 60 up to 70 years over 70 years	% 10 16 19 21 19 12
Occupation Unskilled/skilled worker Salaried staff Civil servant Self employed/freelance Housewife Other occupation Trainee/student/pupil Old-age-pensioner Other not working	% 12 32 3 9 15 2 13 13

Net household income	9
N/A	
Size of household	q
1 person	1
2 persons 3 persons	3
4 persons	2
persons and more	1
Buying and ordering capacity	q
Purchase or order made or intended at the exhibition	
yes	6
no	1
maybe	2
Follow-up business	9
ntend to buy at later date	_
ves no	2
maybe	4
nayae	

Conducted by: Messe Friedrichshafen GmbH, Friedrichshafen

INTERBOOT, Friedrichshafen (1999) more than 1 500. DM up to 2 000. DM more than 2 000. DM up to 2 000. DM more than 2 000. DM up to 3 000. DM more than 3 000. DM up to 3 000. DM more than 3 000. DM up to 4 000. DM more than 4 000. DM up to 5 000. DM more than 5 000. DM up to 6 000. DM more than 6 000. DM up to 6 000. DM more than 6 000. DM Total number of visitors 103 422 Net household income 5 3 4 6 10 13 12 29 20 Proportion of private visitors Region of residence Neglion of residence 70 Locally 33 within a 25 km radius 12 further than 25 km within a 50 km radius 12 further than 50 km within a 100 km radius 17 further than 100 km radius 56 Size of household 1 person 2 persons 3 persons 4 persons 5 persons and more Germany Other country 77 23 % 12 41 17 21 10 Sex Male Female 38 55 Accompanied by husband/wife/partner Buying and ordering capacity Purchase or order made or intended at the exhibition yes no maybe up to 20 years over 20 up to 30 years over 30 up to 40 years over 40 up to 50 years over 50 up to 60 years over 60 up to 70 years 4 17 27 24 18 8 2 Follow-up business Intend to buy at later date % yes no maybe 31 20 49 Occupation Unskilled/skilled worker Salaried staff % 12 31 8 25 2 4 7 9 Civil servant Self employed/freelance Housewife Other occupation Trainee/student/pupil Old-age-pensioner Other not working

Conducted by: Gelszus Messe-Marktforschung GmbH, Dortmund

ÖKO-TF	RENDS	, Gelnhausen
Total number of visitors	5 225	Net household income
Proportion of private visitors Region of residence	82 % %	up to 1 500,- DM more than 1 500,- DM up to 2 000,- DM more than 2 000,- DM up to 2 500,- DM more than 2 500,- DM up to 3 000,- DM
Locally within a 25 km radius further than 25 km within a 50 km r further than 50 km within a 100 km r further than 100 km radius	46 33 radius 11 radius 6 3	more than 3 000,- DM up to 4 000,- DM more than 4 000,- DM up to 5 000,- DM more than 5 000,- DM up to 6 000,- DM more than 6 000,- DM N/A
Germany	98	Size of household
Other country	2	1 person 2 persons
Sex	%	3 persons
Male Female	57 43	4 persons 5 persons and more
Accompanied by husband/wife/partner		•
. , ,		Buying and ordering capacity
Age	<u>%</u>	Purchase or order made or intended at the exhibition
up to 20 years over 20 up to 30 years	2 6	yes
over 30 up to 40 years	26	no
over 40 up to 50 years	29	maybe
over 50 up to 60 years	20	
over 60 up to 70 years	13	Follow-up business
over 70 years	3	Intend to buy at later date yes
Occupation	%	no
Unskilled/skilled worker	7	maybe
Salaried staff	40	
Civil servant	9	
Self employed/freelance	18	
Housewife Other occupation	9	
Trainee/student/pupil	3	
Old-age-pensioner	14	
Other not working	-	
-		

Conducted by: audiokom GmbH, Gelnhausen

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

Conducted by: PhoneResearch KG, Hamburg

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

Conducted by: PhoneResearch KG, Hamburg

REISEN, Hamburg					
Total number of visitors	128 993	Net household income	%		
Proportion of private visitors	94 %	up to 1 500,- DM more than 1 500,- DM up to 2 000,- DM	3		
Region of residence	%	more than 2 000,- DM up to 2 500,- DM more than 2 500,- DM up to 3 000,- DM	5		
Locally	48	more than 3 000,- DM up to 4 000,- DM	11		
within a 25 km radius	9	more than 4 000,- DM up to 5 000,- DM	13		
	radius 19	more than 5 000,- DM up to 6 000,- DM	11		
further than 50 km within a 100 km	radius 13	more than 6 000,- DM	21		
further than 100 km radius	10	N/A	25		
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/partne	r 53	Buying and ordering capacity	%		
Age	%	Purchase or order made or			
up to 20 years	6	intended at the exhibition			
over 20 up to 30 years	14	yes	28		
over 30 up to 40 years	18	no	38		
over 40 up to 50 years	19	maybe	34		
over 50 up to 60 years	21				
over 60 up to 70 years	18	Follow-up business	%		
over 70 years	4	Intend to buy at later date yes	33		
Occupation	%	no	18		
Unskilled/skilled worker	7	maybe	49		
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, Ha	nn	over (2000)	
Total number of visitors 128	481	Net household income	%
Proportion of private visitors 9:	2 %	up to 1 500,- DM more than 1 500,- DM up to 2 000,- DM	4 6
Proportion of private visitors 9.	2 70	more than 2 000,- DM up to 2 500,- DM	7
Region of residence	%	more than 2 500,- DM up to 3 000,- DM	10
Locally	21	more than 3 000,- DM up to 4 000,- DM	16
within a 25 km radius	21	more than 4 000,- DM up to 5 000,- DM	15
further than 25 km within a 50 km radius		more than 5 000,- DM up to 6 000,- DM	11
further than 50 km within a 100 km radius		more than 6 000,- DM	13
further than 100 km radius	10	N/A	19
turtner than 100 km radius	10	IV/A	15
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	%
up to 20 years	6	Purchase or order made or	
over 20 up to 30 years	19	intended at the exhibition	
over 30 up to 40 years	23	yes	60
over 40 up to 50 years	19	no	17
over 50 up to 60 years	21	maybe	23
over 60 up to 70 years	11	,	
over 70 years	2	Follow-up business	%
· · · · , · · ·		Intend to buy at later date	
Occupation	%	yes	32
Unskilled/skilled worker	14	no	19
Salaried staff	33	maybe	49
and the second s			
Civil servant	11		
Civil servant Self employed/freelance	11 8		
Self employed/freelance Housewife	8		
Self employed/freelance Housewife Other occupation	8		
Self employed/freelance Housewife Other occupation Trainee/student/pupil	8 6 3		
Self employed/freelance Housewife Other occupation	8 6 3 8		

Conducted by: Gelszus Messe-Marktforschung GmbH, Dortmund

amori, Boranana

Infa,	Hann	over (2000)	
Total number of visitors	239 885	Net household income	%
Proportion of private visitors	89 %	up to 1 500,- DM more than 1 500,- DM up to 2 000,- DM	4
Region of residence	%	more than 2 000,- DM up to 2 500,- DM more than 2 500,- DM up to 3 000,- DM more than 3 000,- DM up to 4 000,- DM	6 8 15
Locally within a 25 km radius further than 25 km within a 50 km r	26 28	more than 4 000,- DM up to 4 000,- DM more than 4 000,- DM up to 5 000,- DM more than 5 000,- DM up to 6 000,- DM	14 10
further than 50 km within a 100 km r further than 100 km radius		more than 6 000,- DM N/A	12 29
Germany	99	Size of household	%
Other country	1	1 person	13
•	•	2 persons	46
Sex	<u>%</u>	3 persons 4 persons	18 16
Male Female	42 58	5 persons and more	8
Accompanied by husband/wife/partner		5 persons and more	0
Accompanied by husband/wire/partner	33	Buying and ordering capacity	%
Age	%	Purchase or order made or	
up to 20 years	4	intended at the exhibition	
over 20 up to 30 years	12	yes	74
over 30 up to 40 years	24	no	8
over 40 up to 50 years	22	maybe	18
over 50 up to 60 years	21		
over 60 up to 70 years	14	Follow-up business	%
over 70 years	4	Intend to buy at later date	
•	•	yes	31
Occupation	<u>%</u>	no	21 48
Unskilled/skilled worker Salaried staff	9 40	maybe	48
Civil servant	40 7		
Self employed/freelance	9		
Housewife	9		
Other occupation	2		
Trainee/student/pupil	5		
Old-age-pensioner	17		
Other not working	1		

Conducted by: Gelszus Messe-Marktforschung	
GmbH, Dortmund	

Pferd & Jagd, Hannover (1999)			
Total number of visitors 7	9 731	Net household income	%
Proportion of private visitors	79 %	up to 1 500,- DM more than 1 500,- DM up to 2 000,- DM more than 2 000,- DM up to 2 500,- DM	7 5 7
Region of residence	%	more than 2 500,- DM up to 3 000,- DM	8
Locally	8	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	11
further than 25 km within a 50 km rad		more than 5 000,- DM up to 6 000,- DM	11
further than 50 km within a 100 km rad		more than 6 000,- DM	14
further than 100 km radius	29	N/A	27
Sex	%	Size of household	%
Male	52	1 person	12
Female	48	2 persons	33
Accompanied by husband/wife/partner	52	3 persons	20
		4 persons	23
Age	%	5 persons and more	12
up to 20 years	8		•
over 20 up to 30 years	23	Buying and ordering capacity	<u>%</u>
over 30 up to 40 years	32	Purchase or order made or intended at the exhibition	
over 40 up to 50 years	19		84
over 50 up to 60 years	10 6	yes no	6
over 60 up to 70 years	2	maybe	10
over 70 years	2	Паубе	10
Occupation	%	Follow-up business	%
Unskilled/skilled worker	12	Intend to buy at later date	
Salaried staff	33	yes	35
Civil servant	10	no	18
Self employed/freelance	17	maybe	47
Housewife	6		
Other occupation	4		
Trainee/student/pupil	11		
Old-age-pensioner	6		
Other not working	2		

Conducted by: Gelszus Messe-Marktforschung GmbH, Dortmund

miba,	Ingol	stadt (1999)	
Total number of visitors	93 654	Net household income	%
Proportion of private visitors	84 %	up to 1 500,- DM 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	10
Locally	42	more than 3 000,- DM up to 4 000,- DM	16
within a 25 km radius	38	more than 4 000,- DM up to 5 000,- DM	15
further than 25 km within a 50 km ra		more than 5 000,- DM up to 6 000,- DM	9
further than 50 km within a 100 km ra	dius 2	more than 6 000,- DM	9
further than 100 km radius	1	N/A	30
Sex	%	Size of household	%
Male	51	1 person	10
Female	49	2 persons	33
Accompanied by husband/wife/partner	66	3 persons	21
. ,		4 persons	26
Age	%	5 persons and more	11
up to 20 years	7		
over 20 up to 30 years	18	Buying and ordering capacity	%
over 30 up to 40 years	25	Purchase or order made or	
over 40 up to 50 years	19	intended at the exhibition	
over 50 up to 60 years	16	yes	56
over 60 up to 70 years	12	no .	18
over 70 years	3	maybe	26
Occupation	%	Follow-up business	%
Unskilled/skilled worker	16	Intend to buy at later date	
Salaried staff	29	yes	38
Civil servant	6	no	28
Self employed/freelance	7	maybe	33
Housewife	16		
Other occupation	3		
Trainee/student/pupil	9		
Old-age-pensioner	15		
Other not working	-		

Conducted by: Gelszus Messe-Marktforschung GmbH, Dortmund

riowers	k Gar	den, Karlsruhe	
Total number of visitors	22 770	Net household income	9
Proportion of private visitors	94 %	up to 1 500,- DM more than 1 500,- DM up to 2 000,- DM	
. repertien er private visiters	21,0	more than 2 000,- DM up to 2 500,- DM	
Region of residence	%	more than 2 500,- DM up to 3 000,- DM	
Locally	_	more than 3 000,- DM up to 4 000,- DM	
within a 25 km radius	78	more than 4 000,- DM up to 5 000,- DM	
further than 25 km within a 50 km ra		more than 5 000,- DM up to 6 000,- DM	1.
further than 50 km within a 100 km ra further than 100 km radius	dius 2	more than 6 000,- DM and N/A	5
further than 100 km radius	3	Size of household	9
Germany	98	1 person	1.
Other country	2	2 persons	4
_		3 persons	2
Sex	%	4 persons	1-
Male	27	5 persons and more	
Female	73 46	Buying and ordering capacity	9
Accompanied by husband/wife/partner	46	Purchase or order made or	
Age	%	intended at the exhibition	
up to 20 years	3	yes	4
over 20 up to 30 years	8	no	5
over 30 up to 40 years	19	maybe	
over 40 up to 50 years	17		
over 50 up to 60 years	18	Follow-up business	9
over 60 up to 70 years	35	Intend to buy at later date	
		yes	2
Occupation	<u>%</u>	no mayba	4
Unskilled/skilled worker Salaried staff	3 26	maybe	3
Civil servant	26 5		
Self employed/freelance	7		
Housewife	20		
Other occupation	3		
Trainee/student/pupil	5		
	30		
Old-age-pensioner Other not working	1		

Conducted by: Cobus Karlsruhe, Karlsruhe

Offe	erta, I	Karlsruhe	
Total number of visitors 1	00 792	Net household income	%
		up to 1 500,- DM	7
Proportion of private visitors	89 %	more than 1 500,- DM up to 2 000,- DM	4
	0/	more than 2 000,- DM up to 2 500,- DM	6
Region of residence	<u>%</u>	more than 2 500,- DM up to 3 000,- DM	13
Locally within a 25 km radius	36	more than 3 000,- DM up to 4 000,- DM more than 4 000,- DM up to 5 000,- DM	13
	36	more than 5 000,- DM up to 6 000,- DM	10
further than 25 km within a 50 km ra further than 50 km within a 100 km ra		more than 6 000,- DM	17
further than 100 km radius	iaius 2	N/A	24
further than 100 km radius	3	IN/A	24
Germany	98	Size of household	%
Other country	2	1 person	10
,	_	2 persons	37
Sex	%	3 persons	21
Male	51	4 persons	22
Female	49	5 persons and more	11
Accompanied by husband/wife/partner	48	•	
,		Buying and ordering capacity	%
Age	%	Purchase or order made or	
up to 20 years	18	intended at the exhibition	
over 20 up to 30 years	16	yes	70
over 30 up to 40 years	20	no	9
over 40 up to 50 years	19	maybe	21
over 50 up to 60 years	14		
over 60 up to 70 years	9	Follow-up business	%
over 70 years	4	Intend to buy at later date	
		yes	26
Occupation	<u>%</u>	no	22
Unskilled/skilled worker	10	maybe	53
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 Fest	tival	Week, Kempten	
Total number of visitors 89	908	Net household income	%
Proportion of private visitors	78 %	up to 1 500,- DM more than 1 500,- DM up to 2 000,- DM	8 9
Region of residence Locally within a 25 km radius further than 25 km within a 50 km radi	% 23 29 us 30	more than 2 000,- DM up to 2 500,- DM more than 2 500,- DM up to 3 000,- DM more than 3 000,- DM up to 4 000,- DM more than 4 000,- DM up to 5 000,- DM more than 5 000,- DM up to 6 000,- DM	8 10 16 13 8
further than 50 km within a 100 km radi further than 100 km radius	us 9 9	more than 6 000,- DM N/A	16
Germany Other country	99 1	Size of household 1 person 2 persons	% 10 30 22
Sex Male Female Accompanied by husband/wife/partner	51 49 67	3 persons 4 persons 5 persons and more N/A	23 15 1
Age	%	Buying and ordering capacity	%
up to 20 years over 20 up to 30 years	4 19	Purchase or order made or intended at the exhibition	
over 30 up to 40 years over 40 up to 50 years over 50 up to 60 years	29 22 15	yes no maybe	51 28 21
over 60 up to 70 years over 70 years	8 2	Follow-up business	%
Occupation Unskilled/skilled worker	<u>%</u>	Intend to buy at later date yes no	15 47
Salaried staff Civil servant	43 7	maybe N/A	37 1
Self employed/freelance Housewife Other occupation	10 11 1		
Trainee/student/pupil Old-age-pensioner Other not working Farmer	4 10 - 7		

Conducted by: Messe- und Congressberatung Dirr, Hamburg

Niederbayern-Schau, Landshut (1999)

Total number of visitors	106 545
Proportion of private visitors	77 %
Region of residence Locally within a 25 km radius further than 25 km within a 50 km further than 50 km within a 100 km further than 100 km radius	
Germany Other country	99 1
Sex Male Female Accompanied by husband/wife/partne	52 48 r 50
Age up to 20 years over 20 up to 30 years over 30 up to 40 years over 40 up to 50 years over 50 up to 60 years over 60 up to 70 years over 70 years	% 13 22 24 19 13 6 2
Occupation Unskilled/skilled worker Salaried staff Civil servant Self employed/freelance Housewife Other occupation Trainee/student/pupil Old-age-pensioner Other not working	% 14 32 9 9 11 3 14 7 2

Net household income	%
up to 1 500,- DM more than 1 500,- DM up to 2 000,- DM more than 2 000,- DM up to 2 500,- DM more than 2 500,- DM up to 3 000,- DM more than 3 000,- DM up to 3 000,- DM more than 4 000,- DM up to 5 000,- DM more than 5 000,- DM up to 6 000,- DM more than 6 000,- DM	9 6 9 10 14 12 9 12
Size of household 1 person 2 persons 3 persons 4 persons 5 persons	% 11 29 18 27 15
Buying and ordering capacity Purchase or order made or intended at the exhibition yes no maybe	65 11 25
Follow-up business Intend to buy at later date yes no maybe	29 16 56

Conducted by: Gelszus Messe-Marktforschung GmbH, Dortmund

AUTO MOBIL INTERNATIONAL / AMITEC, Leipzig

Total number of visitors	251 103
Proportion of private visitors	66 %
Region of residence Locally within a 25 km radius further than 25 km within a 100 km further than 100 km radius Germany Other country Sex Male	
Female Accompanied by husband/wife/partne	21 r 37
up to 20 years over 20 up to 30 years over 30 up to 40 years over 40 up to 50 years over 50 up to 60 years over 50 up to 60 years over 60 up to 70 years over 70 years	23 32 16 11 6 4 7
Occupation Unskilled/skilled worker Salaried staff Civil servant Self employed/freelance Housewife Other occupation Trainee/student/pupil Old-age-pensioner Other not working	% 17 23 5 10 1 6 28 5 4

Net household income	%
up to 1 500,- DM more than 1 500,- DM up to 2 000,- DM more than 2 000,- DM up to 2 500,- DM more than 2 500,- DM up to 3 000,- DM more than 3 000,- DM up to 4 000,- DM more than 4 000,- DM up to 5 000,- DM more than 5 000,- DM up to 6 000,- DM more than 6 000,- DM up to 6 000,- DM N/A	14 7 7 8 7 4 11 36
Size of household	%
1 person 2 persons 3 persons 4 persons 5 persons and more	17 28 20 21 13
Buying and ordering capacity Purchase or order made or intended at the exhibition	<u>%</u>
yes	25
no	40
maybe	35
Follow-up business	%
Intend to buy at later date yes	28
no	25
maybe	47

Total number of visitors	146 901	Net household income	%
Proportion of private visitors	73 %	up to 1 500,- DM more than 1 500,- DM up to 2 000,- DM	10
		more than 2 000,- DM up to 2 500,- DM	
Region of residence	%	more than 2 500,- DM up to 3 000,- DM	9
Locally	31	more than 3 000,- DM up to 4 000,- DM	12
within a 25 km radius	14	more than 4 000,- DM up to 5 000,- DM	9
further than 25 km within a 50	km radius 23	more than 5 000,- DM up to 6 000,- DM	
further than 50 km within a 100		more than 6 000,- DM	6
further than 100 km radius	9	N/A	33
Germany	99	Size of household	9/
Other country	1	1 person	10
•		2 persons	37
Sex	%	3 persons	23
Male	52	4 persons	2
Female	48	5 persons and more	9
Accompanied by husband/wife/pa	artner 61		
		Buying and ordering capacity	%
Age	%	Purchase or order made or	
up to 20 years	11	intended at the exhibition	
over 20 up to 30 years	18	yes	63
over 30 up to 40 years	20	no	14
over 40 up to 50 years	21	maybe	23
over 50 up to 60 years	14	Fallens on books as	9/
over 60 up to 70 years	12	Follow-up business	9/
over 70 years	4	Intend to buy at later date	27
0	%	yes no	2
Occupation		maybe	52
Unskilled/skilled worker Salaried staff	19 30	Пауре	34
Civil servant	50		
	9		
Self employed/freelance Housewife	3		
Other occupation	2		
Trainee/student/pupil	13		
Old-age-pensioner	15		
	13		

Conducted by: Gelszus Messe-Marktforschung GmbH, Dortmund

MODELL 8	& HOBE	BY, Leipzig (2000)	
Total number of visitors	77 502	Net household income	%
Proportion of private visitors	85 %	up to 1 500,- DM more than 1 500,- DM up to 2 000,- DM	9 7
Danies of socidence	%	more than 2 000,- DM up to 2 500,- DM more than 2 500,- DM up to 3 000,- DM	8
Region of residence Locally	20	more than 3 000,- DM up to 4 000,- DM	11
within a 25 km radius	9	more than 4 000,- DM up to 5 000,- DM	9
	radius 17	more than 5 000,- DM up to 6 000,- DM	4
further than 50 km within a 100 km		more than 6 000,- DM	6
further than 100 km radius	32	N/A	38
Germany	99	Size of household	%
Other country	1	1 person	13
,		2 persons	28
Sex	%	3 persons	26
Male	70	4 persons	24
Female	30	5 persons and more	5
Accompanied by husband/wife/partne	er 47	During and audaring consists	%
A	%	Buying and ordering capacity Purchase or order made or	
up to 20 years	11	intended at the exhibition	
over 20 up to 30 years	21	yes	71
over 30 up to 40 years	30	no	9
over 40 up to 50 years	21	maybe	20
over 50 up to 60 years	8	,	
over 60 up to 70 years	5	Follow-up business	%
over 70 years	4	Intend to buy at later date	
_		yes	44
Occupation	<u>%</u>	no	12 44
Unskilled/skilled worker	24	maybe	44
Salaried staff Civil servant	34		
Self employed/freelance	5 6		
Housewife	2		
Other occupation	2		
Trainee/student/pupil	15		
Old-age-pensioner	8		
Other not working	5		

Conducted by: Gelszus Messe-Marktforschung GmbH, Dortmund

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

Conducted by: Gelszus Messe-Marktforschung GmbH, Dortmund

REG	ilO,	Lörrach	
Total number of visitors 61	859	Net household income	%
	78 <u>%</u>	up to 1 500,- DM more than 1 500,- DM up to 2 000,- DM more than 2 000,- DM up to 2 500,- DM	3 3 6
Region of residence	%	more than 2 500,- DM up to 3 000,- DM	21
Locally	29	more than 3 000,- DM up to 4 000,- DM	28
within a 25 km radius	53	more than 4 000,- DM up to 5 000,- DM	9
further than 25 km within a 50 km radio		more than 5 000,- DM up to 6 000,- DM	5
further than 50 km within a 100 km radio		more than 6 000,- DM	12
further than 100 km radius	1	N/A	12
Germany	95	Size of household	%
Other country	5	1 person	17
_		2 persons	44
Sex	%	3 persons	20
Male	51	4 persons	12
Female	49	5 persons and more	7
Accompanied by husband/wife/partner	53	Buying and ordering capacity	%
Age	%	Purchase or order made or	
up to 20 years	6	intended at the exhibition	
over 20 up to 30 years	7	yes	70
over 30 up to 40 years	19	no	13
over 40 up to 50 years	21	maybe	18
over 50 up to 60 years	18	,,,,	
over 60 up to 70 years	17	Follow-up business	%
over 70 years	11	Intend to buy at later date	
		yes	22
Occupation	%	no	30
Unskilled/skilled worker	5	maybe	49
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	l-Pfalz-A	usstellung, Mainz	
Total number of visitors	91 417	Net household income	%
Proportion of private visitors	100 %	up to 2 000,- DM more than 2 000,- DM up to 3 000,- DM	
		more than 3 000,- DM up to 4 000,- DM	11
Region of residence	%	more than 4 000,- DM up to 5 000,- DM	16
Locally	19	more than 5 000,- DM	28
within a 25 km radius	39	N/A	34
	m radius 25		_
further than 50 km within a 100 k		Size of household	9/
further than 100 km radius	3	1 person	1.
_		2 persons	48
Sex	<u>%</u>	3 persons	13
Male	61	4 persons	18
Female	36	5 persons and more	
Accompanied by husband/wife/part	ner	Donale a seed and advance assessing	9/
	•	Buying and ordering capacity Purchase or order made or	- 9
Age	<u>%</u>	intended at the exhibition	
up to 20 years	3		4
over 20 up to 30 years	10	yes no	29
over 30 up to 40 years	20 22	maybe	2
over 40 up to 50 years	33	maybe	2.
over 50 up to 60 years over 60 up to 70 years	33 12	Follow-up business	9/
over 70 years	12	Intend to buy at later date	
Over 70 years		yes	3
Occupation	%	no	6
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
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MANNHEIME	R MAI	MARKT, Mannheim	
Total number of visitors	411 905	Net household income	%
Proportion of private visitors	75 %	up to 1 500,- DM more than 1 500,- DM up to 2 000,- DM	3
Region of residence	%	more than 2 000,- DM up to 2 500,- DM more than 2 500,- DM up to 3 000,- DM	5 8
Locally	22 32	more than 3 000,- DM up to 4 000,- DM more than 4 000,- DM up to 5 000,- DM	12 13
within a 25 km radius further than 25 km within a 50 km	radius 24	more than 5 000,- DM up to 6 000,- DM	10
further than 50 km within a 100 km further than 100 km radius		more than 6 000,- DM N/A	12 34
Sex	%	Size of household	%
Male	48	1 person	13
Female	52	2 persons	40
Accompanied by husband/wife/partner	64	3 persons	21
_		4 persons	19
Age	<u>%</u>	5 persons and more	7
up to 20 years	. 7	Buying and ordering capacity	%
over 20 up to 30 years	15	Purchase or order made or	- 70
over 30 up to 40 years	22 21	intended at the exhibition	
over 40 up to 50 years over 50 up to 60 years	21 17	yes	62
over 60 up to 70 years	15	no	13
over 70 years	3	maybe	25
over 70 years	_	•	
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 1	79 080	Net household income	%
		up to 1 500,- DM	5
Proportion of private visitors	92 %	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	9
Locally	28	more than 3 000,- DM up to 4 000,- DM	15
within a 25 km radius	. 17	more than 4 000,- DM up to 5 000,- DM	14
further than 25 km within a 50 km ra		more than 5 000,- DM up to 6 000,- DM	10
further than 50 km within a 100 km ra		more than 6 000,- DM	21
further than 100 km radius	17	N/A	18
Germany	97	Size of household	%
Other country	3	1 person	15
•		2 persons	41
Sex	%	3 persons	19
Male	64	4 persons	16
Female	36	5 persons and more	8
Accompanied by husband/wife/partner	48		
. ,		Buying and ordering capacity	%
Age	%	Purchase or order made or	
up to 20 years	5	intended at the exhibition	
over 20 up to 30 years	20	yes	38
over 30 up to 40 years	26	no	27
over 40 up to 50 years	25	maybe	35
over 50 up to 60 years	16		
over 60 up to 70 years	7	Follow-up business	%
over 70 years	1	Intend to buy at later date	
		yes	40
Occupation	<u>%</u>	no .	16
Unskilled/skilled worker	15	maybe	44
Salaried staff	36		
Civil servant	12		
Self employed/freelance	11		
Housewife	4		
Other occupation	3		
Trainee/student/pupil	9		
Old-age-pensioner	8		
Other not working	1		

Conducted by: Infratest Burke, München

GAR	TEN,	München	
Total number of visitors	47 161	Net household income	%
Proportion of private visitors	87 %	up to 1 500,- DM more than 1 500,- DM up to 2 000,- DM	3 4
Troportion of private visitors	07 /0	more than 2 000,- DM up to 2 500,- DM	4
Region of residence	%	more than 2 500,- DM up to 3 000,- DM	12
Locally	32	more than 3 000,- DM up to 4 000,- DM	20
within a 25 km radius	16	more than 4 000,- DM up to 5 000,- DM	19
further than 25 km within a 50 km rad	dius 18	more than 5 000,- DM up to 6 000,- DM	13
further than 50 km within a 100 km ra-	dius 19	more than 6 000,- DM	25
further than 100 km radius	15	N/A	-
Sex	%	Size of household	%
Male	31	1 person	12
Female	69	2 persons	45
Accompanied by husband/wife/partner	55	3 persons	16
		4 persons	18
Age	%	5 persons and more	10
up to 20 years	1		۰,
over 20 up to 30 years	7	Buying and ordering capacity	%
over 30 up to 40 years	20	Purchase or order made or	
over 40 up to 50 years	24	intended at the exhibition	01
over 50 up to 60 years	25	yes	81 3
over 60 up to 70 years	18 4	no maybe	16
over 70 years	4	maybe	10
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

Total number of visitors 195 7	14	Net household income	9/
Proportion of private visitors 79	%	up to 1 500,- DM more than 1 500,- DM up to 2 000,- DM	3
Troportion of private visitors 75	/0	more than 2 000,- DM up to 2 500,- DM	7
Region of residence	%	more than 2 500,- DM up to 3 000,- DM	ć
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	11
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
,		2 persons	43
Sex	%	3 persons	18
Male	74	4 persons	17
Female	46	5 persons and more	8
Accompanied by husband/wife/partner	54	Booton and and other	%
	•	Buying and ordering capacity	%
Age	<u>%</u>	Purchase or order made or intended at the exhibition	
up to 20 years 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		
over 60 up to 70 years	13	Follow-up business	%
over 70 years	2	Intend to buy at later date	
		yes	30
Occupation	%	no	14
Unskilled/skilled worker	8	maybe	56
Salaried staff	41		
Civil servant	10		
Self employed/freelance	8		
Housewife	9		
	1		
Other occupation Trainee/Student/pupil Old-age-pensioner Farmer Other not working	3 5 13 2 1	Conducted by: Infratest Burke, München	

I.H.	.M., N	Nünchen	
Total number of visitors 1	91 702	Net household income	%
Proportion of private visitors	34 %	up to 1 500,- DM more than 1 500,- DM up to 2 000,- DM	3
rioportion or private visitors	2.70	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 ra		more than 5 000,- DM up to 6 000,- DM	8
further than 50 km within a 100 km ra	dius 16	more than 6 000,- DM	22
further than 100 km radius	23	N/A	25
Sex	%	Size of household	%
Male	65	1 person	18
Female	35	2 persons	43
Accompanied by husband/wife/partner	42	3 persons	18
		4 persons	15
Age	%	5 persons and more	6
up to 20 years	.1	Buying and ordering capacity	%
over 20 up to 30 years	11	Purchase or order made or	70
over 30 up to 40 years	21 20	intended at the exhibition	
over 40 up to 50 years	20 22	yes	39
over 50 up to 60 years	22	no	14
over 60 up to 70 years	3	maybe	47
over 70 years	3	Паубе	47
Occupation	%	Follow-up business	%
Unskilled/skilled worker	5	Intend to buy at later date	
Salaried staff	39	yes	26
Civil servant	8	no .	17
Self employed/freelance	10	maybe	57
Housewife	7		
Other occupation	1		
Trainee/student/pupil	3		
Old-age-pensioner	26		
Other not working	1		

Conducted by: Infratest Burke, München

IMMOFAIR	/RESI	DENCE, München	
Total number of visitors	5 912	Net household income	%
Proportion of private visitors	83 %	up to 1 500,- DM more than 1 500,- DM up to 2 000,- DM	1
reportion or private visitors	03 /0	more than 2 000,- DM up to 2 500,- DM	1
Region of residence	%	more than 2 500,- DM up to 3 000,- DM	2
Locally	40	more than 3 000,- DM up to 4 000,- DM	ϵ
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 ra		more than 5 000,- DM up to 6 000,- DM	13
further than 50 km within a 100 km ra		more than 6 000,- DM	
further than 100 km radius	16	N/A	52
Sex	%	Size of household	%
Male	72	1 person	15
Female	28	2 persons	47
Accompanied by husband/wife/partner	52	3 persons	25
. ,		4 persons	11
Age	%	5 persons and more	2
up to 20 years	1		
over 20 up to 30 years	9	Buying and ordering capacity	%
over 30 up to 40 years	38	Purchase or order made or	
over 40 up to 50 years	26	intended at the exhibition	
over 50 up to 60 years	18	yes	62
over 60 up to 70 years	8	no	25
over 70 years	1	maybe	13
Occupation	%	Follow-up business	%
Unskilled/skilled worker	4	Intend to buy at later date	
Salaried staff	48	yes	25
Civil servant	9	no .	24
Self employed/freelance	25	maybe	51
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 42 8	379	Net household income	%
		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		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
other country	-	2 persons	30
Sex	%	3 persons	22
Male	80	4 persons	24
Female	20	5 persons and more	12
Accompanied by husband/wife/partner	38	5 persons and more	
Accompanied by Husband, wife, partite	30	Buying and ordering capacity	%
Age	%	Purchase or order made or	
up to 20 years	5	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	mayoc	
over 60 up to 70 years	12	Follow-up business	%
over 70 years	3	Intend to buy at later date	
over 70 years	,	yes	39
Occupation	%	no	18
Unskilled/skilled worker	16	maybe	43
Salaried staff	27	maybe	
Civil servant	10		
Self employed/freelance	18		
Housewife	4		
Other occupation	4		
Trainee/student/pupil	7		
Old-age-pensioner	12		
Old-age-pensioner Other not working	1		
other not working	1		

Conducted by: Dr. Reuther Institut, Berg

CONSUME	ENTA,	Nürnberg (2000)	
Total number of visitors	223 298	Net household income	%
Proportion of private visitors	86 %	up to 1 500,- DM more than 1 500,- DM up to 2 000,- DM more than 2 000,- DM up to 2 500,- DM	7 5 7
Region of residence	%	more than 2 500,- DM up to 3 000,- DM	8
Locally within a 25 km radius further than 25 km within a 50 km further than 50 km within a 100 km	24 25 radius 20	more than 3 000,- DM up to 4 000,- DM more than 4 000,- DM up to 5 000,- DM more than 5 000,- DM up to 6 000,- DM more than 6 000,- DM	14 11 9
further than 100 km radius	13	N/A	23
Germany	99	Size of household	%
Other country	1	1 person 2 persons	11 35
Sex	<u>%</u>	3 persons	18
Male	52	4 persons	23
Female	48	5 persons and more	13
Accompanied by husband/wife/partner	r 52	Dente a seed and other seeds	%
		Buying and ordering capacity	%
Age	<u>%</u>	Purchase or order made or intended at the exhibition	
up to 20 years	18		73
over 20 up to 30 years	18 22	yes	/3
over 30 up to 40 years	18	no maybe	19
over 40 up to 50 years	18	Пауре	13
over 50 up to 60 years over 60 up to 70 years	8	Follow-up business	%
over 70 years	4	Intend to buy at later date	^
over 70 years	4	yes	28
Occupation	%	no no	21
Unskilled/skilled worker	12	maybe	52
Salaried staff	33	maybe	-
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 1	80 900	Net household income	%
		up to 1 500,- DM	6
Proportion of private visitors	88 %	more than 1 500,- DM up to 2 000,- DM	5
		more than 2 000,- DM up to 2 500,- DM	6
Region of residence	%	more than 2 500,- DM up to 3 000,- DM	8
Locally	25	more than 3 000,- DM up to 4 000,- DM	15
within a 25 km radius	25	more than 4 000,- DM up to 5 000,- DM	13
further than 25 km within a 50 km ra		more than 5 000,- DM up to 6 000,- DM	11
further than 50 km within a 100 km ra		more than 6 000,- DM	15
further than 100 km radius	13	N/A	21
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
Age	%	5 persons and more	12
up to 20 years	16		
over 20 up to 30 years	19	Buying and ordering capacity	%
over 30 up to 40 years	24	Purchase or order made or	
over 40 up to 50 years	19	intended at the exhibition	
over 50 up to 60 years	15	yes	62
over 60 up to 70 years	7	no	14
over 70 years	1	maybe	24
Occupation	%	Follow-up business	%
Unskilled/skilled worker	15	Intend to buy at later date	
Salaried staff	32	yes	28
Civil servant	10	no	20
Self employed/freelance	9	maybe	53
Housewife	5	maybe	
Other occupation	6		
Trainee/student/pupil	11		
Old-age-pensioner	10		
Other not working	2		
care not nonang	-		

Conducted by: Gelszus Messe-Marktforschung GmbH, Dortmund

Regional Wine Exhibition, Offenburg (2000)

Regional Wille LXI	וטוו	tion, Onenburg (2000)	
Total number of visitors 2	224	Net household income	%
Down and an of audiones and desire	- 0/	up to 1 500,- DM	6 1
Proportion of private visitors 5	5 %	more than 1 500,- DM up to 2 000,- DM more than 2 000,- DM up to 2 500,- DM	4
Danian of vasidance	%	more than 2 000,- DM up to 2 500,- DM more than 2 500,- DM up to 3 000,- DM	8
Region of residence	27	more than 3 000,- DM up to 4 000,- DM	11
Locally within a 25 km radius	17	more than 4 000,- DM up to 5 000,- DM	5
within a 25 km radius further than 25 km within a 50 km radiu		more than 5 000,- DM up to 6 000,- DM	13
further than 50 km within a 100 km radiu		more than 6 000,- DM	18
further than 100 km radius	1S 2U 25	N/A	39
Turther than 100 km radius	25	IV/A	3,
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			•
	•	Buying and ordering capacity	<u>%</u>
Age	<u>%</u>	Purchase or order made or	
up to 20 years	. 2	intended at the exhibition	22
over 20 up to 30 years	14	yes	59
over 30 up to 40 years	24	no manha	18
over 40 up to 50 years	23	maybe	10
over 50 up to 60 years	24 9	Follow-up business	%
over 60 up to 70 years over 70 years	5	Intend to buy at later date	-70
over 70 years	3	yes	67
Occupation	%	no no	19
Unskilled/skilled worker	7	maybe	14
Salaried staff	41	maybe	
Civil servant	11		
Self employed/freelance	16		
Housewife	6		
Other occupation	1		
Trainee/student/pupil	6		

Conducted by: Sander Agentur für neue Medien, Offenburg

OBERRHEIN-MESSE, Offenburg

		•	
Total number of visitors 102	321	Net household income	%
		up to 1 500,- DM	3
Proportion of private visitors 1	00 %	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	10	more than 3 000,- DM up to 4 000,- DM	15
within a 25 km radius	38	more than 4 000,- DM up to 5 000,- DM	10
further than 25 km within a 50 km radio		more than 5 000,- DM up to 6 000,- DM	10
further than 50 km within a 100 km radio		more than 6 000,- DM	13
further than 100 km radius	5	N/A	34
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	Buying and ordering capacity	%
A	%	Purchase or order made or	
Age		intended at the exhibition	
up to 20 years over 20 up to 30 years	4 13	yes	81
over 30 up to 40 years	17	no no	19
over 40 up to 50 years	19	maybe	15
over 50 up to 60 years	22	maybe	
over 60 up to 70 years	20	Follow-up business	%
over 70 years	4	Intend to buy at later date	
over 70 years	-	yes	28
Occupation	%	no	42
Unskilled/skilled worker	15	maybe	30
Salaried staff	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

Oili /i Oi	iei	burg (2000)	
Total number of visitors 40	685	Net household income	
Proportion of private visitors 9	1 %	up to 1 500,- DM more than 1 500,- DM up to 2 000,- DM	
. repertien or private visitors	. ,0	more than 2 000,- DM up to 2 500,- DM	
Region of residence	%	more than 2 500,- DM up to 3 000,- DM	
Locally	28	more than 3 000,- DM up to 4 000,- DM	
within a 25 km radius	41	more than 4 000,- DM up to 5 000,- DM	
further than 25 km within a 50 km radiu	s 18	more than 5 000,- DM up to 6 000,- DM	
further than 50 km within a 100 km radiu	s 9	more than 6 000,- DM	
further than 100 km radius	3	N/A	
N/A	1		
_		Size of household	
Germany	96	1 person	
Other country	3	2 persons	
Sex	%	3 persons 4 persons	
Male	46	5 persons and more	
rviale Female	54	N/A	
Accompanied by husband/wife/partner	67	IVA	
Accompanied by Hasband/Wile/partiler	07	Buying and ordering capacity	
Age	%	Purchase or order made or	
up to 20 years	4	intended at the exhibition	
over 20 up to 30 years	14	yes	
over 30 up to 40 years	21	no	
over 40 up to 50 years	21	maybe	
over 50 up to 60 years	21		
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 maybe	
Unskilled/skilled worker	11	Пауре	
Salaried staff	35		
Civil servant	33 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, Oberki	ı

Passau Spri	ng E	xhib
Total number of visitors 6	0 069	Net h
Proportion of private visitors	80 %	more
		more
Region of residence	%	more
Locally	15	more
within a 25 km radius	28	more
further than 25 km within a 50 km radi		more
further than 50 km within a 100 km radi		more
further than 100 km radius	8	N/A
Germany	97	Size o
Other country	3	1 pers
•		2 pers
Sex	%	3 pers
Male	50	4 pers
Female	50	5 pers
Accompanied by husband/wife/partner	58	
		Buyin
Age	%	Purch
up to 20 years	10	inte
over 20 up to 30 years	27	yes
over 30 up to 40 years	26	no
over 40 up to 50 years	20	mayb
over 50 up to 60 years	13	
over 60 up to 70 years	4	Follov
over 70 years	1	Intend
		yes
Occupation	%	no .
Unskilled/skilled worker	16	mayb
Salaried staff	33	
Civil servant	10	
Self employed/freelance	11	
Housewife	9	
Other occupation	5	
Trainee/student/pupil	9	
Old-age-pensioner	6	
Other not working	1	
		Condu
		conau

xhibition (2000)	
Net household income	9
up to 1 500,- DM	;
more than 1 500,- DM up to 2 000,- DM more than 2 000,- DM up to 2 500,- DM	
more than 2 500,- DM up to 3 000,- DM	1
more than 3 000,- DM up to 4 000,- DM	1-
more than 4 000,- DM up to 5 000,- DM	1-
more than 5 000,- DM up to 6 000,- DM more than 6 000,- DM	1
N/A	2
Size of household	9
1 person	
2 persons	3
3 persons 4 persons	2
5 persons and more	1
•	
Buying and ordering capacity	9
Purchase or order made or intended at the exhibition	
yes	6
no	1
maybe	1
Follow-up business	9
Intend to buy at later date	
yes	2
no	2
maybe	5

Conducted by: Gelszus Messe-Marktforschung GmbH, Dortmund

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

Conducted by: Gelszus Messe-Marktforschung GmbH, Dortmund

FEINES KUNSTI	HANDW	VERK, Sinsheim (2000)
Zahl der Besucher insgesamt	8 235	Haushalts-Nettoeinkommen
		keine Angaben
Anteil der Privatbesucher	100 %	11bk¤0
	0/	Haushaltsgröße
Regionale Herkunft	<u>%</u>	1 Person
bis 25 km Umkreis	40	2 Personen
über 25 km bis 50 km Umkreis	34	3 Personen
über 50 km bis 100 km Umkreis	17	4 Personen 5 Personen und mehr
über 100 km Umkreis	6	5 Personen und menr
keine Angaben	3	Kauf oder Bestelltätigkeit
Geschlecht	%	Kauf oder Bestellung auf der Aus-
nicht erhoben		stellung getätigt oder beabsichtigt
nicht ernoben		ja
Alter	%	nein
bis 20 Jahre	13	vielleicht
über 20 bis 30 Jahre	11	Vielleicht
über 30 bis 40 Jahre	19	Nachgeschäft
über 40 bis 50 Jahre	23	Kaufabsicht zu einem späteren Zeitpunkt
über 50 bis 60 Jahre	21	ja
über 60 bis 70 Jahre	11	nein
über 70 Jahre	2	vielleicht
aber 70 same	-	keine Angaben
Beruf	%	Kenie / Inguben
Arbeiter/Facharbeiter	7	
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

Modelmakin	g Exl	hibition, Sinsheim	
Total number of visitors	47 170	Net household income	%
Proportion of private visitors	100 %	up to 1 500,- DM more than 1 500,- DM up to 2 000,- DM	1
. repertient or private visitors		more than 2 000,- DM up to 2 500,- DM	3
Region of residence	%	more than 2 500,- DM up to 3 000,- DM	7
Locally	4	more than 3 000,- DM up to 4 000,- DM	14
within a 25 km radius	. 5	more than 4 000,- DM up to 5 000,- DM	16
further than 25 km within a 50 km rad		more than 5 000,- DM up to 6 000,- DM	12
further than 50 km within a 100 km rad		more than 6 000,- DM N/A	12 35
further than 100 km radius	58	IN/ A	33
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	Dente a seed and other seeds the	%
Accompanied by husband/wife/partner		Buying and ordering capacity Purchase or order made or	%0
Age	%	intended at the exhibition	
up to 20 years	2	yes	48
over 20 up to 30 years	7	no	36
over 30 up to 40 years	33	maybe	16
over 40 up to 50 years	32	,	
over 50 up to 60 years	16	Follow-up business	%
over 60 up to 70 years	8	Intend to buy at later date	
over 70 years	2	yes	35
		no	18
Occupation	%	maybe	47
Unskilled/skilled worker	20		
Salaried staff	43		
Civil servant	8		
Self employed/freelance Housewife	9		
Other occupation	1		
Trainee/student/pupil	4		
Old-age-pensioner	13		
Other not working	13		
Other not working			

Conducted by: Messe Sinsheim GmbH, Sinsheim

Motorcycle Exhibition, Sinsheim 34 153 Total number of visitors more than 1 500,- DM up to 1 500,- DM more than 1 500,- DM up to 2 000,- DM more than 2 000,- DM up to 2 500,- DM more than 2 500,- DM up to 3 000,- DM more than 3 000,- DM up to 4 000,- DM more than 4 000,- DM up to 5 000,- DM more than 5 000,- DM up to 5 000,- DM more than 6 000,- DM Net household income Proportion of private visitors 1 2 3 5 3 2 3 Region of residence %6 Locally within a 25 km radius 27 further than 25 km within a 100 km radius 28 further than 100 km radius 28 11 Size of household 18 28 23 24 8 1 persons 2 persons 3 persons 4 persons 5 persons and more Germany Other country 89 10 Sex Male Female Accompanied by husband/wife/partner % 89 10 31 Buying and ordering capacity % Purchase or order made or intended at the exhibition % 7 13 33 32 11 5 1 up to 20 years over 20 up to 30 years over 30 up to 40 years over 40 up to 50 years over 50 up to 60 years over 60 up to 70 years yes no maybe 15 36 45 Follow-up business Intend to buy at later date % 13 57 31 over 70 years yes no Occupation Unskilled/skilled worker Salaried staff Civil servant Self employed/freelance Housewife Other occupation 30 44 6 11 3 4 6 maybe Trainee/student/pupil Old-age-pensioner Other not working

Conducted by: P. E. Schall GmbH, Frickenhausen

Moselle Exi	hibit	ion, Trier (1999)	
Total number of visitors 10	2 034	Net household income	%
Proportion of private visitors	76 %	up to 1 500,- DM more than 1 500,- DM up to 2 000,- DM more than 2 000,- DM up to 2 500,- DM	5 3 6
Region of residence	%	more than 2 500,- DM up to 3 000,- DM	10
Locally	29	more than 3 000,- DM up to 4 000,- DM	20
within a 25 km radius	31	more than 4 000,- DM up to 5 000,- DM	17
further than 25 km within a 50 km rad	ius 27	more than 5 000,- DM up to 6 000,- DM	10
further than 50 km within a 100 km rad	ius 11	more than 6 000,- DM	15
further than 100 km radius	4	N/A	15
Sex	%	Size of household	%
Male	51	1 person	9
Female	49	2 persons	36
Accompanied by husband/wife/partner	56	3 persons	22
. ,		4 persons	21
Age	%	5 persons and more	12
up to 20 years	6		
over 20 up to 30 years	15	Buying and ordering capacity	%
over 30 up to 40 years	25	Purchase or order made or	
over 40 up to 50 years	22	intended at the exhibition	
over 50 up to 60 years	17	yes	48
over 60 up to 70 years	11	no	22
over 70 years	2	maybe	31
Occupation	%	Follow-up business	%
Unskilled/skilled worker	10	Intend to buy at later date	
Salaried staff	38	yes	24
Civil servant	9	no	28
Self employed/freelance	10	maybe	48
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,	Villi	ingen-Schwenningen	
Total number of visitors 13	5 019	Net household income	%
Proportion of private visitors	79 %	up to 1 500,- DM more than 1 500,- DM up to 2 000,- DM	2
rioportion of private visitors	7 7 70	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	17	more than 3 000,- DM up to 4 000,- DM	10
within a 25 km radius	29	more than 4 000,- DM up to 5 000,- DM	10
further than 25 km within a 50 km rad	ius 29	more than 5 000,- DM up to 6 000,- DM	7
further than 50 km within a 100 km rad	ius 21	more than 6 000,- DM	9
further than 100 km radius	5	N/A	50
Sex	%	Size of household	%
Male	62	1 person	8
Female	38	2 persons	36
Accompanied by husband/wife/partner	69	3 persons	19
		4 persons	24
Age	%	5 persons and more	14
up to 20 years	12		•
over 20 up to 30 years	18	Buying and ordering capacity	<u>%</u>
over 30 up to 40 years	24	Purchase or order made or	
over 40 up to 50 years	17	intended at the exhibition	٠.
over 50 up to 60 years	14	yes	64 15
over 60 up to 70 years	13	no mayba	21
over 70 years	2	maybe	21
Occupation	%	Follow-up business	%
Unskilled/skilled worker	19	Intend to buy at later date	
Salaried staff	33	yes	41
Civil servant	3	no	33
Self employed/freelance	10	maybe	26
Housewife	7		
Other occupation	1		
Trainee/student/pupil	12		
Old-age-pensioner	13 1		
Other not working	'		

Conducted by: Südwest Messe- und Ausstellungs-gesellschaft mbH, Villingen-Schwenningen

Private Visitors Profile Analyses 2001

Messe Wächtersbach (2000)						
Total number of visitors	68 548	Net household income	%			
		up to 1 500,- DM	3			
Proportion of private visitors	86 %	more than 1 500,- DM up to 2 000,- DM	4			
	•	more than 2 000,- DM up to 2 500,- DM	13			
Region of residence	<u>%</u>	more than 2 500,- DM up to 3 000,- DM more than 3 000,- DM up to 4 000,- DM	16			
Locally within a 25 km radius	8 47	more than 4 000,- DM up to 5 000,- DM	17			
	radius 32	more than 5 000,- DM up to 6 000,- DM	12			
further than 50 km within a 100 km		more than 6 000 DM	14			
further than 100 km radius	2	N/A	15			
Germany	_	Size of household	9/			
Other country	_	1 person	-			
,		2 persons	38			
Sex	%	3 persons	23			
Male	52	4 persons	20			
Female	48	5 persons and more	10			
Accompanied by husband/wife/partner	67		_			
	•	Buying and ordering capacity	%			
Age	<u>%</u>	Purchase or order made or intended at the exhibition				
up to 20 years	7		64			
over 20 up to 30 years	18	yes no	13			
over 30 up to 40 years	18 22	maybe	23			
over 40 up to 50 years over 50 up to 60 years	19	maybe	2.			
over 60 up to 65 years	10	Follow-up business	9/			
over 65 years	6	Intend to buy at later date				
over 05 years	Ü	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	-					

	by:	Messe-	und	Congressberatung	Dirr,
Hamburg					

Mainfranken-Messe, Würzburg								
Total number of visitors	119 290	Net household income	%					
Proportion of private visitors	86 %	up to 1 500,- DM more than 1 500,- DM up to 2 000,- DM more than 2 000,- DM up to 2 500,- DM	8 7 10					
Region of residence	%	more than 2 500,- DM up to 3 000,- DM	9					
Locally	30	more than 3 000,- DM up to 4 000,- DM	13					
within a 25 km radius	39	more than 4 000,- DM up to 5 000,- DM	14					
further than 25 km within a 50 km ra	adius 19	more than 5 000,- DM up to 6 000,- DM	10					
further than 50 km within a 100 km ra		more than 6 000,- DM	10					
further than 100 km radius	3	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					
		4 persons	27					
Age	%	5 persons and more	17					
up to 20 years	12	Diving and audoving conscitu	%					
over 20 up to 30 years	25	Buying and ordering capacity Purchase or order made or	- 70					
over 30 up to 40 years	22	intended at the exhibition						
over 40 up to 50 years	20		48					
over 50 up to 60 years	12 7	yes	18					
over 60 up to 70 years	2	no maybe	33					
over 70 years	2	Паубе	33					
Occupation	%	Follow-up business	%					
Unskilled/skilled worker	15	Intend to buy at later date						
Salaried staff	40	yes	28					
Civil servant	8	no	24					
Self employed/freelance	3	maybe	49					
Housewife '	9							
Other occupation	-							
Trainee/student/pupil	14							
Old-age-pensioner	9							
Other not working	1							

Conducted by: Messe- und Congressberatung Dirr, Hamburg

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 vet 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

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

23.08.-25.08.2002

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-ANTIQUE - 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

- 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
- **0**6.05.-19.05.2004
- K International Trade Fair Plastics + Rubber, Düsseldorf
- **2**0.10.-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
- **0**1.02.-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 ridinghunting-fishing, Erfurt 22.03.-24.03.2002
- inoga Hospitality Exhibition, Erfurt 20.10.-23.10.2002

RAM Regio Ausstellungs 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

Eschhorn

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 + FASSADE 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

Frankfurt

Deutsche Landwirtschafts-Gesellschaft e.V. - DLG

FuroTier - International DI G **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

Tendence - 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, Destillation, 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

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

Infa - 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

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,

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 DIY'TEC 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,

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

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 Mönchengladbach - 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 Exibition 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

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 Messebetriebsgesellschaft 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 Ausstellungs 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, Craftmenship 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

IAGEN 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

- 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
- GaLaBau 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**

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 institutional 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

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 determinded

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, Craftmenship, 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

Exhibition, Zwickau 22.03.-24.03.2002 REISE & FREIZEIT, Zwickau 30.11.-01.12.2002 WestSachsenSchau - Regional

WestSachsenBau - Building

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 Technolgies, Verona April 03

EUROCARNE - International Meat and Meat Processing Machinery Exhibition, Verona

April 03

Status as of Juni 2002

ullet = 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.

