

# Certified Exhibition Data 2013





# Certified Exhibition Data Report 2013

[www.fkm.de](http://www.fkm.de)

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# The FKM in 2013

The number of FKM certified exhibitions in 2013 decreased somewhat due, above all, to the relatively small exhibition programme. However, the interest displayed by German organisers in having exhibitor and visitor figures for their trade fairs certified remained high.

H<sup>2</sup>VC GmbH Hessisch Hanseatisches Veranstaltungs-Contor GmbH became new member of the Society for Voluntary Control of Fair and Exhibitions Statistics (FKM). Messe Dresden, TMS GmbH and asfc GmbH are no longer member.

Currently 55 organisers in Germany are partners of FKM. In 2013, a total of 187 events in Germany were subject to certifying by FKM.

Two guest members from abroad, the Verona Trade Fair Company and the Hong Kong Trade Development Council, had a total of 15 exhibitions certified.

Essentially, every FKM certification takes basic data on exhibitors who have their own stands, exhibitors' stand space and visitor numbers into account, in each case differentiating data according to domestic and foreign origin.

FKM's evaluations of visitor patterns have become increasingly important to businesses exhibiting at exhibitions, as they make it possible to pinpoint the groups they can specifically target at these events. Standard analyses for trade visitors and the general public are available for 80 % of the events certified. These provide information on visitors' regional origins, branches of industry, influence on decisions and the duration of their attendance.

For businesses exhibiting these analyses are an important instrument aiding preparations, and a means of monitoring success. Statistics on visitor patterns also provide criteria for selecting exhibitions over other marketing instruments.

## Comparability and reliability

The data collected in accordance with the statutes and rules of the FKM, are audited by a company of public accountants. As a result, the comparability of the registered events between each other and over a period of time is guaranteed.

## FKM intensifies communication

The certification of trade fair statistics has achieved much greater public prominence in Germany, with the "FKM certified" logo appearing today on the exhibition websites of most large and medium-sized German trade fair companies, as well as on several specialist organisers' websites. This logo indicates that the exhibitor and visitor statistics have been certified by an auditing company working on behalf of the FKM. The certification, which marked a new direction in the FKM's communication strategy when it was introduced over two years ago, can therefore boast initial success.

Due to the growing debate about the quality of trade fair statistics, at the end of 2011 FKM members decided to use the "FKM certified" label to communicate data that has been collected and audited according to uniform standards more effectively.

### Online Service

FKM has redesigned its website at [www.fkm.de](http://www.fkm.de). It presents certified exhibitor and visitor statistics and the rules based upon which they have been obtained, offers tips for making use of data and has information on FKM's role as a provider of services for everyone involved with exhibitions.

The logo has been changed and in it, the green checkmark now gives certified, quality trade fair data the thumbs up!

### International Exhibition Transparency

FKM and other European auditing organisations jointly compiled the brochure entitled Euro Fair Statistics, which since 2010 has been published by the Global Association of the Exhibition Industry (UFI). This task was previously undertaken by FKM. 23 countries have taken part: Austria, Belgium, Bulgaria, Croatia, Czech Republic, Finland, France, Germany, Hungary, Italy, Luxembourg, Moldavia, Montenegro, Netherlands, Poland, Portugal, Romania, Russia, Slovakia, Spain, Sweden, Turkey and Ukraine.

Out of nearly 2,500 events, with the exception of numbers of visitors, the key indicators are collected in the individual countries according to practically identical criteria. The observation of the rules is checked in each case by one or more auditors or other independent organisations. The brochure is published as a pdf file and can be downloaded at [www.fkm.de](http://www.fkm.de).

The FKM welcomes and supports the endeavours of the UFI – The Global Association of the Exhibition Industry in the implementation of a UFI standard for definitions and auditing of exhibition statistics, in order to secure a uniform basis for exhibition participations worldwide.



**Wolfgang Marzin**  
(Chairman)

# FKM Partners

## Bad Salzuflen

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## Bremen

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## Eschborn

### Werbe- und Vertriebsgesellschaft Deutscher Apotheker mbH

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E-Mail: expopharm@wuv.aponet.de

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## Idar-Oberstein

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## Kempten

### Kempten Tourismus- und Veranstaltungsservice

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## Magdeburg

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### GHM – Gesellschaft für Handwerksmessen mbH

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### MunichExpo Veranstaltungen GmbH

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### Service- und Verlagsgesellschaft des Bayerischen Baugewerbes mbH

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## Münster

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### Spielwarenmesse eG

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## Offenbach

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www.messe-offenbach.de  
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## Offenburg

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## Reutlingen

### REECO GmbH

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### Landesmesse Stuttgart GmbH

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E-Mail: info@messe-stuttgart.de

## Wächtersbach

### Messe Wächtersbach GmbH

Main-Kinzig-Straße 31, 63607 Wächtersbach  
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www.messewaechtersbach.de  
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## Wiesbaden

### Wirtschaftsgemeinschaft Zoologischer Fachbetriebe GmbH (WZF)

Mainzer Straße 10, 65185 Wiesbaden  
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www.zzf.de  
E-Mail: info@zzf.de

## Wunstorf

### AMA Service GmbH

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E-Mail: info@sensorfairs.de

# FKM Partners

## Guest members

### Hongkong

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Fax: 0 08 52-28 24 02 49

[www.hktdc.com](http://www.hktdc.com)

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### Verona

#### **Ente Autonomo per le Fiere di Verona**

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## Chairmen

### Chairman

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### Honorary Chairman

#### **Prof. Dr. Manfred Busche**

### Managing Director

#### **Harald Kötter**

# Locations



- Trade Fairs and exhibitions
- FKM partners
- Trade fairs and exhibitions and FKM partners



## Auditor's Certificate

### A. Audit commission

The Society for the Voluntary Control of Fair and Exhibition Statistics commissioned us to check whether the statistics reported for the registered events conform to FKM's criteria for certifying trade fair and exhibition statistics. For this commission, also in relation to third parties, our General Terms and Conditions for Auditors and Auditing Companies of 1st January 2002 apply.

### B. Object, type and scope of the activity

We have audited events registered for the first time without exception, a selection of recurring events without advance notice according to the to the certification criteria laid down by FKM. The selection was free of restrictions by the society.

### C. Basic legal provisions and documents

The basis for the audit are the basic rules for certifying trade fair and exhibition statistics of the Society for the Voluntary Control of Fair and Exhibition Statistics (FKM).

### D. Result

No objections were raised subsequent to our audit, which was carried out as part of certification by FKM.

Cologne, 15th March 2014

Ernst & Young GmbH  
Wirtschaftsprüfungsgesellschaft



**Josef Klute**  
Public accountant



**Jörg Brüggemann**  
Public accountant

.....> [www.fkm.de](http://www.fkm.de)



# Exhibition Space, Exhibitors, Visitors

## Space figures

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

Net exhibition space consists of the exhibitor 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 organisations, which offer goods or services from their own separate 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.

## Visitor figures

The visitor figures are calculated according to the number of entries to the exhibition. The number of entries per day can, on the one hand, be determined by an electronic visitor admission system, whereby a maximum of one entry is registered per day.

Organisers who do not employ admissions monitoring system must supply proof of visitor admission by retaining the ticket counterfoils or through documentation of registrations. The counterfoils of tickets issued by the ticket offices need not be retained as the ticket office takings supply sufficient proof.

## FKM Visitors Profile Analyses

The FKM visitors profile analyses are compiled by representative surveys. 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 Working Group 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 analysis were not carried out for exhibitions of 2013 in the reporting year, the year of the last survey is given behind the title of event.

**For the official detailed regulations see the brochure FKM-Certification**



For the complete titles see pp. 89	Interval/ Days		Exhibition space figures (sq.m.)							Exhibitor figures						Visitor figures				
			Exhibitor stand space							Exhibitors			Additionally represented firms			Entries (Explanations see p. 9)				
			Halls Domestic	Foreign	Open Air Domestic	Foreign	Total	Special Shows	Space (net)	Space (gross)	Domestic	Foreign	Total	from countries	Domestic	Foreign	Total	Domestic	Foreign	Total
<b>Augsburg</b>																				
Interlift	2	4	7.239	13.161			20.400	351	20.751	37.300	147	350	497	39				7.498	8.803	16.301 *
<b>Bad Salzuflen</b>																				
FMB – The Supplier Show for Mechanical Engineering	1	3	7.046	403			7.449		7.449	14.200	393	36	429	10				4.274	144	4.418
ZOW – International fair for suppliers to the furniture and design industries	1	4	5.403	2.777			8.180		8.180	17.800	251	143	394	27				8.106	2.980	11.086
<b>Berlin</b>																				
● CMS Cleaning, Management, Services	2	4	10.386	1.737	574		12.697	122	12.819	25.400	272	88	360	20				14.055	2.157	16.212 *
● FRUIT LOGISTICA	1	3	8.677	50.842			59.519	423	59.942	105.500	255	2.311	2.566	78				12.488	48.132	60.620 *
● Import Shop	1	5	3.245	3.136			6.381	853	7.234	19.700	252	325	577	60				40.658	703	41.361 *
● International Green Week	1	10	32.439	15.094			47.533	8.471	56.004	114.100	1.007	567	1.574	67				385.850	10.300	396.150 *
● ITB Berlin – THE WORLD'S LEADING TRAVEL TRADE SHOW®	1	5	27.945	59.766	146	60	87.917		87.917	155.300	1.597	5.757	7.354	189	550	1.782	2.332	94.573	35.852	130.425 *
● Moderner Staat	1	2	1.353	24			1.377	516	1.893	8.000	99	3	102	4				2.049	48	2.097 *
● SHOWTECH	2	3	5.719	1.484			7.203	858	8.061	15.400	200	77	277	21	9	12	21	5.010	2.182	7.192 *
● WASSER BERLIN	2	4	9.698	2.512	51		12.261	3.152	15.413	36.000	426	177	603	36				17.599	4.791	22.390 *
<b>Bremen</b>																				
BOATFIT	1	3	3.283	353			3.636	926	4.562	10.700	158	19	177	7				10.501	149	10.650 *
Bremen Classic Motorshow	1	3	18.060	1.584			19.644	1.336	20.980	45.100	548	55	603	10				38.521	2.899	41.420 *
CARAVAN	1	3	10.192	106			10.298		10.298	14.800	75	4	79	5						25.960 <sup>1)</sup>
CARAVAN / Reiselust	1	3	13.331	412			13.743	362	14.105	24.100	326	32	358	15	3	2	5			34.004
HanseLife	1	9	17.134	985	1.965		20.084	2.177	22.261	47.700	747	33	780	13						75.963 *
RAD + OUTDOOR	1	2	2.643	72			2.715	4.260	6.975	14.600	164	10	174	5						13.456 *
Reiselust – Tourism fair	1	3	3.139	306			3.445	362	3.807	9.300	251	28	279	13	3	2	5	27.264	415	27.679 <sup>*1)</sup>
<b>Chemnitz</b>																				
Baumesse Chemnitz – Trade fair of construction	1	3	3.267	45	111		3.423	179	3.602	8.400	209	3	212	2	33		33			9.056 *
<b>Dortmund</b>																				
DKM – Finance and Insurance Industry	1	2	8.652	160			8.812		8.812	23.200	283	8	291	8				11.208	113	11.321
ELEKTROTECHNIK	2	4	14.992	377			15.369	3.836	19.205	42.600	432	16	448	11	12	1	13	18.965	708	19.673 *
Inter-tabac	1	3	8.064	5.491			13.555	665	14.220	30.100	156	237	393	51	2	2	4	6.324	3.316	9.640 *
<b>Dresden</b>																				
aktiv+vital with bike+outdoor	1	3	3.768	53			3.821	6.200	10.021	18.500	195	5	200	5						11.189
Pieta	2	3	2.625	184			2.809	100	2.909	6.700	90	10	100	5						1.408
SACHSENBACK – Trade fair for the bakery and confectionery trades	3	3	6.269	196			6.465	591	7.056	14.300	207	8	215	7	6	3	9			7.149 *



## Exhibition space figures (sq.m.)

## Exhibitor figures

## Visitor figures

### Exhibitor stand space

### Exhibitors

### Additionally represented firms

### Entries (Explanations see p. 9)

For the complete titles see pp. 89	Interval/Days		Halls		Open Air		Total	Special Shows	Space (net)	Space (gross)	Exhibitors				Additionally represented firms			Entries (Explanations see p. 9)		
			Domestic	Foreign	Domestic	Foreign					Domestic	Foreign	Total	from countries	Domestic	Foreign	Total	Domestic	Foreign	Total
<b>Düsseldorf</b>																				
● A + A – Safety, Security and Health at Work	2	4	27.341	32.122	1.173	60	60.696	1.906	62.602	114.400	519	1.088	1.607	54				47.048	16.445	63.493 *
● BEAUTY	1	3	19.610	2.487			22.097	4.326	26.423	70.100	493	101	594	27				56.895	4.282	61.177 * <sup>1)</sup>
BEAUTY/TOP HAIR INTERNATIONAL	1	4	25.052	3.418			28.470	11.523	39.993	108.300	637	137	774	27						73.404
● boot – International Boat Show	1	9	43.334	42.996	101	281	86.712	17.338	104.050	214.200	895	783	1.678	63				181.924	37.262	219.186 *
● CARAVAN SALON	1	10	63.419	21.180	1.705	325	86.629	6.456	93.085	133.100	369	162	531	21				154.457	21.663	176.120 *
Caravan Salon/TourNatur	1	10	66.932	21.587	1.705	325	90.549	7.785	98.334	147.900	545	217	762	25						191.984
● EuroCIS	1	4	4.950	1.962			6.912	155	7.067	13.300	163	72	235	22				4.447	2.612	7.059 *
● GDS (spring)	1	3	14.919	21.698			36.617	4.619	41.236	79.500	287	572	859	38				11.645	7.763	19.408 * <sup>2)</sup>
● GDS (autumn)	1	3	14.259	20.217			34.476	4.862	39.338	79.500	266	551	817	36				9.501	8.701	18.202 *
GDS/Global Shoes (spring)	1	3	14.975	30.499			45.474	4.963	50.437	105.200	288	866	1.154	40				10.267	9.215	19.482
● GLOBAL SHOES (spring)	1	3	56	8.801			8.857	344	9.201	25.700	1	294	295	12				1.524	4.571	6.095 * <sup>2)</sup>
● GLOBAL SHOES (autumn)	1	3	56	9.742			9.798	344	10.142	25.700	1	341	342	15				1.087	3.314	4.401 *
● K – Plastics and rubber	3	8	66.531	104.648	50	16	171.245		171.245	263.000	1.061	2.159	3.220	59				89.796	127.627	217.423 *
● MEDICA / COMPAMED	1	4	47.648	79.908	482	18	128.056	2.111	130.167	262.700	1.321	4.046	5.367	70				58.179	74.047	132.226 *
● ProWein	1	3	17.110	34.184	625		51.919	1.302	53.221	102.000	858	3.934	4.792	48				25.746	19.422	45.168 *
● PSI Messe	1	3	19.310	14.105			33.415	534	33.949	61.600	489	465	954	32				5.690	7.729	13.419 *
● REHACARE INTERNATIONAL	1	4	15.876	7.156	35		23.067		23.067	55.300	423	331	754	37				35.003	4.818	39.821 *
● TOP HAIR INTERNATIONAL – Trend & Fashion Days	1	3	5.442	931			6.373	7.197	13.570	38.200	144	36	180	13				28.617	3.180	31.797 *
● TourNatur	1	3	3.513	407			3.920	1.329	5.249	14.800	176	55	231	12				32.740	736	33.476 * <sup>3)</sup>
● viscom düsseldorf	2	3	6.181	2.518	36		8.735	1.956	10.691	21.400	218	132	350	26				10.758	2.820	13.578 *
<b>Erfurt</b>																				
Haus.Bau.Energie. – House building, Living and Modernizing	1	3	2.099	50	854		3.003	1.070	4.073	6.650	132	3	135	4						3.574 *
Rapid.Tech	1	2	731	45			776	45	821	2.600	71	5	76	5						1.533 *
Reiten-Jagen-Fischen – Riding, Hunting and Fishing	1	3	5.282	317	634		6.233	1.983	8.216	19.200	201	17	218	9						24.453 *
Thüringen Ausstellung Erfurt – Handicraft and Consumer Goods Exhibition	1	9	11.240	234			11.474	2.349	13.823	25.000	606	14	620	7	29		29			68.310 *
<b>Essen</b>																				
● EQUITANA	2	9	25.973	6.915			32.888	14.108	46.996	95.700	603	210	813	30				144.787	16.087	160.874 *
E-world energy & water	1	3	19.637	3.236			22.873	2.137	25.010	47.500	472	105	577	23				15.972	2.752	18.724 *
● INTERGEO	1	3	7.333	4.772	212	306	12.623	609	13.232	24.200	287	201	488	30	17	11	28	12.648	3.735	16.383 *
IPM Essen – The world's leading trade fair for horticulture	1	4	19.394	23.535			42.929	3.917	46.846	105.000	599	937	1.536	46				35.210	14.381	49.591 *
SCHWEISSEN & SCHNEIDEN	4	6	24.535	22.659			47.194	500	47.694	86.600	422	589	1.011	40				25.769	22.943	48.712 *
<b>Frankfurt/Main</b>																				
● Ambiente	1	5	66.505	123.427			189.932	1.665	191.597	329.300	1.165	3.549	4.714	81				72.106	67.261	139.367 *
● Christmasworld	1	5	22.566	32.741			55.307	1.854	57.161	97.100	247	696	943	41				13.935	16.706	30.641 * <sup>4)</sup>
● Creativeworld	1	4	4.411	4.725			9.136	424	9.560	15.700	77	162	239	25				4.024	3.181	7.205 * <sup>4)</sup>

+ Events with changing venues ● Recognized by UFI – The Global Association of the Exhibition Industry \* Visitors Profil Analyses see page 25 ff. <sup>1)</sup> Visitor attendance determined by a representative poll in the combination of BEAUTY/TOP HAIR international. Multiple answers were permitted <sup>2)</sup> Visitor attendance determined by a representative poll in the combination of GDS/GLOBAL SHOES. Multiple answers were permitted <sup>3)</sup> Visitor attendance determined by a representative poll in the combination of Caravan Salon/TourNatur. Multiple answers were permitted <sup>4)</sup> ascertained by a representative poll



For the complete titles see pp. 89	Interval/ Days		Exhibition space figures (sq.m.)							Exhibitor figures					Visitor figures					
			Exhibitor stand space							Exhibitors				Additionally represented firms			Entries (Explanations see p. 9)			
			Halls		Open Air		Total	Special Shows	Space (net)	Space (gross)	Domestic	Foreign	Total	from countries	Domestic	Foreign	Total	Domestic	Foreign	Total
Domestic	Foreign	Domestic	Foreign																	
FACILITY MANAGEMENT	1	3	2.588	49		2.637	371	3.008	6.550	124	10	134	5	31	2	33	4.846	166	5.012	
● Hair & Beauty	1	2	2.707	599		3.306	1.948	5.254	12.300	111	38	149	13				9.372	228	9.600	
● Heimtextil	1	4	25.110	91.719		116.829	3.938	120.767	206.700	324	2.292	2.616	62				22.577	43.258	65.835 *	
● IFFA	3	6	36.838	34.039	112	40	71.029	1.741	72.770	109.000	410	556	966	46			23.209	37.300	60.509 *	
● ISH	2	5	102.302	67.565	879	939	171.685	669	172.354	258.500	1.017	1.419	2.436	56			123.594	63.985	187.579 *	
● Musikmesse	1	4	15.855	22.755	60	230	38.900	1.500	40.400	89.200	468	902	1.370	51			48.574	22.289	70.863 *)	
● Paperworld	1	4	17.333	35.404			52.737	1.258	53.995	118.000	347	1.437	1.784	64			17.129	28.231	45.360 *)	
● ProLight + Sound	1	4	14.946	19.552	860	663	36.021	1.000	37.021	73.500	354	539	893	41			21.667	21.046	42.713 *)	
● Techtextil	2	3	11.186	18.187			29.373	343	29.716	53.100	443	887	1.330	48			11.747	15.671	27.418 *)	
● Tendence	1	4	35.434	19.848			55.282	1.453	56.735	102.400	790	500	1.290	56			30.338	6.968	37.306 *	
● Texprocess	2	4	5.965	7.185			13.150	463	13.613	41.400	111	219	330	38			5.798	6.330	12.128 *)	
<b>Hamburg</b>																				
DU UND DEINE WELT – Hamburg's shopping and event fair	1	9	13.732	1.272	258		15.262	2.464	17.726	42.300	440	50	490	22			76.877	855	77.732 *	
hanseboot	1	9	16.917	4.007	65		20.989	2.318	23.307	54.500	419	106	525	17			71.370	3.520	74.890 *	
INTERNORGA	1	6	46.626	6.560	820	12	54.018		54.018	89.500	969	183	1.152	23					90.065 *	
REISEN HAMBURG – The Holiday, Caravaning, Outdoor and Cycling Exhibition	1	5	23.835	2.893	12		26.740	1.496	28.236	66.000	631	223	854	53					78.772 *	
<b>Hannover</b>																				
● ABF – The Leisure and Sales Exhibition	1	9	37.519	1.208	315		39.042	8.107	47.149	99.400	741	57	798	20					124.116 *	
● AGRITECHNICA	2	7	136.725	102.197	1.135	2.104	242.161	4.654	246.815	423.800	1.384	1.513	2.897	46	6	27	33	342.071	106.841	448.912 *
● BIOTECHNICA	2	3	6.592	2.174			8.766	1.291	10.057	23.600	385	168	553	28			9.643	1.649	11.292 *	
● CeBIT	1	5	108.457	36.635	1.377		146.469	3.810	150.279	261.800	1.730	1.652	3.382	69			228.528	44.504	273.032 *	
● DOMOTEX	1	4	15.850	67.796			83.646	5.654	89.300	167.400	188	1.135	1.323	59			14.583	22.429	37.012 *	
+ EMO	2	6	80.864	97.834			178.698	1.884	180.582	289.500	894	1.237	2.131	43			95.674	47.123	142.797 *	
HANNOVER MESSE	1	5	148.294	79.164	2.848	352	230.658	17.835	248.493	401.600	3.023	3.370	6.393	62			169.484	47.525	217.009 *	
● Hannover Messe: ComVac	1	5	5.530	6.355			11.885		11.885	21.500	52	134	186	26			19.495	10.452	29.947 *)	
● Hannover Messe: Digital Factory	1	5	4.726	761			5.487		5.487	10.600	176	26	202	12			28.579	6.359	34.938 *)	
● Hannover Messe: Energy	1	5	21.010	15.952	191	35	37.188	286	37.474	66.500	415	595	1.010	47			68.282	19.824	88.106 *)	
● Hannover Messe: Industrial Automation	1	5	48.751	10.088	1.957		60.796	388	61.184	102.100	640	371	1.011	38			79.005	28.631	107.636 *)	
● Hannover Messe: Industrial Supply	1	5	14.564	16.248			30.812	773	31.585	52.700	555	1.014	1.569	46			38.969	20.708	59.677 *)	
● Hannover Messe: IndustrialGreenTec	1	5	1.527	504			2.031		2.031	5.800	72	32	104	10			24.092	6.289	30.381 *)	
● Hannover Messe: MDA – Motion, Drive & Automation	1	5	19.342	22.134	181	17	41.674	96	41.770	59.900	318	796	1.114	36			56.380	23.479	79.859 *)	
● Hannover Messe: MobilitTec	1	5	3.010	262	387		3.659	15.180	18.839	24.600	120	27	147	10			21.177	5.732	26.909 *)	
● Hannover Messe: Research & Technology	1	5	7.441	1.077	132	300	8.950	473	9.423	16.400	310	127	437	12			36.685	8.887	45.572 *)	
● Hannover Messe: Surface Technology	1	5	5.745	1.281			7.026	192	7.218	14.000	155	82	237	19			27.906	9.203	37.109 *)	
● Hannover Messe: Wind	1	5	7.118	1.122			8.240	447	8.687	9.300	136	59	195	16			53.564	13.058	66.622 *)	



## Exhibition space figures (sq.m.)

## Exhibitor figures

## Visitor figures

### Exhibitor stand space

### Exhibitors

### Additionally represented firms

### Entries (Explanations see p. 9)

For the complete titles see pp. 89	Interval/ Days		Halls		Open Air		Total	Special Shows	Space (net)	Space (gross)	Exhibitors				Additionally represented firms			Entries (Explanations see p. 9)		
			Domestic	Foreign	Domestic	Foreign					Domestic	Foreign	Total	from countries	Domestic	Foreign	Total	Domestic	Foreign	Total
infa – Information and Sales Exhibition	1	9	30.614	2.885	523	48	34.070	7.682	41.752	95.800	1.174	146	1.320	30						181.433 *
● LIGNA	2	5	57.316	48.613	10.796	4.091	120.816	2.381	123.197	209.200	749	799	1.548	46				57.059	32.798	89.857 *
Pferd & Jagd – Equestrian sports, hunting and fishing	1	4	16.165	1.967	66		18.198	10.503	28.701	83.500	713	90	803	24						77.599 *
● Promotion World	1	5	1.301	139			1.440	349	1.789	6.300	68	11	79	6				11.649	1.589	13.238 *)
<b>Husum</b>																				
New Energy Husum	1	4	5.250	549	548	55	6.402	20	6.422	12.900	229	33	262	11				11.400	2.039	13.439 *
Nord Gastro & Hotel	1	2	4.116	100	28		4.244		4.244	8.900	183	4	187	4						4.500 *
<b>Idar-Oberstein</b>																				
INTERGEM	1	4	2.090	131			2.221	108	2.329	5.000	118	10	128	8						2.585
<b>Karlsruhe</b>																				
LEARNTEC	1	3	2.532	355			2.887	1.245	4.132	10.500	149	25	174	13						4.156 *
NUFAM – Commercial vehicles	2	4	21.988	1.281	1.486	80	24.835	4.122	28.957	49.200	273	38	311	10	3	3	6	16.707	732	17.439 *
<b>Kempten</b>																				
Allgäuer Festwoche – Rural Tradition Exhibition	1	9	5.466	180	3.061	10	8.717	884	9.601	24.900	342	12	354	5						104.495 *
<b>Köln</b>																				
● Anuga	2	5	34.072	117.909			151.981	213	152.194	262.000	773	5.854	6.627	98	52	98	150	52.833	101.809	154.642 *
● aquanale / FSB	2	4	13.817	20.476			34.293	2.241	36.534	100.000	308	494	802	45	56	16	72	10.907	14.043	24.950 *
● Asia-Pacific Sourcing	2	3	12	7.255			7.267		7.267	24.200	1	619	620	12				2.081	2.650	4.731 *
+ didacta	1	5	32.030	855			32.885	2.546	35.431	77.900	768	54	822	23	46	2	48	94.721	2.329	97.050 *
● dmexco – Digital Marketing Exposition & Conference	1	2	17.260	3.186	8		20.454	1.071	21.525	44.300	558	177	735	24	7	3	10	21.927	5.143	27.070 *
● Eu'Vend/coffeena	2	3	4.274	1.579			5.853	134	5.987	13.500	125	92	217	23				3.257	1.605	4.862 *
+ Farbe – Paint – finishing & facade	3	4	22.290	2.633			24.923	120	25.043	50.000	312	86	398	16	2		2	41.371	5.100	46.471 *
● FIBO	1	4	26.123	18.035			44.158	3.619	47.777	116.300	364	313	677	32				84.773	17.363	102.136 *
● h+h cologne	1	3	5.303	5.030			10.333	668	11.001	24.200	111	210	321	37				9.650	2.948	12.598 *
● IDS – International Dental Show	2	5	37.038	36.584			73.622	685	74.307	147.900	647	1.355	2.002	56	7	49	56	65.292	60.035	125.327 *
● imm cologne – The international furnishing show / LivingKitchen	1	7	84.597	73.421			158.018	2.862	160.880	261.000	437	673	1.110	51	76	46	122	99.615	41.976	141.591 *
● interzum	2	4	27.235	49.508			76.743	1.915	78.658	149.600	372	1.075	1.447	57	19	38	57	17.477	35.011	52.488 *
● ISM – International Sweets and Biscuits Fair	1	4	13.061	31.591			44.652	724	45.376	110.000	219	1.141	1.360	67	30	12	42	14.070	24.451	38.521 *
● Kind + Jugend – The Trade Show for Kids' First Years	1	4	16.012	34.698			50.710	593	51.303	96.000	171	838	1.009	44	1	1	2	6.748	13.726	20.474 *
● ProSweets Cologne	2	4	3.865	5.058			8.923	632	9.555	21.000	118	200	318	30	2	1	3	8.247	9.419	17.666 *
● spoga horse (spring)	1	3	3.727	3.907			7.634	132	7.766	16.800	66	126	192	27	3	1	4	1.965	1.788	3.753 *
● spoga+gafa / spoga horse (autumn)	1	3	26.277	73.299	78		99.654	3.240	102.894	224.400	312	1.482	1.794	57	8	50	58	15.090	20.595	35.685 *

+ Events with changing venues were permitted

● Recognized by UFI – The Global Association of the Exhibition Industry

\* Visitors Profile Analyses see page 25 ff.

) Visitor attendance determined by a representative poll at Hannover Messe. Multiple answers





## Exhibition space figures (sq.m.)

## Exhibitor figures

## Visitor figures

### Exhibitor stand space

### Exhibitors

### Additionally represented firms

### Entries (Explanations see p. 9)

For the complete titles see pp. 89	Interval/ Days		Halls		Open Air		Total	Special Shows	Space (net)	Space (gross)	Exhibitors				Additionally represented firms			Entries (Explanations see p. 9)		
	Domestic	Foreign	Domestic	Foreign	Domestic	Foreign					Domestic	Foreign	Total	from countries	Domestic	Foreign	Total	Domestic	Foreign	Total
● Intersolar Europe	1	3	29.488	24.629	1.102	509	55.728	1.890	57.618	115.500	610	682	1.292	47				28.000	18.929	46.929
● ispo	1	4	26.274	79.246			105.520	5.590	111.110	179.800	370	2.066	2.436	50				28.704	52.879	81.583
● LASER World of PHOTONICS	2	4	13.917	7.433			21.350	1.826	23.176	42.000	455	675	1.130	37	1	5	6	12.346	14.236	26.582 *
opti – Intern. Trade Show for Optics & Design	1	3	15.817	6.157			21.974	366	22.340	40.000	270	221	491	31				17.604	5.639	23.243
● Productronica	2	4	27.546	13.691			41.237	1.466	42.703	77.000	673	545	1.218	39	4	7	11	18.606	19.202	37.808 *
● transport logistic	2	4	36.490	18.563	5.599	2.169	62.821		62.821	110.200	1.102	911	2.013	63				33.090	19.218	52.308
<b>Münster</b>																				
IPOMEX – Intern. police meeting and exhibition	2	3	1.062	15	200		1.277	1.700	2.977	8.000	105	2	107	2						2.439
<b>Nürnberg</b>																				
+ ALTENPFLEGE	2	3	22.545	723			23.268	805	24.073	49.600	588	38	626	15				29.785	1.376	31.161 *
AUTOMOTIVE ENGINEERING EXPO	2	3	1.066	345			1.411	108	1.519	3.000	45	22	67	9				506	205	711 *
BIOFACH / VIVANESS	1	4	16.201	22.180			38.381	3.761	42.142	82.100	686	1.727	2.413	87				23.524	18.270	41.794 *
ELTEC	2	3	9.287	115			9.402	653	10.055	20.200	261	9	270	6				11.638	225	11.863 *
embedded world	1	3	14.205	5.773			19.978		19.978	38.000	478	387	865	37				16.058	6.489	22.547 *
European Coatings SHOW	2	3	17.050	17.574			34.624	269	34.893	62.900	351	611	962	44				9.652	16.193	25.845 *
FachPack	1	3	43.787	9.829			53.616		53.616	98.700	1.039	400	1.439	34				26.880	7.718	34.598 *
HOGA Nürnberg	2	4	18.363	1.112			19.475	3.101	22.576	40.100	583	59	642	12						30.721 *
it-sa – IT Security	1	3	4.264	669			4.933	525	5.458	11.900	282	76	358	22				6.599	346	6.945 *
IWA OutdoorClassics	1	4	14.405	27.230			41.635	502	42.137	75.200	291	918	1.209	49				15.189	23.076	38.265 *
mailingtage	1	2	4.845	330			5.175	1.260	6.435	14.800	277	26	303	12				6.889	479	7.368 *
PCIM Europe – Power Electronics, Intelligent Motion, Renewable Energy and Energy Management	1	3	5.867	3.782			9.649	288	9.937	18.500	191	201	392	27	22	66	88	6.003	3.441	9.444
POWTECH/TechnoPharm	1	3	20.613	7.305			27.918		27.918	52.100	658	301	959	29				11.189	5.616	16.805 *
RemaDays Europe	1	3	1.757	957			2.714	298	3.012	6.500	67	85	152	15				1.409	447	1.856
SENSOR + TEST	1	3	5.894	2.072			7.966	1.254	9.220	19.000	363	180	543	28				6.014	1.796	7.810 *
SMT / HYBRID / PACKAGING	1	3	11.109	2.332			13.441	404	13.845	27.000	338	178	516	27	15	39	54	16.015	4.004	20.019
Spielwarenmesse – International Toy Fair	1	6	48.725	55.820			104.545		104.545	160.000	807	1.940	2.747	60	2	3	5	31.942	40.653	72.595 *
SPS IPC Drives – Electric Automation – Systems and Components	1	3	59.128	10.603			69.731	249	69.980	114.000	1.137	485	1.622	42	131	82	213	46.248	13.779	60.027
Stone+tec	2	4	11.811	8.847			20.658		20.658	56.000	224	319	543	30				15.139	4.423	19.562 *
Werkstätten:Messe	1	4	6.455	193			6.648		6.648	13.000	215	19	234	5						21.909 *
<b>Offenbach</b>																				
● I.L.M – International Leather Goods Fair Offenbach – Summer Styles	1	3	7.968	4.730			12.698	800	13.498	20.100	140	108	248	20				4.460	1.447	5.907
● I.L.M – International Leather Goods Fair Offenbach – Winter Styles	1	3	7.889	4.870			12.759	800	13.559	20.100	123	111	234	16				4.480	1.246	5.726

+ Events with changing venues

● Recognized by UFI – The Global Association of the Exhibition Industry

\* Visitors Profile Analyses see page 25 ff.



For the complete titles see pp. 89	Interval/ Days		Exhibition space figures (sq.m.)							Exhibitor figures						Visitor figures				
			Exhibitor stand space							Exhibitors			Additionally represented firms			Entries (Explanations see p. 9)				
			Halls		Open Air		Total	Special Shows	Space (net)	Space (gross)	Domestic	Foreign	Total	from countries	Domestic	Foreign	Total	Domestic	Foreign	Total
Domestic	Foreign	Domestic	Foreign																	
<b>Offenburg</b>																				
Badische Weinmesse – Regional Wine Exhibition	1	2	1.048	15	10	1.073	76	1.149	6.000	129	1	130	2				4.477	286	4.763 *	
OBERRHEIN-MESSE – Consumer fair	1	9	9.876	757	9.199	26	19.858	2.169	22.027	47.000	461	32	493	12	1	1	68.965	4.402	73.367 *	
<b>Rostock</b>																				
AUTO Trend	1	3	6.828		1.900		8.728	7.700	16.428	21.700	81		81	1					20.855	
<b>Stuttgart</b>																				
ANIMAL	1	2	4.020	93			4.113	5.249	9.362	22.700	170	10	180	7			34.090	696	34.786 <sup>1)</sup>	
BLICKFANG – Furniture, Jewellery and Fashion	1	3	1.246	279			1.525	50	1.575	2.900	160	31	191	10					16.161	
CMT – The Holiday exhibition	1	9	50.374	8.838	283		59.495	3.876	63.371	106.800	1.379	544	1.923	71	54	4	58	206.329	2.084	208.413 *
Composites Europe	1	3	5.860	2.407		35	8.302	930	9.232	20.800	269	137	406	27			6.420	2.751	9.171 *	
DIE BESTEN JAHRE – The exhibition for staying active	1	2	909	9			918	471	1.389	4.900	81	2	83	2					4.839 <sup>1)</sup>	
eltefa – Trade fair for the electrical sector	2	3	19.923	514	35		20.472	550	21.022	42.100	440	22	462	13	31	6	37	22.598	228	22.826 *
FACHDENTAL SÜDWEST	1	2	4.676	593			5.269	158	5.427	11.600	240	36	276	15	1	5	6	6.148	190	6.338 *
FAIR HANDELN – Fair trade and globally responsible trade and activities	1	4	1.845	223			2.068	162	2.230	5.300	126	18	144	14	2	2	4	19.144	193	19.337 <sup>2)</sup>
Familie + Heim / Intern.mineral and fossil exchange	1	9	13.693	771			14.464	1.639	16.103	42.000	532	59	591	22					78.826 <sup>1)</sup>	
GARTEN outdoor ambiente	1	4	4.511	142			4.653	204	4.857	10.500	133	7	140	7					43.864 <sup>2)</sup>	
Hobby + Elektronik	1	4	3.037	7	48		3.092	1.881	4.973	10.600	75	1	76	2			44.270	903	45.173 <sup>1)</sup>	
HYBRID EXPO	1	3	581	21			602	241	843	2.250	32	2	34	3	4		4	3.751	1.323	5.074
INTERVITIS/ INTERFRUCTA	3	4	17.660	6.871	243	21	24.795	3.142	27.937	57.600	370	197	567	22	30	26	56	21.275	5.655	26.930 *
Invest	1	2	3.220	486			3.706	517	4.223	10.500	98	23	121	10	2	1	3	11.262	230	11.492 *
IT & Business / DMS Expo / CRM-expo	1	3	7.535	387			7.922	1.184	9.106	21.000	421	43	464	12	11	1	12	7.856	591	8.447 *
Kreativ- & Bastelwelt	1	4	4.284	222			4.506	294	4.800	13.900	193	18	211	8			49.626	1.535	51.161 <sup>1)</sup>	
LogiMAT	1	3	29.875	5.496	558	54	35.983	1.207	37.190	73.400	824	179	1.003	26			26.713	2.355	29.068 *	
Medizin / TheraPro	1	3	3.020	129			3.149	403	3.552	10.500	189	9	198	6	1	3	4	6.682	136	6.818 *
Mineralien, Fossilien, Schmuck – Minerals, fossils, jewellery	1	3	1.559	200			1.759	467	2.226	10.500	159	38	197	17					14.817 <sup>2)</sup>	
Modell Süd / Modelmaking and model railways	1	4	1.670	189			1.859	2.957	4.816	12.900	87	11	98	7			43.283	437	43.720 <sup>1)</sup>	
Retro Classics	1	4	39.718	5.780			45.498	5.797	51.295	104.100	619	100	719	16			69.060	6.830	75.890	
Slow Food	1	4	4.184	569			4.753	2.064	6.817	16.200	365	71	436	11			49.911	504	50.415 <sup>2)</sup>	
Slow Food / FAIR HANDELN / Mineral and fossil exchange / GARTEN outdoor ambiente	1	4	12.099	1.134			13.233	2.897	16.130	42.500	783	134	917	32	2	2	4			75.158
Stuttgarter Messeherbst	1	9	29.538	1.406	48		30.992	15.333	46.325	107.000	1.215	107	1.322	25			171.994	1.737	173.731	
südback – Bakery and confectionery trades	1	4	24.418	3.327	12		27.757	660	28.417	52.500	508	88	596	17	11	7	18	29.389	3.266	32.655 *
Süddeutsche Spielmesse – Exh. for games	1	4	1.925	115			2.040	2.842	4.882	11.400	77	6	83	5			48.636	1.504	50.140 <sup>1)</sup>	
<b>Wächtersbach</b>																				
Messe Wächtersbach – Consumer Exhibition	1	9	4.556	99	4.402	115	9.172	4.866	14.038	23.100	297	11	308	9					59.194 *	




			Exhibition space figures (sq.m.)						Exhibitor figures						Visitor figures							
			Exhibitor stand space						Exhibitors			Additionally represented firms			Entries (Explanations see p. 9)							
For the complete titles see pp. 89			Interval/ Days		Halls		Open Air		Total	Special Shows	Space (net)	Space (gross)	from countries			Domestic Foreign Total						
			Domestic	Foreign	Domestic	Foreign	Domestic	Foreign					Domestic	Foreign	Total	Domestic	Foreign	Total	Domestic	Foreign	Total	
<b>Hong Kong</b>																						
Baby Products Fair			1	4	1.468	5.552			7.020		7.020	14.400	103	308	411	27			12.642	12.624	25.266	
electronicAsia			1	4	1.962	4.367			6.329		6.329	10.800	175	420	595	12			12.398	20.424	32.822	
Electronics Fair (Autumn Edition)			1	4	21.635	20.215			41.850		41.850	79.700	1.463	1.800	3.263	30			24.015	44.120	68.135	
Electronics Fair (Spring Edition)			1	4	15.849	17.287			33.136		33.136	65.200	1.082	1.459	2.541	21			22.213	38.159	60.372	
Fashion Week (Fall/Winter)			1	4	6.813	12.153			18.966		18.966	36.600	466	857	1.323	20			13.164	9.410	22.574	
Gifts and Premium Fair			1	4	22.373	17.275			39.648		39.648	77.200	2.012	1.697	3.709	37			23.784	26.421	50.205	
Houseware Fair			1	4	7.898	15.792			23.690		23.690	49.900	500	1.181	1.681	32			12.839	14.599	27.438	
International Jewellery Show			1	5	29.330	21.092			50.422		50.422	94.400	1.638	1.703	3.341	49			16.146	25.967	42.113	
International Lighting Fair (Autumn Edition)			1	4	12.261	23.991			36.252		36.252	69.600	634	1.726	2.360	38			11.319	26.711	38.030	
Optical Fair			1	3	4.652	8.173			12.825		12.825	25.000	211	451	662	26			5.553	8.361	13.914	
Toys and Games Fair			1	4	15.258	14.714			29.972		29.972	57.800	826	1.003	1.829	41			19.945	19.791	39.736	
Watch & Clock Fair			1	5	13.007	2.892			15.899		15.899	34.800	551	173	724	15			10.429	8.399	18.828	
<b>Verona</b>																						
MARMOMACC			1	4	30.831	25.157	10.689	3.464	70.141	3.748	73.889	195.400	551	838	1.389	56	28	8	36	24.893	29.715	54.608
PULIRE			2	3	12.131	1.162	208		13.501	4.410	17.911	40.500	203	67	270	20			10.495	3.744	14.239	
Vinitaly – SOL&AGRIFOOD – Enolitech			1	4	88.185	738	506		89.429	9.495	98.924	179.600	3.795	80	3.875	26	410	60	470	90.524	51.753	142.277

+ Events with changing venues

● Recognized by UFI – The Global Association of the Exhibition Industry

\* Visitors Profil Analyses see page 25 ff.

FKM 		Exhibition space figures (sq.m.)								Exhibitor figures						Visitor figures					
		Exhibitor stand space								Exhibitors			Additionally represented firms			Entries (Explanations see p. 9)					
For the complete titles see pp. 89		Interval/ Days	Halls Domestic	Foreign	Open Air Domestic	Foreign	Total	Special Shows	Space (net)	Space (gross)	Domestic	Foreign	Total	from countries	Domestic	Foreign	Total	Domestic	Foreign	Total	
<b>A</b>	<b>MULTI-INDUSTRY FAIRS</b>																				
<b>A1</b>	<b>Investment and Consumer Goods Fairs</b>																				
	Int. Handwerksmesse/Garten München, München	1	7	27.241	4.646		31.887		31.887	74.000	867	206	1.073	34	15	3	18	135.739	3.053	138.792 *	
<b>A2</b>	<b>Investment Goods Trade Fairs</b>																				
	HANNOVER MESSE, Hannover	1	5	148.294	79.164	2.848	352	230.658	17.835	248.493	401.600	3.023	3.370	6.393	62			169.484	47.525	217.009 *	
<b>A3</b>	<b>Consumer Goods Trade Fairs</b>																				
●	Ambiente, Frankfurt/Main	1	5	66.505	123.427			189.932	1.665	191.597	329.300	1.165	3.549	4.714	81			72.106	67.261	139.367 *	
●	Tendence, Frankfurt/Main	1	4	35.434	19.848			55.282	1.453	56.735	102.400	790	500	1.290	56			30.338	6.968	37.306 *	
<b>B</b>	<b>SPECIALIZED TRADE FAIRS AND PUBLIC EXHIBITIONS</b>																				
<b>B1</b>	<b>Agriculture; Forestry, Fishery, Viticulture, Horticulture, Landscaping, and their Equipment</b>																				
●	AGRITECHNICA, Hannover	2	7	136.725	102.197	1.135	2.104	242.161	4.654	246.815	423.800	1.384	1.513	2.897	46	6	27	33	342.071	106.841	448.912 *
	INTERVITIS/ INTERFRUCTA, Stuttgart	3	4	17.660	6.871	243	21	24.795	3.142	27.937	57.600	370	197	567	22	30	26	56	21.275	5.655	26.930 *
	IPM – The world's leading trade fair for horticulture	1	4	19.394	23.535			42.929	3.917	46.846	105.000	599	937	1.536	46			35.210	14.381	49.591 *	
<b>B2</b>	<b>Food, Drink and Tobacco, Restaurant and Hotel Trade, Catering, and their Equipment</b>																				
●	Anuga, Köln	2	5	34.072	117.909			151.981	213	152.194	262.000	773	5.854	6.627	98	52	98	150	52.833	101.809	154.642 *
	Badische Weinmesse, Offenburg	1	2	1.048	15	10		1.073	76	1.149	6.000	129	1	130	2			4.477	286	4.763 *	
●	drinktec, München	4	5	43.612	41.721			85.333	1.606	86.939	132.500	556	876	1.432	76			25.629	41.143	66.772 *	
●	Eu'Vend/coffeena, Köln	2	3	4.274	1.579			5.853	134	5.987	13.500	125	92	217	23			3.257	1.605	4.862 *	
●	FRUIT LOGISTICA, Berlin	1	3	8.677	50.842			59.519	423	59.942	105.500	255	2.311	2.566	78			12.488	48.132	60.620 *	
	GÄSTE, Leipzig	2	4	5.049	199			5.248	824	6.072	12.400	162	8	170	7			9.612	766	10.378 *	
	HOGA Nürnberg, Nürnberg	2	4	18.363	1.112			19.475	3.101	22.576	40.100	583	59	642	12					30.721 *	
●	IFFA, Frankfurt/Main	3	6	36.838	34.039	112	40	71.029	1.741	72.770	109.000	410	556	966	46			23.209	37.300	60.509 *	
●	International Green Week, Berlin	1	10	32.439	15.094			47.533	8.471	56.004	114.100	1.007	567	1.574	67			385.850	10.300	396.150 *	
	INTERNORGA, Hamburg	1	6	46.626	6.560	820	12	54.018		54.018	89.500	969	183	1.152	23					90.065 *	
	Inter-tabac, Dortmund	1	3	8.064	5.491			13.555	665	14.220	30.100	156	237	393	51	2	2	4	6.324	3.316	9.640 *
●	ISM – International Sweets and Biscuits Fair, Köln	1	4	13.061	31.591			44.652	724	45.376	110.000	219	1.141	1.360	67	30	12	42	14.070	24.451	38.521 *
	Nord Gastro & Hotel, Husum	1	2	4.116	100	28		4.244	4.244	8.900		183	4	187	4					4.500 *	
●	ProSweets Cologne, Köln	2	4	3.865	5.058			8.923	632	9.555	21.000	118	200	318	30	2	1	3	8.247	9.419	17.666 *
●	ProWein, Düsseldorf	1	3	17.110	34.184	625		51.919	1.302	53.221	102.000	858	3.934	4.792	48			25.746	19.422	45.168 *	
	Sachsenback, Dresden	3	3	6.269	196			6.465	591	7.056	14.300	207	8	215	7	6	3	9			7.149 *
	Slow Food, Stuttgart	1	4	4.184	569			4.753	2.064	6.817	16.200	365	71	436	11			49.911	504	50.415 <sup>1)</sup>	
	südback – Bakery and confectionery trades, Stuttgart	1	4	24.418	3.327	12		27.757	660	28.417	52.500	508	88	596	17	11	7	18	29.389	3.266	32.655 *
<b>B3</b>	<b>Textiles, Clothing, Shoes, Leather Goods, Jewelry, and their Equipment</b>																				
	FAIR HANDELN, Stuttgart	1	4	1.845	223			2.068	162	2.230	5.300	126	18	144	14	2	2	4	19.144	193	19.337 <sup>1)</sup>

+ Events with changing venues ● Recognized by UFI – The Global Association of the Exhibition Industry  
Fossilienbörse/FAIR HANDELN/GARTEN outdoor ambiente/SLOW FOOD. Multiple answers were permitted

\* Visitors Profil Analyses see page 25 ff.

<sup>1)</sup> Visitor attendance determined by a representative poll in the combination of Mineralien- und



## Exhibition space figures (sq.m.)

## Exhibitor figures

## Visitor figures

### Exhibitor stand space

### Exhibitors

### Additionally represented firms

### Entries (Explanations see p. 9)

For the complete titles see pp. 89	Interval/ Days		Halls		Open Air		Total	Special Shows	Space (net)	Space (gross)	Exhibitors				Additionally represented firms			Entries (Explanations see p. 9)			
	Domestic	Foreign	Domestic	Foreign	Domestic	Foreign					Domestic	Foreign	Total	from countries	Domestic	Foreign	Total	Domestic	Foreign	Total	
● GDS (spring), Düsseldorf	1	3	14.919	21.698			36.617	4.619	41.236	79.500	287	572	859	38				11.645	7.763	19.408	* <sup>1)</sup>
● GDS (autumn), Düsseldorf	1	3	14.259	20.217			34.476	4.862	39.338	79.500	266	551	817	36				9.501	8.701	18.202	*
● GLOBAL SHOES (spring), Düsseldorf	1	3	56	8.801			8.857	344	9.201	25.700	1	294	295	12				1.524	4.571	6.095	* <sup>1)</sup>
● GLOBAL SHOES (autumn), Düsseldorf	1	3	56	9.742			9.798	344	10.142	25.700	1	341	342	15				1.087	3.314	4.401	*
● I.L.M. Summer Styles – Intern. leather goods fair, Offenbach	1	3	7.968	4.730			12.698	800	13.498	20.100	140	108	248	20				4.460	1.447	5.907	
● I.L.M. Winter Styles – Intern. leather goods fair, Offenbach	1	3	7.889	4.870			12.759	800	13.559	20.100	123	111	234	16				4.480	1.246	5.726	
● INHORGENTA MUNICH, München	1	4	24.016	10.225			34.241	1.752	35.993	76.000	667	534	1.201	39				20.525	9.019	29.544	*
● INTERGEM, Idar-Oberstein	1	4	2.090	131			2.221	108	2.329	5.000	118	10	128	8						2.585	
● Kind + Jugend, Köln	1	4	16.012	34.698			50.710	593	51.303	96.000	171	838	1.009	44	1	1	2	6.748	13.726	20.474	*
● MIDORA, Leipzig	1	3	3.305	125			3.430	240	3.670	10.500	112	9	121	3				1.865	69	1.934	*
● Techtexil, Frankfurt/Main	2	3	11.186	18.187			29.373	343	29.716	53.100	443	887	1.330	48				11.747	15.671	27.418	* <sup>2)</sup>
● Texprocess, Frankfurt/Main	2	4	5.965	7.185			13.150	463	13.613	41.400	111	219	330	38				5.798	6.330	12.128	* <sup>2)</sup>
<b>B4 Building, Completion and Extension, and their Equipment</b>																					
● Asia-Pacific Sourcing, Köln	2	3	12	7.255			7.267		7.267	24.200	1	619	620	12				2.081	2.650	4.731	*
● BAU, München	2	6	96.365	22.784	1.081	101	120.331	508	120.839	183.400	1.457	571	2.028	41				172.752	60.149	232.901	*
● BAUMA, München	3	7	61.716	66.060	167.385	117.017	412.178	1.159	413.337	575.000	1.347	2.074	3.421	57				322.254	212.811	535.065	*
● EXPO REAL – Property and Investment, München	1	3	24.236	8.276			32.512	2.887	35.399	64.000	1.260	393	1.653	33				24.542	9.135	33.677	
● FACILITY MANAGEMENT, Frankfurt/Main	1	3	2.588	49			2.637	371	3.008	6.550	124	10	134	5	31	2	33	4.846	166	5.012	
+ ● FARBE – Paint - finishing & facade, Köln	3	4	22.290	2.633			24.923	120	25.043	50.000	312	86	398	16	2		2	41.371	5.100	46.471	*
● Haus.Bau.Energie, Erfurt	1	3	2.099	50	854		3.003	1.070	4.073	6.650	132	3	135	4						3.574	*
● Interlift, Augsburg	2	4	7.239	13.161			20.400	351	20.751	37.300	147	350	497	39				7.498	8.803	16.301	*
● ISH, Frankfurt/Main	2	5	102.302	67.565	879	939	171.685	669	172.354	258.500	1.017	1.419	2.436	56				123.594	63.985	187.579	*
● LANDES-BAU-AUSSTELLUNG, Magdeburg	1	3	1.863	12	347		2.222	669	2.891	6.600	116	1	117	2						3.956	
● SHKG Leipzig, Leipzig	2	3	5.751	439			6.190		6.190	14.500	180	15	195	9	2		2	11.771	227	11.998	* <sup>3)</sup>
● Stone+tec, Nürnberg	2	4	11.811	8.847			20.658		20.658	56.000	224	319	543	30				15.139	4.423	19.562	*
<b>B5 Furnishings, Household Appliances, Houseware, and their Equipment</b>																					
● Blickfang, Stuttgart	1	3	1.246	279			1.525	50	1.575	2.900	160	31	191	10						16.161	
● DOMOTEX, Hannover	1	4	15.850	67.796			83.646	5.654	89.300	167.400	188	1.135	1.323	59				14.583	22.429	37.012	*
● imm cologne – The international furnishing show/ LivingKitchen, Köln	1	7	84.597	73.421			158.018	2.862	160.880	261.000	437	673	1.110	51	76	46	122	99.615	41.976	141.591	*
● interzum, Köln	2	4	27.235	49.508			76.743	1.915	78.658	149.600	372	1.075	1.447	57	19	38	57	17.477	35.011	52.488	*
● ZOW – Intern. fair for suppliers to the furniture and interior design industries, Bad Salzflöten	1	4	5.403	2.777			8.180		8.180	17.800	251	143	394	27	7	4	11	8.106	2.980	11.086	
<b>B6 Health, Body Care, Protection at Work, and their Equipment</b>																					
● A + A, Düsseldorf	2	4	27.341	32.122	1.173	60	60.696	1.906	62.602	114.400	519	1.088	1.607	54				47.048	16.445	63.493	*
+ ● ALTENPFLEGE, Nürnberg	2	3	22.545	723			23.268	805	24.073	49.600	588	38	626	15				29.785	1.376	31.161	*
● BEAUTY INTERNATIONAL, Düsseldorf	1	3	19.610	2.487			22.097	4.326	26.423	70.100	493	101	594	27				56.895	4.282	61.177	* <sup>4)</sup>

+ Events with changing venues ● Recognized by UFI – The Global Association of the Exhibition Industry \* Visitors Profile Analyses see page 25 ff. <sup>1)</sup> Visitor attendance determined by a representative poll in the combination of GDS/GLOBAL SHOES. Multiple answers were permitted <sup>2)</sup> ascertained by a representative poll <sup>3)</sup> Visitor attendance determined by a representative poll in the combination of SHKG Leipzig/efa. Multiple answers were permitted <sup>4)</sup> Visitor attendance determined by a representative poll in the combination of BEAUTY/TOP HAIR international. Multiple answers were permitted

FKM 			Exhibition space figures (sq.m.)							Exhibitor figures						Visitor figures				
			Exhibitor stand space							Exhibitors			Additionally represented firms			Entries (Explanations see p. 9)				
For the complete titles see pp. 89			Interval/ Days		Halls		Open Air		Total	Special Shows	Space (net)	Space (gross)	from countries							
			Domestic	Foreign	Domestic	Foreign	Domestic	Foreign					Domestic	Foreign	Total	Domestic	Foreign	Total	Domestic	Foreign
Fachdental Leipzig, Leipzig			1	2	3.828	532			4.360	162	4.522	10.000	212	28	240	13	5	2	7	4.242 *
FACHDENTAL SÜDWEST, Stuttgart			1	2	4.676	593			5.269	158	5.427	11.600	240	36	276	15	1	5	6	6.148 190 6.338 *
● Hair & Beauty, Frankfurt/Main			1	2	2.707	599			3.306	1.948	5.254	12.300	111	38	149	13				9.372 228 9.600
● IDS – International Dental Show, Köln			2	5	37.038	36.584			73.622	685	74.307	147.900	647	1.355	2.002	56	7	49	56	65.292 60.035 125.327 *
● MEDICA / COMPAMED, Düsseldorf			1	4	47.648	79.908	482	18	128.056	2.111	130.167	262.700	1.321	4.046	5.367	70				58.179 74.047 132.226 *
Medizin / TheraPro, Stuttgart			1	3	3.020	129			3.149	403	3.552	10.500	189	9	198	6	1	3	4	6.682 136 6.818 *
PFLERGE + HOMECARE, Leipzig			2	3	4.046	45			4.091	2.020	6.111	16.000	222	4	226	5	2		2	10.129 99 10.228 *
● REHACARE INTERNATIONAL, Düsseldorf			1	4	15.876	7.156	35		23.067		23.067	55.300	423	331	754	37				35.003 4.818 39.821 *
therapie, Leipzig			2	3	5.185	439			5.624	431	6.055	17.000	243	31	274	10	2	1	3	12.150 223 12.373 *
● TOP HAIR Int. Trend & Fashion Days, Düsseldorf			1	3	5.442	931			6.373	7.197	13.570	38.200	144	36	180	13				28.617 3.180 31.797 *
<b>B7 Environment Protection, Safety, Cleaning, Communal Services, and their Equipment</b>																				
● CMS Cleaning.Management.Services, Berlin			2	4	10.386	1.737	574		12.697	122	12.819	25.400	272	88	360	20				14.055 2.157 16.212 *
IPOMEX – Intern. police meeting and exhibition, Münster			2	3	1.062	15	200		1.277	1.700	2.977	8.000	105	2	107	2				2.439
TerraTec, Leipzig			2	3	3.718	221			3.939	460	4.399	10.000	199	23	222	13	2		2	8.758 442 9.200 *)
● WASSER BERLIN, Berlin			2	4	9.698	2.512	51		12.261	3.152	15.413	36.000	426	177	603	36				17.599 4.791 22.390 *
<b>B8 Transport, Traffic, Logistics, and their Equipment</b>																				
AUTO Trend, Rostock			1	3	6.828		1.900		8.728	7.700	16.428	21.700	81		81	1				20.855
AUTOMOTIVE ENGINEERING EXPO, Nürnberg			2	3	1.066	345			1.411	108	1.519	3.000	45	22	67	9				506 205 711 *
Bremen Classic Motorshow, Bremen			1	3	18.060	1.584			19.644	1.336	20.980	45.100	548	55	603	10				38.521 2.899 41.420 *
eCarTec Munich / MATERIALICA, München			1	3	6.870	2.859	879	90	10.698	2.028	12.726	44.000	358	133	491	20				9.445 2.297 11.742 *
● Hannover Messe: MobiliTec, Hannover			1	5	3.010	262	387		3.659	15.180	18.839	24.600	120	27	147	10				21.177 5.732 26.909 *)
LogiMAT, Stuttgart			1	3	29.875	5.496	558	54	35.983	1.207	37.190	73.400	824	179	1.003	26				26.713 2.355 29.068 *)
NUFAM – Commercial vehicles, Karlsruhe			2	4	21.988	1.281	1.486	80	24.835	4.122	28.957	49.200	273	38	311	10	3	3	6	16.707 732 17.439 *
Retro Classics, Stuttgart			1	4	39.718	5.780			45.498	5.797	51.295	104.100	619	100	719	16				69.060 6.830 75.890
● transport logistic, München			2	4	36.490	18.563	5.599	2.169	62.821		62.821	110.200	1.102	911	2.013	63				33.090 19.218 52.308
<b>B9 Information, Communication, Office, Entertainment Electronics, Photo, Film, and their Equipment</b>																				
● CeBIT, Hannover			1	5	108.457	36.635	1.377		146.469	3.810	150.279	261.800	1.730	1.652	3.382	69				228.528 44.504 273.032 *
● dmexco – Digital Marketing Exposition & Conference, Köln			1	2	17.260	3.186	8		20.454	1.071	21.525	44.300	558	177	735	24	7	3	10	21.927 5.143 27.070 *
● EuroCIS, Düsseldorf			1	4	4.950	1.962			6.912	155	7.067	13.300	163	72	235	22				4.447 2.612 7.059 *
IT & Business / DMS Expo / CRM-expo, Stuttgart			1	3	7.535	387			7.922	1.184	9.106	21.000	421	43	464	12	11	1	12	7.856 591 8.447 *
it-sa – IT Security, Nürnberg			1	3	4.264	669			4.933	525	5.458	11.900	282	76	358	22				6.599 346 6.945 *
mailingtage, Nürnberg			1	2	4.845	330			5.175	1.260	6.435	14.800	277	26	303	12				6.889 479 7.368 *
● ProLight + Sound, Frankfurt/Main			1	4	14.946	19.552	860	663	36.021	1.000	37.021	73.500	354	539	893	41				21.667 21.046 42.713 *)
● SHOWTECH, Berlin			2	3	5.719	1.484			7.203	858	8.061	15.400	200	77	277	21	9	12	21	5.010 2.182 7.192 *



## Exhibition space figures (sq.m.)

## Exhibitor figures

## Visitor figures

### Exhibitor stand space

### Exhibitors

### Additionally represented firms

### Entries (Explanations see p. 9)

For the complete titles see pp. 89

Interval/  
Days

Halls  
Domestic Foreign

Open Air  
Domestic Foreign

Total

Special Shows

Space (net)

Space (gross)

Domestic Foreign Total

from countries

Domestic Foreign Total

Domestic Foreign Total

### B10 Education, Setting up a business

+ didacta, Köln	1	5	32.030	855					32.885	2.546	35.431	77.900	768	54	822	23	46	2	48	94.721	2.329	97.050	*	
LEARNTEC, Karlsruhe	1	3	2.532	355					2.887	1.245	4.132	10.500	149	25	174	13							4.156	*

### B11 Sports, Games, Leisure, and their Equipment

• ABF, Hannover	1	9	37.519	1.208		315			39.042	8.107	47.149	99.400	741	57	798	20								124.116	*	
aktiv+vital with bike+outdoor, Dresden	1	3	3.768	53					3.821	6.200	10.021	18.500	195	5	200	5									11.189	*
ANIMAL, Stuttgart	1	2	4.020	93					4.113	5.249	9.362	22.700	170	10	180	7				34.090	696				34.786	<sup>1)</sup>
• aquanale / FSB	2	4	13.817	20.476					34.293	2.241	36.534	100.000	308	494	802	45	56	16	72	10.907	14.043				24.950	*
BOATFIT, Bremen	1	3	3.283	353					3.636	926	4.562	10.700	158	19	177	7				10.501	149				10.650	*
• boot – International boat show, Düsseldorf	1	9	43.334	42.996	101	281			86.712	17.338	104.050	214.200	895	783	1.678	63				181.924	37.262				219.186	*
CARAVAN, Bremen	1	3	10.192	106					10.298		10.298	14.800	75	4	79	5									25.960	<sup>2)</sup>
• CARAVAN SALON, Düsseldorf	1	10	63.419	21.180	1.705	325			86.629	6.456	93.085	133.100	369	162	531	21				154.457	21.663				176.120	*
CMT – The holiday exhibition, Stuttgart	1	9	50.374	8.838	283				59.495	3.876	63.371	106.800	1.379	544	1.923	71	54	4	58	206.329	2.084				208.413	*
• Creativeworld, Frankfurt/Main	1	4	4.411	4.725					9.136	424	9.560	15.700	77	162	239	25				4.024	3.181				7.205	<sup>3)</sup>
• EQUITANA, Essen	2	9	25.973	6.915					32.888	14.108	46.996	95.700	603	210	813	30				144.787	16.087				160.874	*
• f.re.e – Fair for leisure and travel, München	1	5	19.338	6.016					25.354	9.102	34.456	66.200	668	416	1.084	59	41	7	48	109.054	2.226				111.280	*
FIBO, Köln	1	4	26.123	18.035					44.158	3.619	47.777	116.300	364	313	677	32				84.773	17.363				102.136	*
GARTEN outdoor ambiente, Stuttgart	1	4	4.511	142					4.653	204	4.857	10.500	133	7	140	7									43.864	<sup>4)</sup>
• h+h cologne, Köln	1	3	5.303	5.030					10.333	668	11.001	24.200	111	210	321	37				9.650	2.948				12.598	*
hanseboot, Hamburg	1	9	16.917	4.007	65				20.989	2.318	23.307	54.500	419	106	525	17				71.370	3.520				74.890	*
• Heimtextil, Frankfurt/Main	1	4	25.110	91.719					116.829	3.938	120.767	206.700	324	2.292	2.616	62				22.577	43.258				65.835	*
Hobby + Elektronik, Stuttgart	1	4	3.037	7	48				3.092	1.881	4.973	10.600	75	1	76	2				44.270	903				45.173	<sup>1)</sup>
• ispo, München	1	4	26.274	79.246					105.520	5.590	111.110	179.800	370	2.066	2.436	50				28.704	52.879				81.583	*
• ITB – The world's leading travel trade show, Berlin	1	5	27.945	59.766	146	60			87.917		87.917	155.300	1.597	5.757	7.354	189	550	1.782	2.332	94.573	35.852				130.425	*
IWA OutdoorClassics, Nürnberg	1	4	14.405	27.230					41.635	502	42.137	75.200	291	918	1.209	49				15.189	23.076				38.265	*
Kreativ- & Bastelwelt, Stuttgart	1	4	4.284	222					4.506	294	4.800	13.900	193	18	211	8				49.626	1.535				51.161	<sup>1)</sup>
MAGDEBOOT, Magdeburg	1	3	3.239	12	198				3.449	128	3.577	9.800	102	1	103	2	9		9						5.893	*
Magdeburger Meeresangelage – Fishing Exhibition, Magdeburg	1	2	2.221	292	50				2.563	459	3.022	7.300	87	15	102	5									5.407	*
Mineral, fossils, jewellery, Stuttgart	1	3	1.559	200					1.759	467	2.226	10.500	159	38	197	17									14.817	<sup>4)</sup>
MODELL SÜD – Modelmaking and model railways, Stuttgart	1	4	1.670	189					1.859	2.957	4.816	12.900	87	11	98	7				43.283	437				43.720	*
modell-hobby-spiel, Leipzig	1	4	17.994	941	359				19.294	16.402	35.696	83.800	560	52	612	10	1	1	2	106.648	1.845				108.493	*
• Musikmesse, Frankfurt/Main	1	4	15.855	22.755	60	230			38.900	1.500	40.400	89.200	468	902	1.370	51				48.574	22.289				70.863	<sup>3)</sup>
Pferd & Jagd – Equestrian sports, hunting, fishing, Hannover	1	4	16.165	1.967	66				18.198	10.503	28.701	83.500	713	90	803	24									77.599	*
RAD + OUTDOOR, Bremen	1	2	2.643	72					2.715	4.260	6.975	14.600	164	10	174	5									13.456	*
Reiselust – Tourism fair, Bremen	1	3	3.139	306					3.445	362	3.807	9.300	251	28	279	13	3	2	5	27.264	415				27.679	<sup>2)</sup>
REISEN HAMBURG – Holiday Exhibition, Hamburg	1	5	23.835	2.893	12				26.740	1.496	28.236	66.000	631	223	854	53									78.772	*

+ Events with changing venues

• Recognized by UFI – The Global Association of the Exhibition Industry

\* Visitors Profile Analyses see page 25 ff.

<sup>1)</sup> Visitor attendance determined by a representative poll in the combination of Stuttgarter


Messeherbst. Multiple answers were permitted

<sup>2)</sup> Visitor attendance determined by a representative poll in the combination of Caravan/Reiselust. Multiple answers were permitted

<sup>3)</sup> ascertained by a representative poll

<sup>4)</sup> Visitor attendance

determined by a representative poll in the combination of Mineralien- und Fossilienbörse/FAIR HANDELN/GARTEN outdoor ambiente/SLOW FOOD. Multiple answers were permitted

FKM 		Exhibition space figures (sq.m.)								Exhibitor figures						Visitor figures						
		Exhibitor stand space								Exhibitors			Additionally represented firms			Entries (Explanations see p. 9)						
For the complete titles see pp. 89		Interval/ Days		Halls		Open Air		Total	Special Shows	Space (net)	Space (gross)	from			Domestic	Foreign	Total	Domestic	Foreign	Total		
		Domestic	Foreign	Domestic	Foreign	Domestic	Foreign					Domestic	Foreign	Total							Domestic	Foreign
reiten – jagen – fischen – riding, hunting, fishing, Erfurt		1	3	5.282	317	634		6.233	1.983	8.216	19.200	201	17	218	9				24.453	*		
Spielwarenmesse – International Toy Fair, Nürnberg		1	6	48.725	55.820			104.545		104.545	160.000	807	1.940	2.747	60	2	3	5	31.942	40.653	72.595	*
● spoga horse (spring), Köln		1	3	3.727	3.907			7.634	132	7.766	16.800	66	126	192	27	3	1	4	1.965	1.788	3.753	*
● spoga+gafa / spoga horse (autumn), Köln		1	3	26.277	73.299	78		99.654	3.240	102.894	224.400	312	1.482	1.794	57	8	50	58	15.090	20.595	35.685	*
Süddeutsche Spielmesse, Stuttgart		1	4	1.925	115			2.040	2.842	4.882	11.400	77	6	83	5				48.636	1.504	50.140	<sup>1)</sup>
TIERWELT, Magdeburg		1	3	2.092	10	56		2.158	1.616	3.774	9.800	144	1	145	2						14.365	
● TourNatur, Düsseldorf		1	3	3.513	407			3.920	1.329	5.249	14.800	176	55	231	12				32.740	736	33.476	<sup>2)</sup>
<b>B12 Electrical Engineering and Electronics</b>																						
efa – Building Systems, Electrical Engineering, Air Conditioning, Automation, Leipzig		2	3	7.898	78			7.976		7.976	19.500	189	5	194	6	4	4		12.452	382	12.834	<sup>3)</sup>
+ ELEKTROTECHNIK, Dortmund		2	4	14.992	377			15.369	3.836	19.205	42.600	432	16	448	11	12	1	13	18.965	708	19.673	*
+ ELTEC, Nürnberg		2	3	9.287	115			9.402	653	10.055	20.200	261	9	270	6				11.638	225	11.863	*
eltefa, Stuttgart		2	3	19.923	514	35		20.472	550	21.022	42.100	440	22	462	13	31	6	37	22.598	228	22.826	*
embedded world, Nürnberg		1	3	14.205	5.773			19.978		19.978	38.000	478	387	865	37				16.058	6.489	22.547	*
● PCIM Europe, Nürnberg		1	3	5.867	3.782			9.649	288	9.937	18.500	191	201	392	27	22	66	88	6.003	3.441	9.444	
● Productronica, München		2	4	27.546	13.691			41.237	1.466	42.703	77.000	673	545	1.218	39	4	7	11	18.606	19.202	37.808	*
SMT / HYBRID / PACKAGING, Nürnberg		1	3	11.109	2.332			13.441	404	13.845	27.000	338	178	516	27	15	39	54	16.015	4.004	20.019	
SPS/IPC/DRIVES, Nürnberg		1	3	59.128	10.603			69.731	249	69.980	114.000	1.137	485	1.622	42	131	82	213	46.248	13.779	60.027	
<b>B13 Metal-Working, Automation, Measuring, Quality Assurance</b>																						
● Composites Europe, Stuttgart		1	3	5.860	2.407	35		8.302	930	9.232	20.800	269	137	406	27				6.420	2.751	9.171	*
+ EMO, Hannover		2	6	80.864	97.834			178.698	1.884	180.582	289.500	894	1.237	2.131	43				95.674	47.123	142.797	*
● Hannover Messe: Digital Factory, Hannover		1	5	4.726	761			5.487		5.487	10.600	176	26	202	12				28.579	6.359	34.938	<sup>4)</sup>
● Hannover Messe: Industrial Automation, Hannover		1	5	48.751	10.088	1.957		60.796	388	61.184	102.100	640	371	1.011	38				79.005	28.631	107.636	<sup>4)</sup>
intec, Leipzig		2	4	20.572	853			21.425	253	21.678	44.000	870	78	948	22	4	1	5	19.053	691	19.744	<sup>5)</sup>
SCHWEISSEN & SCHNEIDEN, Essen		4	6	24.535	22.659			47.194	500	47.694	86.600	422	589	1.011	40				25.769	22.943	48.712	*
SENSOR + TEST, Nürnberg		1	3	5.894	2.072			7.966	1.254	9.220	19.000	363	180	543	28				6.014	1.796	7.810	*
<b>B14 Plastic and Wood Processing</b>																						
● K – Plastics and rubber, Düsseldorf		3	8	66.531	104.648	50	16	171.245		171.245	263.000	1.061	2.159	3.220	59				89.796	127.627	217.423	*
● LIGNA, Hannover		2	5	57.316	48.613	10.796	4.091	120.816	2.381	123.197	209.200	749	799	1.548	46				57.059	32.798	89.857	*
<b>B15 Power Supply Industry</b>																						
enertec – Generation, Distribution and Storage of Energy, Leipzig		2	3	1.823	135			1.958	720	2.678	8.000	162	21	183	7				8.130	330	8.460	<sup>6)</sup>
E-world energy & water, Essen		1	3	19.637	3.236			22.873	2.137	25.010	47.500	472	105	577	23				15.972	2.752	18.724	*

+ Events with changing venues ● Recognized by UFI – The Global Association of the Exhibition Industry \* Visitors Profil Analyses see page 25 ff. <sup>1)</sup> Visitor attendance determined by a representative poll in the combination of Stuttgarter Messeherbst. Multiple answers were permitted <sup>2)</sup> Visitor attendance determined by a representative poll in the combination of Caravan Salon/TourNatur. Multiple answers were permitted <sup>3)</sup> Visitor attendance determined by a representative poll in the combination of SHKG Leipzig/efa. Multiple answers were permitted <sup>4)</sup> Visitor attendance determined by a representative poll at Hannover Messe. Multiple answers were permitted <sup>5)</sup> Visitor attendance determined by a representative poll in the combination of intec/Z – Subcontracting Fair. Multiple answers were permitted <sup>6)</sup> Visitor attendance determined by a representative poll in the combination of TerraTec/enertec. Multiple answers were permitted





## Exhibition space figures (sq.m.)

## Exhibitor figures

## Visitor figures

### Exhibitor stand space

### Exhibitors


### Additionally represented firms

### Entries (Explanations see p. 9)

For the complete titles see pp. 89	Interval/ Days		Halls		Open Air		Total	Special Shows	Space (net)	Space (gross)	from countries				Domestic Foreign Total			Domestic Foreign Total			
			Domestic	Foreign	Domestic	Foreign					Domestic	Foreign	Total	Domestic	Foreign	Total	Domestic	Foreign	Total	Domestic	Foreign
● Hannover Messe: Energy, Hannover	1	5	21.010	15.952	191	35	37.188	286	37.474	66.500	415	595	1.010	47				68.282	19.824	88.106	*1)
● Hannover Messe: Wind, Hannover	1	5	7.118	1.122			8.240	447	8.687	9.300	136	59	195	16				53.564	13.058	66.622	*1)
● Intersolar Europe, München	1	3	29.488	24.629	1.102	509	55.728	1.890	57.618	115.500	610	682	1.292	47				28.000	18.929	46.929	
New Energy Husum, Husum	1	4	5.250	549	548	55	6.402	20	6.422	12.900	229	33	262	11				11.400	2.039	13.439	*
<b>B16 Other Investment Goods Industries</b>																					
● BIOTECHNICA, Hannover	2	3	6.592	2.174			8.766	1.291	10.057	23.600	385	168	553	28				9.643	1.649	11.292	*
European Coatings SHOW, Nürnberg	2	3	17.050	17.574			34.624	269	34.893	62.900	351	611	962	44				9.652	16.193	25.845	*
FachPack, Nürnberg	1	3	43.787	9.829			53.616		53.616	98.700	1.039	400	1.439	34				26.880	7.718	34.598	*
FMB – Supplier show for mechanical engineering, Bad Salzflufen	1	3	7.046	403			7.449		7.449	14.200	393	36	429	10	11	5	16	4.274	144	4.418	
● Hannover Messe: ComVac, Hannover	1	5	5.530	6.355			11.885		11.885	21.500	52	134	186	26				19.495	10.452	29.947	*1)
● Hannover Messe: Industrial Supply, Hannover	1	5	14.564	16.248			30.812	773	31.585	52.700	555	1.014	1.569	46				38.969	20.708	59.677	*1)
● Hannover Messe: IndustrialGreenTec, Hannover	1	5	1.527	504			2.031		2.031	5.800	72	32	104	10				24.092	6.289	30.381	*1)
● Hannover Messe: MDA – Motion, Drive & Automation, Hannover	1	5	19.342	22.134	181	17	41.674	96	41.770	59.900	318	796	1.114	36				56.380	23.479	79.859	*1)
● Hannover Messe: Research & Technology, Hannover	1	5	7.441	1.077	132	300	8.950	473	9.423	16.400	310	127	437	12				36.685	8.887	45.572	*1)
● Hannover Messe: Surface Technology, Hannover	1	5	5.745	1.281			7.026	192	7.218	14.000	155	82	237	19				27.906	9.203	37.109	*1)
HYBRID EXPO, Stuttgart	1	3	581	21			602	241	843	2.250	32	2	34	3	4		4	3.751	1.323	5.074	
+ INTERGEO, Essen	1	3	7.333	4.772	212	306	12.623	609	13.232	24.200	287	201	488	30	17	11	28	12.648	3.735	16.383	*
● LASER World of PHOTONICS, München	2	4	13.917	7.433			21.350	1.826	23.176	42.000	455	675	1.130	37	1	5	6	12.346	14.236	26.582	*
POWTECH/TechnoPharm, Nürnberg	1	3	20.613	7.305			27.918		27.918	52.100	658	301	959	29				11.189	5.616	16.805	*
Rapid.Tech, Erfurt	1	2	731	45			776	45	821	2.600	71	5	76	5						1.533	*
Z – Subcontracting fair, Leipzig	2	4	3.502	1.160			4.662	57	4.719	11.800	266	135	401	20				9.162	1.041	10.203	*2)
<b>B17 Other Consumer Goods and Service Industries</b>																					
BIOFACH / VIVANESS, Nürnberg	1	4	16.201	22.180			38.381	3.761	42.142	82.100	686	1.727	2.413	87				23.524	18.270	41.794	*
CADEAUX – März, Leipzig	1	3	7.324	399			7.723	504	8.227	20.500	262	20	282	10	3		3			5.854	
CADEAUX – September/Comfortex, Leipzig	1	3	9.740	542			10.282	1.367	11.649	35.900	328	24	352	11	6		6			11.845	*
● Christmasworld, Frankfurt/Main	1	5	22.566	32.741			55.307	1.854	57.161	97.100	247	696	943	41				13.935	16.706	30.641	*3)
DKM – Finance and Insurance Industry, Dortmund	1	2	8.652	160			8.812		8.812	23.200	283	8	291	8				11.208	113	11.321	
Invest, Stuttgart	1	2	3.220	486			3.706	517	4.223	10.500	98	23	121	10	2	1	3	11.262	230	11.492	*
● Moderner Staat, Berlin	1	2	1.353	24			1.377	516	1.893	8.000	99	3	102	4				2.049	48	2.097	*
Opti – International Trade Show for Optics & Design, München	1	3	15.817	6.157			21.974	366	22.340	40.000	270	221	491	31				17.604	5.639	23.243	
● Paperworld, Frankfurt/Main	1	4	17.333	35.404			52.737	1.258	53.995	118.000	347	1.437	1.784	64				17.129	28.231	45.360	*3)
Pieta, Dresden	2	3	2.625	184			2.809	100	2.909	6.700	90	10	100	5						1.408	
● Promotion World, Hannover	1	5	1.301	139			1.440	349	1.789	6.300	68	11	79	6				11.649	1.589	13.238	*1)
● PSI Messe, Düsseldorf	1	3	19.310	14.105			33.415	534	33.949	61.600	489	465	954	32				5.690	7.729	13.419	*
RemaDays Europe, Nürnberg	1	3	1.757	957			2.714	298	3.012	6.500	67	85	152	15				1.409	447	1.856	

+ Events with changing venues ● Recognized by UFI – The Global Association of the Exhibition Industry \* Visitors Profile Analyses see page 25 ff. <sup>1)</sup> Visitor attendance determined by a representative poll at Hannover Messe. Multiple answers were permitted <sup>2)</sup> Visitor attendance determined by a representative poll in the combination of intec/Z – Subcontracting Fair. Multiple answers were permitted <sup>3)</sup> ascertained by a representative poll



FKM 			Exhibition space figures (sq.m.)							Exhibitor figures						Visitor figures					
			Exhibitor stand space							Exhibitors			Additionally represented firms			Entries (Explanations see p. 9)					
For the complete titles see pp. 89			Interval/ Days		Halls		Open Air		Total	Special Shows	Space (net)	Space (gross)	from countries			Total			Total		
			Domestic	Foreign	Domestic	Foreign		Domestic					Foreign	Total	Domestic	Foreign	Total	Domestic	Foreign	Total	Domestic
• viscom düsseldorf, Düsseldorf	2	3	6.181	2.518	36		8.735	1.956	10.691	21.400	218	132	350	26			10.758	2.820	13.578 *		
Werkstätten:Messe, Nürnberg	1	4	6.455	193			6.648		6.648	13.000	215	19	234	5					21.909 *		
<b>C MULTI-SECTOR PUBLIC EXHIBITIONS</b>																					
Allgäuer Festwoche, Kempten	1	9	5.466	180	3.061	10	8.717	884	9.601	24.900	342	12	354	5					104.495 *		
Baumesse Chemnitz, Chemnitz	1	3	3.267	45	111		3.423	179	3.602	8.400	209	3	212	2	33		33		9.056 *		
DIE BESTEN JAHRE – Exhibition for staying active, Stuttgart	1	2	909	9			918	471	1.389	4.900	81	2	83	2					4.839 <sup>1)</sup>		
DU UND DEINE WELT, Hamburg	1	9	13.732	1.272	258		15.262	2.464	17.726	42.300	440	50	490	22			76.877	855	77.732 *		
Familie + Heim / International mineral and fossil exchange, Stuttgart	1	9	13.693	771			14.464	1.639	16.103	42.000	532	59	591	22					78.826 <sup>1)</sup>		
HanseLife, Bremen	1	9	17.134	985	1.965		20.084	2.177	22.261	47.700	747	33	780	13					75.963 *		
Haus-Garten-Freizeit – Home – Garden – Leisure / Central german handicraft fair/Beach & Boat, Leipzig	1	9	27.100	2.087			29.187	8.442	37.629	88.200	1.068	93	1.161	22	1		1	174.197	717	174.914 *	
• Import Shop, Berlin	1	5	3.245	3.136			6.381	853	7.234	19.700	252	325	577	60			40.658	703	41.361 *		
Infa, Hannover	1	9	30.614	2.885	523	48	34.070	7.682	41.752	95.800	1.174	146	1.320	30					181.433 *		
Messe Wächtersbach, Wächtersbach	1	9	4.556	99	4.402	115	9.172	4.866	14.038	23.100	297	11	308	9					59.194		
OBERRHEIN-MESSE, Offenburg	1	9	9.876	757	9.199	26	19.858	2.169	22.027	47.000	461	32	493	12	1		1	68.965	4.402	73.367 *	
Rheinland-Pfalz-Ausstellung, Mainz	1	9	10.640	613	1.615		12.868	1.232	14.100	25.900	634	27	661	15					75.448 *		
Thüringen-Ausstellung, Erfurt	1	9	11.240	234			11.474	2.349	13.823	25.000	606	14	620	7	29		29		68.310 *		

## Trade visitors' profile

<b>Visitors (number of entries)</b>	<b>16 301</b>	<b>Area of responsibility</b>	<b>%</b>
<b>Proportion of trade visitors</b>	<b>99%</b>	Management	19
<b>Germany (total)</b>	<b>45</b>	Research/development/design	18
of which		Manufacturing, production, quality control	8
Nielsen 1	3	Buying/procurement	5
Bremen	-	Finance/accounting, controlling	1
Hamburg	1	Information and communication technology	2
Lower Saxony	-	Personnel administration, administration	1
Schleswig-Holstein	1	Sales	17
Nielsen 2	16	Marketing, advertising, PR	3
North Rhine-Westph.	16	Logistics: storage, material management, transport	1
Nielsen 3a	8	Maintenance/repairs	15
Hesse	7	Building department	2
Nielsen 7	10	Other area	5
Rhineland-Palatinate	1	Student	2
Saarland	-	Other not gainfully employed	1
Thuringia	1		
Nielsen 3b	26	<b>Position in the company/organization</b>	<b>%</b>
Baden-Württemberg	26	Entrepreneur, co-owner, freelancer	13
		Managing director, board member, head of an authority etc.	14
<b>Foreign (total)</b>	<b>55</b>	Area manager, works manager, plant manager, branch manager, head of public office	6
of which		Department head, group head, team leader	10
EU	57	Other salaried staff, civil servant, skilled worker	52
Other European countries	17	Lecturer, teacher	1
Middle East	6	Trainee	2
South-, East-, Central Asia	15	Other position	-
Other countries	6	Student	2
		Other not gainfully employed	1
<b>Distance to home</b>	<b>%</b>	<b>Economic sector</b>	<b>%</b>
up to 50 km	6	Elevator construction	44
more than 50 km up to 100 km	6	Elevator assembly/installation	29
more than 100 km up to 300 km	13	Maintenance/servicing	19
over 300 km	74	Mechanical engineering	18
		Elevator technology, accessories	17
<b>Countries with the highest visitor shares</b>	<b>%</b>	Electrical engineering industrie	11
Switzerland	13	Trade	9
Italy	10	Metalworking and processing	6
Austria	9	Electrical trade, electrical installation	5
Spain	9	Authority, public services	5
Sweden	8	Architects, planning professions	2
		Other service	6
<b>Frequency of visits to exhibition</b>	<b>%</b>	Other sectors	5
Previous event	45		
Earlier events	34	<b>Size of company/organization:</b>	
First visit	43	<b>Number of employees</b>	<b>%</b>
		1- 4	10
<b>Average length of stay</b>	<b>1,8 days</b>	5- 9	8
		10- 49	27
<b>Influence on purchasing/procurement decisions</b>	<b>%</b>	50- 199	13
Decisively	27	200- 499	19
Collectively	27	500 - 999	3
In an advisory capacity	18	1 000 and more	17
No	26	Student	2
Student	2	Other not gainfully employed	1
Other not gainfully employed	1		

Conducted by: Messe- und Congressberatung Dirr, Neu Wulmstorf

## Trade visitors' profile

<b>Visitors (number of entries)</b>	<b>16 212</b>	<b>Area of responsibility</b>	<b>%</b>
<b>Proportion of trade visitors</b>	<b>99%</b>	Management	38
<b>Germany (total)</b>	<b>87</b>	Research/development/design	3
of which		Manufacturing, production, quality control	6
Nielsen 1	19	Buying/procurement	10
Bremen	1	Finance/accounting, controlling	2
Hamburg	4	Information and communication technology	1
Lower Saxony	9	Personnel administration, administration	6
Schleswig-Holstein	5	Sales	10
Nielsen 2	12	Marketing, advertising, PR	1
North Rhine-Westph.	12	Logistics: storage, material management, transport	1
Nielsen 3a	8	Maintenance/repairs	5
Hesse	6	Building department	17
Nielsen 7	7	Other area	1
Rhineland-Palatinate	2	Student	1
Saarland	-	Other not gainfully employed	1
Thuringia	2		
Nielsen 3b	10	<b>Position in the company/organization</b>	<b>%</b>
Baden-Württemberg	10	Entrepreneur, co-owner, freelancer	23
		Managing director, board member, head of an authority etc.	11
<b>Foreign (total)</b>	<b>13</b>	Area manager, works manager, plant manager, branch manager, head of public office	19
of which		Department head, group head, team leader	22
EU	71	Other salaried staff, civil servant, skilled worker	15
Other European countries	17	Lecturer, teacher	2
Other countries	12	Trainee	4
		Other position	3
<b>Distance to home</b>	<b>%</b>	Student	1
up to 50 km	21	Other not gainfully employed	1
more than 50 km up to 100 km	3		
more than 100 km up to 300 km	21	<b>Economic sector</b>	<b>%</b>
over 300 km	55	Service	54
		Skilled trades	22
<b>Country with the highest visitor share</b>	<b>%</b>	Industry	15
Austria	16	Authority/public services	8
		Wholesale/foreign trade	8
<b>Frequency of visits to exhibition</b>	<b>%</b>	School, university, education	6
Previous event	42	Retail trade	6
Earlier events	30	Association/guild/chamber	1
First visit	44	Research/science	1
		Other sectors	5
<b>Average length of stay</b>	<b>1,4 days</b>	Student	1
		Other not gainfully employed	1
<b>Influence on purchasing/procurement decisions</b>	<b>%</b>	<b>Size of company/organization:</b>	
Decisively	29	<b>Number of employees</b>	<b>%</b>
Collectively	40	1- 4	8
In an advisory capacity	19	5- 9	10
No	10	10- 49	19
Student	1	50- 199	18
Other not gainfully employed	1	200- 499	15
		500 - 999	7
		1 000 and more	21
		Student	1
		Other not gainfully employed	1

Conducted by: Hopp & Partner, Berlin

## FRUIT LOGISTICA → Berlin

## Trade visitors' profile

<b>Visitors (number of entries)</b>	<b>60 620</b>	<b>Area of responsibility</b>	<b>%</b>
<b>Proportion of trade visitors</b>	<b>97%</b>	Management	30
<b>Germany (total)</b>	<b>20</b>	Research/development/design	6
of which		Manufacturing, production, quality control	8
Nielsen 1	22	Buying/procurement	10
Bremen	1	Finance/accounting, controlling	1
Hamburg	3	Information and communication technology	2
Lower Saxony	15	Organization, personnel, administration	1
Schleswig-Holstein	3	Sales	17
Nielsen 2	13	Marketing, advertising, PR	6
North Rhine-Westph.	13	Logistics: storage, material management, transport	5
Nielsen 3a	6	Maintenance/repairs	1
Hesse	4	Other area	7
Rhineland-Palatinate	2	Student	5
Saarland	-	Other not gainfully employed	2
Nielsen 3b	9	<b>Position in the company/organization</b>	<b>%</b>
Baden-Württemberg	9	Entrepreneur, co-owner, freelancer	31
<b>Foreign (total)</b>	<b>80</b>	Managing director, board member, head of an authority etc.	17
of which		Area manager, works manager, plant manager, branch manager, head of public office	16
EU	59	Department head, group head, team leader	11
Other European countries	11	Other salaried staff, civil servant, skilled worker	11
Africa	8	Lecturer, teacher	2
North America	8	Trainee	2
South and Central America	5	Other position	5
Middle East	5	Student	5
South-, East-, Central Asia	4	Other not gainfully employed	2
Australia	1	<b>Economic sector</b>	<b>%</b>
<b>Distance to home</b>	<b>%</b>	Fruit and vegetable growers	29
up to 50 km	5	Importers, exporters	27
more than 50 km up to 100 km	1	Industry	7
more than 100 km up to 300 km	4	Retail trade (central buying)	4
over 300 km	90	Retail trade (distribution)	5
<b>Countries with the highest visitor shares</b>	<b>%</b>	Own wholesale trade of retail grocery trade	5
Italy	11	Other wholesale trade	5
Netherlands	9	Hotel, catering trade	2
France	7	Packaging companies	6
Spain	7	Packaging machinery manufacturer	6
United Kingdom	6	Freight forwarders, transport companies	2
<b>Frequency of visits to exhibition</b>	<b>%</b>	Other service	9
Previous event	33	Authority/public services	3
Earlier events	32	Association, society, institution, organisation	3
First visit	45	Research, apprenticeship, training	3
<b>Average length of stay</b>	<b>1,9 days</b>	Other sectors	5
<b>Influence on purchasing/procurement decisions</b>	<b>%</b>	Student	5
Decisively	42	Other not gainfully employed	2
Collectively	31	<b>Size of company/organization:</b>	<b>%</b>
In an advisory capacity	14	<b>Number of employees</b>	<b>%</b>
No	7	1- 4	16
Student	5	5- 9	13
Other not gainfully employed	2	10- 49	27
		50- 199	18
		200- 499	8
		500 - 999	4
		1 000 and more	9
		Student	5
		Other not gainfully employed	2

Conducted by: Gelszus Messe-Marktforschung GmbH, Dortmund

## Internationale Grüne Woche Berlin → Berlin

## Trade visitors' profile

<b>Visitors (number of entries)</b>	<b>396 150</b>	<b>Area of responsibility</b>	<b>%</b>
<b>Proportion of trade visitors</b>	<b>24%</b>	Management	15
<b>Germany (total)</b>	<b>95</b>	Research/development/design	4
of which		Manufacturing, production, quality control	7
Nielsen 1	12	Buying/procurement	5
Bremen	-	Finance/accounting, controlling	2
Hamburg	1	Information and communication technology	2
Lower Saxony	7	Organization, personnel, administration	3
Schleswig-Holstein	4	Sales	9
Nielsen 2	5	Marketing, advertising, PR	4
North Rhine-Westph.	5	Logistics: storage, material management, transport	2
Nielsen 3a	3	Maintenance/repairs	1
Hesse	2	Other area	24
Rhineland-Palatinate	1	Student	19
Saarland	-	Other not gainfully employed	6
Nielsen 3b	3	<b>Position in the company/organization</b>	<b>%</b>
Baden-Württemberg	3	Entrepreneur, co-owner, freelancer	18
<b>Foreign (total)</b>	<b>5</b>	Managing director, board member, head of an authority etc.	5
of which		Area manager, works manager, plant manager, branch manager, head of public office	2
EU	65	Department head, group head, team leader	7
Other countries	35	Other salaried staff, civil servant, skilled worker	19
<b>Distance to home</b>	<b>%</b>	Lecturer, teacher	5
up to 50 km	38	Trainee	14
more than 50 km up to 100 km	9	Other position	5
more than 100 km up to 300 km	22	Student	19
over 300 km	31	Other not gainfully employed	6
<b>Frequency of visits to exhibition</b>	<b>%</b>	<b>Economic sector</b>	<b>%</b>
Previous event	36	Agriculture/forestry	23
Earlier events	45	Food industry	10
First visit	40	Hotel and restaurant trade, catering	9
<b>Average length of stay</b>	<b>1,4 days</b>	Horticulture, landscape gardening	9
<b>Influence on purchasing/procurement decisions</b>	<b>%</b>	School, technical college, university	9
Decisively	16	Retail trade	8
Collectively	23	Association, institution	6
In an advisory capacity	15	Wholesale/foreign trade	3
No	23	Other sectors	17
Student	19	Student	19
Other not gainfully employed	6	Other not gainfully employed	6
		<b>Size of company/organization:</b>	<b>%</b>
		<b>Number of employees</b>	<b>%</b>
		1- 4	20
		5- 9	9
		10- 49	18
		50- 199	12
		200- 499	5
		500 - 999	5
		1 000 and more	7
		Student	19
		Other not gainfully employed	6

## Private visitors' profile

<b>Visitors (number of entries)</b>	<b>396 150</b>	<b>Proportion of private visitors</b>	<b>76%</b>
<b>Germany (total)</b>	<b>98</b>	<b>Germany (total)</b>	<b>98</b>
of which		of which	
Nielsen 1	7	Nielsen 1	7
Bremen	-	Bremen	-
Hamburg	-	Hamburg	-
Lower Saxony	4	Lower Saxony	4
Schleswig-Holstein	3	Schleswig-Holstein	3
Nielsen 2	3	Nielsen 2	3
North Rhine-Westph.	3	North Rhine-Westph.	3
Nielsen 3a	2	Nielsen 3a	2
Hesse	1	Hesse	1
Rhineland-Palatinate	1	Rhineland-Palatinate	1
Saarland	-	Saarland	-
Nielsen 3b	1	Nielsen 3b	1
Baden-Württemberg	1	Baden-Württemberg	1
<b>Foreign (total)</b>	<b>2</b>	<b>Foreign (total)</b>	<b>2</b>
of which		of which	
EU	66	EU	66
Other countries	35	Other countries	35
<b>Distance to home</b>	<b>%</b>	<b>Distance to home</b>	<b>%</b>
up to 50 km	46	up to 50 km	46
more than 50 km up to 100 km	12	more than 50 km up to 100 km	12
more than 100 km up to 300 km	24	more than 100 km up to 300 km	24
over 300 km	18	over 300 km	18
<b>Frequency of visits to exhibition</b>	<b>%</b>	<b>Frequency of visits to exhibition</b>	<b>%</b>
Previous event	42	Previous event	42
Earlier events	52	Earlier events	52
First visit	29	First visit	29
<b>Sex</b>	<b>%</b>	<b>Sex</b>	<b>%</b>
Male	36	Male	36
Female	64	Female	64
<b>Size of household</b>	<b>%</b>	<b>Size of household</b>	<b>%</b>
1 person	17	1 person	17
2 persons	50	2 persons	50
3 persons	16	3 persons	16
4 persons	11	4 persons	11
5 persons and more	6	5 persons and more	6
<b>Age</b>	<b>%</b>	<b>Age</b>	<b>%</b>
up to 20 years	6	up to 20 years	6
over 20 up to 30 years	13	over 20 up to 30 years	13
over 30 up to 40 years	9	over 30 up to 40 years	9
over 40 up to 50 years	19	over 40 up to 50 years	19
over 50 up to 60 years	23	over 50 up to 60 years	23
over 60 up to 70 years	20	over 60 up to 70 years	20
over 70 years	10	over 70 years	10

**Trade visitors' profile**

<b>Position in the company/organization</b>	%
Entrepreneur, co-owner, freelancer	8
Managing director, board member, head of an authority etc.	1
Area manager, works manager, plant manager, branch manager, head of public office	2
Department head, group head, team leader	5
Other salaried staff, civil servant, skilled worker	35
Lecturer, teacher	3
Trainee	3
Other position	7
Student	7
Other not gainfully employed	30
<b>Buying and ordering capacity</b>	%
Purchase or order made or intended at the exhibition	
yes	75
no	10
maybe	15
<b>Follow-up business</b>	%
Intend to buy at later date	
yes	24
no	31
maybe	45
<b>Conducted by: Hopp &amp; Partner, Berlin</b>	

<b>Visitors (number of entries)</b>	<b>130 425</b>
<b>Proportion of trade visitors</b>	<b>54%</b>
<b>Germany (total)</b>	<b>59</b>
of which	
Nielsen 1	12
Bremen	1
Hamburg	4
Lower Saxony	6
Schleswig-Holstein	2
Nielsen 2	10
North Rhine-Westph.	10
Nielsen 3a	11
Hesse	7
Rhineland-Palatinate	3
Saarland	1
Nielsen 3b	7
Baden-Württemberg	7
<b>Foreign (total)</b>	<b>41</b>
of which	
EU	61
Other European countries	17
Africa	8
Middle East	5
South-, East-, Central Asia	6
Other countries	4
<b>Distance to home</b>	%
up to 50 km	20
more than 50 km up to 100 km	2
more than 100 km up to 300 km	12
over 300 km	66
<b>Countries with the highest visitor shares</b>	%
Austria	14
Poland	9
Turkey	6
Switzerland	5
Netherlands	4
<b>Frequency of visits to exhibition</b>	%
Previous event	36
Earlier events	41
First visit	44
<b>Average length of stay</b>	<b>2,1 days</b>
<b>Influence on purchasing/procurement decisions</b>	%
Decisively	26
Collectively	23
In an advisory capacity	13
No	14
Student	22
Other not gainfully employed	2

<b>Area of responsibility</b>	%
Management	22
Research/development/design	3
Manufacturing, production, quality control	2
Buying/procurement	4
Finance/accounting, controlling	1
Information and communication technology	3
Personnel administration, administration	2
Sales	11
Marketing, advertising, PR	13
Logistics: storage, material management, transport	1
Maintenance/repairs	-
Other area	14
Student	22
Other not gainfully employed	2
<b>Position in the company/organization</b>	%
Entrepreneur, co-owner, freelancer	21
Managing director, board member, head of an authority etc.	12
Area manager, works manager, plant manager, branch manager, head of public office	5
Department head, group head, team leader	14
Other salaried staff, civil servant, skilled worker	15
Lecturer, teacher	3
Trainee	3
Other position	3
Student	22
Other not gainfully employed	2
<b>Economic sector</b>	%
Tour operator	22
Travel agency	16
Hotel company	11
Tourism organizations	9
Publishing houses/press	7
PR/advertising/consultancy	6
Business travel	5
Tourism federations/associations	3
Travel technology, information and reservation systems	3
Research institute/educational institution	3
Transport carriers (bus, train, ship and air companies)	2
Exhibition organizer/conference and congress organizer	2
Leisure centre/leisure park	1
Telecommunication	1
Other sectors	14
Student	22
Other not gainfully employed	2
<b>Size of company/organization:</b>	
<b>Number of employees</b>	%
1- 4	18
5- 9	10
10- 49	18
50- 199	13
200- 499	5
500 - 999	4
1 000 and more	8
Student	22
Other not gainfully employed	2

**Private visitors' profile**

<b>Visitors (number of entries)</b>	<b>130 425</b>
<b>Proportion of private visitors</b>	<b>46%</b>
<b>Germany (total)</b>	<b>93</b>
of which	
Nielsen 1	4
Bremen	-
Hamburg	1
Lower Saxony	2
Schleswig-Holstein	1
Nielsen 2	2
North Rhine-Westph.	2
Nielsen 3a	2
Hesse	1
Rhineland-Palatinate	1
Saarland	-
Nielsen 3b	1
Baden-Württemberg	1
<b>Foreign (total)</b>	<b>7</b>
of which	
EU	83
Other countries	17
<b>Countries with the highest visitor shares</b>	%
Poland	49
Austria	14
<b>Distance to home</b>	%
up to 50 km	72
more than 50 km up to 100 km	4
more than 100 km up to 300 km	10
over 300 km	14
<b>Frequency of visits to exhibition</b>	%
Previous event	38
Earlier events	54
First visit	32
<b>Sex</b>	%
Male	42
Female	58
<b>Size of household</b>	%
1 person	22
2 persons	50
3 persons	14
4 persons	10
5 persons and more	4
<b>Age</b>	%
up to 20 years	7
over 20 up to 30 years	18
over 30 up to 40 years	12
over 40 up to 50 years	21
over 50 up to 60 years	19
over 60 up to 70 years	18
over 70 years	6

<b>Position in the company/organization</b>	%
Entrepreneur, co-owner, freelancer	8
Managing director, board member, head of an authority etc.	1
Area manager, works manager, plant manager, branch manager, head of public office	2
Department head, group head, team leader	6
Other salaried staff, civil servant, skilled worker	37
Lecturer, teacher	5
Trainee	2
Other position	4
Student	13
Housewife/man	2
Old-age pensioner	19
Other not gainfully employed	2
<b>Buying and ordering capacity</b>	<b>N/A</b>
<b>Follow-up business</b>	<b>N/A</b>
<b>Conducted by: Hopp &amp; Partner, Berlin</b>	

## Import Shop → Berlin

### Private visitors' profile

<b>Visitors (number of entries)</b>	<b>41 361</b>	<b>Position in the company/organization</b>	<b>%</b>
<b>Proportion of private visitors</b>	<b>89%</b>	Entrepreneur, co-owner, freelancer	7
<b>Germany (total)</b>	<b>99</b>	Managing director, board member, head of an authority etc.	1
of which		Area manager, works manager, plant manager, branch manager, head of public office	2
Nielsen 1	2	Nielsen 4	1
Bremen	-	Bavaria	1
Hamburg	-	Nielsen 5+6	96
Lower Saxony	1	Berlin	74
Schleswig-Holstein	-	Brandenburg	21
Nielsen 2	1	Mecklenburg-	
North Rhine-Westph.	1	West Pomerania	1
Nielsen 3a	-	Saxony-Anhalt	1
Hesse	-	Nielsen 7	1
Rhineland-Palatinate	-	Saxony	-
Saarland	1	Thuringia	1
Nielsen 3b	-		
Baden-Württemberg	-		
<b>Foreign (total)</b>	<b>1</b>	<b>Buying and ordering capacity</b>	<b>%</b>
<b>Distance to home</b>	<b>%</b>	Purchase or order made or intended at the exhibition	
up to 50 km	88	yes	93
more than 50 km up to 100 km	4	no	2
more than 100 km up to 300 km	4	maybe	6
over 300 km	4	<b>Follow-up business</b>	<b>%</b>
<b>Frequency of visits to exhibition</b>	<b>%</b>	Intend to buy at later date	
Previous event	48	yes	35
Earlier events	58	no	20
First visit	24	maybe	44
<b>Sex</b>	<b>%</b>	<b>Conducted by: Hopp &amp; Partner, Berlin</b>	
Male	11		
Female	89		
<b>Size of household</b>	<b>%</b>		
1 person	28		
2 persons	42		
3 persons	15		
4 persons	11		
5 persons and more	4		
<b>Age</b>	<b>%</b>		
up to 20 years	5		
over 20 up to 30 years	7		
over 30 up to 40 years	8		
over 40 up to 50 years	24		
over 50 up to 60 years	29		
over 60 up to 70 years	19		
over 70 years	8		

## MODERNER STAAT → Berlin

### Trade visitors' profile

<b>Visitors (number of entries)</b>	<b>2 097</b>	<b>Area of responsibility</b>	<b>%</b>
<b>Proportion of trade visitors</b>	<b>100%</b>	Management	12
<b>Germany (total)</b>	<b>98</b>	Research/development/design	4
of which		Manufacturing, production, quality control	1
Nielsen 1	9	Nielsen 4	9
Bremen	-	Bavaria	9
Hamburg	2	Nielsen 5+6	54
Lower Saxony	6	Berlin	33
Schleswig-Holstein	1	Brandenburg	16
Nielsen 2	13	Mecklenburg-	
North Rhine-Westph.	13	West Pomerania	2
Nielsen 3a	9	Saxony-Anhalt	2
Hesse	7	Nielsen 7	6
Rhineland-Palatinate	1	Saxony	4
Saarland	1	Thuringia	1
Nielsen 3b	1		
Baden-Württemberg	1		
<b>Foreign (total)</b>	<b>2</b>	<b>Position in the company/organization</b>	<b>%</b>
<b>Distance to home</b>	<b>%</b>	Head of department, senior civil servant	2
up to 50 km	44	Lord Mayor, department head, treasurer, head of division	4
more than 50 km up to 100 km	5	Team manager, head of office	6
more than 100 km up to 300 km	14	Department manager, subdivision manager, head of division, section head, subject head	14
over 300 km	37	Commercial clerk, desk officer	10
<b>Frequency of visits to exhibition</b>	<b>%</b>	Other salaried public service employee	27
Previous event	37	Member of the board, managing director, owner	4
Earlier events	42	Area manager, authorized signatory	4
First visit	43	Department head, group head	12
<b>Average length of stay</b>	<b>1,2 days</b>	Commercial clerk, skilled worker	4
<b>Influence on purchasing/procurement decisions</b>	<b>%</b>	Lecturer, teacher	2
Decisively	10	Trainee	-
Collectively	35	Other position	7
In an advisory capacity	24	Student	5
No	26	<b>Economic sector</b>	<b>%</b>
Student	5	Federal administration	12
		Regional administration	22
		Local government, city council	24
		Private enterprise, public enterprise, owner-operated municipal enterprises	12
		Associations, societies, unions, foundations, NGO	2
		Politics (federal)	1
		Politics (regional)	1
		Politics (municipal)	1
		Educational/training institutions, academy	3
		Consulting	8
		Other sectors	13
		<b>Size of company/organization:</b>	<b>%</b>
		<b>Number of employees</b>	<b>%</b>
		1- 4	1
		5- 9	1
		10- 49	13
		50- 199	16
		200 - 499	17
		500 - 999	13
		1 000 and more	35
		Student	5

Conducted by: Wissler & Partner, Basel

## SHOWTECH

### Trade visitors' profile

<b>Visitors (number of entries)</b>	<b>7 192</b>	<b>Area of responsibility</b>	<b>%</b>
<b>Proportion of trade visitors</b>	<b>100%</b>	Management	12
<b>Germany (total)</b>	<b>81</b>	Research/development/design	4
of which		Manufacturing, production, quality control	1
Nielsen 1	11	Nielsen 4	7
Bremen	2	Bavaria	7
Hamburg	2	Nielsen 5+6	57
Lower Saxony	6	Berlin	47
Schleswig-Holstein	1	Brandenburg	5
Nielsen 2	7	Mecklenburg-	
North Rhine-Westph.	7	West Pomerania	1
Nielsen 3a	3	Saxony-Anhalt	5
Hesse	2	Nielsen 7	11
Rhineland-Palatinate	1	Saxony	9
Saarland	-	Thuringia	2
Nielsen 3b	4		
Baden-Württemberg	4		
<b>Foreign (total)</b>	<b>19</b>	<b>Position in the company/organization</b>	<b>%</b>
of which		Head of department, senior civil servant	2
EU	65	Lord Mayor, department head, treasurer, head of division	4
Other European countries	24	Team manager, head of office	6
Other countries	11	Department manager, subdivision manager, head of division, section head, subject head	14
<b>Distance to home</b>	<b>%</b>	Commercial clerk, desk officer	10
up to 50 km	42	Other salaried public service employee	27
more than 50 km up to 100 km	2	Member of the board, managing director, owner	4
more than 100 km up to 300 km	17	Area manager, authorized signatory	4
over 300 km	39	Department head, group head	12
<b>Country with the highest visitor share</b>	<b>%</b>	Commercial clerk, skilled worker	4
Norway	12	Lecturer, teacher	2
<b>Frequency of visits to exhibition</b>	<b>%</b>	Trainee	-
Previous event	36	Other position	7
Earlier events	36	Student	5
First visit	48	<b>Economic sector</b>	<b>%</b>
<b>Average length of stay</b>	<b>1,5 days</b>	Federal administration	12
<b>Influence on purchasing/procurement decisions</b>	<b>%</b>	Regional administration	22
Decisively	23	Local government, city council	24
Collectively	30	Private enterprise, public enterprise, owner-operated municipal enterprises	12
In an advisory capacity	20	Associations, societies, unions, foundations, NGO	2
No	14	Politics (federal)	1
Student	12	Politics (regional)	1
Other not gainfully employed	1	Politics (municipal)	1

<b>Area of responsibility</b>	%
Management	19
Research/development/design	5
Manufacturing, production, quality control	14
Buying/procurement	3
Finance/accounting, controlling	1
Information and communication technology	1
Personnel administration, administration	1
Sales	4
Marketing, advertising, PR	3
Logistics: storage, material management, transport	1
Maintenance/repairs	5
Other area	30
Student	11
Other not gainfully employed	1
<b>Position in the company/organization</b>	%
Entrepreneur, co-owner, freelancer	19
Managing director, board member, head of an authority etc.	5
Area manager, works manager, plant manager, branch manager, head of public office	5
Department head, group head, team leader	28
Other salaried staff, civil servant, skilled worker	19
Lecturer, teacher	1
Trainee	6
Other position	3
Student	12
Other not gainfully employed	1
<b>Economic sector</b>	%
Theatres, operas, concert houses, stage venues	42
Multipurpose halls, congress centres, exhibition sites, hotels	3
Event locations, clubs, discotheques	2
Concert, event, marketing agencies/ departments/organisers	6
Architecture, construction planning and specialist planning	4
Film, radio, TV	5
Media, associations, organisations	1
Colleges, universities, vocational and advanced training	2
Cultural office administration and management	1
Renting and event services, production companies	3
Industrial producer	6
Wholesalers and specialist retailers	2
Exhibition stand construction	1
Lighting design	3
Museum	2
Other sectors	6
Student	12
Other not gainfully employed	1
<b>Size of company/organization:</b>	
<b>Number of employees</b>	%
1- 4	15
5- 9	7
10- 49	18
50- 199	16
200- 499	17
500 - 999	9
1 000 and more	5
Student	12
Other not gainfully employed	1

Conducted by: Wissler & Partner, Basel

Trade visitors' profile

<b>Visitors (number of entries)</b>	<b>22 390</b>
<b>Proportion of trade visitors</b>	<b>98%</b>
<b>Germany (total)</b>	<b>79</b>
of which	
Nielsen 1	11
Nielsen 4	5
Bremen	-
Bavaria	5
Hamburg	1
Nielsen 5+6	49
Lower Saxony	7
Berlin	26
Schleswig-Holstein	2
Brandenburg	12
Nielsen 2	10
Mecklenburg-	
North Rhine-Westph.	10
West Pomerania	5
Nielsen 3a	7
Saxony-Anhalt	5
Hesse	5
Nielsen 7	13
Rhineland-Palatinate	2
Saxony	8
Saarland	-
Thuringia	5
Nielsen 3b	5
Baden-Württemberg	5
<b>Foreign (total)</b>	<b>21</b>
of which	
EU	68
Other European countries	12
South-, East-, Central Asia	7
Other countries	14
<b>Distance to home</b>	<b>%</b>
up to 50 km	26
more than 50 km up to 100 km	4
more than 100 km up to 300 km	24
over 300 km	47
<b>Country with the highest visitor share</b>	<b>%</b>
United Kingdom	9
<b>Frequency of visits to exhibition</b>	<b>%</b>
Previous event	37
Earlier events	28
First visit	51
<b>Average length of stay</b>	<b>1,5 days</b>
<b>Influence on purchasing/procurement decisions</b>	<b>%</b>
Decisively	18
Collectively	30
In an advisory capacity	24
No	15
Student	13
Other not gainfully employed	1

<b>Area of responsibility</b>	<b>%</b>
Management	22
Research/development/design	13
Manufacturing, production, quality control	5
Buying/procurement	5
Finance/accounting, controlling	1
Information and communication technology	2
Personnel administration, administration	1
Marketing/sales/advertising/PR	10
Logistics: storage, material management, transport	2
Maintenance/repairs	9
Other area	16
Student	13
Other not gainfully employed	1
<b>Position in the company/organization</b>	<b>%</b>
Entrepreneur, co-owner, freelancer	14
Managing director, board member, head of an authority etc.	8
Area manager, works manager, plant manager, branch manager, head of public office	9
Department head, group head, team leader	21
Other salaried staff, civil servant, skilled worker	26
Lecturer, teacher	4
Trainee	2
Other position	3
Student	13
Other not gainfully employed	1
<b>Economic sector</b>	<b>%</b>
Waste supply companies	21
Industry	15
Engineer's/architect's office	15
Pipeline construction	14
Waste disposal companies	13
Civil engineering	12
Public authorities, administration, ministries	8
Trade	7
University, college, institute	6
Association/society	3
Skilled trades	2
Surveillance, certification company	1
Other construction companies	3
Other sectors	14
Student	13
Other not gainfully employed	1
<b>Size of company/organization:</b>	
<b>Number of employees</b>	<b>%</b>
1- 4	10
5- 9	6
10- 49	23
50- 199	19
200- 499	9
500 - 999	4
1 000 and more	15
Student	13
Other not gainfully employed	1

Conducted by: Hopp & Partner, Berlin

Private visitors' profile

<b>Visitors (number of entries)</b>	<b>9 761</b>
<b>Proportion of private visitors</b>	<b>91%</b>
<b>Germany (total)</b>	<b>98</b>
of which	
Nielsen 1	84
Nielsen 4	1
Bremen	26
Bavaria	1
Hamburg	3
Nielsen 5+6	2
Lower Saxony	49
Berlin	1
Schleswig-Holstein	6
Brandenburg	1
Nielsen 2	10
Mecklenburg-	
North Rhine-Westph.	10
West Pomerania	-
Nielsen 3a	2
Saxony-Anhalt	-
Hesse	1
Nielsen 7	1
Rhineland-Palatinate	1
Saxony	1
Saarland	-
Thuringia	-
Nielsen 3b	1
Baden-Württemberg	1
<b>Foreign (total)</b>	<b>2</b>
<b>Distance to home</b>	<b>%</b>
up to 50 km	45
more than 50 km up to 100 km	16
more than 100 km up to 300 km	30
over 300 km	9
<b>Frequency of visits to exhibition</b>	<b>%</b>
2011	34
2010	33
2009	25
2008	16
Earlier events	7
First visit	39
<b>Sex</b>	<b>%</b>
Male	82
Female	18
<b>Size of household</b>	<b>%</b>
1 person	18
2 persons	49
3 persons	13
4 persons	13
5 persons and more	7
<b>Age</b>	<b>%</b>
up to 20 years	4
over 20 up to 30 years	5
over 30 up to 40 years	9
over 40 up to 50 years	21
over 50 up to 60 years	25
over 60 up to 70 years	26
over 70 years	11

<b>Position in the company/organization</b>	<b>%</b>
Entrepreneur, co-owner, freelancer	16
Managing director, board member, head of an authority etc.	3
Area manager, works manager, plant manager, branch manager, head of public office	4
Department head, group head, team leader	8
Other salaried staff, civil servant, skilled worker	21
Lecturer, teacher	4
Trainee	1
Other position	4
Student	3
Housewife/man	1
Old-age pensioner	32
Other not gainfully employed	4
<b>Buying and ordering capacity</b>	<b>%</b>
Purchase or order made or intended at the exhibition	
yes	62
no	17
maybe	21
<b>Follow-up business</b>	<b>%</b>
Intend to buy at later date	
yes	40
no	17
maybe	43

Conducted by: Gelszus Messe-Marktforschung GmbH, Dortmund

## Bremen Classic Motorshow → Bremen

### Private visitors' profile

<b>Visitors (number of entries)</b>	<b>41 420</b>	<b>Position in the company/organization</b>	<b>%</b>
<b>Proportion of private visitors</b>	<b>94%</b>	Entrepreneur, co-owner, freelancer	15
<b>Germany (total)</b>	<b>93</b>	Managing director, board member, head of an authority etc.	3
of which		Area manager, works manager, plant manager, branch manager, head of public office	4
Nielsen 1	85	Nielsen 4	-
Bremen	15	Bavaria	8
Hamburg	6	Nielsen 5+6	2
Lower Saxony	56	Berlin	-
Schleswig-Holstein	8	Brandenburg	-
Nielsen 2	11	Mecklenburg-	-
North Rhine-Westph.	11	West Pomerania	-
Nielsen 3a	1	Saxony-Anhalt	1
Hesse	1	Nielsen 7	-
Rhineland-Palatinate	-	Saxony	-
Saarland	-	Thuringia	-
Nielsen 3b	-		
Baden-Württemberg	-		
<b>Foreign (total)</b>	<b>7</b>	<b>Buying and ordering capacity</b>	<b>%</b>
of which		Purchase or order made or intended at the exhibition	
EU	92	yes	49
Other countries	8	no	20
		maybe	31
<b>Countries with the highest visitor shares</b>	<b>%</b>	<b>Follow-up business</b>	<b>%</b>
Netherlands	33	Intend to buy at later date	
Denmark	22	yes	24
Sweden	19	no	27
		maybe	49
<b>Distance to home</b>	<b>%</b>	<b>Conducted by: Gelszus Messe-Marktforschung GmbH, Dortmund</b>	
up to 50 km	29		
more than 50 km up to 100 km	20		
more than 100 km up to 300 km	44		
over 300 km	8		
<b>Frequency of visits to exhibition</b>	<b>%</b>		
Previous event	41		
Earlier events	54		
First visit	26		
<b>Sex</b>	<b>%</b>		
Male	82		
Female	18		
<b>Size of household</b>	<b>%</b>		
1 person	15		
2 persons	43		
3 persons	18		
4 persons	14		
5 persons and more	10		
<b>Age</b>	<b>%</b>		
up to 20 years	10		
over 20 up to 30 years	9		
over 30 up to 40 years	11		
over 40 up to 50 years	24		
over 50 up to 60 years	26		
over 60 up to 70 years	15		
over 70 years	6		

## HanseLife → Bremen

### Private visitors' profile

<b>Visitors (number of entries)</b>	<b>75 963</b>	<b>Position in the company/organization</b>	<b>%</b>
<b>Proportion of private visitors</b>	<b>97%</b>	Entrepreneur, co-owner, freelancer	5
<b>Germany (total)</b>	<b>100</b>	Managing director, board member, head of an authority etc.	1
of which		Area manager, works manager, plant manager, branch manager, head of public office	1
Nielsen 1	98	Nielsen 4	-
Bremen	46	Bavaria	6
Hamburg	-	Nielsen 5+6	1
Lower Saxony	52	Berlin	-
Schleswig-Holstein	1	Brandenburg	-
Nielsen 2	-	Mecklenburg-	-
North Rhine-Westph.	-	West Pomerania	-
Nielsen 3a	-	Saxony-Anhalt	-
Hesse	-	Nielsen 7	-
Rhineland-Palatinate	-	Saxony	-
Saarland	-	Thuringia	-
Nielsen 3b	-		
Baden-Württemberg	-		
<b>Distance to home</b>	<b>%</b>	<b>Buying and ordering capacity</b>	<b>%</b>
up to 50 km	82	Purchase or order made or intended at the exhibition	
more than 50 km up to 100 km	13	yes	79
more than 100 km up to 300 km	4	no	5
over 300 km	1	maybe	16
<b>Frequency of visits to exhibition</b>	<b>%</b>	<b>Follow-up business</b>	<b>%</b>
Previous event	49	Intend to buy at later date	
Earlier events	71	yes	20
First visit	17	no	20
		maybe	60
<b>Sex</b>	<b>%</b>	<b>Conducted by: Gelszus Messe-Marktforschung GmbH, Dortmund</b>	
Male	25		
Female	75		
<b>Size of household</b>	<b>%</b>		
1 person	15		
2 persons	48		
3 persons	18		
4 persons	14		
5 persons and more	5		
<b>Age</b>	<b>%</b>		
up to 20 years	5		
over 20 up to 30 years	15		
over 30 up to 40 years	16		
over 40 up to 50 years	22		
over 50 up to 60 years	22		
over 60 up to 70 years	15		
over 70 years	7		

## RAD + OUTDOOR (2012)

### Private visitors' profile

<b>Visitors (number of entries)</b>	<b>12 141</b>	<b>Position in the company/organization</b>	<b>%</b>
<b>Proportion of private visitors</b>	<b>98%</b>	Entrepreneur, co-owner, freelancer	5
<b>Germany (total)</b>	<b>99</b>	Managing director, board member, head of an authority etc.	1
of which		Area manager, works manager, plant manager, branch manager, head of public office	1
Nielsen 1	96	Nielsen 4	-
Bremen	36	Bavaria	-
Hamburg	1	Nielsen 5+6	-
Lower Saxony	58	Berlin	-
Schleswig-Holstein	1	Brandenburg	-
Nielsen 2	2	Mecklenburg-	-
North Rhine-Westph.	2	West Pomerania	-
Nielsen 3a	1	Saxony-Anhalt	-
Hesse	1	Nielsen 7	1
Rhineland-Palatinate	-	Saxony	1
Saarland	-	Thuringia	-
Nielsen 3b	-		
Baden-Württemberg	-		
<b>Foreign (total)</b>	<b>1</b>	<b>Buying and ordering capacity</b>	<b>%</b>
		Purchase or order made or intended at the exhibition	
		yes	79
		no	5
		maybe	16
<b>Distance to home</b>	<b>%</b>	<b>Follow-up business</b>	<b>%</b>
up to 50 km	68	Intend to buy at later date	
more than 50 km up to 100 km	18	yes	20
more than 100 km up to 300 km	12	no	20
over 300 km	2	maybe	60
<b>Frequency of visits to exhibition</b>	<b>%</b>	<b>Conducted by: Gelszus Messe-Marktforschung GmbH, Dortmund</b>	
2011	33		
2010	16		
2009	13		
Earlier events	9		
First visit	38		
<b>Sex</b>	<b>%</b>		
Male	62		
Female	38		
<b>Size of household</b>	<b>%</b>		
1 person	18		
2 persons	38		
3 persons	17		
4 persons	17		
5 persons and more	9		
<b>Age</b>	<b>%</b>		
up to 20 years	12		
over 20 up to 30 years	13		
over 30 up to 40 years	12		
over 40 up to 50 years	29		
over 50 up to 60 years	19		
over 60 up to 70 years	13		
over 70 years	3		



<b>Position in the company/organization</b>	%
Entrepreneur, co-owner, freelancer	6
Managing director, board member, head of an authority etc.	2
Area manager, works manager, plant manager, branch manager, head of public office	3
Department head, group head, team leader	11
Other salaried staff, civil servant, skilled worker	33
Lecturer, teacher	5
Trainee	2
Other position	5
Student	13
Housewife/man	3
Old-age pensioner	14
Other not gainfully employed	4
<b>Buying and ordering capacity</b>	%
Purchase or order made or intended at the exhibition	
yes	36
no	27
maybe	37
<b>Follow-up business</b>	%
Intend to buy at later date	
yes	32
no	18
maybe	51
<b>Conducted by: Gelszus Messe-Marktforschung GmbH, Dortmund</b>	

Private visitors' profile

<b>Visitors (number of entries)</b>	<b>27 679*</b>
<b>Proportion of private visitors</b>	<b>94%</b>
<b>Germany (total)</b>	<b>99</b>
of which	
Nielsen 1	96
Bremen	31
Hamburg	1
Lower Saxony	63
Schleswig-Holstein	1
Nielsen 2	2
North Rhine-Westph.	2
Nielsen 3a	1
Hesse	-
Rhineland-Palatinate	-
Saarland	-
Nielsen 3b	-
Baden-Württemberg	-
<b>Foreign (total)</b>	<b>1</b>
<b>Distance to home</b>	%
up to 50 km	67
more than 50 km up to 100 km	20
more than 100 km up to 300 km	11
over 300 km	3
<b>Frequency of visits to exhibition</b>	%
Previous event	40
Earlier events	44
First visit	34
<b>Sex</b>	%
Male	39
Female	61
<b>Size of household</b>	%
1 person	11
2 persons	64
3 persons	11
4 persons	10
5 persons and more	3
<b>Age</b>	%
up to 20 years	2
over 20 up to 30 years	8
over 30 up to 40 years	7
over 40 up to 50 years	20
over 50 up to 60 years	28
over 60 up to 70 years	25
over 70 years	10

\*) Visitor attendance determined by a representative poll in the combination of CARAVAN/Reiselust. Multiple answers were permitted.

<b>Position in the company/organization</b>	%
Entrepreneur, co-owner, freelancer	7
Managing director, board member, head of an authority etc.	1
Area manager, works manager, plant manager, branch manager, head of public office	2
Department head, group head, team leader	6
Other salaried staff, civil servant, skilled worker	28
Lecturer, teacher	3
Trainee	2
Other position	6
Student	4
Housewife/man	5
Old-age pensioner	33
Other not gainfully employed	3
<b>Buying and ordering capacity</b>	%
Purchase or order made or intended at the exhibition	
yes	23
no	39
maybe	38
<b>Follow-up business</b>	%
Intend to buy at later date	
yes	25
no	20
maybe	55
<b>Conducted by: Gelszus Messe-Marktforschung GmbH, Dortmund</b>	

Private visitors' profile

<b>Visitors (number of entries)</b>	<b>9 056</b>
<b>Proportion of private visitors</b>	<b>91%</b>
<b>Germany (total)</b>	<b>100</b>
of which	
Nielsen 1	-
Bremen	-
Hamburg	-
Lower Saxony	-
Schleswig-Holstein	-
Nielsen 2	-
North Rhine-Westph.	-
Nielsen 3a	-
Hesse	-
Rhineland-Palatinate	-
Saarland	-
Nielsen 3b	-
Baden-Württemberg	-
<b>Distance to home</b>	%
up to 50 km	96
more than 50 km up to 100 km	3
more than 100 km up to 300 km	1
over 300 km	-
<b>Frequency of visits to exhibition</b>	%
Previous event	32
Earlier events	22
First visit	46
<b>Sex</b>	%
Male	65
Female	35
<b>Size of household</b>	%
1 person	6
2 persons	55
3 persons	22
4 persons	16
5 persons and more	1
<b>Age</b>	%
up to 20 years	-
over 20 up to 30 years	18
over 30 up to 40 years	25
over 40 up to 50 years	16
over 50 up to 60 years	15
over 60 up to 70 years	18
over 70 years	8

<b>Position in the company/organization</b>	%
Entrepreneur, co-owner, freelancer	12
Managing director, board member, head of an authority etc.	2
Area manager, works manager, plant manager, branch manager, head of public office	2
Department head, group head, team leader	2
Other salaried staff, civil servant, skilled worker	47
Lecturer, teacher	1
Trainee	1
Other position	9
Student	3
Other not gainfully employed	22
<b>Buying and ordering capacity</b>	%
Purchase or order made or intended at the exhibition	
yes	5
no	95
maybe	-
<b>Follow-up business</b>	%
Intend to buy at later date	
yes	6
no	80
maybe	14
<b>Conducted by: C<sup>3</sup> Chemnitzer Veranstaltungszentren GmbH, Chemnitz</b>	



## ELEKTROTECHNIK → Dortmund

## Trade visitors' profile

<b>Visitors (number of entries)</b>	<b>19 673</b>	<b>Area of responsibility</b>	<b>%</b>
<b>Proportion of trade visitors</b>	<b>97%</b>	Management	12
<b>Germany (total)</b>	<b>97</b>	Research/development/design	5
of which		Manufacturing, production, quality control	10
Nielsen 1	4	Buying/procurement	3
Bremen	-	Finance/accounting, controlling	-
Hamburg	-	Information and communication technology	4
Lower Saxony	4	Personnel administration, administration	-
Schleswig-Holstein	-	Sales	10
Nielsen 2	88	Marketing, advertising, PR	1
North Rhine-Westph.	88	Logistics: storage, material management, transport	1
Nielsen 3a	5	Maintenance/repairs	30
Hesse	2	Other area	14
Rhineland-Palatinate	3	Student	8
Saarland	-	Other not gainfully employed	1
Nielsen 3b	1	<b>Position in the company/organization</b>	<b>%</b>
Baden-Württemberg	1	Entrepreneur, co-owner, freelancer	15
<b>Foreign (total)</b>	<b>3</b>	Managing director, board member, head of an authority etc.	2
of which		Area manager, works manager, plant manager, branch manager, head of public office	7
EU	70	Department head, group head, team leader	12
Other European countries	30	Other salaried staff, civil servant, skilled worker	27
<b>Distance to home</b>	<b>%</b>	Lecturer, teacher	3
up to 50 km	45	Trainee	22
more than 50 km up to 100 km	27	Other position	3
more than 100 km up to 300 km	23	Student	8
over 300 km	5	Other not gainfully employed	1
<b>Frequency of visits to exhibition</b>	<b>%</b>	<b>Economic sector</b>	<b>%</b>
Previous event	36	Electrical skilled trade	41
Earlier events	44	other skilled trades	1
First visit	31	Electrical industry	13
<b>Average length of stay</b>	<b>1,1 days</b>	Other industry	9
<b>Influence on purchasing/procurement decisions</b>	<b>%</b>	Electrical wholesale trade	4
Decisively	18	Other wholesale trade	2
Collectively	28	Electrical retail trade	1
In an advisory capacity	22	Energy supply company, distribution network operator	4
No	23	Engineering, planning office, architects	3
Student	8	Service companies	5
Other not gainfully employed	1	Specialist authority, administration	2
		Training institution	3
		Other sectors	4
		Student	8
		Other not gainfully employed	1
		<b>Size of company/organization:</b>	<b>%</b>
		<b>Number of employees</b>	<b>%</b>
		1- 4	14
		5- 9	11
		10- 49	18
		50- 199	13
		200- 499	9
		500 - 999	7
		1 000 and more	19
		Student	8
		Other not gainfully employed	1

Conducted by: Gelszus Messe-Marktforschung GmbH, Dortmund

## Inter-tabac → Dortmund

## Trade visitors' profile

<b>Visitors (number of entries)</b>	<b>9 640</b>	<b>Area of responsibility</b>	<b>%</b>
<b>Proportion of trade visitors</b>	<b>95%</b>	Management	41
<b>Germany (total)</b>	<b>64</b>	Research/development/design	2
of which		Manufacturing, production, quality control	3
Nielsen 1	16	Buying/procurement	10
Bremen	2	Finance/accounting, controlling	1
Hamburg	4	Information and communication technology	-
Lower Saxony	9	Personnel administration, administration	1
Schleswig-Holstein	1	Sales	29
Nielsen 2	55	Marketing, advertising, PR	5
North Rhine-Westph.	55	Logistics: storage, material management, transport	-
Nielsen 3a	9	Maintenance/repairs	-
Hesse	4	Other area	4
Rhineland-Palatinate	4	Student	2
Saarland	1	Other not gainfully employed	1
Nielsen 3b	6	<b>Position in the company/organization</b>	<b>%</b>
Baden-Württemberg	6	Entrepreneur, co-owner, freelancer	53
<b>Foreign (total)</b>	<b>36</b>	Managing director, board member, head of an authority etc.	14
of which		Area manager, works manager, plant manager, branch manager, head of public office	7
EU	69	Department head, group head, team leader	7
Other European countries	10	Other salaried staff, civil servant, skilled worker	10
South-, East-, Central Asia	8	Lecturer, teacher	-
Other countries	13	Trainee	2
<b>Distance to home</b>	<b>%</b>	Other position	4
up to 50 km	17	Student	2
more than 50 km up to 100 km	14	Other not gainfully employed	1
more than 100 km up to 300 km	20	<b>Economic sector</b>	<b>%</b>
over 300 km	50	Tobacco products retail, smoker's requisites, with press/lottery	35
<b>Countries with the highest visitor shares</b>	<b>%</b>	Tobacco products retail, smoker's requisites, with food/drink	13
United Kingdom	10	Exclusively tobacco products retail, smoker's requisites	6
Netherlands	10	Wholesale trade	17
France	8	Foreign trade	4
Spain	7	Industrial producer	10
<b>Frequency of visits to exhibition</b>	<b>%</b>	Skilled trades	2
Previous event	43	Other sectors	11
Earlier events	37	Student	2
First visit	44	Other not gainfully employed	1
<b>Average length of stay</b>	<b>1,5 days</b>	<b>Size of company/organization:</b>	<b>%</b>
<b>Influence on purchasing/procurement decisions</b>	<b>%</b>	<b>Number of employees</b>	<b>%</b>
Decisively	52	1- 4	42
Collectively	26	5- 9	21
In an advisory capacity	14	10- 49	16
No	6	50- 199	7
Student	2	200- 499	4
Other not gainfully employed	1	500 - 999	2
		1 000 and more	5
		Student	2
		Other not gainfully employed	1

Conducted by: Gelszus Messe-Marktforschung GmbH, Dortmund

## SACHSENBACK

## Trade visitors' profile

<b>Visitors (number of entries)</b>	<b>7 149</b>	<b>Area of responsibility</b>	<b>%</b>
<b>Proportion of trade visitors</b>	<b>95%</b>	Management	41
<b>Germany (total)</b>	<b>99</b>	Research/development/design	2
of which		Manufacturing, production, quality control	3
Nielsen 1	2	Buying/procurement	10
Bremen	-	Finance/accounting, controlling	1
Hamburg	-	Information and communication technology	-
Lower Saxony	-	Personnel administration, administration	1
Schleswig-Holstein	-	Sales	29
Nielsen 2	88	Marketing, advertising, PR	5
North Rhine-Westph.	88	Logistics: storage, material management, transport	-
Nielsen 3a	5	Maintenance/repairs	-
Hesse	2	Other area	4
Rhineland-Palatinate	3	Student	2
Saarland	-	Other not gainfully employed	1
Nielsen 3b	1	<b>Position in the company/organization</b>	<b>%</b>
Baden-Württemberg	1	Entrepreneur, co-owner, freelancer	53
<b>Foreign (total)</b>	<b>1</b>	Managing director, board member, head of an authority etc.	14
of which		Area manager, works manager, plant manager, branch manager, head of public office	7
EU	70	Department head, group head, team leader	7
Other European countries	30	Other salaried staff, civil servant, skilled worker	10
<b>Distance to home</b>	<b>%</b>	Lecturer, teacher	-
up to 50 km	39	Trainee	2
more than 50 km up to 100 km	24	Other position	4
more than 100 km up to 300 km	33	Student	2
over 300 km	4	Other not gainfully employed	1
<b>Frequency of visits to exhibition</b>	<b>%</b>	<b>Economic sector</b>	<b>%</b>
Previous event	40	Tobacco products retail, smoker's requisites, with press/lottery	35
Earlier events	48	Tobacco products retail, smoker's requisites, with food/drink	13
First visit	32	Exclusively tobacco products retail, smoker's requisites	6
<b>Average length of stay</b>	<b>1,1 days</b>	Wholesale trade	17
<b>Influence on purchasing/procurement decisions</b>	<b>%</b>	Foreign trade	4
Decisively	25	Industrial producer	10
Collectively	29	Skilled trades	2
In an advisory capacity	21	Other sectors	11
No	20	Student	2
Student	4	Other not gainfully employed	1
Other not gainfully employed	1	<b>Size of company/organization:</b>	<b>%</b>
		<b>Number of employees</b>	<b>%</b>
		1- 4	42
		5- 9	21
		10- 49	16
		50- 199	7
		200- 499	4
		500 - 999	2
		1 000 and more	5
		Student	2
		Other not gainfully employed	1

Trade visitors' profile

<b>Area of responsibility</b>	%
Management	23
Research/development/design	1
Manufacturing, production, quality control	43
Buying/procurement	3
Finance/accounting, controlling	1
Information and communication technology	2
Personnel administration, administration	-
Sales	15
Marketing, advertising, PR	1
Logistics: storage, material management, transport	1
Maintenance/repairs	1
Other area	5
Student	4
Other not gainfully employed	1
<b>Position in the company/organization</b>	%
Entrepreneur, co-owner, freelancer	30
Managing director, board member, head of an authority etc.	2
Area manager, works manager, plant manager, branch manager, head of public office	6
Department head, group head, team leader	6
Foreman, master craftsman	9
Other salaried staff, civil servant, skilled worker	30
Lecturer, teacher	1
Trainee	11
Other position	1
Student	4
Other not gainfully employed	1
<b>Economic sector</b>	%
Pure baking craft	30
Pure confectioner craft	8
Baker's/Confectioner's Trade	53
Bread, cake and pastry industry	7
Other industry	4
Café	8
Catering	7
Hotel	1
Retail grocery trade	3
University, polytechnic, vocational school	3
Other sectors	6
<b>Size of company/organization:</b>	
<b>Number of employees</b>	%
1- 4	19
5- 9	22
10- 49	29
50- 199	17
200- 499	6
500 - 999	2
1 000 and more	2
Student	4
Other not gainfully employed	1
<b>Conducted by:</b> Landesmesse Stuttgart GmbH, Stuttgart	

<b>Visitors (number of entries)</b>	<b>63 493</b>
<b>Proportion of trade visitors</b>	<b>99%</b>
<b>Germany (total)</b>	<b>74</b>
of which	
Nielsen 1	11
Nielsen 2	53
Nielsen 3a	14
Nielsen 3b	9
Nielsen 4	8
Nielsen 5+6	4
Nielsen 7	3
Nielsen 8	3
Nielsen 9	9
Nielsen 10	9
Nielsen 11	3
Nielsen 12	2
Nielsen 13	2
Nielsen 14	2
Nielsen 15	2
Nielsen 16	2
Nielsen 17	2
Nielsen 18	2
Nielsen 19	2
Nielsen 20	2
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Nielsen 237	2
Nielsen 238	2
Nielsen 239	2
Nielsen 240	2
Nielsen 241	2
Nielsen 242	2
Nielsen 243	2
Nielsen 244	2
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Nielsen 246	2
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Nielsen 250	2
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Nielsen 398	2
Nielsen 399	2
Nielsen 400	2
Nielsen 401	2
Nielsen 402	2
Nielsen 403	2
Nielsen 404	2
Nielsen 405	2
Nielsen 406	2
Nielsen 407	2
Nielsen 408	2
Nielsen 409	2
Nielsen 410	2
Nielsen 411	2
Nielsen 412	2
Nielsen 413	2
Nielsen 414	2
Nielsen 415	2
Nielsen 416	2
N	

## boot → Düsseldorf

## Private visitors' profile

<b>Visitors (number of entries)</b>	<b>219 186</b>	<b>Position in the company/organization</b>	<b>%</b>
<b>Proportion of private visitors</b>	<b>86%</b>	Entrepreneur, co-owner, freelancer	18
<b>Germany (total)</b>	<b>87</b>	Managing director, board member, head of an authority etc.	5
of which		Area manager, works manager, plant manager, branch manager, head of public office	5
Nielsen 1	7	Nielsen 4	5
Bremen	-	Bavaria	5
Hamburg	1	Nielsen 5+6	2
Lower Saxony	5	Berlin	1
Schleswig-Holstein	1	Brandenburg	1
Nielsen 2	68	Mecklenburg-	
North Rhine-Westph.	68	West Pomerania	-
Nielsen 3a	12	Saxony-Anhalt	-
Hesse	6	Nielsen 7	1
Rhineland-Palatinate	5	Saxony	1
Saarland	1	Thuringia	1
Nielsen 3b	6		
Baden-Württemberg	6		
<b>Foreign (total)</b>	<b>13</b>	<b>Buying and ordering capacity</b>	<b>%</b>
of which		Purchase or order made or intended at the exhibition	
EU	77	yes	60
Other European countries	18	no	15
Other countries	5	maybe	25
<b>Countries with the highest visitor shares</b>	<b>%</b>	<b>Follow-up business</b>	<b>%</b>
Netherlands	31	Intend to buy at later date	
Belgium	16	yes	44
Switzerland	13	no	17
Austria	9	maybe	40
<b>Distance to home</b>	<b>%</b>	<b>Conducted by: Wissler &amp; Partner, Basel</b>	
up to 50 km	37		
more than 50 km up to 100 km	18		
more than 100 km up to 300 km	34		
over 300 km	11		
<b>Frequency of visits to exhibition</b>	<b>%</b>		
Previous event	50		
Earlier events	72		
First visit	20		
<b>Sex</b>	<b>%</b>		
Male	74		
Female	26		
<b>Size of household</b>	<b>%</b>		
1 person	15		
2 persons	45		
3 persons	15		
4 persons	19		
5 persons and more	6		
<b>Age</b>	<b>%</b>		
up to 20 years	5		
over 20 up to 30 years	8		
over 30 up to 40 years	12		
over 40 up to 50 years	32		
over 50 up to 60 years	26		
over 60 up to 70 years	12		
over 70 years	4		

## CARAVAN SALON (2012) → Düsseldorf

## Private visitors' profile

<b>Visitors (number of entries)</b>	<b>165 424</b>	<b>Position in the company/organization</b>	<b>%</b>
<b>Proportion of private visitors</b>	<b>91%</b>	Entrepreneur, co-owner, freelancer	12
<b>Germany (total)</b>	<b>88</b>	Managing director, board member, head of an authority etc.	3
of which		Area manager, works manager, plant manager, branch manager, head of public office	4
Nielsen 1	10	Nielsen 4	3
Bremen	-	Bavaria	3
Hamburg	1	Nielsen 5+6	2
Lower Saxony	7	Berlin	1
Schleswig-Holstein	2	Brandenburg	-
Nielsen 2	66	Mecklenburg-	
North Rhine-Westph.	66	West Pomerania	-
Nielsen 3a	16	Saxony-Anhalt	-
Hesse	8	Nielsen 7	1
Rhineland-Palatinate	7	Saxony	-
Saarland	1	Thuringia	-
Nielsen 3b	3		
Baden-Württemberg	3		
<b>Foreign (total)</b>	<b>12</b>	<b>Buying and ordering capacity</b>	<b>%</b>
of which		Purchase or order made or intended at the exhibition	
EU	86	yes	45
Other European countries	11	no	16
Other countries	3	maybe	39
<b>Countries with the highest visitor shares</b>	<b>%</b>	<b>Follow-up business</b>	<b>%</b>
Netherlands	34	Intend to buy at later date	
Belgium	22	yes	34
Switzerland	9	no	10
France	8	maybe	56
Luxembourg	6	<b>Conducted by: Wissler &amp; Partner, Basel</b>	
<b>Distance to home</b>	<b>%</b>		
up to 50 km	30		
more than 50 km up to 100 km	21		
more than 100 km up to 300 km	31		
over 300 km	19		
<b>Frequency of visits to exhibition</b>	<b>%</b>		
Previous event	47		
Earlier events	64		
First visit	26		
<b>Sex</b>	<b>%</b>		
Male	58		
Female	42		
<b>Size of household</b>	<b>%</b>		
1 person	8		
2 persons	52		
3 persons	16		
4 persons	17		
5 persons and more	7		
<b>Age</b>	<b>%</b>		
up to 20 years	1		
over 20 up to 30 years	4		
over 30 up to 40 years	9		
over 40 up to 50 years	30		
over 50 up to 60 years	31		
over 60 up to 70 years	21		
over 70 years	5		

## EuroCIS

## Trade visitors' profile

<b>Visitors (number of entries)</b>	<b>7 059</b>	<b>Position in the company/organization</b>	<b>%</b>
<b>Proportion of trade visitors</b>	<b>99%</b>	Entrepreneur, co-owner, freelancer	12
<b>Germany (total)</b>	<b>63</b>	Managing director, board member, head of an authority etc.	3
of which		Area manager, works manager, plant manager, branch manager, head of public office	4
Nielsen 1	10	Nielsen 4	10
Hamburg	-	Bavaria	10
Bremen	3	Nielsen 5+6	4
Lower Saxony	5	Berlin	3
Schleswig-Holstein	2	Brandenburg	1
Nielsen 2	46	Mecklenburg-	
North Rhine-Westph.	46	West Pomerania	-
Nielsen 3a	18	Saxony-Anhalt	-
Hesse	11	Nielsen 7	2
Rhineland-Palatinate	5	Saxony	1
Saarland	2	Thuringia	1
Nielsen 3b	10		
Baden-Württemberg	10		
<b>Foreign (total)</b>	<b>37</b>	<b>Buying and ordering capacity</b>	<b>%</b>
of which		Purchase or order made or intended at the exhibition	
EU	71	yes	45
Other European countries	19	no	16
Other countries	10	maybe	39
<b>Countries with the highest visitor shares</b>	<b>%</b>	<b>Follow-up business</b>	<b>%</b>
Netherlands	16	Intend to buy at later date	
United Kingdom	11	yes	34
Switzerland	8	no	10
Belgium	8	maybe	56
<b>Distance to home</b>	<b>%</b>	<b>Conducted by: Wissler &amp; Partner, Basel</b>	
up to 50 km	19		
more than 50 km up to 100 km	9		
more than 100 km up to 300 km	25		
over 300 km	47		
<b>Countries with the highest visitor shares</b>	<b>%</b>		
Netherlands	16		
United Kingdom	11		
Switzerland	8		
Belgium	8		
<b>Frequency of visits to exhibition</b>	<b>%</b>		
Previous event	29		
Earlier events	31		
First visit	55		
<b>Average length of stay</b>	<b>1,3 days</b>		
<b>Influence on purchasing/procurement decisions</b>	<b>%</b>		
Decisively	27		
Collectively	26		
In an advisory capacity	31		
No	13		
Student	4		

<b>Area of responsibility</b>	%
Management	17
Research/development/design	-
Manufacturing, production, quality control	2
Buying/procurement	2
Finance/accounting, controlling	2
Information and communication technology	21
Organization, personnel, administration	1
Sales	20
Marketing, advertising, PR	6
Logistics: storage, material management, transport	2
Maintenance/repairs	1
Other area	22
Student	4

<b>Position in the company/organization</b>	%
Entrepreneur, co-owner, freelancer	19
Managing director, board member, head of an authority etc.	12
Area manager, works manager, plant manager, branch manager, head of public office	16
Department head, group head, team leader	27
Other salaried staff, civil servant, skilled worker	21
Lecturer, teacher	-
Trainee	1
Other position	1
Student	4

<b>Economic sector</b>	%
Retail trade	35
Mail order	1
Online retail	2
Wholesale trade	8
Industry	12
Service	28
Media, press, publishing	2
Authority, association, organisation, institute	1
University/college/polytechnic	1
Other sectors	6
Student	4

<b>Size of company/organization:</b>	
<b>Number of employees</b>	%
1- 4	10
5- 9	9
10- 49	18
50- 199	15
200- 499	9
500 - 999	7
1 000 and more	26
Student	4
N/A	2

Conducted by: Wissler & Partner, Basel

**Trade visitors' profile**

<b>Visitors (number of entries)</b>	<b>19 408*</b>
<b>Proportion of trade visitors</b>	<b>98%</b>
<b>Germany (total)</b>	<b>60</b>
of which	
Nielsen 1	12
Nielsen 2	56
Nielsen 3a	13
Nielsen 3b	6
Nielsen 3c	6
Nielsen 4	9
Nielsen 5+6	3
Nielsen 7	1
Nielsen 8	-
Nielsen 9	-
Nielsen 10	-
Nielsen 11	-
Nielsen 12	-
Nielsen 13	-
Nielsen 14	-
Nielsen 15	-
Nielsen 16	-
Nielsen 17	-
Nielsen 18	-
Nielsen 19	-
Nielsen 20	-
Nielsen 21	-
Nielsen 22	-
Nielsen 23	-
Nielsen 24	-
Nielsen 25	-
Nielsen 26	-
Nielsen 27	-
Nielsen 28	-
Nielsen 29	-
Nielsen 30	-
Nielsen 31	-
Nielsen 32	-
Nielsen 33	-
Nielsen 34	-
Nielsen 35	-
Nielsen 36	-
Nielsen 37	-
Nielsen 38	-
Nielsen 39	-
Nielsen 40	-
Nielsen 41	-
Nielsen 42	-
Nielsen 43	-
Nielsen 44	-
Nielsen 45	-
Nielsen 46	-
Nielsen 47	-
Nielsen 48	-
Nielsen 49	-
Nielsen 50	-
Nielsen 51	-
Nielsen 52	-
Nielsen 53	-
Nielsen 54	-
Nielsen 55	-
Nielsen 56	-
Nielsen 57	-
Nielsen 58	-
Nielsen 59	-
Nielsen 60	-
Nielsen 61	-
Nielsen 62	-
Nielsen 63	-
Nielsen 64	-
Nielsen 65	-
Nielsen 66	-
Nielsen 67	-
Nielsen 68	-
Nielsen 69	-
Nielsen 70	-
Nielsen 71	-
Nielsen 72	-
Nielsen 73	-
Nielsen 74	-
Nielsen 75	-
Nielsen 76	-
Nielsen 77	-
Nielsen 78	-
Nielsen 79	-
Nielsen 80	-
Nielsen 81	-
Nielsen 82	-
Nielsen 83	-
Nielsen 84	-
Nielsen 85	-
Nielsen 86	-
Nielsen 87	-
Nielsen 88	-
Nielsen 89	-
Nielsen 90	-
Nielsen 91	-
Nielsen 92	-
Nielsen 93	-
Nielsen 94	-
Nielsen 95	-
Nielsen 96	-
Nielsen 97	-
Nielsen 98	-
Nielsen 99	-
Nielsen 100	-

<b>Foreign (total)</b>	<b>40</b>
of which	
EU	68
Other European countries	15
Middle East	5
South-, East-, Central Asia	5
Other countries	8

<b>Distance to home</b>	%
up to 50 km	21
more than 50 km up to 100 km	10
more than 100 km up to 300 km	22
over 300 km	47

<b>Countries with the highest visitor shares</b>	%
Netherlands	21
United Kingdom	6
Portugal	5
Switzerland	4

<b>Frequency of visits to exhibition</b>	%
Previous event	60
Earlier events	73
First visit	24

<b>Average length of stay</b>	<b>1,6 days</b>
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<b>Influence on purchasing/procurement decisions</b>	%
Decisively	68
Collectively	13
In an advisory capacity	10
No	7
Student	2

\*) Visitor attendance determined by a representative poll in the combination of GDS/Global Shoes. Multiple answers were permitted.

<b>Area of responsibility</b>	%
Management	47
Research/development/design	2
Manufacturing, production, quality control	3
Buying/procurement	17
Finance/accounting, controlling	-
Information and communication technology	-
Personnel administration, administration	1
Sales	16
Marketing, advertising, PR	5
Logistics: storage, material management, transport	1
Maintenance/repairs	-
Other area	6
Student	2

<b>Position in the company/organization</b>	%
Entrepreneur, co-owner, freelancer	56
Managing director, board member, head of an authority etc.	14
Area manager, works manager, plant manager, branch manager, head of public office	8
Department head, group head, team leader	5
Other salaried staff, civil servant, skilled worker	9
Lecturer, teacher	2
Trainee	-
Other position	5
Student	2

<b>Economic sector</b>	%
Specialist shoe shop	37
Shoe retail chain	7
Specialist leather goods	2
Fashion boutique/outlet, clothing chain	10
Sports retailer	1
Department store	3
Mail order business, online shop,	4
Internet trade	4
Other retail	7
Commercial agency	3
Wholesale/foreign trade (Import/Export)	9
Other sectors	16
Student	2

<b>Size of company/organization:</b>	
<b>Number of employees</b>	%
1- 4	37
5- 9	15
10- 49	20
50- 199	11
200 - 499	5
500 - 999	4
1 000 and more	6
Student	2

Conducted by: Wissler & Partner, Basel

**Trade visitors' profile**

<b>Visitors (number of entries)</b>	<b>18 202</b>
<b>Proportion of trade visitors</b>	<b>98%</b>
<b>Germany (total)</b>	<b>52</b>
of which	
Nielsen 1	13
Nielsen 2	51
Nielsen 3a	15
Nielsen 3b	8
Nielsen 3c	8
Nielsen 4	7
Nielsen 5+6	5
Nielsen 7	5
Nielsen 8	-
Nielsen 9	-
Nielsen 10	-
Nielsen 11	-
Nielsen 12	-
Nielsen 13	-
Nielsen 14	-
Nielsen 15	-
Nielsen 16	-
Nielsen 17	-
Nielsen 18	-
Nielsen 19	-
Nielsen 20	-
Nielsen 21	-
Nielsen 22	-
Nielsen 23	-
Nielsen 24	-
Nielsen 25	-
Nielsen 26	-
Nielsen 27	-
Nielsen 28	-
Nielsen 29	-
Nielsen 30	-
Nielsen 31	-
Nielsen 32	-
Nielsen 33	-
Nielsen 34	-
Nielsen 35	-
Nielsen 36	-
Nielsen 37	-
Nielsen 38	-
Nielsen 39	-
Nielsen 40	-
Nielsen 41	-
Nielsen 42	-
Nielsen 43	-
Nielsen 44	-
Nielsen 45	-
Nielsen 46	-
Nielsen 47	-
Nielsen 48	-
Nielsen 49	-
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Nielsen 81	-
Nielsen 82	-
Nielsen 83	-
Nielsen 84	-
Nielsen 85	-
Nielsen 86	-
Nielsen 87	-
Nielsen 88	-
Nielsen 89	-
Nielsen 90	-
Nielsen 91	-
Nielsen 92	-
Nielsen 93	-
Nielsen 94	-
Nielsen 95	-
Nielsen 96	-
Nielsen 97	-
Nielsen 98	-
Nielsen 99	-
Nielsen 100	-

<b>Foreign (total)</b>	<b>48</b>
of which	
EU	65
Other European countries	13
South and Central America	4
South-, East-, Central Asia	8
Other countries	11

<b>Distance to home</b>	%
up to 50 km	19
more than 50 km up to 100 km	5
more than 100 km up to 300 km	8
over 300 km	68

<b>Countries with the highest visitor shares</b>	%
Netherlands	15
France	7
United Kingdom	5
Spain	4
Belgium	4

<b>Frequency of visits to exhibition</b>	%
Previous event	61
Earlier events	69
First visit	27

<b>Average length of stay</b>	<b>1,7 days</b>
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<b>Influence on purchasing/procurement decisions</b>	%
Decisively	63
Collectively	16
In an advisory capacity	9
No	7
Student	3
Other not gainfully employed	3

<b>Area of responsibility</b>	%
Management	46
Research/development/design	3
Manufacturing, production, quality control	3
Buying/procurement	16
Finance/accounting, controlling	1
Information and communication technology	1
Organization, personnel, administration	-
Sales	15
Marketing, advertising, PR	4
Logistics: storage, material management, transport	-
Maintenance/repairs	-
Other area	6
Student	3
Other not gainfully employed	3

<b>Position in the company/organization</b>	%
Entrepreneur, co-owner, freelancer	43
Managing director, board member, head of an authority etc.	22
Area manager, works manager, plant manager, branch manager, head of public office	5
Department head, group head, team leader	7
Other salaried staff, civil servant, skilled worker	8
Lecturer, teacher	-
Trainee	2
Other position	7
Student	3
Other not gainfully employed	3

<b>Economic sector</b>	%
Specialist shoe shop	37
Shoe retail chain	5
Specialist leather goods	4
Fashion boutique/outlet, clothing chain	13
Sports retailer	1
Hypermarket, self-service department store, discounter	1
Department store	1
Mail order, online retail	4
Other retail	2
Commercial agency	2
Wholesale/foreign trade (Import/Export)	7
Other sectors	17
Student	3
Other not gainfully employed	3

<b>Size of company/organization:</b>	
<b>Number of employees</b>	%
1- 4	27
5- 9	14
10- 49	24
50- 199	11
200- 499	4
500 - 999	4
1 000 and more	8
Student	3
Other not gainfully employed	3

Conducted by: Wissler & Partner, Basel

## GLOBAL SHOES → Düsseldorf

## Trade visitors' profile

<b>Visitors (number of entries)</b>	<b>6 095*</b>	<b>Area of responsibility</b>	<b>%</b>
<b>Proportion of trade visitors</b>	<b>96%</b>	Management	35
<b>Germany (total)</b>	<b>24</b>	Research/development/design	3
of which		Manufacturing, production, quality control	8
Nielsen 1	23	Buying/procurement	24
Bremen	7	Finance/accounting, controlling	1
Hamburg	6	Information and communication technology	1
Lower Saxony	10	Personnel administration, administration	-
Schleswig-Holstein	-	Sales	16
Nielsen 2	62	Marketing, advertising, PR	4
North Rhine-Westph.	62	Logistics: storage, material management, transport	-
Nielsen 3a	10	Maintenance/repairs	5
Hesse	-	Other area	4
Rhineland-Palatinate	10	Student	1
Saarland	-		
Nielsen 3b	4	<b>Position in the company/organization</b>	<b>%</b>
Baden-Württemberg	4	Entrepreneur, co-owner, freelancer	42
		Managing director, board member, head of an authority etc.	20
		Area manager, works manager, plant manager, branch manager, head of public office	11
		Department head, group head, team leader	7
		Other salaried staff, civil servant, skilled worker	9
		Lecturer, teacher	-
		Trainee	1
		Other position	9
		Student	1
		<b>Economic sector</b>	<b>%</b>
		Importer	17
		Wholesaler	26
		Manufacturers	10
		Chain with over 50 stores	7
		Chain with up to 50 stores	3
		Retailer	22
		Other sectors	15
		Student	1
		<b>Size of company/organization:</b>	
		<b>Number of employees</b>	<b>%</b>
		1- 4	30
		5- 9	13
		10- 49	25
		50- 199	13
		200 - 499	7
		500 - 999	4
		1 000 and more	8
		Student	1
		<b>Conducted by: Wissler &amp; Partner, Basel</b>	
<b>Foreign (total)</b>	<b>76</b>		
of which			
EU	55		
Other European countries	6		
South and Central America	12		
South-, East-, Central Asia	15		
Other countries	12		
<b>Distance to home</b>	<b>%</b>		
up to 50 km	12		
more than 50 km up to 100 km	4		
more than 100 km up to 300 km	13		
over 300 km	71		
<b>Countries with the highest visitor shares</b>	<b>%</b>		
China (PR)	13		
Netherlands	9		
<b>Frequency of visits to exhibition</b>	<b>%</b>		
Previous event	45		
Earlier events	51		
First visit	44		
<b>Average length of stay</b>	<b>1,9 days</b>		
<b>Influence on purchasing/procurement decisions</b>	<b>%</b>		
Decisively	65		
Collectively	10		
In an advisory capacity	12		
No	11		
Student	1		

\*) Visitor attendance determined by a representative poll in the combination of GDS/Global Shoes. Multiple answers were permitted.

## GLOBAL SHOES (autumn) → Düsseldorf

## Trade visitors' profile

<b>Visitors (number of entries)</b>	<b>4 401</b>	<b>Area of responsibility</b>	<b>%</b>
<b>Proportion of trade visitors</b>	<b>100%</b>	Management	44
<b>Germany (total)</b>	<b>25</b>	Research/development/design	10
of which		Manufacturing, production, quality control	4
Nielsen 1	6	Buying/procurement	20
Bremen	-	Finance/accounting, controlling	1
Hamburg	1	Information and communication technology	-
Lower Saxony	6	Personnel administration, administration	-
Schleswig-Holstein	6	Sales	12
Nielsen 2	46	Marketing, advertising, PR	2
North Rhine-Westph.	46	Logistics: storage, material management, transport	-
Nielsen 3a	14	Maintenance/repairs	-
Hesse	4	Other area	5
Rhineland-Palatinate	6	Student	1
Saarland	4	Other not gainfully employed	2
Nielsen 3b	8		
Baden-Württemberg	8	<b>Position in the company/organization</b>	<b>%</b>
		Entrepreneur, co-owner, freelancer	44
		Managing director, board member, head of an authority etc.	26
		Area manager, works manager, plant manager, branch manager, head of public office	10
		Department head, group head, team leader	8
		Other salaried staff, civil servant, skilled worker	3
		Lecturer, teacher	1
		Trainee	-
		Other position	6
		Student	1
		Other not gainfully employed	2
		<b>Economic sector</b>	<b>%</b>
		Importer	29
		Wholesaler	24
		Manufacturers	7
		Chain with over 50 stores	2
		Chain with up to 50 stores	3
		Retailer	17
		Other sectors	16
		Student	1
		Other not gainfully employed	2
		<b>Size of company/organization:</b>	
		<b>Number of employees</b>	<b>%</b>
		1- 4	24
		5- 9	13
		10- 49	30
		50- 199	16
		200- 499	6
		500 - 999	2
		1 000 and more	5
		Student	1
		Other not gainfully employed	2
		<b>Conducted by: Wissler &amp; Partner, Basel</b>	
<b>Foreign (total)</b>	<b>75</b>		
of which			
EU	54		
Other European countries	15		
South-, East-, Central Asia	17		
Other countries	15		
<b>Distance to home</b>	<b>%</b>		
up to 50 km	9		
more than 50 km up to 100 km	2		
more than 100 km up to 300 km	7		
over 300 km	82		
<b>Countries with the highest visitor shares</b>	<b>%</b>		
China (PR)	11		
Poland	9		
United Kingdom	9		
<b>Frequency of visits to exhibition</b>	<b>%</b>		
Previous event	54		
Earlier events	60		
First visit	31		
<b>Average length of stay</b>	<b>2,0 days</b>		
<b>Influence on purchasing/procurement decisions</b>	<b>%</b>		
Decisively	60		
Collectively	22		
In an advisory capacity	10		
No	5		
Student	1		
Other not gainfully employed	2		

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## Trade visitors' profile

<b>Visitors (number of entries)</b>	<b>217 423</b>	<b>Area of responsibility</b>	<b>%</b>
<b>Proportion of trade visitors</b>	<b>97%</b>	Management	44
<b>Germany (total)</b>	<b>41</b>	Research/development/design	10
of which		Manufacturing, production, quality control	4
Nielsen 1	11	Buying/procurement	20
Bremen	-	Finance/accounting, controlling	1
Hamburg	2	Information and communication technology	-
Lower Saxony	8	Personnel administration, administration	-
Schleswig-Holstein	1	Sales	12
Nielsen 2	40	Marketing, advertising, PR	2
North Rhine-Westph.	40	Logistics: storage, material management, transport	-
Nielsen 3a	14	Maintenance/repairs	-
Hesse	7	Other area	5
Rhineland-Palatinate	6	Student	1
Saarland	1	Other not gainfully employed	2
Nielsen 3b	13		
Baden-Württemberg	13	<b>Position in the company/organization</b>	<b>%</b>
		Entrepreneur, co-owner, freelancer	44
		Managing director, board member, head of an authority etc.	26
		Area manager, works manager, plant manager, branch manager, head of public office	10
		Department head, group head, team leader	8
		Other salaried staff, civil servant, skilled worker	3
		Lecturer, teacher	1
		Trainee	-
		Other position	6
		Student	1
		Other not gainfully employed	2
		<b>Economic sector</b>	<b>%</b>
		Importer	29
		Wholesaler	24
		Manufacturers	7
		Chain with over 50 stores	2
		Chain with up to 50 stores	3
		Retailer	17
		Other sectors	16
		Student	1
		Other not gainfully employed	2
		<b>Size of company/organization:</b>	
		<b>Number of employees</b>	<b>%</b>
		1- 4	24
		5- 9	13
		10- 49	30
		50- 199	16
		200- 499	6
		500 - 999	2
		1 000 and more	5
		Student	1
		Other not gainfully employed	2
		<b>Conducted by: Wissler &amp; Partner, Basel</b>	
<b>Foreign (total)</b>	<b>59</b>		
of which			
EU	50		
Other European countries	6		
Africa	5		
North America	6		
South and Central America	8		
Middle East	6		
South-, East-, Central Asia	16		
Australia	2		
<b>Distance to home</b>	<b>%</b>		
up to 50 km	8		
more than 50 km up to 100 km	8		
more than 100 km up to 300 km	18		
over 300 km	67		
<b>Countries with the highest visitor shares</b>	<b>%</b>		
India	8		
Netherlands	8		
France	7		
Belgium	5		
Italy	5		
<b>Frequency of visits to exhibition</b>	<b>%</b>		
Previous event	40		
Earlier events	41		
First visit	45		
<b>Average length of stay</b>	<b>2,5 days</b>		
<b>Influence on purchasing/procurement decisions</b>	<b>%</b>		
Decisively	28		
Collectively	32		
In an advisory capacity	23		
No	11		
Student	6		
Other not gainfully employed	1		

Trade visitors' profile

<b>Area of responsibility</b>	%
Management	23
Research/development/design	24
Manufacturing, production, quality control	16
Buying/procurement	5
Finance/accounting, controlling	1
Information and communication technology	-
Personnel administration, administration	1
Sales	10
Marketing, advertising, PR	2
Logistics: storage, material management, transport	1
Maintenance/repairs	2
Other area	7
Student	6
Other not gainfully employed	1
<b>Position in the company/organization</b>	%
Entrepreneur, co-owner, freelancer	16
Managing director, board member, head of an authority etc.	13
Area manager, works manager, plant manager, branch manager, head of public office	16
Department head, group head, team leader	23
Other salaried staff, civil servant, skilled worker	19
Lecturer, teacher	1
Trainee	3
Other position	3
Student	6
Other not gainfully employed	1
<b>Economic sector</b>	%
Manufacturer/Industry	71
Skilled trades	3
Technical retail trade	5
Other trade	3
Agriculture	1
Logistics, distribution	2
Other service	4
University/college/polytechnic	2
Other sectors	3
Student	6
Other not gainfully employed	1
<b>Size of company/organization:</b>	
<b>Number of employees</b>	%
1- 4	6
5- 9	5
10- 49	18
50- 199	23
200- 499	12
500 - 999	8
1 000 and more	19
Student	6
Other not gainfully employed	1

Conducted by: Wissler & Partner, Basel

<b>Visitors (number of entries)</b>	<b>126 485</b>
<b>Proportion of trade visitors</b>	<b>98%</b>
<b>Germany (total)</b>	<b>43</b>
of which	
Nielsen 1	10
Nielsen 4	10
Bremen	1
Bavaria	10
Hamburg	2
Nielsen 5+6	5
Lower Saxony	5
Berlin	3
Schleswig-Holstein	3
Brandenburg	1
Nielsen 2	48
Mecklenburg-North Rhine-Westph.	48
West Pommernania	1
Nielsen 3a	12
Saxony-Anhalt	1
Hesse	7
Nielsen 7	4
Rhineland-Palatinate	5
Saxony	3
Saarland	1
Thuringia	1
Nielsen 3b	11
Baden-Württemberg	11
<b>Foreign (total)</b>	<b>57</b>
of which	
EU	49
Other European countries	10
Africa	7
North America	4
South and Central America	5
Middle East	11
South-, East-, Central Asia	13
Australia	2
<b>Distance to home</b>	%
up to 50 km	12
more than 50 km up to 100 km	8
more than 100 km up to 300 km	24
over 300 km	55
<b>Countries with the highest visitor shares</b>	%
Netherlands	7
Italy	6
United Kingdom	6
France	4
India	4
<b>Frequency of visits to exhibition</b>	%
Previous event	40
Earlier events	54
First visit	34
<b>Average length of stay</b>	<b>2,1 days</b>
<b>Influence on purchasing/procurement decisions</b>	%
Decisively	34
Collectively	24
In an advisory capacity	22
No	12
Student	7
Other not gainfully employed	1

<b>Position in the company/organization</b>	%
Entrepreneur, co-owner, freelancer	26
Managing director, board member, head of an authority etc.	19
Area manager, works manager, plant manager, branch manager, head of public office	11
Department head, group head, team leader	16
Other salaried staff, civil servant, skilled worker	15
Lecturer, teacher	2
Trainee	2
Other position	3
Other not gainfully employed	7
Student	1
<b>Economic sector</b>	%
Doctor's practice	7
Doctors' practices, physiotherapy, ergo-therapy, logopaedia	4
Other practices	1
Medical laboratory/institute	4
Rehabilitation and spa facilities	2
Medical care centre	1
Industry	17
Hospital/university hospital/clinic	18
Medical and healthcare suppliers, sales representatives	14
Pharmacy	1
Other trade	6
Service	7
Other sectors	11
Student	7
Other not gainfully employed	1
<b>Size of company/organization:</b>	
<b>Number of employees</b>	%
1- 4	13
5- 9	12
10- 49	26
50- 199	15
200- 499	8
500 - 999	4
1 000 and more	13
Student	7
Other not gainfully employed	1

Conducted by: Wissler & Partner, Basel

Trade visitors' profile

<b>Visitors (number of entries)</b>	<b>40 667</b>
<b>Proportion of trade visitors</b>	<b>95%</b>
<b>Germany (total)</b>	<b>65</b>
of which	
Nielsen 1	9
Nielsen 4	9
Bremen	1
Bavaria	9
Hamburg	2
Nielsen 5+6	5
Lower Saxony	5
Berlin	3
Schleswig-Holstein	1
Brandenburg	-
Nielsen 2	33
Mecklenburg-North Rhine-Westph.	33
West Pommernania	1
Nielsen 3a	29
Saxony-Anhalt	-
Hesse	8
Nielsen 7	2
Rhineland-Palatinate	20
Saxony	2
Saarland	1
Thuringia	-
Nielsen 3b	14
Baden-Württemberg	14
<b>Foreign (total)</b>	<b>35</b>
of which	
EU	75
Other European countries	11
North America	6
South-, East-, Central Asia	3
Other countries	6
<b>Distance to home</b>	%
up to 50 km	15
more than 50 km up to 100 km	7
more than 100 km up to 300 km	31
over 300 km	47
<b>Countries with the highest visitor shares</b>	%
Netherlands	15
France	9
Austria	7
Belgium	6
Sweden	5
<b>Frequency of visits to exhibition</b>	%
Previous event	47
Earlier events	52
First visit	35
<b>Average length of stay</b>	<b>1,8 days</b>
<b>Influence on purchasing/procurement decisions</b>	%
Decisively	42
Collectively	26
In an advisory capacity	16
No	10
Student	6
Other not gainfully employed	1

<b>Area of responsibility</b>	%
Management	32
Research/development/design	2
Manufacturing, production, quality control	4
Buying/procurement	14
Finance/accounting, controlling	1
Information and communication technology	1
Organization, personnel, administration	1
Sales	22
Marketing, advertising, PR	7
Logistics: storage, material management, transport	1
Maintenance/repairs	-
Other area	8
Student	6
Other not gainfully employed	1
<b>Position in the company/organization</b>	%
Entrepreneur, co-owner, freelancer	42
Managing director, board member, head of an authority etc.	10
Area manager, works manager, plant manager, branch manager, head of public office	11
Department head, group head, team leader	12
Other salaried staff, civil servant, skilled worker	10
Lecturer, teacher	2
Trainee	4
Other position	2
Student	6
Other not gainfully employed	1
<b>Economic sector</b>	%
Specialist Wine, sparkling wine, spirituous beverages	19
Independent Retail grocery trade	3
Other retail	6
Wholesale trade for wine, sparkling wine and spirits	9
Import/export	9
Other wholesale/foreign trade	3
Catering	12
Hotel	5
Manufacturing sector	6
Media, press, publishing	3
Other service	7
Trade association, institution	1
Specialist writers	1
University/college/polytechnic	2
Public authority	1
Other sectors	7
Student	6
Other not gainfully employed	1
<b>Size of company/organization:</b>	
<b>Number of employees</b>	%
1- 4	32
5- 9	15
10- 49	20
50- 199	13
200- 499	4
500 - 999	2
1 000 and more	5
Student	6
Other not gainfully employed	1

Conducted by: Wissler & Partner, Basel



## PSI → Düsseldorf

## Trade visitors' profile

<b>Visitors (number of entries)</b>	<b>13 419</b>	<b>Area of responsibility</b>	<b>%</b>
<b>Proportion of trade visitors</b>	<b>100%</b>	Management	39
<b>Germany (total)</b>	<b>42</b>	Research/development/design	3
of which		Manufacturing, production, quality control	3
Nielsen 1	16	Buying/procurement	12
Bremen	2	Finance/accounting, controlling	1
Hamburg	4	Information and communication technology	1
Lower Saxony	8	Personnel administration, administration	1
Schleswig-Holstein	2	Sales	20
Nielsen 2	40	Marketing, advertising, PR	12
North Rhine-Westph.	40	Logistics: storage, material management, transport	1
Nielsen 3a	18	Maintenance/repairs	1
Hesse	10	Other area	3
Rhineland-Palatinate	7	Student	2
Saarland	1	Other not gainfully employed	2
Nielsen 3b	8	<b>Position in the company/organization</b>	<b>%</b>
Baden-Württemberg	8	Entrepreneur, co-owner, freelancer	37
<b>Foreign (total)</b>	<b>58</b>	Managing director, board member, head of an authority etc.	16
of which		Area manager, works manager, plant manager, branch manager, head of public office	12
EU	71	Department head, group head, team leader	11
Other European countries	17	Other salaried staff, civil servant, skilled worker	15
South-, East-, Central Asia	4	Lecturer, teacher	1
Other countries	8	Trainee	2
<b>Distance to home</b>	<b>%</b>	Other position	2
up to 50 km	15	Student	2
more than 50 km up to 100 km	4	Other not gainfully employed	2
more than 100 km up to 300 km	23	<b>Economic sector</b>	<b>%</b>
over 300 km	58	Advertising speciality trader	51
<b>Countries with the highest visitor shares</b>	<b>%</b>	Advertising speciality wholesale trader	13
Netherlands	12	Full-service agency	7
Switzerland	9	Services, promotion fitting	3
Belgium	8	Textile finishing	3
Austria	6	Advertising agency	4
France	6	Manufacturers, importer	10
<b>Frequency of visits to exhibition</b>	<b>%</b>	Other sectors	6
Previous event	43	Student	2
Earlier events	52	Other not gainfully employed	2
First visit	30	<b>Size of company/organization:</b>	
<b>Average length of stay</b>	<b>1,9 days</b>	<b>Number of employees</b>	<b>%</b>
<b>Influence on purchasing/procurement decisions</b>	<b>%</b>	1- 4	30
Decisively	46	5- 9	20
Collectively	30	10- 49	31
In an advisory capacity	14	50- 199	10
No	7	200- 499	3
Student	2	500 - 999	1
Other not gainfully employed	2	1 000 and more	3
		Student	2
		Other not gainfully employed	2

Conducted by: Wissler &amp; Partner, Basel

## REHACARE INTERNATIONAL (2012) → Düsseldorf

## Trade visitors' profile

<b>Visitors (number of entries)</b>	<b>50 078</b>	Marketing, advertising, PR	2
<b>Proportion of trade visitors</b>	<b>68%</b>	Logistics: storage, material management, transport	1
<b>Germany (total)</b>	<b>83</b>	Maintenance/repairs	1
of which		Other area	41
Nielsen 1	11	Student	7
Bremen	1	Other not gainfully employed	3
Hamburg	1	<b>Position in the company/organization</b>	<b>%</b>
Lower Saxony	8	Entrepreneur, co-owner, freelancer	15
Schleswig-Holstein	1	Managing director, board member, head of an authority etc.	5
Nielsen 2	63	Area manager, works manager, plant manager, branch manager, head of public office	8
North Rhine-Westph.	63	Department head, group head, team leader	13
Nielsen 3a	11	Other salaried staff, civil servant, skilled worker	30
Hesse	6	Lecturer, teacher	4
Rhineland-Palatinate	5	Trainee	7
Saarland	1	Other position	9
Nielsen 3b	4	Student	7
Baden-Württemberg	4	Other not gainfully employed	3
<b>Foreign (total)</b>	<b>17</b>	<b>Economic sector</b>	<b>%</b>
of which		Medicine and sanitary/medical specialist trade	12
EU	68	Orthopaedic trade	4
Other European countries	11	Rehabilitation facilities	7
South-, East-, Central Asia	6	Special facilities (school, workshop, nursery)	4
Other countries	14	In-patient/stationary care and nursing facilities	6
<b>Distance to home</b>	<b>%</b>	Out-patient nursing services	6
up to 50 km	32	Medical technical service	2
more than 50 km up to 100 km	15	Cost unit	3
more than 100 km up to 300 km	33	Other practices	7
over 300 km	21	Hospital/clinic	4
<b>Countries with the highest visitor shares</b>	<b>%</b>	Auxiliary materials	2
France	8	Other industry	3
Italy	8	Architect's/planning office	1
Netherlands	8	Organisation on disability	3
United Kingdom	8	Welfare association	2
<b>Frequency of visits to exhibition</b>	<b>%</b>	Other service enterprises, consultancies	6
Previous event	32	Other association, organisation	2
Earlier events	53	Public authority	6
First visit	41	University/college/polytechnic	1
<b>Average length of stay</b>	<b>1,3 days</b>	Media, press, publishing	1
<b>Influence on purchasing/procurement decisions</b>	<b>%</b>	Other sectors	10
Decisively	18	Student	7
Collectively	27	Other not gainfully employed	3
In an advisory capacity	26	<b>Size of company/organization:</b>	
No	20	<b>Number of employees</b>	<b>%</b>
Student	7	1- 4	11
Other not gainfully employed	3	5- 9	8
<b>Area of responsibility</b>	<b>%</b>	10- 49	22
Management	14	50- 199	18
Research/development/design	4	200- 499	9
Manufacturing, production, quality control	4	500 - 999	6
Buying/procurement	4	1 000 and more	5
Finance/accounting, controlling	2	Student	7
Information and communication technology	1	Other not gainfully employed	3
Organization, personnel, administration	7	N/A	5
Sales	10		

Conducted by: Wissler &amp; Partner, Basel

## TOP HAIR INTERNATIONAL

## Trade visitors' profile

<b>Visitors (number of entries)</b>	<b>31 797</b>	<b>Proportion of trade visitors</b>	<b>97%</b>
<b>Germany (total)</b>	<b>90</b>	<b>Germany (total)</b>	<b>90</b>
of which		of which	
Nielsen 1	16	Nielsen 1	16
Bremen	1	Bremen	1
Hamburg	2	Hamburg	2
Lower Saxony	10	Lower Saxony	10
Schleswig-Holstein	3	Schleswig-Holstein	3
Nielsen 2	50	Nielsen 2	50
North Rhine-Westph.	50	North Rhine-Westph.	50
Nielsen 3a	15	Nielsen 3a	15
Hesse	5	Hesse	5
Rhineland-Palatinate	8	Rhineland-Palatinate	8
Saarland	2	Saarland	2
Nielsen 3b	7	Nielsen 3b	7
Baden-Württemberg	7	Baden-Württemberg	7
<b>Foreign (total)</b>	<b>10</b>	<b>Foreign (total)</b>	<b>10</b>
of which		of which	
EU	77	EU	77
Other European countries	12	Other European countries	12
Other countries	11	Other countries	11
<b>Distance to home</b>	<b>%</b>	<b>Distance to home</b>	<b>%</b>
up to 50 km	25	up to 50 km	25
more than 50 km up to 100 km	18	more than 50 km up to 100 km	18
more than 100 km up to 300 km	27	more than 100 km up to 300 km	27
over 300 km	31	over 300 km	31
<b>Countries with the highest visitor shares</b>	<b>%</b>	<b>Countries with the highest visitor shares</b>	<b>%</b>
Netherlands	30	Netherlands	30
Belgium	23	Belgium	23
Austria	19	Austria	19
<b>Frequency of visits to exhibition</b>	<b>%</b>	<b>Frequency of visits to exhibition</b>	<b>%</b>
Previous event	43	Previous event	43
Earlier events	56	Earlier events	56
First visit	30	First visit	30
<b>Average length of stay</b>	<b>1,4 days</b>	<b>Average length of stay</b>	<b>1,4 days</b>
<b>Influence on purchasing/procurement decisions</b>	<b>%</b>	<b>Influence on purchasing/procurement decisions</b>	<b>%</b>
Decisively	37	Decisively	37
Collectively	19	Collectively	19
In an advisory capacity	18	In an advisory capacity	18
No	21	No	21
Student	4	Student	4
Other not gainfully employed	2	Other not gainfully employed	2

Private visitors' profile

<b>Area of responsibility</b>	%
Management	40
Research/development/design	1
Manufacturing, production, quality control	6
Buying/procurement	3
Finance/accounting, controlling	-
Information and communication technology	-
Organization, personnel, administration	6
Sales	5
Marketing, advertising, PR	2
Logistics: storage, material management, transport	-
Maintenance/repairs	1
Other area	29
Student	4
Other not gainfully employed	2
<b>Position in the company/organization</b>	%
Entrepreneur, co-owner, freelancer	48
Managing director, board member, head of an authority etc.	4
Area manager, works manager, plant manager, branch manager, head of public office	2
Department head, group head, team leader	5
Other salaried staff, civil servant, skilled worker	14
Lecturer, teacher	2
Trainee	17
Other position	3
Student	4
Other not gainfully employed	2
<b>Economic sector</b>	%
Hairdressers' trade	87
Other skilled trades	1
Cosmetics/pharmaceuticals/chemical industry	1
Trade	3
Media, press, publishing	1
Other service	1
Other sectors	1
Student	4
Other not gainfully employed	2
<b>Size of company/organization:</b>	
<b>Number of employees</b>	%
1- 4	47
5- 9	23
10- 49	14
50- 199	2
200- 499	1
500 - 999	1
1 000 and more	1
Student	4
Other not gainfully employed	2
N/A	6

Conducted by: Wissler & Partner, Basel

<b>Visitors (number of entries)</b>	<b>30 648*</b>
<b>Proportion of private visitors</b>	<b>93%</b>
<b>Germany (total)</b>	<b>98</b>
of which	
Nielsen 1	2
Nielsen 4	1
Bremen	-
Bavaria	1
Hamburg	-
Nielsen 5+6	1
Lower Saxony	2
Berlin	-
Schleswig-Holstein	-
Brandenburg	-
Nielsen 2	92
Mecklenburg-	
North Rhine-Westph.	92
West Pommernania	-
Nielsen 3a	5
Saxony-Anhalt	1
Hesse	3
Nielsen 7	-
Rhineland-Palatinate	3
Saxony	-
Saarland	-
Thuringia	-
Nielsen 3b	-
Baden-Württemberg	-
<b>Foreign (total)</b>	<b>2</b>
<b>Distance to home</b>	<b>%</b>
up to 50 km	68
more than 50 km up to 100 km	16
more than 100 km up to 300 km	13
over 300 km	3
<b>Frequency of visits to exhibition</b>	<b>%</b>
Previous event	37
Earlier events	46
First visit	43
<b>Sex</b>	<b>%</b>
Male	51
Female	49
<b>Size of household</b>	<b>%</b>
1 person	20
2 persons	49
3 persons	14
4 persons	12
5 persons and more	5
<b>Age</b>	<b>%</b>
up to 20 years	-
over 20 up to 30 years	11
over 30 up to 40 years	16
over 40 up to 50 years	29
over 50 up to 60 years	29
over 60 up to 70 years	11
over 70 years	5

\*) Visitor attendance determined by a representative poll in the combination of Caravan Salon/TourNatur. Multiple answers were permitted.

<b>Position in the company/organization</b>	<b>%</b>
Entrepreneur, co-owner, freelancer	7
Managing director, board member, head of an authority etc.	1
Area manager, works manager, plant manager, branch manager, head of public office	5
Department head, group head, team leader	11
Other salaried staff, civil servant, skilled worker	45
Lecturer, teacher	4
Trainee	-
Other position	4
Student	4
Housewife/man	2
Old-age pensioner	4
Other not gainfully employed	13
<b>Buying and ordering capacity</b>	<b>%</b>
Purchase or order made or intended at the exhibition	
yes	58
no	10
maybe	32
<b>Follow-up business</b>	<b>%</b>
Intend to buy at later date	
yes	36
no	8
maybe	56

Conducted by: Wissler & Partner, Basel

Trade visitors' profile

<b>Visitors (number of entries)</b>	<b>13 578</b>
<b>Proportion of trade visitors</b>	<b>99%</b>
<b>Germany (total)</b>	<b>76</b>
of which	
Nielsen 1	15
Nielsen 4	7
Bremen	1
Bavaria	7
Hamburg	2
Nielsen 5+6	6
Lower Saxony	11
Berlin	3
Schleswig-Holstein	2
Brandenburg	2
Nielsen 2	50
Mecklenburg-	
North Rhine-Westph.	50
West Pommernania	1
Nielsen 3a	11
Saxony-Anhalt	1
Hesse	6
Nielsen 7	4
Rhineland-Palatinate	5
Saxony	-
Saarland	-
Thuringia	-
Nielsen 3b	8
Baden-Württemberg	8
<b>Foreign (total)</b>	<b>24</b>
of which	
EU	81
Other European countries	11
Other countries	8
<b>Distance to home</b>	<b>%</b>
up to 50 km	22
more than 50 km up to 100 km	13
more than 100 km up to 300 km	29
over 300 km	37
<b>Countries with the highest visitor shares</b>	<b>%</b>
Netherlands	25
Belgium	10
Switzerland	7
<b>Frequency of visits to exhibition</b>	<b>%</b>
Previous event	27
Earlier events	39
First visit	43
<b>Average length of stay</b>	<b>1,2 days</b>
<b>Influence on purchasing/procurement decisions</b>	<b>%</b>
Decisively	42
Collectively	28
In an advisory capacity	17
No	10
Student	3
Other not gainfully employed	1

<b>Area of responsibility</b>	<b>%</b>
Management	39
Research/development/design	5
Manufacturing, production, quality control	13
Buying/procurement	4
Finance/accounting, controlling	1
Information and communication technology	1
Personnel administration, administration	-
Sales	14
Marketing, advertising, PR	13
Logistics: storage, material management, transport	-
Maintenance/repairs	1
Other area	5
Student	3
Other not gainfully employed	1
<b>Position in the company/organization</b>	<b>%</b>
Entrepreneur, co-owner, freelancer	41
Managing director, board member, head of an authority etc.	12
Area manager, works manager, plant manager, branch manager, head of public office	7
Department head, group head, team leader	14
Other salaried staff, civil servant, skilled worker	16
Lecturer, teacher	1
Trainee	4
Other position	2
Student	3
Other not gainfully employed	1
<b>Economic sector</b>	<b>%</b>
Advertising	48
Publishing/printing	8
Media (print, broadcast media)	2
Service	11
Wholesale trade	5
Retail trade	4
Information/Communication Industry	4
Automotive industry	2
Clothing industry	1
Other sectors	13
Student	3
Other not gainfully employed	1
<b>Size of company/organization:</b>	
<b>Number of employees</b>	<b>%</b>
1- 4	37
5- 9	17
10- 49	21
50- 199	10
200- 499	4
500 - 999	3
1 000 and more	5
Student	3
Other not gainfully employed	1

Conducted by: Wissler & Partner, Basel



## Haus.Bau.Energie. → Erfurt

### Private visitors' profile

<b>Visitors (number of entries)</b>	<b>3 574</b>	<b>Position in the company/organization</b>	<b>%</b>
<b>Proportion of private visitors</b>	<b>84%</b>	Entrepreneur, co-owner, freelancer	14
<b>Germany (total)</b>	<b>100</b>	Managing director, board member, head of an authority etc.	-
of which		Area manager, works manager, plant manager, branch manager, head of public office	-
Nielsen 1	- Nielsen 4	Department head, group head, team leader	2
Bremen	- Bavaria	Commercial salaried employee	14
Hamburg	- Nielsen 5+6	Other salaried staff, civil servant, skilled worker	61
Lower Saxony	- Berlin	Lecturer, teacher	1
Schleswig-Holstein	- Brandenburg	Trainee	2
Nielsen 2	- Mecklenburg-	Other position	5
North Rhine-Westph.	- West Pomerania	Student	1
Nielsen 3a	1 Saxony-Anhalt	<b>Buying and ordering capacity</b>	<b>%</b>
Hesse	1 Nielsen 7	Purchase or order made or intended at the exhibition	
Rhineland-Palatinate	- Saxony	yes	11
Saarland	- Thuringia	no	58
Nielsen 3b	-	maybe	31
Baden-Württemberg	-	<b>Follow-up business</b>	<b>%</b>
<b>Distance to home</b>	<b>%</b>	Intend to buy at later date	
up to 50 km	72	yes	66
more than 50 km up to 100 km	24	no	16
more than 100 km up to 300 km	3	maybe	18
over 300 km	-	<b>Conducted by: Honestly MT GmbH, Karlsruhe</b>	
<b>Frequency of visits to exhibition</b>	<b>%</b>		
Previous event	22		
Earlier events	27		
First visit	52		
<b>Sex</b>	<b>%</b>		
Male	62		
Female	38		
<b>Size of household</b>	<b>%</b>		
1 person	7		
2 persons	51		
3 persons	25		
4 persons	11		
5 persons and more	7		
<b>Age</b>	<b>%</b>		
up to 20 years	4		
over 20 up to 30 years	16		
over 30 up to 40 years	20		
over 40 up to 50 years	18		
over 50 up to 60 years	22		
over 60 up to 70 years	15		
over 70 years	6		

## Rapid.Tech (2012) → Erfurt

### Trade visitors' profile

<b>Visitors (number of entries)</b>	<b>1 282</b>	<b>Area of responsibility</b>	<b>%</b>
<b>Proportion of trade visitors</b>	<b>100%</b>	Management	14
<b>Germany (total)</b>	<b>88</b>	Research/development/design	49
of which		Manufacturing, production, quality control	9
Nielsen 1	11 Nielsen 4	Buying/procurement	4
Bremen	- Bavaria	Finance/accounting, controlling	-
Hamburg	- Nielsen 5+6	Information and communication technology	1
Lower Saxony	7 Berlin	Organization, personnel, administration	-
Schleswig-Holstein	2 Brandenburg	Sales	6
Nielsen 2	11 Mecklenburg-	Marketing, advertising, PR	3
North Rhine-Westph.	11 West Pomerania	Logistics: storage, material management, transport	-
Nielsen 3a	8 Saxony-Anhalt	Maintenance/repairs	-
Hesse	7 Nielsen 7	Other area	2
Rhineland-Palatinate	1 Saxony	Student	14
Saarland	- Thuringia	<b>Position in the company/organization</b>	<b>%</b>
Nielsen 3b	8	Entrepreneur, co-owner, freelancer	12
Baden-Württemberg	8	Managing director, board member, head of an authority etc.	9
<b>Foreign (total)</b>	<b>12</b>	Area manager, works manager, plant manager, branch manager, head of public office	5
of which		Department head, group head, team leader	10
EU	61	Other salaried staff, civil servant, skilled worker	34
Other European countries	39	Lecturer, teacher	7
<b>Distance to home</b>	<b>%</b>	Trainee	-
up to 50 km	16	Other position	3
more than 50 km up to 100 km	11	Student	19
more than 100 km up to 300 km	30	Other not gainfully employed	2
over 300 km	43	<b>Economic sector</b>	<b>%</b>
<b>Country with the highest visitor share</b>	<b>%</b>	Industry	41
Switzerland	28	Skilled trades	13
<b>Frequency of visits to exhibition</b>	<b>%</b>	Wholesale/foreign trade	5
Previous event	13	Retail trade	1
Earlier events	19	Service	11
First visit	76	Authority/public services	2
<b>Average length of stay</b>	<b>1,3 days</b>	Teaching (polytechnic/university/college)	20
<b>Influence on purchasing/procurement decisions</b>	<b>%</b>	Research	13
Decisively	20	Other	4
Collectively	24	<b>Size of company/organization:</b>	
In an advisory capacity	31	<b>Number of employees</b>	<b>%</b>
No	11	1- 4	8
Student	14	5- 9	9
		10- 49	14
		50 - 199	17
		200 - 499	12
		500 - 999	7
		1 000 and more	20
		Student	14
		<b>Conducted by: Messe Erfurt GmbH, Erfurt</b>	

## Reiten-Jagen-Fischen

### Private visitors' profile

<b>Visitors (number of entries)</b>	<b>20 898</b>	<b>Proportion of private visitors</b>	<b>95%</b>
<b>Germany (total)</b>	<b>100</b>	<b>Germany (total)</b>	<b>100</b>
of which		of which	
Nielsen 1	- Nielsen 4	Nielsen 1	- Nielsen 4
Bremen	- Bavaria	Bremen	- Bavaria
Hamburg	- Nielsen 5+6	Hamburg	- Nielsen 5+6
Lower Saxony	- Berlin	Lower Saxony	- Berlin
Schleswig-Holstein	- Brandenburg	Schleswig-Holstein	- Brandenburg
Nielsen 2	- Mecklenburg-	Nielsen 2	- Mecklenburg-
North Rhine-Westph.	- West Pomerania	North Rhine-Westph.	- West Pomerania
Nielsen 3a	1 Saxony-Anhalt	Nielsen 3a	1 Saxony-Anhalt
Hesse	1 Nielsen 7	Hesse	1 Nielsen 7
Rhineland-Palatinate	- Saxony	Rhineland-Palatinate	- Saxony
Saarland	- Thuringia	Saarland	- Thuringia
Nielsen 3b	-	Nielsen 3b	-
Baden-Württemberg	-	Baden-Württemberg	-
<b>Distance to home</b>	<b>%</b>	<b>Distance to home</b>	<b>%</b>
up to 50 km	51	up to 50 km	51
more than 50 km up to 100 km	38	more than 50 km up to 100 km	38
more than 100 km up to 300 km	10	more than 100 km up to 300 km	10
over 300 km	1	over 300 km	1
<b>Frequency of visits to exhibition</b>	<b>%</b>	<b>Frequency of visits to exhibition</b>	<b>%</b>
Previous event	65	Previous event	65
Earlier events	77	Earlier events	77
First visit	18	First visit	18
<b>Sex</b>	<b>%</b>	<b>Sex</b>	<b>%</b>
Male	60	Male	60
Female	40	Female	40
<b>Size of household</b>	<b>%</b>	<b>Size of household</b>	<b>%</b>
1 person	11	1 person	11
2 persons	43	2 persons	43
3 persons	23	3 persons	23
4 persons	18	4 persons	18
5 persons and more	6	5 persons and more	6
<b>Age</b>	<b>%</b>	<b>Age</b>	<b>%</b>
up to 20 years	4	up to 20 years	4
over 20 up to 30 years	11	over 20 up to 30 years	11
over 30 up to 40 years	12	over 30 up to 40 years	12
over 40 up to 50 years	26	over 40 up to 50 years	26
over 50 up to 60 years	20	over 50 up to 60 years	20
over 60 up to 70 years	18	over 60 up to 70 years	18
over 70 years	9	over 70 years	9

## (2012) → Erfurt

<b>Position in the company/organization</b>	%
Entrepreneur, co-owner, freelancer	11
Managing director, board member, head of an authority etc.	1
Area manager, works manager, plant manager, branch manager, head of public office	1
Department head, group head, team leader	1
Other salaried staff, civil servant, skilled worker	52
Lecturer, teacher	1
Trainee	1
Other position	1
Student	5
Housewife/man	1
Old-age pensioner	1
Other not gainfully employed	24
<b>Buying and ordering capacity</b>	%
Purchase or order made or intended at the exhibition	
yes	77
no	11
maybe	13
<b>Follow-up business</b>	%
Intend to buy at later date	
yes	16
no	60
maybe	24

Conducted by: Messe Erfurt GmbH, Erfurt

## Thüringen Ausstellung (2012) → Erfurt

### Private visitors' profile

<b>Visitors (number of entries)</b>	71 928
<b>Proportion of private visitors</b>	91%
<b>Germany (total)</b>	100
of which	
Nielsen 1	- Nielsen 4 1
Bremen	- Bavaria 1
Hamburg	- Nielsen 5+6 1
Lower Saxony	- Berlin -
Schleswig-Holstein	- Brandenburg -
Nielsen 2	- Mecklenburg-Nielsen 2 -
North Rhine-Westph.	- West Pommerania -
Nielsen 3a	1 Saxony-Anhalt -
Hesse	1 Nielsen 7 98
Rhineland-Palatinate	- Thuringia 97
Saarland	- Saxony 1
Nielsen 3b	-
Baden-Württemberg	-
<b>Distance to home</b>	%
up to 50 km	61
more than 50 km up to 100 km	32
more than 100 km up to 300 km	6
over 300 km	1
<b>Frequency of visits to exhibition</b>	%
2011	42
2010	39
2009	32
2008	23
Earlier events	25
First visit	25
<b>Sex</b>	%
Male	42
Female	58
<b>Size of household</b>	%
1 person	8
2 persons	56
3 persons	19
4 persons	12
5 persons and more	5
<b>Age</b>	%
up to 20 years	4
over 20 up to 30 years	12
over 30 up to 40 years	11
over 40 up to 50 years	21
over 50 up to 60 years	25
over 60 up to 70 years	20
over 70 years	6

<b>Position in the company/organization</b>	%
Entrepreneur, co-owner, freelancer	7
Managing director, board member, head of an authority etc.	2
Area manager, works manager, plant manager, branch manager, head of public office	2
Department head, group head, team leader	6
Other salaried staff, civil servant, skilled worker	34
Lecturer, teacher	4
Trainee	2
Other position	8
Student	5
Housewife/man	2
Old-age pensioner	26
Other not gainfully employed	3
<b>Buying and ordering capacity</b>	%
Purchase or order made or intended at the exhibition	
yes	76
no	9
maybe	16
<b>Follow-up business</b>	%
Intend to buy at later date	
yes	34
no	21
maybe	46

Conducted by: Gelszus Messe-Marktforschung GmbH, Dortmund

## EQUITANA → Essen

### Private visitors' profile

<b>Visitors (number of entries)</b>	160 874
<b>Proportion of private visitors</b>	80%
<b>Germany (total)</b>	93
of which	
Nielsen 1	8 Nielsen 4 4
Bremen	- Bavaria 4
Hamburg	- Nielsen 5+6 1
Lower Saxony	7 Berlin -
Schleswig-Holstein	1 Brandenburg -
Nielsen 2	68 Mecklenburg-Nielsen 2 -
North Rhine-Westph.	68 West Pommerania -
Nielsen 3a	17 Saxony-Anhalt -
Hesse	7 Nielsen 7 1
Rhineland-Palatinate	9 Saxony -
Saarland	1 Thuringia -
Nielsen 3b	2
Baden-Württemberg	2
<b>Foreign (total)</b>	7
of which	
EU	86
Other European countries	12
Other countries	2
<b>Countries with the highest visitor shares</b>	%
Netherlands	40
Belgium	18
Switzerland	9
Luxembourg	9
<b>Distance to home</b>	%
up to 50 km	31
more than 50 km up to 100 km	20
more than 100 km up to 300 km	36
over 300 km	13
<b>Frequency of visits to exhibition</b>	%
Previous event	49
Earlier events	56
First visit	20
<b>Sex</b>	%
Male	12
Female	88
<b>Size of household</b>	%
1 person	14
2 persons	33
3 persons	19
4 persons	23
5 persons and more	12
<b>Age</b>	%
up to 20 years	22
over 20 up to 30 years	27
over 30 up to 40 years	17
over 40 up to 50 years	21
over 50 up to 60 years	9
over 60 up to 70 years	2
over 70 years	2

<b>Position in the company/organization</b>	%
Entrepreneur, co-owner, freelancer	8
Managing director, board member, head of an authority etc.	1
Area manager, works manager, plant manager, branch manager, head of public office	3
Department head, group head, team leader	7
Other salaried staff, civil servant, skilled worker	28
Lecturer, teacher	3
Trainee	7
Other position	7
Student	24
Housewife/man	6
Old-age pensioner	5
Other not gainfully employed	2
<b>Buying and ordering capacity</b>	%
Purchase or order made or intended at the exhibition	
yes	84
no	4
maybe	12
<b>Follow-up business</b>	%
Intend to buy at later date	
yes	33
no	23
maybe	44

Conducted by: Wissler & Partner, Basel

## E-world energy &amp; water → Essen

## Trade visitors' profile

<b>Visitors (number of entries)</b>	<b>18 724</b>	<b>Area of responsibility</b>	<b>%</b>
<b>Proportion of trade visitors</b>	<b>99%</b>	Management	18
<b>Germany (total)</b>	<b>85</b>	Research/development/design	7
of which		Manufacturing, production, quality control	3
Nielsen 1	13	Buying/procurement	11
Bremen	1	Finance/accounting, controlling	4
Hamburg	3	Information and communication technology	11
Lower Saxony	7	Personnel administration, administration	1
Schleswig-Holstein	2	Sales	18
Nielsen 2	49	Marketing, advertising, PR	4
North Rhine-Westph.	49	Logistics: storage, material management, transport	1
Nielsen 3a	13	Maintenance/repairs	3
Hesse	9	Other area	12
Rhineland-Palatinate	4	Other not gainfully employed	1
Saarland	-	Student	8
Nielsen 3b	8	<b>Position in the company/organization</b>	<b>%</b>
Baden-Württemberg	8	Entrepreneur, co-owner, freelancer	12
		Managing director, board member, head of an authority etc.	9
<b>Foreign (total)</b>	<b>15</b>	Area manager, works manager, plant manager, branch manager, head of public office	10
of which		Department head, group head, team leader	23
EU	71	Other salaried staff, civil servant, skilled worker	33
Other European countries	20	Lecturer, teacher	1
Other countries	9	Trainee	1
<b>Distance to home</b>	<b>%</b>	Other position	2
up to 50 km	23	Student	8
more than 50 km up to 100 km	12	Other not gainfully employed	1
more than 100 km up to 300 km	26	<b>Economic sector</b>	<b>%</b>
over 300 km	39	Power supply company	32
<b>Countries with the highest visitor shares</b>	<b>%</b>	Consultants, service providers	28
Netherlands	16	Public utilities, council representatives	8
United Kingdom	10	Research, press, associations	3
Switzerland	9	Business customers, industrial enterprises	13
Belgium	7	Other sectors	7
Austria	7	Student	8
<b>Frequency of visits to exhibition</b>	<b>%</b>	Other not gainfully employed	1
Previous event	32	<b>Size of company/organization:</b>	<b>%</b>
Earlier events	30	<b>Number of employees</b>	<b>%</b>
First visit	46	1- 4 8	500 - 999
<b>Average length of stay</b>	<b>1,3 days</b>	5- 9 7	1 000 and more
<b>Influence on purchasing/procurement decisions</b>	<b>%</b>	10- 49 14	Student
Decisively	22	50- 199 15	Other not gainfully employed
Collectively	31	200- 499 13	employed
In an advisory capacity	26	<b>Conducted by: Gelszus Messe-Marktforschung GmbH, Dortmund</b>	
No	13		
Student	8		
Other not gainfully employed	1		

## INTERGEO → Essen

## Trade visitors' profile

<b>Visitors (number of entries)</b>	<b>16 383</b>	<b>Area of responsibility</b>	<b>%</b>
<b>Proportion of trade visitors</b>	<b>98%</b>	Management	8
<b>Germany (total)</b>	<b>77</b>	Research/development/design	7
of which		Manufacturing, production, quality control	3
Nielsen 1	9	Buying/procurement	2
Bremen	-	Finance/accounting, controlling	-
Hamburg	2	Information and communication technology	6
Lower Saxony	6	Personnel administration, administration	2
Schleswig-Holstein	1	Sales	4
Nielsen 2	58	Storage/material management/logistics/transport	1
North Rhine-Westph.	58	Logistics: storage, material management, transport	-
Nielsen 3a	12	Maintenance/repairs	1
Hesse	6	Other area	6
Rhineland-Palatinate	5	Training/further training	4
Saarland	1	Measurement	45
Nielsen 3b	7	Student	11
Baden-Württemberg	7	Other not gainfully employed	1
<b>Foreign (total)</b>	<b>23</b>	<b>Position in the company/organization</b>	<b>%</b>
of which		Entrepreneur, co-owner, freelancer	11
EU	67	Managing director, board member, head of an authority etc.	4
Other European countries	16	Area manager, works manager, plant manager, branch manager, head of public office	6
Other countries	17	Department head, group head, team leader	20
<b>Distance to home</b>	<b>%</b>	Other salaried staff, civil servant, skilled worker	35
up to 50 km	20	Lecturer, teacher	3
more than 50 km up to 100 km	19	Trainee	5
more than 100 km up to 300 km	23	Other position	3
over 300 km	38	Student	11
<b>Countries with the highest visitor shares</b>	<b>%</b>	Other not gainfully employed	1
Netherlands	11	<b>Economic sector</b>	<b>%</b>
Belgium	11	Industrial company	5
Russia	9	Energy supplies	5
United Kingdom	7	Water supplies	1
Poland	6	Wholesale/foreign trade	1
<b>Frequency of visits to exhibition</b>	<b>%</b>	Retail trade	2
Previous event	31	Engineer's office	20
Earlier events	60	Research	2
First visit	33	Architecture/construction	4
<b>Average length of stay</b>	<b>1,4 days</b>	Other service company	3
<b>Influence on purchasing/procurement decisions</b>	<b>%</b>	Professional, specialist association	1
Decisively	16	Authority/public services	32
Collectively	28	Vocational school/polytechnic/university	3
In an advisory capacity	24	IT, software, hardware	5
No	20	Other sectors	5
Student	11	Student	11
Other not gainfully employed	1	Other not gainfully employed	1
<b>Size of company/organization:</b>	<b>%</b>	<b>Size of company/organization:</b>	<b>%</b>
<b>Number of employees</b>	<b>%</b>	<b>Number of employees</b>	<b>%</b>
1- 4 8	500 - 999	1- 4 8	500 - 999
5- 9 9	1 000 and more	5- 9 9	1 000 and more
10- 49 21	Student	10- 49 21	Student
50- 199 16	Other not gainfully employed	50- 199 16	Other not gainfully employed
200- 499 9	employed	200- 499 9	employed
<b>Conducted by: Gelszus Messe-Marktforschung GmbH, Dortmund</b>		<b>Conducted by: Gelszus Messe-Marktforschung GmbH, Dortmund</b>	

## IPM Essen

## Trade visitors' profile

<b>Visitors (number of entries)</b>	<b>49 591</b>	<b>Area of responsibility</b>	<b>%</b>
<b>Proportion of trade visitors</b>	<b>98%</b>	Management	23
<b>Germany (total)</b>	<b>71</b>	Research/development/design	3
of which		Manufacturing, production, quality control	15
Nielsen 1	17	Buying/procurement	8
Bremen	-	Finance/accounting, controlling	1
Hamburg	1	Information and communication technology	1
Lower Saxony	12	Personnel administration, administration	4
Schleswig-Holstein	4	Sales	4
Nielsen 2	46	Storage/material management/logistics/transport	1
North Rhine-Westph.	46	Logistics: storage, material management, transport	-
Nielsen 3a	12	Maintenance/repairs	1
Hesse	5	Other area	6
Rhineland-Palatinate	6	Training/further training	4
Saarland	1	Measurement	45
Nielsen 3b	9	Student	11
Baden-Württemberg	9	Other not gainfully employed	1
<b>Foreign (total)</b>	<b>29</b>	<b>Position in the company/organization</b>	<b>%</b>
of which		Entrepreneur, co-owner, freelancer	11
EU	80	Managing director, board member, head of an authority etc.	4
Other European countries	11	Area manager, works manager, plant manager, branch manager, head of public office	6
Other countries	8	Department head, group head, team leader	20
<b>Distance to home</b>	<b>%</b>	Other salaried staff, civil servant, skilled worker	35
up to 50 km	15	Lecturer, teacher	3
more than 50 km up to 100 km	14	Trainee	5
more than 100 km up to 300 km	28	Other position	3
over 300 km	43	Student	11
<b>Countries with the highest visitor shares</b>	<b>%</b>	Other not gainfully employed	1
Netherlands	31	<b>Economic sector</b>	<b>%</b>
Belgium	7	Industrial company	6
Denmark	6	Energy supplies	6
Italy	6	Water supplies	1
Austria	5	Wholesale/foreign trade	1
<b>Frequency of visits to exhibition</b>	<b>%</b>	Retail trade	2
Previous event	33	Engineer's office	20
Earlier events	44	Research	2
First visit	30	Architecture/construction	4
<b>Average length of stay</b>	<b>1,3 days</b>	Other service company	3
<b>Influence on purchasing/procurement decisions</b>	<b>%</b>	Professional, specialist association	1
Decisively	28	Authority/public services	32
Collectively	27	Vocational school/polytechnic/university	3
In an advisory capacity	17	IT, software, hardware	5
No	20	Other sectors	5
Student	7	Student	11
Other not gainfully employed	1	Other not gainfully employed	1
<b>Area of responsibility</b>	<b>%</b>	<b>Size of company/organization:</b>	<b>%</b>
Management	23	<b>Number of employees</b>	<b>%</b>
Research/development/design	3	1- 4 8	500 - 999
Manufacturing, production, quality control	15	5- 9 9	1 000 and more
Buying/procurement	8	10- 49 21	Student
Finance/accounting, controlling	1	50- 199 16	Other not gainfully employed
Information and communication technology	1	200- 499 9	employed

Trade visitors' profile

Personnel administration, administration	1
Sales	21
Marketing, advertising, PR	3
Logistics: storage, material management, transport	2
Maintenance/repairs	2
Other area	15
Student	7
Other not gainfully employed	1

<b>Position in the company/organization</b>	<b>%</b>
Entrepreneur, co-owner, freelancer	25
Managing director, board member, head of an authority etc.	4
Area manager, works manager, plant manager, branch manager, head of public office	6
Department head, group head, team leader	9
Other salaried staff, civil servant, skilled worker	7
Lecturer, teacher	2
Trainee	18
Other position	3
Farmer, horticulturist	13
Florist	6
Student	7
Other not gainfully employed	1

<b>Economic sector</b>	<b>%</b>
Plant producer	18
Florist wholesale trade	5
Seed trade	1
End-sales outlet	6
Public authority, municipal garden department	4
Horticulture and landscape gardening	12
Landscape designer	1
Garden centre	5
Gardening company	5
Florist, specialist retailer	10
Fruit and vegetable growing	2
Cemetery gardeners	3
Substrate manufacturers	1
Nursery	6
Decorator, interior architect	1
Wholesale trade	3
Home improvement centre	1
Hypermarket	1
Other sectors	7
Student	7
Other not gainfully employed	1

<b>Size of company/organization: Number of employees</b>	<b>%</b>
1- 4	21
5- 9	20
10- 49	29
50- 199	12
200- 499	3
500 - 999	2
1 000 and more	5
Student	7
Other not gainfully employed	1

Conducted by: Gelszus Messe-Marktforschung GmbH, Dortmund

<b>Visitors (number of entries)</b>	<b>48 712</b>
<b>Proportion of trade visitors</b>	<b>98%</b>
<b>Germany (total)</b>	<b>52</b>
of which	
Nielsen 1	12
Nielsen 2	46
Nielsen 3a	17
Nielsen 3b	9
Nielsen 4	6
Nielsen 5+6	7
Nielsen 7	4
Nielsen 8	3
Nielsen 9	2
Nielsen 10	2
Nielsen 11	2
Nielsen 12	2
Nielsen 13	2
Nielsen 14	2
Nielsen 15	2
Nielsen 16	2
Nielsen 17	2
Nielsen 18	2
Nielsen 19	2
Nielsen 20	2
Nielsen 21	2
Nielsen 22	2
Nielsen 23	2
Nielsen 24	2
Nielsen 25	2
Nielsen 26	2
Nielsen 27	2
Nielsen 28	2
Nielsen 29	2
Nielsen 30	2
Nielsen 31	2
Nielsen 32	2
Nielsen 33	2
Nielsen 34	2
Nielsen 35	2
Nielsen 36	2
Nielsen 37	2
Nielsen 38	2
Nielsen 39	2
Nielsen 40	2
Nielsen 41	2
Nielsen 42	2
Nielsen 43	2
Nielsen 44	2
Nielsen 45	2
Nielsen 46	2
Nielsen 47	2
Nielsen 48	2
Nielsen 49	2
Nielsen 50	2
Nielsen 51	2
Nielsen 52	2
Nielsen 53	2
Nielsen 54	2
Nielsen 55	2
Nielsen 56	2
Nielsen 57	2
Nielsen 58	2
Nielsen 59	2
Nielsen 60	2
Nielsen 61	2
Nielsen 62	2
Nielsen 63	2
Nielsen 64	2
Nielsen 65	2
Nielsen 66	2
Nielsen 67	2
Nielsen 68	2
Nielsen 69	2
Nielsen 70	2
Nielsen 71	2
Nielsen 72	2
Nielsen 73	2
Nielsen 74	2
Nielsen 75	2
Nielsen 76	2
Nielsen 77	2
Nielsen 78	2
Nielsen 79	2
Nielsen 80	2
Nielsen 81	2
Nielsen 82	2
Nielsen 83	2
Nielsen 84	2
Nielsen 85	2
Nielsen 86	2
Nielsen 87	2
Nielsen 88	2
Nielsen 89	2
Nielsen 90	2
Nielsen 91	2
Nielsen 92	2
Nielsen 93	2
Nielsen 94	2
Nielsen 95	2
Nielsen 96	2
Nielsen 97	2
Nielsen 98	2
Nielsen 99	2
Nielsen 100	2

<b>Foreign (total)</b>	<b>48</b>
of which	
EU	64
Other European countries	13
Africa	3
North America	3
South and Central America	5
Middle East	2
South-, East-, Central Asia	9
Australia	1

<b>Distance to home</b>	<b>%</b>
up to 50 km	13
more than 50 km up to 100 km	8
more than 100 km up to 300 km	22
over 300 km	57

<b>Countries with the highest visitor shares</b>	<b>%</b>
Netherlands	11
Belgium	7
Italy	5
Austria	5
France	5

<b>Frequency of visits to exhibition</b>	<b>%</b>
Previous event	27
Earlier events	22
First visit	53

<b>Average length of stay</b>	<b>1,7 days</b>
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<b>Influence on purchasing/procurement decisions</b>	<b>%</b>
Decisively	26
Collectively	33
In an advisory capacity	22
No	13
Student	4
Other not gainfully employed	1

<b>Area of responsibility</b>	<b>%</b>
Management	15
Research/development/design	14
Manufacturing, production, quality control	30
Buying/procurement	4
Finance/accounting, controlling	-
Information and communication technology	1
Personnel administration, administration	1
Sales	12
Marketing, advertising, PR	2
Logistics: storage, material management, transport	1
Maintenance/repairs	7
Other area	8
Student	4
Other not gainfully employed	1

<b>Position in the company/organization</b>	<b>%</b>
Entrepreneur, co-owner, freelancer	14
Managing director, board member, head of an authority etc.	10
Area manager, works manager, plant manager, branch manager, head of public office	13
Department head, group head, team leader	20
Other salaried staff, civil servant, skilled worker	25
Lecturer, teacher	4
Trainee	6
Other position	3
Student	4
Other not gainfully employed	1

<b>Economic sector</b>	<b>%</b>
Energy industry/water supplies/mining	6
Chemicals industry/oil processing	5
Plastics processing	1
Steel, mechanical and automotive engineering	40
Iron and non-ferrous metal products	9
Electrical engineering/precision engineering/optics	4
Building trade	2
Retail trade	3
Wholesale trade	9
Research	4
Service	7
Earlier events	6
Other sectors	6
Student	4
Other not gainfully employed	1

<b>Size of company/organization: Number of employees</b>	<b>%</b>
1- 4	8
5- 9	8
10- 49	22
50- 199	19
200- 499	12
500 - 999	7
1 000 and more	19
Student	4
Other not gainfully employed	1

Conducted by: Gelszus Messe-Marktforschung GmbH, Dortmund

Trade visitors' profile

<b>Visitors (number of entries)</b>	<b>139 367</b>
<b>Proportion of trade visitors</b>	<b>88%</b>
<b>Germany (total)</b>	<b>47</b>
of which	
Nielsen 1	9
Nielsen 2	14
Nielsen 3a	40
Nielsen 3b	18
Nielsen 4	15
Nielsen 5+6	4
Nielsen 7	2
Nielsen 8	2
Nielsen 9	2
Nielsen 10	2
Nielsen 11	2
Nielsen 12	2
Nielsen 13	2
Nielsen 14	2
Nielsen 15	2
Nielsen 16	2
Nielsen 17	2
Nielsen 18	2
Nielsen 19	2
Nielsen 20	2
Nielsen 21	2
Nielsen 22	2
Nielsen 23	2
Nielsen 24	2
Nielsen 25	2
Nielsen 26	2
Nielsen 27	2
Nielsen 28	2
Nielsen 29	2
Nielsen 30	2
Nielsen 31	2
Nielsen 32	2
Nielsen 33	2
Nielsen 34	2
Nielsen 35	2
Nielsen 36	2
Nielsen 37	2
Nielsen 38	2
Nielsen 39	2
Nielsen 40	2
Nielsen 41	2
Nielsen 42	2
Nielsen 43	2
Nielsen 44	2
Nielsen 45	2
Nielsen 46	2
Nielsen 47	2
Nielsen 48	2
Nielsen 49	2
Nielsen 50	2
Nielsen 51	2
Nielsen 52	2
Nielsen 53	2
Nielsen 54	2
Nielsen 55	2
Nielsen 56	2
Nielsen 57	2
Nielsen 58	2
Nielsen 59	2
Nielsen 60	2
Nielsen 61	2
Nielsen 62	2
Nielsen 63	2
Nielsen 64	2
Nielsen 65	2
Nielsen 66	2
Nielsen 67	2
Nielsen 68	2
Nielsen 69	2
Nielsen 70	2
Nielsen 71	2
Nielsen 72	2
Nielsen 73	2
Nielsen 74	2
Nielsen 75	2
Nielsen 76	2
Nielsen 77	2
Nielsen 78	2
Nielsen 79	2
Nielsen 80	2
Nielsen 81	2
Nielsen 82	2
Nielsen 83	2
Nielsen 84	2
Nielsen 85	2
Nielsen 86	2
Nielsen 87	2
Nielsen 88	2
Nielsen 89	2
Nielsen 90	2
Nielsen 91	2
Nielsen 92	2
Nielsen 93	2
Nielsen 94	2
Nielsen 95	2
Nielsen 96	2
Nielsen 97	2
Nielsen 98	2
Nielsen 99	2
Nielsen 100	2

<b>Foreign (total)</b>	<b>53</b>
of which	
EU	48
Other European countries	13
Africa	4
North America	5
South and Central America	5
Middle East	8
South-, East-, Central Asia	15
Australia	2

<b>Distance to home</b>	<b>%</b>
up to 50 km	12
more than 50 km up to 100 km	7
more than 100 km up to 300 km	19
over 300 km	63

<b>Countries with the highest visitor shares</b>	<b>%</b>
Italy	8
Netherlands	6
France	6
United Kingdom	5
USA	5

<b>Frequency of visits to exhibition</b>	<b>%</b>
Previous event	42
Earlier events	51
First visit	37

<b>Average length of stay</b>	<b>2,3 days</b>
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<b>Influence on purchasing/procurement decisions</b>	<b>%</b>
Decisively	41
Collectively	26
In an advisory capacity	16
No	12
Student	4
Other not gainfully employed	2

<b>Area of responsibility</b>	<b>%</b>
Management	36
Research/development/design	4
Manufacturing, production, quality control	4
Buying/procurement	17
Finance/accounting, controlling	1
Information and communication technology	1
Personnel and social welfare	1
Sales	16
Marketing, advertising, PR	8
Logistics: storage, material management, transport	1
Maintenance/repairs	-
Other area	-
Student	4
Other not gainfully employed	2

<b>Position in the company/organization</b>	<b>%</b>
Entrepreneur, co-owner, freelancer	42
Managing director, board member, etc.	15
Area manager, works manager, plant manager, branch manager	8
Department head, group head	12
Other salaried staff, skilled workers	13
Lecturer, teacher	1
Trainee	2
Other position	3
Student	4
Other not gainfully employed	2

<b>Economic sector</b>	<b>%</b>
Retail and wholesale trade	43
Wholesale/foreign trade	27
Service	13
Industry	5
Skilled trades	3
Other sectors	3
Student	4
Other not gainfully employed	2

<b>Size of company/organization: Number of employees</b>	<b>%</b>
1- 4	30
5- 9	12
10- 49	20
50- 199	13
200- 499	6
500 - 999	4
1 000 and more	10
Student	4
Other not gainfully employed	2

Conducted by: Wissler & Partner, Basel

## Christmasworld → Frankfurt/Main

### Trade visitors' profile

<b>Visitors (number of entries)</b>	<b>30 641*</b>	<b>Area of responsibility</b>	<b>%</b>
<b>Proportion of trade visitors</b>	<b>93%</b>	Management	36
<b>Germany (total)</b>	<b>43</b>	Research/development/design	4
of which		Manufacturing, production, quality control	4
Nielsen 1	10	Buying/procurement	16
Bremen	-	Finance/accounting, controlling	1
Hamburg	1	Information and communication technology	-
Lower Saxony	7	Organization, personnel, administration	1
Schleswig-Holstein	2	Sales	13
Nielsen 2	13	Marketing, advertising, PR	6
North Rhine-Westph.	13	Logistics: storage, material management, transport	1
Nielsen 3a	36	Maintenance/repairs	1
Hesse	27	Other area	9
Rhineland-Palatinate	8	Student	8
Saarland	1	Other not gainfully employed	2
Nielsen 3b	15		
Baden-Württemberg	15	<b>Position in the company/organization</b>	<b>%</b>
		Entrepreneur, co-owner, freelancer	46
		Managing director, board member, etc.	12
		Area manager, works manager, plant manager, branch manager	7
		Department head, group head	10
		Other salaried staff, skilled workers	11
		Lecturer, teacher	1
		Trainee	1
		Other position	3
		Student	8
		Other not gainfully employed	2
		<b>Economic sector</b>	<b>%</b>
		Retail trade	44
		Wholesale/foreign trade	16
		Service	16
		Industry	3
		Skilled trades	5
		Other sectors	6
		Student	8
		Other not gainfully employed	2
		<b>Size of company/organization:</b>	
		<b>Number of employees</b>	<b>%</b>
		1- 4	36
		5- 9	12
		10- 49	20
		50- 199	12
		200- 499	3
		500 - 999	3
		1 000 and more	4
		Student	8
		Other not gainfully employed	2
		<b>Frequency of visits to exhibition</b>	<b>%</b>
		Previous event	42
		Earlier events	44
		First visit	40
		<b>Average length of stay</b>	<b>2,0 days</b>
		<b>Influence on purchasing/procurement decisions</b>	<b>%</b>
		Decisively	45
		Collectively	27
		In an advisory capacity	13
		No	6
		Student	8
		Other not gainfully employed	2

\*) ascertained by a representative poll

## Heimtextil → Frankfurt/Main

### Trade visitors' profile

<b>Visitors (number of entries)</b>	<b>65 835</b>	<b>Area of responsibility</b>	<b>%</b>
<b>Proportion of trade visitors</b>	<b>97%</b>	Management	35
<b>Germany (total)</b>	<b>33</b>	Research/development/design	9
of which		Manufacturing, production, quality control	7
Nielsen 1	10	Buying/procurement	11
Bremen	-	Finance/accounting, controlling	1
Hamburg	2	Information and communication technology	1
Lower Saxony	6	Organization, personnel, administration	1
Schleswig-Holstein	1	Sales	16
Nielsen 2	18	Marketing, advertising, PR	4
North Rhine-Westph.	18	Logistics: storage, material management, transport	-
Nielsen 3a	31	Maintenance/repairs	1
Hesse	21	Other area	7
Rhineland-Palatinate	8	Student	5
Saarland	2	Other not gainfully employed	3
Nielsen 3b	18		
Baden-Württemberg	18	<b>Position in the company/organization</b>	<b>%</b>
		Entrepreneur, co-owner, freelancer	36
		Managing director, board member, etc.	17
		Area manager, works manager, plant manager, branch manager	10
		Department head, group head	11
		Other salaried staff, skilled workers	12
		Lecturer, teacher	1
		Trainee	3
		Other position	2
		Student	5
		Other not gainfully employed	3
		<b>Economic sector</b>	<b>%</b>
		Retail trade	33
		Wholesale/foreign trade	25
		Industry	11
		Skilled trades	5
		Service	14
		Other sectors	4
		Student	5
		Other not gainfully employed	3
		<b>Size of company/organization:</b>	
		<b>Number of employees</b>	<b>%</b>
		1- 4	23
		5- 9	12
		10- 49	20
		50- 199	19
		200- 499	6
		500 - 999	4
		1 000 and more	8
		Student	5
		Other not gainfully employed	3
		<b>Frequency of visits to exhibition</b>	<b>%</b>
		Previous event	42
		Earlier events	55
		First visit	34
		<b>Average length of stay</b>	<b>2,2 days</b>
		<b>Influence on purchasing/procurement decisions</b>	<b>%</b>
		Decisively	36
		Collectively	28
		In an advisory capacity	17
		No	11
		Student	5
		Other not gainfully employed	3

## IFFA

### Trade visitors' profile

<b>Visitors (number of entries)</b>	<b>60 509</b>	<b>Area of responsibility</b>	<b>%</b>
<b>Proportion of trade visitors</b>	<b>95%</b>	Management	35
<b>Germany (total)</b>	<b>36</b>	Research/development/design	9
of which		Manufacturing, production, quality control	7
Nielsen 1	9	Buying/procurement	11
Bremen	-	Finance/accounting, controlling	1
Hamburg	-	Information and communication technology	1
Lower Saxony	8	Organization, personnel, administration	1
Schleswig-Holstein	1	Sales	16
Nielsen 2	20	Marketing, advertising, PR	4
North Rhine-Westph.	20	Logistics: storage, material management, transport	-
Nielsen 3a	30	Maintenance/repairs	1
Hesse	20	Other area	7
Rhineland-Palatinate	9	Student	5
Saarland	1	Other not gainfully employed	3
Nielsen 3b	19		
Baden-Württemberg	19	<b>Position in the company/organization</b>	<b>%</b>
		Entrepreneur, co-owner, freelancer	36
		Managing director, board member, etc.	17
		Area manager, works manager, plant manager, branch manager	10
		Department head, group head	11
		Other salaried staff, skilled workers	12
		Lecturer, teacher	1
		Trainee	3
		Other position	2
		Student	5
		Other not gainfully employed	3
		<b>Economic sector</b>	<b>%</b>
		Retail trade	33
		Wholesale/foreign trade	25
		Industry	11
		Skilled trades	5
		Service	14
		Other sectors	4
		Student	5
		Other not gainfully employed	3
		<b>Size of company/organization:</b>	
		<b>Number of employees</b>	<b>%</b>
		1- 4	23
		5- 9	12
		10- 49	20
		50- 199	19
		200- 499	6
		500 - 999	4
		1 000 and more	8
		Student	5
		Other not gainfully employed	3
		<b>Frequency of visits to exhibition</b>	<b>%</b>
		Previous event	39
		Earlier events	38
		First visit	47
		<b>Average length of stay</b>	<b>2,5 days</b>
		<b>Influence on purchasing/procurement decisions</b>	<b>%</b>
		Decisively	30
		Collectively	30
		In an advisory capacity	20
		No	17
		Student	3

Trade visitors' profile

Area of responsibility	%
Management	32
Research/development/design	11
Manufacturing, production, quality control	17
Buying/procurement	5
Finance/accounting, controlling	1
Information and communication technology	1
Personnel administration, administration	1
Sales	18
Marketing, advertising, PR	2
Logistics: storage, material management, transport	1
Maintenance/repairs	4
Other area	5
Student	3

Position in the company/organization	%
Entrepreneur, co-owner, freelancer	24
Managing director, board member, etc.	16
Area manager, works manager, plant manager, branch manager	17
Department head, group head	15
Other salaried staff, skilled workers	12
Lecturer, teacher	2
Trainee	7
Other position	3
Student	3

Economic sector	%
Retail trade	16
Wholesale/foreign trade	12
Skilled trades	11
Slaughterhouse operations	4
Industry	43
Service	5
Other sectors	6
Student	3

Size of company/organization:	
Number of employees	%
1- 4	11
5- 9	9
10- 49	25
50- 199	19
200 - 499	12
500 - 999	8
1 000 and more	12
Student	3

Conducted by: Wissler & Partner, Basel

Visitors (number of entries)	187 579
Proportion of trade visitors	94%
Germany (total)	65
of which	
Nielsen 1	6
Nielsen 4	10
Bremen	-
Bavaria	10
Hamburg	1
Nielsen 5+6	3
Lower Saxony	4
Berlin	-
Marketing, advertising, PR	3
Schleswig-Holstein	1
Brandenburg	-
Nielsen 2	17
Mecklenburg-	
North Rhine-Westph.	17
West Pommern	-
Nielsen 3a	42
Saxony-Anhalt	-
Hesse	29
Nielsen 7	4
Rhineland-Palatinate	11
Saxony	-
Saarland	1
Thuringia	-
Nielsen 3b	18
Baden-Württemberg	18

Foreign (total)	35
of which	
EU	64
Other European countries	14
Africa	5
North America	4
South and Central America	2
Middle East	5
South-, East-, Central Asia	6
Australia	1

Distance to home	%
up to 50 km	14
more than 50 km up to 100 km	11
more than 100 km up to 300 km	29
over 300 km	46

Countries with the highest visitor shares	%
France	10
Netherlands	7
Italy	6
Switzerland	5
Belgium	5

Frequency of visits to exhibition	%
Previous event	46
Earlier events	50
First visit	35

Average length of stay	1,7 days
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Influence on purchasing/procurement decisions	%
Decisively	25
Collectively	27
In an advisory capacity	21
No	21
Student	6
Other not gainfully employed	1

Area of responsibility	%
Management	26
Research/development/design	9
Manufacturing, production, quality control	5
Buying/procurement	6
Finance/accounting, controlling	1
Information and communication technology	1
Personnel administration, administration	1
Sales	13
Marketing, advertising, PR	3
Logistics: storage, material management, transport	1
Maintenance/repairs	15
Other area	12
Student	6
Other not gainfully employed	1

Position in the company/organization	%
Entrepreneur, co-owner, freelancer	25
Managing director, board member, etc.	10
Area manager, works manager, plant manager, branch manager	8
Department head, group head	15
Other salaried staff, skilled workers	23
Lecturer, teacher	1
Trainee	7
Other position	3
Student	6
Other not gainfully employed	1

Area manager, works manager, plant manager, branch manager	8
Department head, group head	15
Other salaried staff, skilled workers	23
Lecturer, teacher	1
Trainee	7
Other position	3
Student	6
Other not gainfully employed	1

Economic sector	%
Skilled trades	35
Industry	21
Trade	13
Service	16
Other sectors	8
Student	6
Other not gainfully employed	1

Size of company/organization:	
Number of employees	%
1- 4	21
5- 9	12
10- 49	22
50- 199	13
200- 499	7
500 - 999	5
1 000 and more	13
Student	6
Other not gainfully employed	1

Conducted by: Wissler & Partner, Basel

Trade visitors' profile

Visitors (number of entries)	70 863*
Proportion of trade visitors	65%
Germany (total)	62
of which	
Nielsen 1	5
Nielsen 4	16
Bremen	-
Bavaria	16
Hamburg	1
Nielsen 5+6	3
Lower Saxony	3
Berlin	2
Marketing, advertising, PR	3
Schleswig-Holstein	1
Brandenburg	1
Nielsen 2	13
Mecklenburg-	
North Rhine-Westph.	13
West Pommern	-
Nielsen 3a	39
Saxony-Anhalt	1
Hesse	28
Nielsen 7	5
Rhineland-Palatinate	10
Saxony	2
Saarland	1
Thuringia	2
Nielsen 3b	19
Baden-Württemberg	19

Foreign (total)	38
of which	
EU	68
Other European countries	13
North America	5
South and Central America	3
South-, East-, Central Asia	5
Other countries	5

Distance to home	%
up to 50 km	17
more than 50 km up to 100 km	8
more than 100 km up to 300 km	24
over 300 km	51

Countries with the highest visitor shares	%
Belgium	8
Italy	8
Netherlands	7
France	7
Switzerland	7

Frequency of visits to exhibition	%
Previous event	42
Earlier events	59
First visit	29

Average length of stay	1,8 days
------------------------	----------

Influence on purchasing/procurement decisions	%
Decisively	26
Collectively	16
In an advisory capacity	17
No	13
Student	24
Other not gainfully employed	5

Area of responsibility	%
Management	22
Research/development/design	4
Manufacturing, production, quality control	4
Buying/procurement	4
Finance/accounting, controlling	2
Information and communication technology	3
Personnel administration, administration	2
Sales	6
Marketing, advertising, PR	3
Logistics: storage, material management, transport	1
Maintenance/repairs	3
Other area	19
Student	24
Other not gainfully employed	5

Position in the company/organization	%
Entrepreneur, co-owner, freelancer	21
Managing director, board member, etc.	6
Area manager, works manager, plant manager, branch manager	3
Department head, group head	4
Other salaried staff, skilled workers	8
Lecturer, teacher	23
Trainee	2
Other position	6
Student	24
Other not gainfully employed	4

Area manager, works manager, plant manager, branch manager	3
Department head, group head	4
Other salaried staff, skilled workers	8
Lecturer, teacher	23
Trainee	2
Other position	6
Student	24
Other not gainfully employed	4

Economic sector	%
Retail trade	12
Wholesale/foreign trade	6
Skilled trades	6
Industry	3
Educational institution	46
Services/free-lance	8
Event venue	1
Media	6
Other sectors	7
Other not gainfully employed	5

Size of company/organization:	
Number of employees	%
1- 4	30
5- 9	8
10- 49	11
50- 199	10
200- 499	4
500 - 999	2
1 000 and more	7
Student	24
Other not gainfully employed	5

Conducted by: Wissler & Partner, Basel

\*) ascertained by a representative poll



## Paperworld → Frankfurt/Main

## Trade visitors' profile

<b>Visitors (number of entries)</b>	<b>45 360*</b>	<b>Area of responsibility</b>	<b>%</b>
<b>Proportion of trade visitors</b>	<b>96%</b>	Management	32
<b>Germany (total)</b>	<b>36</b>	Research/development/design	4
of which		Manufacturing, production, quality control	4
Nielsen 1	10	Buying/procurement	14
Bremen	1	Finance/accounting, controlling	1
Hamburg	3	Information and communication technology	1
Lower Saxony	6	Organization, personnel, administration	1
Schleswig-Holstein	1	Sales	18
Nielsen 2	16	Marketing, advertising, PR	7
North Rhine-Westph.	16	Logistics: storage, material management, transport	1
Nielsen 3a	34	Maintenance/repairs	-
Hesse	26	Other area	6
Rhineland-Palatinate	8	Student	11
Saarland	-	Other not gainfully employed	1
Nielsen 3b	15	<b>Position in the company/organization</b>	<b>%</b>
Baden-Württemberg	15	Entrepreneur, co-owner, freelancer	33
		Managing director, board member, etc.	16
<b>Foreign (total)</b>	<b>64</b>	Area manager, works manager, plant manager, branch manager	11
of which		Department head, group head	13
EU	58	Other salaried staff, skilled workers	12
Other European countries	11	Lecturer, teacher	1
Africa	6	Trainee	1
North America	5	Other position	2
South and Central America	4	Student	11
Middle East	5	Other not gainfully employed	1
South-, East-, Central Asia	10	<b>Economic sector</b>	<b>%</b>
Australia	2	Retail trade	23
<b>Distance to home</b>	<b>%</b>	Wholesale/foreign trade	27
up to 50 km	10	Service	14
more than 50 km up to 100 km	4	Industry	10
more than 100 km up to 300 km	15	Skilled trades	3
over 300 km	72	Other sectors	11
<b>Countries with the highest visitor shares</b>	<b>%</b>	Student	11
Italy	8	Other not gainfully employed	1
France	7	<b>Size of company/organization:</b>	
United Kingdom	7	<b>Number of employees</b>	<b>%</b>
Netherlands	6	1- 4	22
USA	5	5- 9	12
<b>Frequency of visits to exhibition</b>	<b>%</b>	10- 49	21
Previous event	44	50- 199	15
Earlier events	46	200- 499	7
First visit	36	500 - 999	4
<b>Average length of stay</b>	<b>2,2 days</b>	1 000 and more	8
<b>Influence on purchasing/procurement decisions</b>	<b>%</b>	Student	11
Decisively	38	Other not gainfully employed	1
Collectively	25	<b>Conducted by: Wissler &amp; Partner, Basel</b>	
In an advisory capacity	16		
No	10		
Student	11		
Other not gainfully employed	1		

\*) ascertained by a representative poll

## Prolight + Sound → Frankfurt/Main

## Trade visitors' profile

<b>Visitors (number of entries)</b>	<b>42 713*</b>	<b>Area of responsibility</b>	<b>%</b>
<b>Proportion of trade visitors</b>	<b>86%</b>	Management	24
<b>Germany (total)</b>	<b>49</b>	Research/development/design	5
of which		Manufacturing, production, quality control	5
Nielsen 1	7	Buying/procurement	4
Bremen	1	Finance/accounting, controlling	-
Hamburg	2	Information and communication technology	3
Lower Saxony	4	Personnel administration, administration	2
Schleswig-Holstein	1	Sales	7
Nielsen 2	17	Marketing, advertising, PR	4
North Rhine-Westph.	17	Logistics: storage, material management, transport	4
Nielsen 3a	29	Maintenance/repairs	5
Hesse	21	Other area	20
Rhineland-Palatinate	7	Student	14
Saarland	2	Other not gainfully employed	3
Nielsen 3b	19	<b>Position in the company/organization</b>	<b>%</b>
Baden-Württemberg	19	Entrepreneur, co-owner, freelancer	27
		Managing director, board member, etc.	9
<b>Foreign (total)</b>	<b>51</b>	Area manager, works manager, plant manager, branch manager	7
of which		Department head, group head	7
EU	64	Other salaried staff, skilled workers	13
Other European countries	19	Lecturer, teacher	7
North America	3	Trainee	6
South-, East-, Central Asia	9	Other position	7
Other countries	5	Student	14
<b>Distance to home</b>	<b>%</b>	Other not gainfully employed	3
up to 50 km	9	<b>Economic sector</b>	<b>%</b>
more than 50 km up to 100 km	6	Retail trade	10
more than 100 km up to 300 km	24	Wholesale/foreign trade	7
over 300 km	61	Skilled trades	3
<b>Countries with the highest visitor shares</b>	<b>%</b>	Industry	3
Netherlands	12	Educational institution	21
Switzerland	8	Services/free-lance	25
Austria	7	Event venue	9
France	7	Media	8
Finland	5	Other sectors	10
<b>Frequency of visits to exhibition</b>	<b>%</b>	Other not gainfully employed	3
Previous event	44	<b>Size of company/organization:</b>	
Earlier events	56	<b>Number of employees</b>	<b>%</b>
First visit	31	1- 4	29
<b>Average length of stay</b>	<b>1,9 days</b>	5- 9	11
<b>Influence on purchasing/procurement decisions</b>	<b>%</b>	10- 49	18
Decisively	25	50- 199	10
Collectively	25	200- 499	5
In an advisory capacity	17	500 - 999	2
No	16	1 000 and more	9
Student	14	Student	14
Other not gainfully employed	3	Other not gainfully employed	3

\*) ascertained by a representative poll

## Techtextil

## Trade visitors' profile

<b>Visitors (number of entries)</b>	<b>27 418*</b>	<b>Area of responsibility</b>	<b>%</b>
<b>Proportion of trade visitors</b>	<b>99%</b>	Management	24
<b>Germany (total)</b>	<b>43</b>	Research/development/design	5
of which		Manufacturing, production, quality control	5
Nielsen 1	8	Buying/procurement	4
Bremen	1	Finance/accounting, controlling	-
Hamburg	1	Information and communication technology	3
Lower Saxony	5	Personnel administration, administration	2
Schleswig-Holstein	1	Sales	7
Nielsen 2	23	Marketing, advertising, PR	4
North Rhine-Westph.	23	Logistics: storage, material management, transport	4
Nielsen 3a	20	Maintenance/repairs	5
Hesse	14	Other area	20
Rhineland-Palatinate	4	Student	14
Saarland	1	Other not gainfully employed	3
Nielsen 3b	24	<b>Position in the company/organization</b>	<b>%</b>
Baden-Württemberg	24	Entrepreneur, co-owner, freelancer	27
		Managing director, board member, etc.	9
<b>Foreign (total)</b>	<b>57</b>	Area manager, works manager, plant manager, branch manager	7
of which		Department head, group head	7
EU	68	Other salaried staff, skilled workers	13
Other European countries	11	Lecturer, teacher	7
Africa	2	Trainee	6
North America	7	Other position	7
South and Central America	2	Student	14
South-, East-, Central Asia	7	Other not gainfully employed	3
Other countries	3	<b>Economic sector</b>	<b>%</b>
<b>Distance to home</b>	<b>%</b>	Retail trade	10
up to 50 km	5	Wholesale/foreign trade	7
more than 50 km up to 100 km	4	Skilled trades	3
more than 100 km up to 300 km	23	Industry	3
over 300 km	68	Educational institution	21
<b>Countries with the highest visitor shares</b>	<b>%</b>	Services/free-lance	25
France	12	Event venue	9
Italy	9	Media	8
United Kingdom	7	Other sectors	10
Netherlands	7	Other not gainfully employed	3
USA	6	<b>Size of company/organization:</b>	
<b>Frequency of visits to exhibition</b>	<b>%</b>	<b>Number of employees</b>	<b>%</b>
Previous event	37	1- 4	29
Earlier events	37	5- 9	11
First visit	49	10- 49	18
<b>Average length of stay</b>	<b>1,7 days</b>	50- 199	10
<b>Influence on purchasing/procurement decisions</b>	<b>%</b>	200- 499	5
Decisively	26	500 - 999	2
Collectively	30	1 000 and more	9
In an advisory capacity	20	Student	14
No	15	Other not gainfully employed	3
Student	9	<b>Conducted by: Wissler &amp; Partner, Basel</b>	
Other not gainfully employed	1		



<b>Area of responsibility</b>	<b>%</b>
Management	20
Research/development/design	28
Manufacturing, production, quality control	10
Buying/procurement	6
Finance/accounting, controlling	1
Information and communication technology	-
Personnel administration, administration	-
Sales	14
Marketing, advertising, PR	4
Logistics: storage, material management, transport	1
Maintenance/repairs	1
Other area	6
Student	9
Other not gainfully employed	1

<b>Position in the company/organization</b>	<b>%</b>
Entrepreneur, co-owner, freelancer	19
Managing director, board member, etc.	13
Area manager, works manager, plant manager, branch manager	13
Department head, group head	19
Other salaried staff, skilled workers	19
Lecturer, teacher	2
Trainee	2
Other position	4
Student	9
Other not gainfully employed	1

<b>Economic sector</b>	<b>%</b>
Industry	63
Retail trade	2
Wholesale/foreign trade	7
Skilled trades	2
Service	7
Research institut	3
University/college/polytechnic	3
Other sectors	3
Student	9
Other not gainfully employed	1

<b>Size of company/organization:</b>	
<b>Number of employees</b>	<b>%</b>
1- 4	11
5- 9	6
10- 49	16
50- 199	22
200- 499	12
500 - 999	8
1 000 and more	16
Student	9
Other not gainfully employed	1

Conducted by: Wissler & Partner, Basel

\*) ascertained by a representative poll

Trade visitors' profile

<b>Visitors (number of entries)</b>	<b>37 306</b>
<b>Proportion of trade visitors</b>	<b>91%</b>
<b>Germany (total)</b>	<b>80</b>
of which	
Nielsen 1	6
Nielsen 2	15
Nielsen 3a	46
Nielsen 3b	19
Nielsen 3c	19
Nielsen 4	9
Nielsen 5+6	4
Nielsen 7	2
Nielsen 8	-
Nielsen 9	-
Nielsen 10	-
Nielsen 11	-
Nielsen 12	-
Nielsen 13	-
Nielsen 14	-
Nielsen 15	-
Nielsen 16	-
Nielsen 17	-
Nielsen 18	-
Nielsen 19	-
Nielsen 20	-
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Nielsen 22	-
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Nielsen 25	-
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Nielsen 488	-
Nielsen 489	-
Nielsen 490	-
Nielsen 491	-
Nielsen 492	-
Nielsen 493	-
Nielsen 494	-
Nielsen 495	-
Nielsen 496	-
Nielsen 497	-
Nielsen 498	-
Nielsen 499	-
Nielsen 500	-

<b>Foreign (total)</b>	<b>20</b>
of which	
EU	63
Other European countries	19
South-, East-, Central Asia	10
Other countries	8

<b>Distance to home</b>	<b>%</b>
up to 50 km	23
more than 50 km up to 100 km	16
more than 100 km up to 300 km	29
over 300 km	32

## DU UND DEINE WELT → Hamburg

## Private visitors' profile

<b>Visitors (number of entries)</b>	<b>77 732</b>	<b>Position in the company/organization</b>	<b>%</b>
<b>Proportion of private visitors</b>	<b>95%</b>	Entrepreneur, co-owner, freelancer	6
<b>Germany (total)</b>	<b>99</b>	Managing director, board member, head of an authority etc.	1
of which		Area manager, works manager, plant manager, branch manager, head of public office	2
Nielsen 1	97	Nielsen 4	1
Bremen	1	Bavaria	1
Hamburg	59	Nielsen 5+6	1
Lower Saxony	11	Berlin	-
Schleswig-Holstein	26	Brandenburg	-
Nielsen 2	1	Mecklenburg-	-
North Rhine-Westph.	1	West Pomerania	1
Nielsen 3a	-	Saxony-Anhalt	-
Hesse	-	Nielsen 7	-
Rhineland-Palatinate	-	Saxony	-
Saarland	-	Thuringia	-
Nielsen 3b	-		
Baden-Württemberg	-		
<b>Foreign (total)</b>	<b>1</b>	<b>Buying and ordering capacity</b>	<b>%</b>
<b>Distance to home</b>	<b>%</b>	Purchase or order made or intended at the exhibition	
up to 50 km	81	yes	65
more than 50 km up to 100 km	11	no	13
more than 100 km up to 300 km	5	maybe	22
over 300 km	3	<b>Follow-up business</b>	<b>%</b>
<b>Frequency of visits to exhibition</b>	<b>%</b>	Intend to buy at later date	
2012	41	yes	20
2011	39	no	31
Earlier events	51	maybe	49
First visit	26	<b>Conducted by: PhoneResearch KG, Hamburg</b>	
<b>Sex</b>	<b>%</b>		
Male	35		
Female	65		
<b>Age</b>	<b>%</b>		
up to 20 years	17		
over 20 up to 30 years	29		
over 30 up to 40 years	14		
over 40 up to 50 years	16		
over 50 up to 60 years	12		
over 60 up to 70 years	7		
over 70 years	5		

## hanseboot → Hamburg

## Private visitors' profile

<b>Visitors (number of entries)</b>	<b>74 890</b>	<b>Position in the company/organization</b>	<b>%</b>
<b>Proportion of private visitors</b>	<b>84%</b>	Entrepreneur, co-owner, freelancer	15
<b>Germany (total)</b>	<b>97</b>	Managing director, board member, head of an authority etc.	3
of which		Area manager, works manager, plant manager, branch manager, head of public office	4
Nielsen 1	82	Nielsen 4	2
Bremen	2	Bavaria	2
Hamburg	37	Nielsen 5+6	9
Lower Saxony	18	Berlin	2
Schleswig-Holstein	25	Brandenburg	1
Nielsen 2	5	Mecklenburg-	-
North Rhine-Westph.	5	West Pomerania	5
Nielsen 3a	1	Saxony-Anhalt	1
Hesse	1	Nielsen 7	2
Rhineland-Palatinate	-	Saxony	1
Saarland	-	Thuringia	1
Nielsen 3b	1		
Baden-Württemberg	1		
<b>Foreign (total)</b>	<b>3</b>	<b>Buying and ordering capacity</b>	<b>%</b>
<b>Distance to home</b>	<b>%</b>	Purchase or order made or intended at the exhibition	
up to 50 km	47	yes	37
more than 50 km up to 100 km	15	no	34
more than 100 km up to 300 km	24	maybe	29
over 300 km	14	<b>Follow-up business</b>	<b>%</b>
<b>Frequency of visits to exhibition</b>	<b>%</b>	Intend to buy at later date	
Previous event	37	yes	26
Earlier events	64	no	38
First visit	25	maybe	37
<b>Sex</b>	<b>%</b>	<b>Conducted by: PhoneResearch KG, Hamburg</b>	
Male	75		
Female	25		
<b>Size of household</b>	<b>%</b>		
1 person	20		
2 persons	40		
3 persons	16		
4 persons	16		
5 persons and more	9		
<b>Age</b>	<b>%</b>		
up to 20 years	16		
over 20 up to 30 years	17		
over 30 up to 40 years	18		
over 40 up to 50 years	23		
over 50 up to 60 years	14		
over 60 up to 70 years	9		
over 70 years	4		

## INTERNORGA (2012)

## Trade visitors' profile

<b>Visitors (number of entries)</b>	<b>94 610</b>	<b>Position in the company/organization</b>	<b>%</b>
<b>Proportion of trade visitors</b>	<b>88%</b>	Entrepreneur, co-owner, freelancer	15
<b>Germany (total)</b>	<b>97</b>	Managing director, board member, head of an authority etc.	3
of which		Area manager, works manager, plant manager, branch manager, head of public office	4
Nielsen 1	64	Nielsen 4	2
Bremen	3	Bavaria	2
Hamburg	16	Nielsen 5+6	12
Lower Saxony	30	Berlin	3
Schleswig-Holstein	15	Brandenburg	2
Nielsen 2	13	Mecklenburg-	-
North Rhine-Westph.	13	West Pomerania	5
Nielsen 3a	5	Saxony-Anhalt	2
Hesse	4	Nielsen 7	3
Rhineland-Palatinate	1	Saxony	2
Saarland	-	Thuringia	1
Nielsen 3b	1		
Baden-Württemberg	1		
<b>Foreign (total)</b>	<b>3</b>	<b>Buying and ordering capacity</b>	<b>%</b>
of which		Purchase or order made or intended at the exhibition	
EU	57	yes	37
Other European countries	28	no	34
Other countries	15	maybe	29
<b>Distance to home</b>	<b>%</b>	<b>Follow-up business</b>	<b>%</b>
up to 50 km	24	Intend to buy at later date	
more than 50 km up to 100 km	13	yes	26
more than 100 km up to 300 km	35	no	38
over 300 km	28	maybe	37
<b>Frequency of visits to exhibition</b>	<b>%</b>	<b>Conducted by: PhoneResearch KG, Hamburg</b>	
Previous event	30		
Earlier events	52		
First visit	37		
<b>Average length of stay</b>	<b>1,2 days</b>		
<b>Influence on purchasing/procurement decisions</b>	<b>%</b>		
Decisively	15		
Collectively	28		
In an advisory capacity	33		
No	17		
Student	5		
Other not gainfully employed	1		

Private visitors' profile

<b>Area of responsibility</b>	%
Management	25
Research/development/design	2
Manufacturing, production, kitchen, quality control	23
Buying/procurement	6
Finance/accounting, controlling	1
Information and communication technology	1
Organization, personnel, administration	2
Sales	13
Marketing, advertising, PR	3
Logistics: storage, material management, transport	1
Maintenance/repairs	1
Other area	2
Service sector	14
Student	6
Other not gainfully employed	1
<b>Position in the company/organization</b>	%
Entrepreneur, co-owner, freelancer	26
Managing director, board member, head of an authority etc.	6
Area manager, works manager, plant manager, branch manager, head of public office	6
Department head, group head, team leader	14
Other salaried staff, civil servant, skilled worker	18
Lecturer, teacher	1
Trainee	18
Other position	3
Student	5
Other not gainfully employed	1
<b>Economic sector</b>	%
Hotels/guest house	17
Restaurant	22
Franchise restaurant	5
Coffee shop	1
Discotheque, night club, bar	1
Snack bars, filling stations	2
Large-scale canteens, schools, hospitals, homes	9
Catering	4
Bakery, confectioners, café	16
Butcher	1
Food trade, beverage wholesalers	3
Industrie (Food, Nonfood)	4
Planning, architecture, interior furnishings, design offices	2
Large kitchen specialist trade	2
Other sectors	5
Student	6
Other not gainfully employed	1
<b>Size of company/organization:</b>	%
<b>Number of employees</b>	
1- 4	13
5- 9	15
10- 49	29
50- 199	20
200- 499	8
500 - 999	3
1 000 and more	5
Student	5
Other not gainfully employed	1

Conducted by: PhoneResearch KG, Hamburg

<b>Visitors (number of entries)</b>	<b>60 366</b>
<b>Proportion of private visitors</b>	<b>94%</b>
<b>Germany (total)</b>	<b>99</b>
of which	
Nielsen 1	97
Nielsen 2	34
Nielsen 3a	44
Nielsen 3b	19
Nielsen 4	-
Nielsen 5+6	2
Nielsen 7	-
Nielsen 8	-
Nielsen 9	-
Nielsen 10	-
Nielsen 11	-
Nielsen 12	-
Nielsen 13	-
Nielsen 14	-
Nielsen 15	-
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## AGRITECHNICA → Hannover

### Trade visitors' profile

<b>Visitors (number of entries)</b>	<b>448 912</b>	<b>Area of responsibility</b>	<b>%</b>
<b>Proportion of trade visitors</b>	<b>88%</b>	Management	44
<b>Germany (total)</b>	<b>75</b>	Research/development/design	7
of which		Manufacturing, production, quality control	8
Nielsen 1	32	Buying/procurement	3
Bremen	-	Finance/accounting, controlling	1
Hamburg	-	Information and communication technology	1
Lower Saxony	26	Personnel administration, administration	1
Schleswig-Holstein	6	Sales	6
Nielsen 2	17	Marketing, advertising, PR	1
North Rhine-Westph.	17	Logistics: storage, material management, transport	3
Nielsen 3a	15	Maintenance/repairs	9
Hesse	8	Other area	10
Rhineland-Palatinate	6	Student	4
Saarland	1	Other not gainfully employed	1
Nielsen 3b	10	<b>Position in the company/organization</b>	<b>%</b>
Baden-Württemberg	10	Entrepreneur, co-owner, freelancer	43
		Managing director, board member, head of an authority etc.	11
<b>Foreign (total)</b>	<b>25</b>	Area manager, works manager, plant manager, branch manager, head of public office	3
of which		Department head, group head, team leader	6
EU	66	Other salaried staff, civil servant, skilled worker	15
Other European countries	18	Lecturer, teacher	2
Africa	2	Trainee	6
North America	6	Other position	8
South and Central America	2	Student	4
Middle East	1	Other not gainfully employed	1
South-, East-, Central Asia	3	<b>Economic sector</b>	<b>%</b>
Australia	2	Agricultural business, company	56
		Forestry	4
<b>Distance to home</b>	<b>%</b>	Contractors, industrial equipment hire companies	8
up to 50 km	8	Trade/sales	6
more than 50 km up to 100 km	8	Industry	10
more than 100 km up to 300 km	28	Skilled trades (repairing)	2
over 300 km	56	University/college/polytechnic	2
<b>Countries with the highest visitor shares</b>	<b>%</b>	Authorities, municipal authorities, association	1
Switzerland	10	Other sectors	6
Netherlands	9	Student	4
Austria	8	Other not gainfully employed	1
France	7	<b>Size of company/organization:</b>	
Ireland	6	<b>Number of employees</b>	<b>%</b>
		1- 4	47
<b>Frequency of visits to exhibition</b>	<b>%</b>	5- 9	9
Previous event	63	10- 49	13
Earlier events	61	50- 199	7
First visit	21	200- 499	3
		500 - 999	2
<b>Average length of stay</b>	<b>1,8 days</b>	1 000 and more	8
		Student	4
<b>Influence on purchasing/procurement decisions</b>	<b>%</b>	Other not gainfully employed	1
Decisively	33	<b>Conducted by: Wissler &amp; Partner, Basel</b>	
Collectively	26		
In an advisory capacity	20		
No	15		
Student	4		
Other not gainfully employed	1		

## BIOTECHNICA → Hannover

### Trade visitors' profile

<b>Visitors (number of entries)</b>	<b>11 292</b>	<b>Area of responsibility</b>	<b>%</b>
<b>Proportion of trade visitors</b>	<b>98%</b>	Management	8
<b>Germany (total)</b>	<b>85</b>	Research/development/design	46
of which		Manufacturing, production, quality control	4
Nielsen 1	48	Buying/procurement	1
Bremen	3	Finance/accounting, controlling	1
Hamburg	6	Information and communication technology	-
Lower Saxony	36	Personnel administration, administration	1
Schleswig-Holstein	4	Sales	8
Nielsen 2	16	Marketing, advertising, PR	4
North Rhine-Westph.	16	Logistics: storage, material management, transport	-
Nielsen 3a	5	Maintenance/repairs	-
Hesse	4	Other area	3
Rhineland-Palatinate	1	Student	22
Saarland	-	Other not gainfully employed	3
Nielsen 3b	6	<b>Position in the company/organization</b>	<b>%</b>
Baden-Württemberg	6	Entrepreneur, co-owner, freelancer	6
		Managing director, board member, head of an authority etc.	5
<b>Foreign (total)</b>	<b>15</b>	Area manager, works manager, plant manager, branch manager, head of public office	4
of which		Department head, group head, team leader	11
EU	58	Other salaried staff, civil servant, skilled worker	20
Other European countries	15	Lecturer, teacher	25
South-, East-, Central Asia	9	Trainee	1
Other countries	18	Other position	3
		Student	22
<b>Distance to home</b>	<b>%</b>	Other not gainfully employed	3
up to 50 km	18	<b>Economic sector</b>	<b>%</b>
more than 50 km up to 100 km	10	Bioprocess engineering, laboratory technology	7
more than 100 km up to 300 km	35	Bioinformatics	2
over 300 km	37	Bioanalysis	5
<b>Countries with the highest visitor shares</b>	<b>%</b>	Biotech services	8
United Kingdom	12	Therapeutics, diagnostics, biomedicine	11
Netherlands	11	Nutrition, agriculture	5
Switzerland	10	Industrial biotechnology, environment	4
		Marine biotechnology	1
<b>Frequency of visits to exhibition</b>	<b>%</b>	Transgenic animals	1
Previous event	32	Chemical industry	4
Earlier events	38	Pharmaceuticals industry	7
First visit	54	University/college	21
<b>Average length of stay</b>	<b>1,3 days</b>	Research institut	17
		Trade	5
<b>Influence on purchasing/procurement decisions</b>	<b>%</b>	Investor, financing	1
Decisively	16	Other sectors	8
Collectively	31	Student	22
In an advisory capacity	18	Other not gainfully employed	3
No	10	<b>Size of company/organization:</b>	
Student	22	<b>Number of employees</b>	<b>%</b>
Other not gainfully employed	3	1- 4	5
		5- 9	4
		10- 49	17
		50- 199	15
		200- 499	8
		500 - 999	4
		1 000 and more	21
		Student	22
		Other not gainfully employed	3
		<b>Conducted by: Wissler &amp; Partner, Basel</b>	

## CeBIT

### Trade visitors' profile

<b>Visitors (number of entries)</b>	<b>273 032</b>	<b>Area of responsibility</b>	<b>%</b>
<b>Proportion of trade visitors</b>	<b>82%</b>	Management	8
<b>Germany (total)</b>	<b>81</b>	Research/development/design	46
of which		Manufacturing, production, quality control	4
Nielsen 1	39	Buying/procurement	1
Bremen	2	Finance/accounting, controlling	1
Hamburg	5	Information and communication technology	-
Lower Saxony	29	Personnel administration, administration	1
Schleswig-Holstein	4	Sales	8
Nielsen 2	20	Marketing, advertising, PR	4
North Rhine-Westph.	20	Logistics: storage, material management, transport	-
Nielsen 3a	12	Maintenance/repairs	-
Hesse	8	Other area	3
Rhineland-Palatinate	3	Student	22
Saarland	1	Other not gainfully employed	3
Nielsen 3b	7	<b>Position in the company/organization</b>	<b>%</b>
Baden-Württemberg	7	Entrepreneur, co-owner, freelancer	6
		Managing director, board member, head of an authority etc.	5
<b>Foreign (total)</b>	<b>19</b>	Area manager, works manager, plant manager, branch manager, head of public office	4
of which		Department head, group head, team leader	11
EU	62	Other salaried staff, civil servant, skilled worker	20
Other European countries	15	Lecturer, teacher	25
Africa	4	Trainee	1
North America	2	Other position	3
South and Central America	2	Student	22
Middle East	8	Other not gainfully employed	3
South-, East-, Central Asia	7	<b>Economic sector</b>	<b>%</b>
Australia	1	Bioprocess engineering, laboratory technology	7
		Bioinformatics	2
<b>Distance to home</b>	<b>%</b>	Bioanalysis	5
up to 50 km	12	Biotech services	8
more than 50 km up to 100 km	8	Therapeutics, diagnostics, biomedicine	11
more than 100 km up to 300 km	32	Nutrition, agriculture	5
over 300 km	47	Industrial biotechnology, environment	4
<b>Countries with the highest visitor shares</b>	<b>%</b>	Marine biotechnology	1
Netherlands	11	Transgenic animals	1
Poland	10	Chemical industry	4
Austria	6	Pharmaceuticals industry	7
Belgium	5	University/college	21
Switzerland	4	Research institut	17
		Trade	5
<b>Frequency of visits to exhibition</b>	<b>%</b>	Investor, financing	1
Previous event	40	Other sectors	8
Earlier events	64	Student	22
First visit	30	Other not gainfully employed	3
<b>Average length of stay</b>	<b>1,5 days</b>	<b>Size of company/organization:</b>	
		<b>Number of employees</b>	<b>%</b>
		1- 4	5
		5- 9	4
		10- 49	17
		50- 199	15
		200- 499	8
		500 - 999	4
		1 000 and more	21
		Student	22
		Other not gainfully employed	3
		<b>Conducted by: Wissler &amp; Partner, Basel</b>	

Trade visitors' profile

<b>Area of responsibility</b>	%
Management	11
Research/development/design	7
Manufacturing, production, quality control	2
Buying/procurement	3
Finance/accounting, controlling	3
Information and communication technology	38
Personnel administration, administration	2
Sales	7
Marketing, advertising, PR	4
Logistics: storage, material management, transport	2
Maintenance/repairs	2
Other area	4
Student	14
Other not gainfully employed	1
<b>Position in the company/organization</b>	%
Entrepreneur, co-owner, freelancer	16
Managing director, board member, head of an authority etc.	8
Area manager, works manager, plant manager, branch manager, head of public office	7
Department head, group head, team leader	15
Other salaried staff, civil servant, skilled worker	33
Lecturer, teacher	2
Trainee	5
Other position	-
Student	14
Other not gainfully employed	1
<b>Economic sector</b>	%
Hardware manufacturer	4
Telecommunications services	11
Software and IT systems specialists	12
IT services, IT consultants	27
Trade	9
Advertising sector	2
Other service	8
Power industry	3
Manufacturing sector	10
Authority/public services	12
Media industry	3
Skilled trades	2
Building trade	2
Traffic and logistic	3
Travel and tourism	1
Banking, finance and insurance	4
Health system and medical systems	3
Other	1
<b>Size of company/organization:</b>	
<b>Number of employees</b>	%
1- 4	13
5- 9	7
10- 49	16
50- 199	17
200- 499	9
500 - 999	5
1 000 and more	18
Student	14
Other not gainfully employed	1

Conducted by: Wissler & Partner, Basel

<b>Visitors (number of entries)</b>	<b>37 012</b>
<b>Proportion of trade visitors</b>	<b>96%</b>
<b>Germany (total)</b>	<b>37</b>
of which	
Nielsen 1	39
Bremen	2
Hamburg	5
Lower Saxony	29
Schleswig-Holstein	3
Nielsen 2	28
North Rhine-Westph.	28
Nielsen 3a	9
Hesse	6
Rhineland-Palatinate	2
Saarland	1
Nielsen 3b	6
Baden-Württemberg	6
<b>Foreign (total)</b>	<b>63</b>
of which	
EU	53
Other European countries	12
Africa	5
North America	6
South and Central America	4
Middle East	5
South-, East-, Central Asia	13
Australia	2
<b>Distance to home</b>	%
up to 50 km	5
more than 50 km up to 100 km	5
more than 100 km up to 300 km	17
over 300 km	73
<b>Countries with the highest visitor shares</b>	%
United Kingdom	9
Netherlands	8
Belgium	7
India	6
Turkey	5
<b>Frequency of visits to exhibition</b>	%
Previous event	53
Earlier events	66
First visit	28
<b>Average length of stay</b>	<b>2,0 days</b>
<b>Influence on purchasing/procurement decisions</b>	%
Decisively	53
Collectively	21
In an advisory capacity	14
No	9
Student	2

<b>Area of responsibility</b>	%
Management	39
Research/development/design	7
Manufacturing, production, quality control	7
Buying/procurement	11
Finance/accounting, controlling	1
Information and communication technology	-
Organization, personnel, administration	-
Sales	24
Marketing, advertising, PR	4
Logistics: storage, material management, transport	1
Maintenance/repairs	1
Other area	4
Student	2
<b>Position in the company/organization</b>	%
Entrepreneur, co-owner, freelancer	37
Managing director, board member, head of an authority etc.	22
Area manager, works manager, plant manager, branch manager, head of public office	14
Department head, group head, team leader	12
Other salaried staff, civil servant, skilled worker	11
Lecturer, teacher	-
Trainee	1
Other position	2
Student	2
<b>Economic sector</b>	%
Specialist retail trade	20
Wholesale trade	30
Interior decorator	7
Parquet and floor layer	11
Painter	3
Furnishing/furniture stores	3
Architect's/interior designer's, Contract furnisers	7
Facility management	1
Department stores, mail order, DIY stores	1
Timber trade	9
Industry	28
Press, media	1
Other sectors	10
Student	2
<b>Size of company/organization:</b>	
<b>Number of employees</b>	%
1- 4	20
5- 9	15
10- 49	26
50- 199	17
200 - 499	8
500 - 999	4
1 000 and more	7
Student	2

Conducted by: Wissler & Partner, Basel

Trade visitors' profile

<b>Visitors (number of entries)</b>	<b>142 797</b>
<b>Proportion of trade visitors</b>	<b>97%</b>
<b>Germany (total)</b>	<b>67</b>
of which	
Nielsen 1	33
Bremen	1
Hamburg	2
Lower Saxony	26
Schleswig-Holstein	5
Nielsen 2	22
North Rhine-Westph.	22
Nielsen 3a	11
Hesse	8
Rhineland-Palatinate	2
Saarland	1
Nielsen 3b	11
Baden-Württemberg	11
<b>Foreign (total)</b>	<b>33</b>
of which	
EU	54
Other European countries	17
Africa	2
North America	4
South and Central America	4
Middle East	4
South-, East-, Central Asia	14
Australia	1
<b>Distance to home</b>	%
up to 50 km	11
more than 50 km up to 100 km	9
more than 100 km up to 300 km	27
over 300 km	53
<b>Countries with the highest visitor shares</b>	%
Switzerland	7
India	7
Italy	6
France	5
Netherlands	5
<b>Frequency of visits to exhibition</b>	%
Previous event	38
Earlier events	32
First visit	43
<b>Average length of stay</b>	<b>1,9 days</b>
<b>Influence on purchasing/procurement decisions</b>	%
Decisively	20
Collectively	27
In an advisory capacity	23
No	15
Student	13
Other not gainfully employed	1

<b>Area of responsibility</b>	%
Management	18
Research/development/design	15
Manufacturing, production, quality control	28
Buying/procurement	4
Finance/accounting, controlling	1
Information and communication technology	-
Personnel administration, administration	8
Sales	1
Marketing, advertising, PR	2
Logistics: storage, material management, transport	-
Maintenance/repairs	5
Other area	4
Student	13
Other not gainfully employed	1
<b>Position in the company/organization</b>	%
Entrepreneur, co-owner, freelancer	13
Managing director, board member, head of an authority etc.	8
Area manager, works manager, plant manager, branch manager, head of public office	11
Department head, group head, team leader	19
Other salaried staff, civil servant, skilled worker	21
Lecturer, teacher	2
Trainee	9
Other position	3
Student	13
Other not gainfully employed	1
<b>Economic sector</b>	%
Manufacturer/Industry	60
Skilled trades	8
Trade	6
Service	6
University/college/polytechnic	3
Other sectors	3
Student	13
Other not gainfully employed	1
<b>Size of company/organization:</b>	
<b>Number of employees</b>	%
1- 4	6
5- 9	5
10- 49	16
50- 199	18
200- 499	12
500 - 999	7
1 000 and more	19
Student	13
Other not gainfully employed	1

Conducted by: Wissler & Partner, Basel

## HANNOVER MESSE → Hannover

### Trade visitors' profile

<b>Visitors (number of entries)</b>	<b>217 009</b>	<b>Area of responsibility</b>	<b>%</b>
<b>Proportion of trade visitors</b>	<b>93%</b>	Management	11
<b>Germany (total)</b>	<b>77</b>	Research/development/design	21
of which		Manufacturing, production, quality control	12
Nielsen 1	41	Buying/procurement	5
Bremen	2	Finance/accounting, controlling	1
Hamburg	4	Information and communication technology	2
Lower Saxony	32	Personnel administration, administration	1
Schleswig-Holstein	3	Sales	12
Nielsen 2	22	Marketing, advertising, PR	3
North Rhine-Westph.	22	Logistics: storage, material management, transport	1
Nielsen 3a	8	Maintenance/repairs	5
Hesse	6	Other area	5
Rhineland-Palatinate	2	Student	19
Saarland	1	Other not gainfully employed	4
Nielsen 3b	8	<b>Position in the company/organization</b>	<b>%</b>
Baden-Württemberg	8	Entrepreneur, co-owner, freelancer	10
		Managing director, board member, head of an authority etc.	9
<b>Foreign (total)</b>	<b>23</b>	Area manager, works manager, plant manager, branch manager, head of public office	8
of which		Department head, group head, team leader	15
EU	51	Other salaried staff, civil servant, skilled worker	31
Other European countries	13	Lecturer, teacher	2
Africa	3	Trainee	2
North America	4	Other position	-
South and Central America	5	Student	19
Middle East	4	Other not gainfully employed	4
South-, East-, Central Asia	19	<b>Economic sector</b>	<b>%</b>
Australia	2	Power industry	14
<b>Distance to home</b>	<b>%</b>	Environmental management	3
up to 50 km	13	Raw materials and production goods industry	12
more than 50 km up to 100 km	10	Investment goods industry	26
more than 100 km up to 300 km	31	Other processing industry	3
over 300 km	46	Building trade	3
<b>Countries with the highest visitor shares</b>	<b>%</b>	Skilled trades	3
Netherlands	7	Trade	7
China (PR)	6	Telecommunication	2
India	5	Services (of companies and freelance)	11
Italy	5	Authority/public services	4
Austria	4	Research institutes, industrial research	5
<b>Frequency of visits to exhibition</b>	<b>%</b>	Investor, financing	1
Previous event	31	Other sectors	1
Earlier events	54	Student	19
First visit	39	Other not gainfully employed	4
<b>Average length of stay</b>	<b>1,5 days</b>	<b>Size of company/organization:</b>	<b>%</b>
<b>Influence on purchasing/procurement decisions</b>	<b>%</b>	<b>Number of employees</b>	<b>%</b>
Decisively	22	1- 4	7
Collectively	25	5- 9	6
In an advisory capacity	18	10- 49	15
No	12	50- 199	16
Student	19	200- 499	11
Other not gainfully employed	4	500 - 999	5
		1 000 and more	18
		Student	19
		Other not gainfully employed	4

Conducted by: Wissler & Partner, Basel

## ComVac → Hannover Messe

### Trade visitors' profile

<b>Visitors (number of entries)</b>	<b>29 947*</b>	<b>Area of responsibility</b>	<b>%</b>
<b>Proportion of trade visitors</b>	<b>94%</b>	Management	14
<b>Germany (total)</b>	<b>63</b>	Research/development/design	20
of which		Manufacturing, production, quality control	15
Nielsen 1	38	Buying/procurement	4
Bremen	1	Finance/accounting, controlling	4
Hamburg	5	Information and communication technology	1
Lower Saxony	29	Personnel administration, administration	2
Schleswig-Holstein	3	Sales	16
Nielsen 2	19	Marketing, advertising, PR	2
North Rhine-Westph.	19	Logistics: storage, material management, transport	1
Nielsen 3a	11	Maintenance/repairs	9
Hesse	5	Other area	4
Rhineland-Palatinate	5	Student	9
Saarland	-	Other not gainfully employed	3
Nielsen 3b	10	<b>Position in the company/organization</b>	<b>%</b>
Baden-Württemberg	10	Entrepreneur, co-owner, freelancer	13
		Managing director, board member, head of an authority etc.	10
<b>Foreign (total)</b>	<b>37</b>	Area manager, works manager, plant manager, branch manager, head of public office	10
of which		Department head, group head, team leader	17
EU	54	Other salaried staff, civil servant, skilled worker	36
Other European countries	13	Lecturer, teacher	2
Middle East	7	Trainee	1
South-, East-, Central Asia	17	Other position	-
Other countries	9	Student	9
<b>Distance to home</b>	<b>%</b>	Other not gainfully employed	3
up to 50 km	10	<b>Economic sector</b>	<b>%</b>
more than 50 km up to 100 km	8	Power industry	14
more than 100 km up to 300 km	22	Environmental management	3
over 300 km	60	Raw materials and production goods industry	17
<b>Countries with the highest visitor shares</b>	<b>%</b>	Investment goods industry	36
United Kingdom	7	Other processing industry	5
China (PR)	6	Building trade	4
<b>Frequency of visits to exhibition</b>	<b>%</b>	Skilled trades	4
Previous event	26	Trade	9
Earlier events	52	Telecommunication	2
First visit	41	Services (of companies and freelance)	9
<b>Average length of stay</b>	<b>1,8 days</b>	Authority/public services	3
(Hannover Messe overall)		Research institutes, industrial research	5
<b>Influence on purchasing/procurement decisions</b>	<b>%</b>	Investor, financing	1
Decisively	26	Other sectors	1
Collectively	28	Student	9
In an advisory capacity	22	Other not gainfully employed	3
No	12	<b>Size of company/organization:</b>	<b>%</b>
Student	9	<b>Number of employees</b>	<b>%</b>
Other not gainfully employed	3	1- 4	7
		5- 9	10
		10- 49	19
		50- 199	15
		200- 499	16
		500 - 999	6
		1 000 and more	16
		Student	9
		Other not gainfully employed	3

\*) Visitor attendance determined by a representative poll at Hannover Messe. Multiple answers were permitted.

Conducted by: Wissler & Partner, Basel

## Digital Factory

### Trade visitors' profile

<b>Visitors (number of entries)</b>	<b>34 938*</b>	<b>Area of responsibility</b>	<b>%</b>
<b>Proportion of trade visitors</b>	<b>92%</b>	Management	14
<b>Germany (total)</b>	<b>81</b>	Research/development/design	20
of which		Manufacturing, production, quality control	15
Nielsen 1	36	Buying/procurement	4
Bremen	1	Finance/accounting, controlling	4
Hamburg	5	Information and communication technology	1
Lower Saxony	27	Personnel administration, administration	2
Schleswig-Holstein	3	Sales	16
Nielsen 2	25	Marketing, advertising, PR	2
North Rhine-Westph.	25	Logistics: storage, material management, transport	1
Nielsen 3a	9	Maintenance/repairs	9
Hesse	6	Other area	4
Rhineland-Palatinate	3	Student	9
Saarland	-	Other not gainfully employed	3
Nielsen 3b	8	<b>Position in the company/organization</b>	<b>%</b>
Baden-Württemberg	8	Entrepreneur, co-owner, freelancer	13
		Managing director, board member, head of an authority etc.	10
<b>Foreign (total)</b>	<b>19</b>	Area manager, works manager, plant manager, branch manager, head of public office	10
of which		Department head, group head, team leader	17
EU	49	Other salaried staff, civil servant, skilled worker	36
Other European countries	15	Lecturer, teacher	2
South-, East-, Central Asia	20	Trainee	1
Other countries	17	Other position	-
<b>Distance to home</b>	<b>%</b>	Student	9
up to 50 km	11	Other not gainfully employed	3
more than 50 km up to 100 km	10	<b>Economic sector</b>	<b>%</b>
more than 100 km up to 300 km	32	Power industry	14
over 300 km	47	Environmental management	3
<b>Frequency of visits to exhibition</b>	<b>%</b>	Raw materials and production goods industry	17
Previous event	31	Investment goods industry	36
Earlier events	52	Other processing industry	5
First visit	42	Building trade	4
<b>Average length of stay</b>	<b>1,5 days</b>	Skilled trades	4
(Hannover Messe overall)		Trade	9
<b>Influence on purchasing/procurement decisions</b>	<b>%</b>	Telecommunication	2
Decisively	22	Services (of companies and freelance)	9
Collectively	24	Authority/public services	3
In an advisory capacity	19	Research institutes, industrial research	5
No	9	Investor, financing	1
Student	22	Other sectors	1
Other not gainfully employed	3	Student	9
		Other not gainfully employed	3

\*) Visitor attendance determined by a representative poll at Hannover Messe. Multiple answers were permitted.



Trade visitors' profile

<b>Area of responsibility</b>	%
Management	9
Research/development/design	25
Manufacturing, production, quality control	13
Buying/procurement	2
Finance/accounting, controlling	1
Information and communication technology	5
Personnel administration, administration	1
Sales	6
Marketing, advertising, PR	3
Logistics: storage, material management, transport	2
Maintenance/repairs	4
Other area	5
Student	22
Other not gainfully employed	3
<b>Position in the company/organization</b>	%
Entrepreneur, co-owner, freelancer	12
Managing director, board member, head of an authority etc.	5
Area manager, works manager, plant manager, branch manager, head of public office	6
Department head, group head, team leader	16
Other salaried staff, civil servant, skilled worker	29
Lecturer, teacher	3
Trainee	2
Other position	-
Student	22
Other not gainfully employed	3
<b>Economic sector</b>	%
Power industry	8
Environmental management	2
Raw materials and production goods industry	12
Investment goods industry	26
Other processing industry	2
Building trade	2
Skilled trades	3
Trade	3
Telecommunication	2
Company and freelancer services	18
Authority/public services	5
Research institutes, industrial research	7
Investor, financing	1
Other sectors	1
Student	22
Other not gainfully employed	3
<b>Size of company/organization:</b>	
<b>Number of employees</b>	%
1- 4	9
5- 9	3
10- 49	11
50- 199	14
200- 499	12
500 - 999	5
1 000 and more	20
Student	22
Other not gainfully employed	3
<b>Conducted by: Wissler &amp; Partner, Basel</b>	

<b>Visitors (number of entries)</b>	<b>88 106*</b>
<b>Proportion of trade visitors</b>	<b>94%</b>
<b>Germany (total)</b>	<b>76</b>
of which	
Nielsen 1	40
Nielsen 2	23
Nielsen 3a	9
Nielsen 3b	7
Nielsen 4	8
Nielsen 5+6	9
Nielsen 7	5
Nielsen 8	3
Nielsen 9	2
<b>Foreign (total)</b>	<b>24</b>
of which	
EU	49
Other European countries	14
Africa	3
North America	4
South and Central America	7
Middle East	4
South-, East-, Central Asia	17
Australia	2
<b>Distance to home</b>	%
up to 50 km	11
more than 50 km up to 100 km	9
more than 100 km up to 300 km	34
over 300 km	46
<b>Countries with the highest visitor shares</b>	%
Netherlands	7
Austria	6
India	5
United Kingdom	5
China (PR)	4
<b>Frequency of visits to exhibition</b>	%
Previous event	34
Earlier events	53
First visit	40
<b>Average length of stay</b>	<b>1,6 days</b>
(Hannover Messe overall)	
<b>Influence on purchasing/procurement decisions</b>	%
Decisively	22
Collectively	23
In an advisory capacity	18
No	12
Student	21
Other not gainfully employed	4

\*) Visitor attendance determined by a representative poll at Hannover Messe. Multiple answers were permitted.

<b>Area of responsibility</b>	%
Management	13
Research/development/design	20
Manufacturing, production, quality control	10
Buying/procurement	3
Finance/accounting, controlling	1
Information and communication technology	2
Personnel administration, administration	2
Sales	10
Marketing, advertising, PR	2
Logistics: storage, material management, transport	1
Maintenance/repairs	7
Other area	5
Student	21
Other not gainfully employed	4
<b>Position in the company/organization</b>	%
Entrepreneur, co-owner, freelancer	11
Managing director, board member, head of an authority etc.	10
Area manager, works manager, plant manager, branch manager, head of public office	7
Department head, group head, team leader	15
Other salaried staff, civil servant, skilled worker	27
Lecturer, teacher	2
Trainee	3
Other position	-
Student	21
Other not gainfully employed	4
<b>Economic sector</b>	%
Power industry	29
Environmental management	4
Raw materials and production goods industry	9
Investment goods industry	15
Other processing industry	2
Building trade	4
Skilled trades	2
Trade	5
Telecommunication	2
Company and freelancer services	11
Authority/public services	4
Research institutes, industrial research	5
Investor, financing	2
Other sectors	1
Student	21
Other not gainfully employed	4
<b>Conducted by: Wissler &amp; Partner, Basel</b>	

Trade visitors' profile

<b>Visitors (number of entries)</b>	<b>107 636*</b>
<b>Proportion of trade visitors</b>	<b>95%</b>
<b>Germany (total)</b>	<b>72</b>
of which	
Nielsen 1	39
Nielsen 2	23
Nielsen 3a	10
Nielsen 3b	8
Nielsen 4	9
Nielsen 5+6	9
Nielsen 7	4
Nielsen 8	2
<b>Foreign (total)</b>	<b>28</b>
of which	
EU	45
Other European countries	13
Africa	3
North America	4
South and Central America	6
Middle East	5
South-, East-, Central Asia	24
Australia	2
<b>Distance to home</b>	%
up to 50 km	11
more than 50 km up to 100 km	10
more than 100 km up to 300 km	28
over 300 km	51
<b>Countries with the highest visitor shares</b>	%
China (PR)	10
United Kingdom	5
India	5
Austria	4
Netherlands	4
<b>Frequency of visits to exhibition</b>	%
Previous event	32
Earlier events	54
First visit	39
<b>Average length of stay</b>	<b>1,6 days</b>
(Hannover Messe overall)	
<b>Influence on purchasing/procurement decisions</b>	%
Decisively	23
Collectively	27
In an advisory capacity	19
No	12
Student	17
Other not gainfully employed	2

\*) Visitor attendance determined by a representative poll at Hannover Messe. Multiple answers were permitted.

<b>Area of responsibility</b>	%
Management	11
Research/development/design	22
Manufacturing, production, quality control	15
Buying/procurement	4
Finance/accounting, controlling	1
Information and communication technology	3
Personnel administration, administration	1
Sales	12
Marketing, advertising, PR	3
Logistics: storage, material management, transport	1
Maintenance/repairs	5
Other area	3
Student	17
Other not gainfully employed	2
<b>Position in the company/organization</b>	%
Entrepreneur, co-owner, freelancer	10
Managing director, board member, head of an authority etc.	8
Area manager, works manager, plant manager, branch manager, head of public office	9
Department head, group head, team leader	16
Other salaried staff, civil servant, skilled worker	33
Lecturer, teacher	2
Trainee	2
Other position	-
Student	17
Other not gainfully employed	2
<b>Economic sector</b>	%
Power industry	11
Environmental management	2
Raw materials and production goods industry	14
Investment goods industry	33
Other processing industry	5
Building trade	3
Skilled trades	4
Trade	7
Telecommunication	2
Company and freelancer services	11
Authority/public services	3
Research institutes, industrial research	4
Investor, financing	1
Other sectors	1
Student	17
Other not gainfully employed	2
<b>Conducted by: Wissler &amp; Partner, Basel</b>	



## Industrial Supply → Hannover Messe

### Trade visitors' profile

<b>Visitors (number of entries)</b>	<b>59 677*</b>	<b>Area of responsibility</b>	<b>%</b>
<b>Proportion of trade visitors</b>	<b>95%</b>	Management	14
<b>Germany (total)</b>	<b>64</b>	Research/development/design	21
of which		Manufacturing, production, quality control	14
Nielsen 1	38	Buying/procurement	10
Bremen	2	Finance/accounting, controlling	1
Hamburg	5	Information and communication technology	1
Lower Saxony	26	Personnel administration, administration	1
Schleswig-Holstein	4	Sales	13
Nielsen 2	22	Marketing, advertising, PR	3
North Rhine-Westph.	22	Logistics: storage, material management, transport	1
Nielsen 3a	8	Maintenance/repairs	4
Hesse	6	Other area	2
Rhineland-Palatinate	2	Student	15
Saarland	-	Other not gainfully employed	1
Nielsen 3b	10	<b>Position in the company/organization</b>	<b>%</b>
Baden-Württemberg	10	Entrepreneur, co-owner, freelancer	12
<b>Foreign (total)</b>	<b>36</b>	Managing director, board member, head of an authority etc.	13
of which		Area manager, works manager, plant manager, branch manager, head of public office	9
EU	56	Department head, group head, team leader	19
Other European countries	10	Other salaried staff, civil servant, skilled worker	30
North America	5	Lecturer, teacher	1
South and Central America	6	Trainee	1
Middle East	4	Other position	-
South-, East-, Central Asia	17	Student	15
Other countries	2	Other not gainfully employed	1
<b>Distance to home</b>	<b>%</b>	<b>Economic sector</b>	<b>%</b>
up to 50 km	10	Power industry	11
more than 50 km up to 100 km	7	Environmental management	2
more than 100 km up to 300 km	25	Raw materials and production goods industry	20
over 300 km	59	Investment goods industry	34
<b>Countries with the highest visitor shares</b>	<b>%</b>	Other processing industry	4
Netherlands	10	Building trade	4
China (PR)	7	Skilled trades	3
Poland	7	Trade	9
Italy	5	Telecommunication	2
India	5	Company and freelancer services	10
<b>Frequency of visits to exhibition</b>	<b>%</b>	Authority/public services	3
Previous event	31	Research institutes, industrial research	5
Earlier events	51	Investor, financing	1
First visit	42	Other sectors	1
<b>Average length of stay</b>	<b>1,7 days</b>	Student	15
(Hannover Messe overall)		Other not gainfully employed	1
<b>Influence on purchasing/procurement decisions</b>	<b>%</b>	<b>Size of company/organization:</b>	<b>%</b>
Decisively	31	<b>Number of employees</b>	
Collectively	28	1- 4	7
In an advisory capacity	16	5- 9	6
No	9	10- 49	17
Student	15	50- 199	18
Other not gainfully employed	1	200- 499	13
		500 - 999	5
		1 000 and more	19
		Student	15
		Other not gainfully employed	1

\*) Visitor attendance determined by a representative poll at Hannover Messe. Multiple answers were permitted.

## IndustrialGreenTec → Hannover Messe

### Trade visitors' profile

<b>Visitors (number of entries)</b>	<b>30 381*</b>	<b>Area of responsibility</b>	<b>%</b>
<b>Proportion of trade visitors</b>	<b>92%</b>	Management	11
<b>Germany (total)</b>	<b>78</b>	Research/development/design	19
of which		Manufacturing, production, quality control	11
Nielsen 1	39	Buying/procurement	4
Bremen	2	Finance/accounting, controlling	2
Hamburg	6	Information and communication technology	1
Lower Saxony	29	Personnel administration, administration	2
Schleswig-Holstein	2	Sales	7
Nielsen 2	19	Marketing, advertising, PR	2
North Rhine-Westph.	19	Logistics: storage, material management, transport	1
Nielsen 3a	9	Maintenance/repairs	1
Hesse	6	Other area	3
Rhineland-Palatinate	3	Student	26
Saarland	-	Other not gainfully employed	3
Nielsen 3b	8	<b>Position in the company/organization</b>	<b>%</b>
Baden-Württemberg	8	Entrepreneur, co-owner, freelancer	12
<b>Foreign (total)</b>	<b>22</b>	Managing director, board member, head of an authority etc.	9
of which		Area manager, works manager, plant manager, branch manager, head of public office	5
EU	52	Department head, group head, team leader	13
South-, East-, Central Asia	23	Other salaried staff, civil servant, skilled worker	26
Other countries	25	Lecturer, teacher	3
<b>Distance to home</b>	<b>%</b>	Trainee	2
up to 50 km	12	Other position	1
more than 50 km up to 100 km	10	Student	26
more than 100 km up to 300 km	29	Other not gainfully employed	3
over 300 km	49	<b>Economic sector</b>	<b>%</b>
<b>Frequency of visits to exhibition</b>	<b>%</b>	Power industry	15
Previous event	26	Environmental management	7
Earlier events	45	Raw materials and production goods industry	13
First visit	49	Investment goods industry	18
<b>Average length of stay</b>	<b>1,5 days</b>	Other processing industry	3
(Hannover Messe overall)		Building trade	4
<b>Influence on purchasing/procurement decisions</b>	<b>%</b>	Skilled trades	3
Decisively	19	Trade	8
Collectively	22	Telecommunication	1
In an advisory capacity	17	Company and freelancer services	11
No	12	Authority/public services	5
Student	26	Research institutes, industrial research	5
Other not gainfully employed	3	Investor, financing	1
		Other sectors	1
		Student	26
		Other not gainfully employed	3
		<b>Size of company/organization:</b>	<b>%</b>
		<b>Number of employees</b>	
		1- 4	9
		5- 9	6
		10- 49	15
		50- 199	17
		200- 499	6
		500 - 999	4
		1 000 and more	15
		Student	26
		Other not gainfully employed	3

\*) Visitor attendance determined by a representative poll at Hannover Messe. Multiple answers were permitted.

Conducted by: Wissler & Partner, Basel

## MDA-Motion Drive & Automation

### Trade visitors' profile

<b>Visitors (number of entries)</b>	<b>79 859*</b>	<b>Area of responsibility</b>	<b>%</b>
<b>Proportion of trade visitors</b>	<b>96%</b>	Management	11
<b>Germany (total)</b>	<b>70</b>	Research/development/design	19
of which		Manufacturing, production, quality control	11
Nielsen 1	37	Buying/procurement	4
Bremen	2	Finance/accounting, controlling	2
Hamburg	3	Information and communication technology	1
Lower Saxony	30	Personnel administration, administration	2
Schleswig-Holstein	2	Sales	7
Nielsen 2	23	Marketing, advertising, PR	2
North Rhine-Westph.	23	Logistics: storage, material management, transport	1
Nielsen 3a	10	Maintenance/repairs	3
Hesse	7	Other area	6
Rhineland-Palatinate	3	Student	26
Saarland	1	Other not gainfully employed	3
Nielsen 3b	9	<b>Position in the company/organization</b>	<b>%</b>
Baden-Württemberg	9	Entrepreneur, co-owner, freelancer	12
<b>Foreign (total)</b>	<b>30</b>	Managing director, board member, head of an authority etc.	9
of which		Area manager, works manager, plant manager, branch manager, head of public office	5
EU	50	Department head, group head, team leader	13
Other European countries	13	Other salaried staff, civil servant, skilled worker	26
Africa	3	Lecturer, teacher	3
North America	4	Trainee	2
South and Central America	5	Other position	1
Middle East	5	Student	26
South-, East-, Central Asia	20	Other not gainfully employed	3
Australia	1	<b>Economic sector</b>	<b>%</b>
<b>Distance to home</b>	<b>%</b>	Power industry	15
up to 50 km	11	Environmental management	7
more than 50 km up to 100 km	8	Raw materials and production goods industry	13
more than 100 km up to 300 km	26	Investment goods industry	18
over 300 km	55	Other processing industry	3
<b>Countries with the highest visitor shares</b>	<b>%</b>	Building trade	4
China (PR)	6	Skilled trades	3
United Kingdom	6	Trade	8
India	6	Telecommunication	1
Denmark	5	Company and freelancer services	11
Netherlands	5	Authority/public services	5
<b>Frequency of visits to exhibition</b>	<b>%</b>	Research institutes, industrial research	5
Previous event	30	Investor, financing	1
Earlier events	56	Other sectors	1
First visit	37	Student	26
<b>Average length of stay</b>	<b>1,6 days</b>	Other not gainfully employed	3
(Hannover Messe overall)		<b>Size of company/organization:</b>	<b>%</b>
<b>Influence on purchasing/procurement decisions</b>	<b>%</b>	<b>Number of employees</b>	
Decisively	26	1- 4	9
Collectively	27	5- 9	6
In an advisory capacity	17	10- 49	15
No	10	50- 199	17
Student	17	200- 499	6
Other not gainfully employed	2	500 - 999	4
		1 000 and more	15
		Student	26
		Other not gainfully employed	3

\*) Visitor attendance determined by a representative poll at Hannover Messe. Multiple answers were permitted.

Trade visitors' profile

<b>Area of responsibility</b>	%
Management	12
Research/development/design	22
Manufacturing, production, quality control	12
Buying/procurement	6
Finance/accounting, controlling	1
Information and communication technology	1
Personnel administration, administration	1
Sales	15
Marketing, advertising, PR	2
Logistics: storage, material management, transport	1
Maintenance/repairs	6
Other area	3
Student	17
Other not gainfully employed	2
<b>Position in the company/organization</b>	%
Entrepreneur, co-owner, freelancer	11
Managing director, board member, head of an authority etc.	10
Area manager, works manager, plant manager, branch manager, head of public office	9
Department head, group head, team leader	18
Other salaried staff, civil servant, skilled worker	30
Lecturer, teacher	2
Trainee	2
Other position	-
Student	17
Other not gainfully employed	2
<b>Economic sector</b>	%
Power industry	10
Environmental management	2
Raw materials and production goods industry	13
Investment goods industry	35
Other processing industry	4
Building trade	4
Skilled trades	4
Trade	11
Telecommunication	1
Company and freelancer services	9
Authority/public services	3
Research institutes, industrial research	4
Investor, financing	1
Other sectors	1
Student	17
Other not gainfully employed	2
<b>Size of company/organization:</b>	
<b>Number of employees</b>	%
1- 4	6
5- 9	6
10- 49	17
50- 199	17
200- 499	12
500 - 999	6
1 000 and more	19
Student	17
Other not gainfully employed	2

Conducted by: Wissler & Partner, Basel

<b>Visitors (number of entries)</b>	<b>26 909*</b>
<b>Proportion of trade visitors</b>	<b>91%</b>
<b>Germany (total)</b>	<b>77</b>
of which	
Nielsen 1	38
Nielsen 4	11
Bremen	1
Bavaria	11
Hamburg	5
Nielsen 5+6	8
Lower Saxony	29
Berlin	4
Schleswig-Holstein	2
Brandenburg	-
Nielsen 2	19
Mecklenburg-	
North Rhine-Westph.	19
West Pommernania	1
Nielsen 3a	11
Saxony-Anhalt	2
Hesse	7
Nielsen 7	4
Rhineland-Palatinate	3
Saxony	1
Saarland	-
Thuringia	3
Nielsen 3b	9
Baden-Württemberg	9
<b>Foreign (total)</b>	<b>23</b>
of which	
EU	37
South-, East-, Central Asia	33
Other countries	30
<b>Distance to home</b>	%
up to 50 km	12
more than 50 km up to 100 km	11
more than 100 km up to 300 km	27
over 300 km	51
<b>Country with the highest visitor share</b>	%
China (PR)	16
<b>Frequency of visits to exhibition</b>	%
Previous event	31
Earlier events	55
First visit	39
<b>Average length of stay</b>	<b>1,7 days</b>
(Hannover Messe overall)	
<b>Influence on purchasing/procurement decisions</b>	%
Decisively	20
Collectively	24
In an advisory capacity	20
No	13
Student	19
Other not gainfully employed	4

\*) Visitor attendance determined by a representative poll at Hannover Messe. Multiple answers were permitted.

<b>Area of responsibility</b>	%
Management	7
Research/development/design	27
Manufacturing, production, quality control	7
Buying/procurement	4
Finance/accounting, controlling	1
Information and communication technology	3
Personnel administration, administration	1
Sales	16
Marketing, advertising, PR	2
Logistics: storage, material management, transport	2
Maintenance/repairs	4
Other area	4
Student	19
Other not gainfully employed	4
<b>Position in the company/organization</b>	%
Entrepreneur, co-owner, freelancer	8
Managing director, board member, head of an authority etc.	8
Area manager, works manager, plant manager, branch manager, head of public office	8
Department head, group head, team leader	15
Lecturer, teacher	3
Trainee	4
Other position	-
Student	19
Other not gainfully employed	4
Other salaried staff, civil servant, skilled worker	31
<b>Economic sector</b>	%
Power industry	16
Environmental management	2
Raw materials and production goods industry	13
Investment goods industry	27
Other processing industry	1
Building trade	2
Skilled trades	2
Trade	7
Telecommunication	3
Company and freelancer services	15
Authority/public services	6
Research institutes, industrial research	6
Investor, financing	1
Other sectors	1
Student	19
Other not gainfully employed	4
<b>Size of company/organization:</b>	
<b>Number of employees</b>	%
1- 4	4
5- 9	8
10- 49	14
50- 199	14
200- 499	9
500 - 999	3
1 000 and more	25
Student	19
Other not gainfully employed	4

Conducted by: Wissler & Partner, Basel

Trade visitors' profile

<b>Visitors (number of entries)</b>	<b>45 572*</b>
<b>Proportion of trade visitors</b>	<b>94%</b>
<b>Germany (total)</b>	<b>79</b>
of which	
Nielsen 1	42
Nielsen 4	8
Bremen	3
Bavaria	8
Hamburg	5
Nielsen 5+6	11
Lower Saxony	31
Berlin	5
Schleswig-Holstein	3
Brandenburg	1
Nielsen 2	19
Mecklenburg-	
North Rhine-Westph.	19
West Pommernania	1
Nielsen 3a	7
Saxony-Anhalt	3
Hesse	4
Nielsen 7	4
Rhineland-Palatinate	2
Saxony	3
Saarland	-
Thuringia	2
Nielsen 3b	8
Baden-Württemberg	8
<b>Foreign (total)</b>	<b>21</b>
of which	
EU	53
Other European countries	18
South-, East-, Central Asia	16
Other countries	14
<b>Distance to home</b>	%
up to 50 km	13
more than 50 km up to 100 km	11
more than 100 km up to 300 km	31
over 300 km	45
<b>Countries with the highest visitor shares</b>	%
Netherlands	11
Turkey	7
<b>Frequency of visits to exhibition</b>	%
Previous event	34
Earlier events	54
First visit	39
<b>Average length of stay</b>	<b>1,5 days</b>
(Hannover Messe overall)	
<b>Influence on purchasing/procurement decisions</b>	%
Decisively	20
Collectively	23
In an advisory capacity	17
No	9
Student	26
Other not gainfully employed	4

\*) Visitor attendance determined by a representative poll at Hannover Messe. Multiple answers were permitted.

<b>Area of responsibility</b>	%
Management	9
Research/development/design	34
Manufacturing, production, quality control	8
Buying/procurement	2
Finance/accounting, controlling	1
Information and communication technology	2
Personnel administration, administration	2
Sales	4
Marketing, advertising, PR	2
Logistics: storage, material management, transport	-
Maintenance/repairs	2
Other area	5
Student	26
Other not gainfully employed	4
<b>Position in the company/organization</b>	%
Entrepreneur, co-owner, freelancer	10
Managing director, board member, head of an authority etc.	9
Area manager, works manager, plant manager, branch manager, head of public office	6
Department head, group head, team leader	12
Other salaried staff, civil servant, skilled worker	28
Lecturer, teacher	4
Trainee	2
Other position	-
Student	26
Other not gainfully employed	4
<b>Economic sector</b>	%
Power industry	11
Environmental management	4
Raw materials and production goods industry	10
Other processing industry	2
Investment goods industry	21
Building trade	4
Skilled trades	2
Trade	3
Telecommunication	2
Company and freelancer services	11
Authority/public services	9
Research institutes, industrial research	10
Investor, financing	2
Other sectors	1
Student	26
Other not gainfully employed	4
<b>Size of company/organization:</b>	
<b>Number of employees</b>	%
1- 4	8
5- 9	5
10- 49	9
50- 199	13
200- 499	10
500 - 999	4
1 000 and more	22
Student	26
Other not gainfully employed	4

Conducted by: Wissler & Partner, Basel

## SurfaceTechnology → Hannover Messe

### Trade visitors' profile

<b>Visitors (number of entries)</b>	<b>37 109*</b>	<b>Area of responsibility</b>	<b>%</b>
<b>Proportion of trade visitors</b>	<b>94%</b>	Management	10
<b>Germany (total)</b>	<b>75</b>	Research/development/design	29
of which		Manufacturing, production, quality control	13
Nielsen 1	35	Buying/procurement	5
Bremen	2	Finance/accounting, controlling	1
Hamburg	4	Information and communication technology	1
Lower Saxony	28	Personnel administration, administration	1
Schleswig-Holstein	2	Sales	9
Nielsen 2	25	Marketing, advertising, PR	2
North Rhine-Westph.	25	Logistics: storage, material management, transport	1
Nielsen 3a	9	Maintenance/repairs	4
Hesse	6	Other area	4
Rhineland-Palatinate	3	Student	17
Saarland	1	Other not gainfully employed	3
Nielsen 3b	11	<b>Position in the company/organization</b>	<b>%</b>
Baden-Württemberg	11	Entrepreneur, co-owner, freelancer	9
		Managing director, board member, head of an authority etc.	11
<b>Foreign (total)</b>	<b>25</b>	Area manager, works manager, plant manager, branch manager, head of public office	8
of which		Department head, group head, team leader	17
EU	45	Other salaried staff, civil servant, skilled worker	32
Other European countries	12	Lecturer, teacher	2
South-, East-, Central Asia	25	Trainee	1
Other countries	18	Other position	-
<b>Distance to home</b>	<b>%</b>	Student	17
up to 50 km	12	Other not gainfully employed	3
more than 50 km up to 100 km	8	<b>Economic sector</b>	<b>%</b>
more than 100 km up to 300 km	29	Power industry	8
over 300 km	51	Environmental management	2
<b>Country with the highest visitor share</b>	<b>%</b>	Raw materials and production goods industry	19
China (PR)	11	Investment goods industry	32
<b>Frequency of visits to exhibition</b>	<b>%</b>	Other processing industry	4
Previous event	31	Building trade	4
Earlier events	54	Skilled trades	3
First visit	39	Trade	6
<b>Average length of stay</b>	<b>1,6 days</b>	Telecommunication	3
(Hannover Messe overall)		Company and freelancer services	9
<b>Influence on purchasing/procurement decisions</b>	<b>%</b>	Authority/public services	4
Decisively	21	Research institutes, industrial research	7
Collectively	30	Investor, financing	1
In an advisory capacity	22	Other sectors	1
No	7	Student	17
Student	17	Other not gainfully employed	3
Other not gainfully employed	3	<b>Size of company/organization:</b>	<b>%</b>
		<b>Number of employees</b>	<b>%</b>
		1- 4	5
		5- 9	4
		10- 49	14
		50- 199	18
		200- 499	14

\* Visitor attendance determined by a representative poll at Hannover Messe. Multiple answers were permitted.

Conducted by: Wissler & Partner, Basel

## Wind → Hannover Messe

### Trade visitors' profile

<b>Visitors (number of entries)</b>	<b>66 622*</b>	<b>Area of responsibility</b>	<b>%</b>
<b>Proportion of trade visitors</b>	<b>91%</b>	Management	10
<b>Germany (total)</b>	<b>79</b>	Research/development/design	20
of which		Manufacturing, production, quality control	10
Nielsen 1	48	Buying/procurement	3
Bremen	4	Finance/accounting, controlling	2
Hamburg	7	Information and communication technology	1
Lower Saxony	32	Personnel administration, administration	2
Schleswig-Holstein	5	Sales	11
Nielsen 2	19	Marketing, advertising, PR	3
North Rhine-Westph.	19	Logistics: storage, material management, transport	1
Nielsen 3a	8	Maintenance/repairs	5
Hesse	4	Other area	6
Rhineland-Palatinate	3	Student	22
Saarland	1	Other not gainfully employed	4
Nielsen 3b	7	<b>Position in the company/organization</b>	<b>%</b>
Baden-Württemberg	7	Entrepreneur, co-owner, freelancer	10
		Managing director, board member, head of an authority etc.	8
<b>Foreign (total)</b>	<b>21</b>	Area manager, works manager, plant manager, branch manager, head of public office	7
of which		Department head, group head, team leader	14
EU	53	Other salaried staff, civil servant, skilled worker	30
Other European countries	12	Lecturer, teacher	3
South and Central America	8	Trainee	2
South-, East-, Central Asia	17	Other position	-
Other countries	9	Student	22
<b>Distance to home</b>	<b>%</b>	Other not gainfully employed	4
up to 50 km	14	<b>Economic sector</b>	<b>%</b>
more than 50 km up to 100 km	10	Power industry	27
more than 100 km up to 300 km	33	Environmental management	5
over 300 km	44	Raw materials and production goods industry	9
<b>Countries with the highest visitor shares</b>	<b>%</b>	Investment goods industry	17
Denmark	7	Other processing industry	2
Netherlands	7	Building trade	3
India	6	Skilled trades	2
Belgium	5	Trade	6
<b>Frequency of visits to exhibition</b>	<b>%</b>	Telecommunication	1
Previous event	32	Company and freelancer services	12
Earlier events	52	Authority/public services	5
First visit	41	Research institutes, industrial research	6
<b>Average length of stay</b>	<b>1,5 days</b>	Investor, financing	2
(Hannover Messe overall)		Other sectors	1
<b>Influence on purchasing/procurement decisions</b>	<b>%</b>	Student	22
Decisively	19	Other not gainfully employed	4
Collectively	22	<b>Size of company/organization:</b>	<b>%</b>
In an advisory capacity	21	<b>Number of employees</b>	<b>%</b>
No	12	1- 4	7
Student	22	5- 9	5
Other not gainfully employed	4	10- 49	14
		50- 199	15
		200- 499	10

\* Visitor attendance determined by a representative poll at Hannover Messe. Multiple answers were permitted.

Conducted by: Wissler & Partner, Basel

## infa (2012)

### Private visitors' profile

<b>Visitors (number of entries)</b>	<b>188 863</b>	<b>Area of responsibility</b>	<b>%</b>
<b>Proportion of private visitors</b>	<b>97%</b>	Management	10
<b>Germany (total)</b>	<b>100</b>	Research/development/design	20
of which		Manufacturing, production, quality control	10
Nielsen 1	91	Buying/procurement	3
Bremen	-	Finance/accounting, controlling	2
Hamburg	-	Information and communication technology	1
Lower Saxony	90	Personnel administration, administration	2
Schleswig-Holstein	1	Sales	11
Nielsen 2	5	Marketing, advertising, PR	3
North Rhine-Westph.	5	Logistics: storage, material management, transport	1
Nielsen 3a	5	Maintenance/repairs	5
Hesse	-	Other area	6
Rhineland-Palatinate	-	Student	22
Saarland	-	Other not gainfully employed	4
Nielsen 3b	-	<b>Position in the company/organization</b>	<b>%</b>
Baden-Württemberg	-	Entrepreneur, co-owner, freelancer	10
		Managing director, board member, head of an authority etc.	8
<b>Distance to home</b>	<b>%</b>	Area manager, works manager, plant manager, branch manager, head of public office	7
up to 50 km	65	Department head, group head, team leader	14
more than 50 km up to 100 km	24	Other salaried staff, civil servant, skilled worker	30
more than 100 km up to 300 km	11	Lecturer, teacher	3
over 300 km	1	Trainee	2
<b>Frequency of visits to exhibition</b>	<b>%</b>	Other position	-
Previous event	40	Student	22
Earlier events	66	Other not gainfully employed	4
First visit	16	<b>Economic sector</b>	<b>%</b>
<b>Sex</b>	<b>%</b>	Power industry	27
Male	22	Environmental management	5
Female	78	Raw materials and production goods industry	9
<b>Size of household</b>	<b>%</b>	Investment goods industry	17
1 person	15	Other processing industry	2
2 persons	46	Building trade	3
3 persons	18	Skilled trades	2
4 persons	16	Trade	6
5 persons and more	6	Telecommunication	1
<b>Age</b>	<b>%</b>	Company and freelancer services	12
up to 20 years	4	Authority/public services	5
over 20 up to 30 years	10	Research institutes, industrial research	6
over 30 up to 40 years	15	Investor, financing	2
over 40 up to 50 years	22	Other sectors	1
over 50 up to 60 years	26	Student	22
over 60 up to 70 years	16	Other not gainfully employed	4
over 70 years	7	<b>Size of company/organization:</b>	<b>%</b>
		<b>Number of employees</b>	<b>%</b>
		1- 4	7
		5- 9	5
		10- 49	14
		50- 199	15
		200- 499	10

<b>Position in the company/organization</b>	%
Entrepreneur, co-owner, freelancer	6
Managing director, board member, head of an authority etc.	1
Area manager, works manager, plant manager, branch manager, head of public office	2
Department head, group head, team leader	6
Other salaried staff, civil servant, skilled worker	34
Lecturer, teacher	3
Trainee	3
Other position	6
Student	3
Housewife/man	10
Old-age pensioner	22
Other not gainfully employed	4
<b>Buying and ordering capacity</b>	%
Purchase or order made or intended at the exhibition	
yes	84
no	4
maybe	12
<b>Follow-up business</b>	%
Intend to buy at later date	
yes	24
no	25
maybe	51

Conducted by: Gelszus Messe-Marktforschung GmbH, Dortmund

Trade visitors' profile

<b>Visitors (number of entries)</b>	<b>89 857</b>
<b>Proportion of trade visitors</b>	<b>95%</b>
<b>Germany (total)</b>	<b>62</b>
of which	
Nielsen 1	35
Bremen	1
Hamburg	2
Lower Saxony	28
Schleswig-Holstein	4
Nielsen 2	25
North Rhine-Westph.	25
Nielsen 3a	9
Hesse	5
Rhineland-Palatinate	3
Saarland	-
Nielsen 3b	9
Baden-Württemberg	9
<b>Foreign (total)</b>	<b>38</b>
of which	
EU	54
Other European countries	17
Africa	3
North America	9
South and Central America	5
Middle East	2
South-, East-, Central Asia	7
Australia	3
<b>Distance to home</b>	%
up to 50 km	6
more than 50 km up to 100 km	9
more than 100 km up to 300 km	26
over 300 km	59
<b>Countries with the highest visitor shares</b>	%
Switzerland	6
Austria	5
USA	5
Italy	5
Belgium	4
<b>Frequency of visits to exhibition</b>	%
Previous event	45
Earlier events	54
First visit	36
<b>Average length of stay</b>	<b>1,8 days</b>
<b>Influence on purchasing/procurement decisions</b>	%
Decisively	37
Collectively	23
In an advisory capacity	16
No	14
Student	8
Other not gainfully employed	2

<b>Area of responsibility</b>	%
Management	26
Research/development/design	11
Manufacturing, production, quality control	31
Buying/procurement	2
Finance/accounting, controlling	1
Information and communication technology	1
Personnel administration, administration	1
Sales	9
Marketing, advertising, PR	1
Logistics: storage, material management, transport	1
Maintenance/repairs	3
Other area	4
Student	8
Other not gainfully employed	2
<b>Position in the company/organization</b>	%
Entrepreneur, co-owner, freelancer	24
Managing director, board member, head of an authority etc.	14
Area manager, works manager, plant manager, branch manager, head of public office	10
Department head, group head, team leader	12
Other salaried staff, civil servant, skilled worker	23
Lecturer, teacher	3
Trainee	5
Other position	-
Student	8
Other not gainfully employed	2
<b>Economic sector</b>	%
Agriculture and forestry	9
Raw materials and production goods industry	13
Investment goods industry	8
Consumer goods industry	9
Other processing industry	6
Building trade	10
Skilled trades	26
Power industry	3
Trade	8
Service	7
Authority/public services	4
Other sectors	-
Student	8
Other not gainfully employed	2
<b>Size of company/organization:</b>	
<b>Number of employees</b>	%
1- 4	18
5- 9	11
10- 49	23
50- 199	19
200- 499	9
500 - 999	4
1 000 and more	6
Student	8
Other not gainfully employed	2

Conducted by: Wissler & Partner, Basel

Private visitors' profile

<b>Visitors (number of entries)</b>	<b>75 755</b>
<b>Proportion of private visitors</b>	<b>92%</b>
<b>Germany (total)</b>	<b>100</b>
of which	
Nielsen 1	86
Bremen	1
Hamburg	1
Lower Saxony	82
Schleswig-Holstein	2
Nielsen 2	7
North Rhine-Westph.	7
Nielsen 3a	2
Hesse	2
Rhineland-Palatinate	-
Saarland	-
Nielsen 3b	-
Baden-Württemberg	-
<b>Distance to home</b>	%
up to 50 km	38
more than 50 km up to 100 km	32
more than 100 km up to 300 km	28
over 300 km	2
<b>Frequency of visits to exhibition</b>	%
Previous event	46
Earlier events	62
First visit	18
<b>Sex</b>	%
Male	35
Female	65
<b>Size of household</b>	%
1 person	12
2 persons	36
3 persons	19
4 persons	22
5 persons and more	12
<b>Age</b>	%
up to 20 years	21
over 20 up to 30 years	21
over 30 up to 40 years	15
over 40 up to 50 years	25
over 50 up to 60 years	11
over 60 up to 70 years	5
over 70 years	2

<b>Position in the company/organization</b>	%
Entrepreneur, co-owner, freelancer	10
Managing director, board member, head of an authority etc.	1
Area manager, works manager, plant manager, branch manager, head of public office	2
Department head, group head, team leader	8
Other salaried staff, civil servant, skilled worker	28
Lecturer, teacher	2
Trainee	7
Other position	8
Student	19
Housewife/man	4
Old-age pensioner	6
Other not gainfully employed	4
<b>Buying and ordering capacity</b>	%
Purchase or order made or intended at the exhibition	
yes	90
no	3
maybe	7
<b>Follow-up business</b>	%
Intend to buy at later date	
yes	35
no	22
maybe	43

Conducted by: Gelszus Messe-Marktforschung GmbH, Dortmund

## PROMOTION WORLD → Hannover

### Trade visitors' profile

<b>Visitors (number of entries)</b>	<b>13 238*</b>	<b>Area of responsibility</b>	<b>%</b>
<b>Proportion of trade visitors</b>	<b>76%</b>	Management	17
<b>Germany (total)</b>	<b>88</b>	Research/development/design	9
of which		Manufacturing, production, quality control	8
Nielsen 1	34	Buying/procurement	6
Bremen	2	Finance/accounting, controlling	2
Hamburg	4	Information and communication technology	2
Lower Saxony	28	Personnel administration, administration	3
Schleswig-Holstein	1	Sales	15
Nielsen 2	25	Marketing, advertising, PR	29
North Rhine-Westph.	25	Logistics: storage, material management, transport	1
Nielsen 3a	11	Maintenance/repairs	1
Hesse	7	Other area	4
Rhineland-Palatinate	3	Student	4
Saarland	1	Other not gainfully employed	1
Nielsen 3b	10	<b>Position in the company/organization</b>	<b>%</b>
Baden-Württemberg	10	Entrepreneur, co-owner, freelancer	14
<b>Foreign (total)</b>	<b>12</b>	Managing director, board member, head of an authority etc.	11
of which		Area manager, works manager, plant manager, branch manager, head of public office	10
EU	57	Department head, group head, team leader	19
Other countries	43	Other salaried staff, civil servant, skilled worker	39
<b>Distance to home</b>	<b>%</b>	Lecturer, teacher	1
up to 50 km	15	Trainee	3
more than 50 km up to 100 km	9	Other position	-
more than 100 km up to 300 km	31	Student	4
over 300 km	45	Other not gainfully employed	1
<b>Frequency of visits to exhibition</b>	<b>%</b>	<b>Economic sector</b>	<b>%</b>
Previous event	29	Authority/public services	9
Earlier events	28	Marketing, advertising and PR	8
First visit	57	Insurance and finance sector	2
<b>Average length of stay</b>	<b>1,3 days</b>	Hotel, catering trade	1
(Hannover Messe overall)		Other service	18
<b>Influence on purchasing/procurement decisions</b>	<b>%</b>	Power industry	7
Decisively	36	Trade	8
Collectively	36	Skilled trades	4
In an advisory capacity	17	Investment goods industry	20
No	7	Other processing industries	29
Student	4	Traffic and logistic	2
Other not gainfully employed	1	Other sectors	1
		Student	4
		Other not gainfully employed	1

\*) Visitor attendance determined by a representative poll at Hannover Messe. Multiple answers were permitted.

<b>Size of company/organization:</b>	<b>%</b>
<b>Number of employees</b>	
1- 4	11
5- 9	5
10- 49	19
50- 199	21
200- 499	15
500 - 999	8
1 000 and more	16
Student	4
Other not gainfully employed	1

Conducted by: Wissler & Partner, Basel

## New Energy Husum → Husum

### Trade visitors' profile

<b>Visitors (number of entries)</b>	<b>13 439</b>	<b>Area of responsibility</b>	<b>%</b>
<b>Proportion of trade visitors</b>	<b>68%</b>	Management	35
<b>Germany (total)</b>	<b>82</b>	Research/development/design	8
of which		Manufacturing, production, quality control	7
Nielsen 1	82	Buying/procurement	4
Bremen	2	Finance/accounting, controlling	3
Hamburg	6	Information and communication technology	2
Lower Saxony	11	Personnel administration, administration	3
Schleswig-Holstein	63	Sales	13
Nielsen 2	6	Marketing, advertising, PR	6
North Rhine-Westph.	6	Logistics: storage, material management, transport	2
Nielsen 3a	-	Maintenance/repairs	2
Hesse	-	Other area	16
Rhineland-Palatinate	-	Student	-
Saarland	-	Other not gainfully employed	-
Nielsen 3b	4	<b>Position in the company/organization</b>	<b>%</b>
Baden-Württemberg	4	Entrepreneur, co-owner, freelancer	37
<b>Foreign (total)</b>	<b>18</b>	Managing director, board member, head of an authority etc.	12
of which		Area manager, works manager, plant manager, branch manager, head of public office	7
EU	75	Department head, group head, team leader	8
North America	6	Other salaried staff, civil servant, skilled worker	18
Middle East	6	Lecturer, teacher	2
South-, East-, Central Asia	10	Trainee	1
Other countries	3	Other position	4
<b>Distance to home</b>	<b>%</b>	Student	7
up to 50 km	35	Other not gainfully employed	2
more than 50 km up to 100 km	16	<b>Economic sector</b>	<b>%</b>
more than 100 km up to 300 km	16	Banking, finance and insurance	2
over 300 km	32	Building industry, architecture, planning, project management	12
<b>Countries with the highest visitor shares</b>	<b>%</b>	Biogas, biomass	6
Denmark	30	Biofuels	1
Switzerland	12	Block heating works	1
Poland	8	Geothermics, heat pumps, solar heating, wood	6
Sweden	6	Tradesmen, technical services	11
India	5	Association, institution	6
<b>Frequency of visits to exhibition</b>	<b>%</b>	Agriculture	9
Previous event	46	Media, press, publishing	2
Earlier events	35	Solar power	12
First visit	39	Other service	8
<b>Average length of stay</b>	<b>1,4 days</b>	Small wind installations, wind industry	12
		Supplier	1
		Other	10
<b>Influence on purchasing/procurement decisions</b>	<b>%</b>	<b>Size of company/organization:</b>	<b>%</b>
Decisively	35	<b>Number of employees</b>	
Collectively	28	1- 4	30
In an advisory capacity	23	5- 9	14
No	14	10- 49	28
		50- 199	15
		200 - 499	3
		500 - 999	2
		1 000 and more	7

Conducted by: Messe Husum & Congress GmbH & Co. KG, Husum

## Nord Gastro und Hotel (2012)

### Trade visitors' profile

<b>Visitors (number of entries)</b>	<b>4 593</b>	<b>Area of responsibility</b>	<b>%</b>
<b>Proportion of trade visitors</b>	<b>100%</b>	Management	35
<b>Germany (total)</b>	<b>100</b>	Research/development/design	8
of which		Manufacturing, production, quality control	7
Nielsen 1	99	Buying/procurement	4
Bremen	-	Finance/accounting, controlling	3
Hamburg	2	Information and communication technology	2
Lower Saxony	1	Personnel administration, administration	3
Schleswig-Holstein	96	Sales	13
Nielsen 2	-	Marketing, advertising, PR	6
North Rhine-Westph.	-	Logistics: storage, material management, transport	2
Nielsen 3a	-	Maintenance/repairs	2
Hesse	-	Other area	16
Rhineland-Palatinate	-	<b>Position in the company/organization</b>	<b>%</b>
Saarland	-	Entrepreneur, co-owner, freelancer	37
Nielsen 3b	-	Managing director, board member, head of an authority etc.	12
Baden-Württemberg	-	Area manager, works manager, plant manager, branch manager, head of public office	7
<b>Distance to home</b>	<b>%</b>	Department head, group head, team leader	8
up to 50 km	69	Other salaried staff, civil servant, skilled worker	18
more than 50 km up to 100 km	23	Lecturer, teacher	2
more than 100 km up to 300 km	7	Trainee	1
over 300 km	2	Other position	4
<b>Frequency of visits to exhibition</b>	<b>%</b>	Student	7
Previous event	50	Other not gainfully employed	2
Earlier events	54	<b>Economic sector</b>	<b>%</b>
First visit	27	Banking, finance and insurance	2
<b>Average length of stay</b>	<b>1,1 days</b>	Building industry, architecture, planning, project management	12
		Biogas, biomass	6
		Biofuels	1
		Block heating works	1
		Geothermics, heat pumps, solar heating, wood	6
		Tradesmen, technical services	11
		Association, institution	6
		Agriculture	9
		Media, press, publishing	2
		Solar power	12
		Other service	8
		Small wind installations, wind industry	12
		Supplier	1
		Other	10
		<b>Size of company/organization:</b>	<b>%</b>
		<b>Number of employees</b>	
		1- 4	30
		5- 9	14
		10- 49	28
		50- 199	15
		200 - 499	3
		500 - 999	2
		1 000 and more	7



<b>Area of responsibility</b>	%
Management	41
Research/development/design	1
Manufacturing, production, quality control	19
Buying/procurement	4
Finance/accounting, controlling	1
Information and communication technology	2
Organization, personnel, administration	3
Sales	18
Marketing, advertising, PR	2
Logistics: storage, material management, transport	1
Maintenance/repairs	2
Other area	7
<b>Position in the company/organization</b>	%
Entrepreneur, co-owner, freelancer	45
Managing director, board member, head of an authority etc.	2
Area manager, works manager, plant manager, branch manager, head of public office	4
Department head, group head, team leader	5
Other salaried staff, civil servant, skilled worker	31
Lecturer, teacher	2
Trainee	6
Other position	3
Other not gainfully employed	2
<b>Economic sector</b>	%
Communal catering	16
Butcher, baker, confectioner etc.	4
Hotel	13
Restaurants, cafés	40
Bars, pubs	10
Other sectors	15
<b>Size of company/organization:</b>	
<b>Number of employees</b>	%
1- 4	28
5- 9	23
10- 49	35
50- 199	9
200 - 499	4
500 - 999	2
1 000 and more	-
<b>Conducted by:</b> Messe Husum HWG mbH & Co. KG, Husum	

Trade visitors' profile

<b>Visitors (number of entries)</b>	<b>4 156</b>
<b>Proportion of trade visitors</b>	<b>99%</b>
<b>Germany (total)</b>	<b>92</b>
of which	
Nielsen 1	6
Nielsen 2	14
Nielsen 3a	17
Nielsen 3b	43
Nielsen 3c	43
Nielsen 4	14
Nielsen 5+6	4
Nielsen 7	3
Nielsen 8	1
Nielsen 9	1
Nielsen 10	1
Nielsen 11	1
Nielsen 12	1
Nielsen 13	1
Nielsen 14	1
Nielsen 15	1
Nielsen 16	1
Nielsen 17	1
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Nielsen 411	1
Nielsen 412	1
Nielsen 413	1
Nielsen 414	1
Nielsen 415	1
Nielsen 416	1
Nielsen 417	1
Nielsen 418	1
Nielsen 419	1
Nielsen 420	1
Nielsen 421	1
Nielsen 422	1
Nielsen 423	1
Nielsen 424	1
Nielsen 425	1
Nielsen 426	1

## ALLGÄUER FESTWOCHE → Kempten

## Private visitors' profile

<b>Visitors (number of entries)</b>	<b>104 495</b>	<b>Position in the company/organization</b>	<b>%</b>
<b>Proportion of private visitors</b>	<b>100%</b>	Entrepreneur, co-owner, freelancer	5
<b>Germany (total)</b>	<b>100</b>	Managing director, board member, head of an authority etc.	-
of which		Area manager, works manager, plant manager, branch manager, head of public office	-
Nielsen 1	Nielsen 4	Department head, group head, team leader	1
Bremen	Bavaria	Other salaried staff, civil servant, skilled worker	50
Hamburg	Nielsen 5+6	Lecturer, teacher	3
Lower Saxony	Berlin	Other position	1
Schleswig-Holstein	Brandenburg	Trainee	2
Nielsen 2	Mecklenburg-	Farmer	4
North Rhine-Westph.	West Pomerania	Student	4
Nielsen 3a	Saxony-Anhalt	Housewife/man	8
Hesse	Nielsen 7	Old-age pensioner	21
Rhineland-Palatinate	Saxony	Other not gainfully employed	1
Saarland	Thuringia		
Nielsen 3b		<b>Buying and ordering capacity</b>	<b>%</b>
Baden-Württemberg		Purchase or order made or intended at the exhibition	
		yes	60
		no	16
		maybe	23
<b>Distance to home</b>	<b>%</b>	<b>Follow-up business</b>	<b>%</b>
up to 50 km	81	Intend to buy at later date	
more than 50 km up to 100 km	12	yes	26
more than 100 km up to 300 km	5	no	28
over 300 km	2	maybe	46
<b>Frequency of visits to exhibition</b>	<b>%</b>	<b>Conducted by: Messe- und Congressberatung Dirr, Neu Wulmstorf</b>	
Previous event	53		
Earlier events	85		
First visit	8		
<b>Sex</b>	<b>%</b>		
Male	52		
Female	48		
<b>Size of household</b>	<b>%</b>		
1 person	18		
2 persons	37		
3 persons	18		
4 persons	15		
5 persons and more	11		
<b>Age</b>	<b>%</b>		
up to 20 years	4		
over 20 up to 30 years	16		
over 30 up to 40 years	17		
over 40 up to 50 years	20		
over 50 up to 60 years	20		
over 60 up to 70 years	14		
over 70 years	9		

## Anuga → Köln

## Trade visitors' profile

<b>Visitors (number of entries)</b>	<b>154 642</b>	<b>Area of responsibility</b>	<b>%</b>
<b>Proportion of trade visitors</b>	<b>95%</b>	Management	26
<b>Germany (total)</b>	<b>42</b>	Research/development/design	6
of which		Manufacturing, production, quality control	8
Nielsen 1	Nielsen 4	Buying/procurement	13
Bremen	Bavaria	Finance/accounting, controlling	1
Hamburg	Nielsen 5+6	Information and communication technology	1
Lower Saxony	Berlin	Personnel administration, administration	1
Schleswig-Holstein	Brandenburg	Sales	17
Nielsen 2	Mecklenburg-	Marketing, advertising, PR	9
North Rhine-Westph.	West Pomerania	Logistics: storage, material management, transport	2
Nielsen 3a	Saxony-Anhalt	Maintenance/repairs	1
Hesse	Nielsen 7	Other area	6
Rhineland-Palatinate	Saxony	Student	9
Saarland	Thuringia	Other not gainfully employed	1
Nielsen 3b		<b>Position in the company/organization</b>	<b>%</b>
Baden-Württemberg		Entrepreneur, co-owner, freelancer	27
		Managing director, board member, head of an authority etc.	14
		Area manager, works manager, plant manager, branch manager, head of public office	11
		Department head, group head, team leader	15
		Other salaried staff, civil servant, skilled worker	10
		Lecturer, teacher	1
		Trainee	7
		Other position	5
		Student	9
		Other not gainfully employed	1
<b>Foreign (total)</b>	<b>58</b>	<b>Economic sector</b>	<b>%</b>
of which		Wholesale trade	20
EU	53	Retail trade	9
Other European countries	10	Retail chain/cooperative head office	2
Africa	6	Specialized retail trade	2
North America	6	Commercial agent	2
South and Central America	8	Import/export	15
Middle East	5	Skilled trades	2
South-, East-, Central Asia	12	Catering	12
Australia	1	Service	5
		Industry	14
		Other sectors	9
		Student	9
		Other not gainfully employed	1
<b>Distance to home</b>	<b>%</b>	<b>Size of company/organization:</b>	
up to 50 km	17	<b>Number of employees</b>	<b>%</b>
more than 50 km up to 100 km	6	1- 4	14
more than 100 km up to 300 km	15	5- 9	9
over 300 km	61	10- 49	22
<b>Countries with the highest visitor shares</b>	<b>%</b>	50- 199	20
Netherlands	9	200- 499	8
France	7	500 - 999	5
Italy	5	1 000 and more	12
USA	4	Student	9
Belgium	4	Other not gainfully employed	1
<b>Frequency of visits to exhibition</b>	<b>%</b>	<b>Conducted by: factx Gesellschaft für Markt- und Sozialforschung, Köln</b>	
Previous event	29		
Earlier events	33		
First visit	57		
<b>Average length of stay</b>	<b>2,2 days</b>		
<b>Influence on purchasing/procurement decisions</b>	<b>%</b>		
Decisively	35		
Collectively	26		
In an advisory capacity	19		
No	11		
Student	9		
Other not gainfully employed	1		

## aquanales/FSB

## Trade visitors' profile

<b>Visitors (number of entries)</b>	<b>24 950</b>	<b>Area of responsibility</b>	<b>%</b>
<b>Proportion of trade visitors</b>	<b>94%</b>	Management	26
<b>Germany (total)</b>	<b>47</b>	Research/development/design	6
of which		Manufacturing, production, quality control	8
Nielsen 1	Nielsen 4	Buying/procurement	13
Bremen	Bavaria	Finance/accounting, controlling	1
Hamburg	Nielsen 5+6	Information and communication technology	1
Lower Saxony	Berlin	Personnel administration, administration	1
Schleswig-Holstein	Brandenburg	Sales	17
Nielsen 2	Mecklenburg-	Marketing, advertising, PR	9
North Rhine-Westph.	West Pomerania	Logistics: storage, material management, transport	2
Nielsen 3a	Saxony-Anhalt	Maintenance/repairs	1
Hesse	Nielsen 7	Other area	6
Rhineland-Palatinate	Saxony	Student	9
Saarland	Thuringia	Other not gainfully employed	1
Nielsen 3b		<b>Position in the company/organization</b>	<b>%</b>
Baden-Württemberg		Entrepreneur, co-owner, freelancer	27
		Managing director, board member, head of an authority etc.	14
		Area manager, works manager, plant manager, branch manager, head of public office	11
		Department head, group head, team leader	15
		Other salaried staff, civil servant, skilled worker	10
		Lecturer, teacher	1
		Trainee	7
		Other position	5
		Student	9
		Other not gainfully employed	1
<b>Foreign (total)</b>	<b>53</b>	<b>Economic sector</b>	<b>%</b>
of which		Wholesale trade	20
EU	63	Retail trade	9
Other European countries	15	Retail chain/cooperative head office	2
North America	4	Specialized retail trade	2
South and Central America	3	Commercial agent	2
Middle East	5	Import/export	15
South-, East-, Central Asia	7	Skilled trades	2
Other countries	4	Catering	12
		Service	5
		Industry	14
		Other sectors	9
		Student	9
		Other not gainfully employed	1
<b>Distance to home</b>	<b>%</b>	<b>Size of company/organization:</b>	
up to 50 km	12	<b>Number of employees</b>	<b>%</b>
more than 50 km up to 100 km	9	1- 4	14
more than 100 km up to 300 km	21	5- 9	9
over 300 km	59	10- 49	22
<b>Countries with the highest visitor shares</b>	<b>%</b>	50- 199	20
Netherlands	11	200- 499	8
Belgium	7	500 - 999	5
Switzerland	6	1 000 and more	12
France	6	Student	9
United Kingdom	5	Other not gainfully employed	1
<b>Frequency of visits to exhibition</b>	<b>%</b>	<b>Conducted by: factx Gesellschaft für Markt- und Sozialforschung, Köln</b>	
Previous event	41		
Earlier events	40		
First visit	48		
<b>Average length of stay</b>	<b>1,7 days</b>		
<b>Influence on purchasing/procurement decisions</b>	<b>%</b>		
Decisively	39		
Collectively	33		
In an advisory capacity	17		
No	7		
Student	4		
Other not gainfully employed	1		



Trade visitors' profile

<b>Area of responsibility</b>	%
Management	41
Research/development/design	7
Manufacturing, production, quality control	4
Buying/procurement	8
Finance/accounting, controlling	1
Information and communication technology	1
Personnel administration, administration	2
Sales	13
Marketing, advertising, PR	5
Logistics: storage, material management, transport	1
Maintenance/repairs	3
Other area	10
Student	4
Other not gainfully employed	1
<b>Position in the company/organization</b>	%
Entrepreneur, co-owner, freelancer	30
Managing director, board member, head of an authority etc.	19
Area manager, works manager, plant manager, branch manager, head of public office	12
Department head, group head, team leader	15
Other salaried staff, civil servant, skilled worker	13
Lecturer, teacher	1
Trainee	1
Other position	4
Student	4
Other not gainfully employed	1
<b>Economic sector</b>	%
Industry	18
Specialist trade	12
Wholesale trade	6
Import/export	8
Skilled trades	5
Service	18
Catering	1
Learned professions	5
Local authorities, public institutions, municipalities	16
University, research	1
Other sectors	7
Student	4
Other not gainfully employed	1
<b>Size of company/organization:</b>	
<b>Number of employees</b>	%
1- 4	16
5- 9	18
10- 49	29
50- 199	16
200- 499	6
500 - 999	4
1 000 and more	6
Student	4
Other not gainfully employed	1

Conducted by: factx Gesellschaft für Markt- und Sozialforschung, Köln

<b>Visitors (number of entries)</b>	<b>4 731</b>
<b>Proportion of trade visitors</b>	<b>97%</b>
<b>Germany (total)</b>	<b>57</b>
of which	
Nielsen 1	10
Nielsen 4	5
Bremen	2
Bavaria	5
Hamburg	1
Nielsen 5+6	2
Lower Saxony	7
Berlin	2
Schleswig-Holstein	-
Brandenburg	-
Nielsen 2	55
Mecklenburg-	
North Rhine-Westph.	55
West Pommernania	-
Nielsen 3a	14
Saxony-Anhalt	-
Hesse	3
Nielsen 7	1
Rhineland-Palatinate	10
Saxony	1
Saarland	1
Thuringia	-
Nielsen 3b	12
Baden-Württemberg	12
<b>Foreign (total)</b>	<b>43</b>
of which	
EU	77
Other European countries	12
Other countries	12
<b>Distance to home</b>	%
up to 50 km	18
more than 50 km up to 100 km	12
more than 100 km up to 300 km	27
over 300 km	43
<b>Countries with the highest visitor shares</b>	%
Netherlands	19
United Kingdom	13
Belgium	9
<b>Frequency of visits to exhibition</b>	%
Earlier events	39
First visit	46
Previous event	44
<b>Average length of stay</b>	<b>1,4 days</b>
<b>Influence on purchasing/procurement decisions</b>	%
Decisively	51
Collectively	33
In an advisory capacity	13
No	3
Other not gainfully employed	1

<b>Area of responsibility</b>	%
Management	37
Research/development/design	7
Manufacturing, production, quality control	5
Buying/procurement	29
Finance/accounting, controlling	-
Information and communication technology	-
Personnel administration, administration	-
Sales	13
Marketing, advertising, PR	2
Logistics: storage, material management, transport	4
Maintenance/repairs	2
Other area	2
Other not gainfully employed	1
<b>Position in the company/organization</b>	%
Entrepreneur, co-owner, freelancer	38
Managing director, board member, head of an authority etc.	19
Area manager, works manager, plant manager, branch manager, head of public office	11
Department head, group head, team leader	19
Other salaried staff, civil servant, skilled worker	9
Lecturer, teacher	-
Trainee	1
Other position	2
Other not gainfully employed	1
<b>Economic sector</b>	%
Industry	31
Retail trade	15
Wholesale/foreign trade	38
Commercial agent	2
Skilled trades	3
Service	8
Other sectors	2
Other not gainfully employed	1
<b>Size of company/organization:</b>	
<b>Number of employees</b>	%
1- 4	23
5- 9	16
10- 49	27
50- 199	13
200- 499	8
500 - 999	4
1 000 and more	9
Other not gainfully employed	1

Conducted by: factx Gesellschaft für Markt- und Sozialforschung, Köln

Trade visitors' profile

<b>Visitors (number of entries)</b>	<b>97 050</b>
<b>Proportion of trade visitors</b>	<b>97%</b>
<b>Germany (total)</b>	<b>97</b>
of which	
Nielsen 1	6
Nielsen 4	3
Bremen	-
Bavaria	3
Hamburg	1
Nielsen 5+6	2
Lower Saxony	4
Berlin	1
Schleswig-Holstein	1
Brandenburg	-
Nielsen 2	68
Mecklenburg-	
North Rhine-Westph.	68
West Pommernania	-
Nielsen 3a	16
Saxony-Anhalt	-
Hesse	7
Nielsen 7	1
Rhineland-Palatinate	8
Saxony	-
Saarland	1
Thuringia	1
Nielsen 3b	3
Baden-Württemberg	3
<b>Foreign (total)</b>	<b>3</b>
of which	
EU	80
Other countries	20
<b>Distance to home</b>	%
up to 50 km	33
more than 50 km up to 100 km	24
more than 100 km up to 300 km	31
over 300 km	12
<b>Country with the highest visitor share</b>	%
Belgium	48
<b>Frequency of visits to exhibition</b>	%
Previous event	13
Earlier events	60
First visit	37
<b>Average length of stay</b>	<b>1,2 days</b>
<b>Influence on purchasing/procurement decisions</b>	%
Decisively	13
Collectively	45
In an advisory capacity	24
No	11
Other not gainfully employed	1

<b>Area of responsibility</b>	%
Management	1
Research/development/design	1
Manufacturing, production, quality control	1
Buying/procurement	1
Finance/accounting, controlling	1
Information and communication technology	1
Personnel administration, administration	2
Sales	1
Marketing, advertising, PR	1
Logistics: storage, material management, transport	-
Maintenance/repairs	-
Other area	84
Student	7
Other not gainfully employed	1
<b>Position in the company/organization</b>	%
Entrepreneur, co-owner, freelancer	6
Managing director, board member, head of an authority etc.	2
Area manager, works manager, plant manager, branch manager, head of public office	2
Department head, group head, team leader	9
Other salaried staff, civil servant, skilled worker	16
Lecturer, teacher	48
Trainee	5
Other position	4
Student	7
Other not gainfully employed	1
<b>Economic sector</b>	%
General education schools	46
Authority/public services	8
Vocational education system	10
Services, training, consulting	3
Adult education	3
Trade	1
Higher education system	1
Industry	2
University, research	1
Association, organisation, institution	2
Printed products, specialist literature	1
Administration	1
Preschool, kindergarten	10
Further education	1
Other sectors	3
Student	7
Other not gainfully employed	1
<b>Size of company/organization:</b>	
<b>Number of employees</b>	%
1- 4	6
5- 9	8
10- 49	33
50- 199	31
200- 499	5
500 - 999	4
1 000 and more	6
Student	7
Other not gainfully employed	1

Conducted by: factx Gesellschaft für Markt- und Sozialforschung, Köln

## dmexco → Köln

## Trade visitors' profile

<b>Visitors (number of entries)</b>	<b>27 070</b>	<b>Area of responsibility</b>	<b>%</b>
<b>Proportion of trade visitors</b>	<b>100%</b>	Management	17
<b>Germany (total)</b>	<b>81</b>	Research/development/design	1
of which		Manufacturing, production, quality control	1
Nielsen 1	12	Buying/procurement	-
Bremen	-	Finance/accounting, controlling	1
Hamburg	8	Information and communication technology	7
Lower Saxony	3	Personnel administration, administration	-
Schleswig-Holstein	1	Sales	10
Nielsen 2	41	Marketing, advertising, PR	52
North Rhine-Westph.	41	Logistics: storage, material management, transport	-
Nielsen 3a	12	Maintenance/repairs	-
Hesse	9	Other area	3
Rhineland-Palatinate	2	Student	7
Saarland	1	<b>Position in the company/organization</b>	<b>%</b>
Nielsen 3b	8	Entrepreneur, co-owner, freelancer	19
Baden-Württemberg	8	Managing director, board member, head of an authority etc.	10
<b>Foreign (total)</b>	<b>19</b>	Area manager, works manager, plant manager, branch manager, head of public office	10
of which		Department head, group head, team leader	20
EU	65	Other salaried staff, civil servant, skilled worker	30
Other European countries	11	Lecturer, teacher	-
North America	10	Trainee	3
Other countries	13	Other position	2
<b>Distance to home</b>	<b>%</b>	Student	7
up to 50 km	24	<b>Economic sector</b>	<b>%</b>
more than 50 km up to 100 km	8	Industry	4
more than 100 km up to 300 km	17	Trade	12
over 300 km	52	Service	39
<b>Countries with the highest visitor shares</b>	<b>%</b>	Media	29
United Kingdom	17	Authority/public services	1
Netherlands	11	University, research	1
USA	9	Association, organization	1
Austria	8	Other sectors	6
France	8	Student	7
<b>Frequency of visits to exhibition</b>	<b>%</b>	<b>Size of company/organization:</b>	
Previous event	34	<b>Number of employees</b>	<b>%</b>
Earlier events	30	1- 4	13
First visit	59	5- 9	8
<b>Average length of stay</b>	<b>1,5 days</b>	10- 49	21
<b>Influence on purchasing/procurement decisions</b>	<b>%</b>	50- 199	25
Decisively	24	200 - 499	10
Collectively	39	500 - 999	4
In an advisory capacity	24	1 000 and more	12
No	5	Student	7
Student	7	<b>Conducted by: Wissler &amp; Partner, Basel</b>	

## Eu'Vend/coffeena (2011) → Köln

## Trade visitors' profile

<b>Visitors (number of entries)</b>	<b>5 584</b>	<b>Area of responsibility</b>	<b>%</b>
<b>Proportion of trade visitors</b>	<b>95%</b>	Management	38
<b>Germany (total)</b>	<b>69</b>	Research/development/design	5
of which		Manufacturing, production, quality control	3
Nielsen 1	10	Buying/procurement	11
Bremen	-	Finance/accounting, controlling	2
Hamburg	3	Information and communication technology	1
Lower Saxony	6	Organisation, personnel, administration	1
Schleswig-Holstein	1	Sales	20
Nielsen 2	42	Marketing, advertising, PR	6
North Rhine-Westph.	42	Logistics: storage, material management, transport	1
Nielsen 3a	15	Maintenance/repairs	1
Hesse	8	Other area	7
Rhineland-Palatinate	5	Student	2
Saarland	1	<b>Position in the company/organisation</b>	<b>%</b>
Nielsen 3b	11	Entrepreneur, co-owner, freelancer	43
Baden-Württemberg	11	Managing director, board member, head of an authority etc.	10
<b>Foreign (total)</b>	<b>31</b>	Area manager, works manager, plant manager, branch manager, head of public office	10
of which		Department head, group head, team leader	12
EU	74	Other salaried staff, civil servant, skilled worker	14
Other European countries	14	Lecturer, teacher	2
South-, East-, Central Asia	8	Trainee	5
Other countries	3	Other position	3
<b>Distance to home</b>	<b>%</b>	Student	2
up to 50 km	16	<b>Economic sector</b>	<b>%</b>
more than 50 km up to 100 km	9	Industry	23
more than 100 km up to 300 km	25	Wholesale/foreign trade	15
over 300 km	50	Retail trade	15
<b>Countries with the highest visitor shares</b>	<b>%</b>	Skilled trades	3
Netherlands	14	Service	36
Switzerland	10	Authority/public services	2
Italy	8	University research	1
Great Britain	8	Association	2
<b>Frequency of visits to exhibition</b>	<b>%</b>	Other sectors	4
Previous events	35	Student	2
Earlier events	25	<b>Size of company/organisation:</b>	
First visit	59	<b>Number of employees</b>	<b>%</b>
<b>Average length of stay</b>	<b>1,3 days</b>	1- 4	28
<b>Influence on purchasing/procurement decisions</b>	<b>%</b>	5- 9	15
Decisively	41	10- 49	21
Collectively	26	50- 199	13
In an advisory capacity	24	200 - 499	6
No	8	500 - 999	5
Student	2	1 000 and more	10
<b>Conducted by: factx Gesellschaft für Markt- und Sozialforschung, Köln</b>		Student	2

## Farbe

## Trade visitors' profile

<b>Visitors (number of entries)</b>	<b>46 471</b>	<b>Area of responsibility</b>	<b>%</b>
<b>Proportion of trade visitors</b>	<b>97%</b>	Management	38
<b>Germany (total)</b>	<b>90</b>	Research/development/design	5
of which		Manufacturing, production, quality control	3
Nielsen 1	9	Buying/procurement	11
Bremen	-	Finance/accounting, controlling	2
Hamburg	1	Information and communication technology	1
Lower Saxony	6	Organisation, personnel, administration	1
Schleswig-Holstein	2	Sales	20
Nielsen 2	38	Marketing, advertising, PR	6
North Rhine-Westph.	38	Logistics: storage, material management, transport	1
Nielsen 3a	23	Maintenance/repairs	1
Hesse	10	Other area	7
Rhineland-Palatinate	11	Student	2
Saarland	2	<b>Position in the company/organisation</b>	<b>%</b>
Nielsen 3b	14	Entrepreneur, co-owner, freelancer	43
Baden-Württemberg	14	Managing director, board member, head of an authority etc.	10
<b>Foreign (total)</b>	<b>10</b>	Area manager, works manager, plant manager, branch manager, head of public office	10
of which		Department head, group head, team leader	12
EU	73	Other salaried staff, civil servant, skilled worker	14
Other European countries	16	Lecturer, teacher	2
Other countries	11	Trainee	5
<b>Distance to home</b>	<b>%</b>	Other position	3
up to 50 km	15	Student	2
more than 50 km up to 100 km	14	<b>Economic sector</b>	<b>%</b>
more than 100 km up to 300 km	35	Industry	23
over 300 km	36	Wholesale/foreign trade	15
<b>Countries with the highest visitor shares</b>	<b>%</b>	Retail trade	15
Netherlands	17	Skilled trades	3
Belgium	15	Service	36
Switzerland	11	Authority/public services	2
Austria	9	University research	1
<b>Frequency of visits to exhibition</b>	<b>%</b>	Association	2
Previous event	35	Other sectors	4
Earlier events	50	Student	2
First visit	44	<b>Size of company/organisation:</b>	
<b>Average length of stay</b>	<b>1,3 days</b>	<b>Number of employees</b>	<b>%</b>
<b>Influence on purchasing/procurement decisions</b>	<b>%</b>	1- 4	28
Decisively	32	5- 9	15
Collectively	25	10- 49	21
In an advisory capacity	23	50- 199	13
No	16	200 - 499	6
Student	3	500 - 999	5
Other not gainfully employed	1	1 000 and more	10
		Student	2

Trade visitors' profile

<b>Area of responsibility</b>	%
Management	36
Research/development/design	2
Manufacturing, production, quality control	11
Buying/procurement	6
Finance/accounting, controlling	1
Information and communication technology	1
Personnel administration, administration	1
Sales	9
Marketing, advertising, PR	3
Logistics: storage, material management, transport	1
Maintenance/repairs	9
Other area	17
Student	3
Other not gainfully employed	1
<b>Position in the company/organization</b>	%
Entrepreneur, co-owner, freelancer	38
Managing director, board member, head of an authority etc.	5
Area manager, works manager, plant manager, branch manager, head of public office	5
Department head, group head, team leader	7
Other salaried staff, civil servant, skilled worker	13
Lecturer, teacher	3
Trainee	21
Other position	3
Student	3
Other not gainfully employed	1
<b>Economic sector</b>	%
Industry	8
Trade	8
Skilled trades	67
Construction company	3
Housing industry	1
Interior designer	1
Organisation/federation	1
Consulting company	1
Other service	1
Authority/public services	2
University, technical college, institution	1
Other sectors	2
Student	3
Other not gainfully employed	1
<b>Size of company/organization:</b>	
<b>Number of employees</b>	%
1- 4	30
5- 9	22
10- 49	24
50- 199	9
200- 499	2
500 - 999	2
1 000 and more	8
Student	3
Other not gainfully employed	1

Conducted by: factx Gesellschaft für Markt- und Sozialforschung, Köln

<b>Visitors (number of entries)</b>	<b>102 136</b>
<b>Proportion of trade visitors</b>	<b>58%</b>
<b>Germany (total)</b>	<b>76</b>
of which	
Nielsen 1	10
Nielsen 4	9
Bremen	1
Bavaria	9
Hamburg	2
Nielsen 5+6	4
Lower Saxony	7
Berlin	2
Marketing, advertising, PR	4
Schleswig-Holstein	1
Brandenburg	1
Nielsen 2	48
Mecklenburg-	
North Rhine-Westph.	48
West Pommern	-
Nielsen 3a	18
Saxony-Anhalt	1
Hesse	9
Nielsen 7	4
Rhineland-Palatinate	8
Saxony	2
Saarland	1
Thuringia	2
Nielsen 3b	8
Baden-Württemberg	8
<b>Foreign (total)</b>	<b>24</b>
of which	
EU	66
Other European countries	16
Africa	4
Middle East	5
South-, East-, Central Asia	5
Other countries	5
<b>Distance to home</b>	%
up to 50 km	23
more than 50 km up to 100 km	13
more than 100 km up to 300 km	27
over 300 km	38
<b>Countries with the highest visitor shares</b>	%
Netherlands	18
Switzerland	10
Belgium	9
Austria	8
France	5
<b>Frequency of visits to exhibition</b>	%
Previous event	39
Earlier events	39
First visit	39
<b>Average length of stay</b>	<b>1,5 days</b>
<b>Influence on purchasing/procurement decisions</b>	%
Decisively	28
Collectively	22
In an advisory capacity	19
No	16
Student	11
Other not gainfully employed	5

<b>Area of responsibility</b>	%
Management	30
Research/development/design	2
Manufacturing, production, quality control	2
Buying/procurement	3
Finance/accounting, controlling	1
Information and communication technology	1
Personnel administration, administration	4
Sales	8
Marketing, advertising, PR	4
Logistics: storage, material management, transport	1
Maintenance/repairs	1
Other area	28
Student	11
Other not gainfully employed	5
<b>Position in the company/organization</b>	%
Entrepreneur, co-owner, freelancer	36
Managing director, board member, head of an authority etc.	8
Area manager, works manager, plant manager, branch manager, head of public office	6
Department head, group head, team leader	10
Other salaried staff, civil servant, skilled worker	10
Lecturer, teacher	4
Trainee	8
Other position	3
Student	11
Other not gainfully employed	5
<b>Economic sector</b>	%
Fitness studio	32
Physiotherapy	5
Health care center	5
Sport club	4
Multifunctional system	3
Sport retail trade	3
Other trade	2
Sporting goods industry	2
Rehabilitation centre	2
Doctor's practice	2
Sports association	2
Company/authority with sports facilities	1
Other service	11
Public administration	2
Other sectors	10
Student	11
Other not gainfully employed	5
<b>Size of company/organization:</b>	
<b>Number of employees</b>	%
1- 4	24
5- 9	13
10- 49	25
50- 199	11
200- 499	3
500 - 999	3
1 000 and more	6
Student	11
Other not gainfully employed	5

Conducted by: Wissler & Partner, Basel

Trade visitors' profile

<b>Visitors (number of entries)</b>	<b>12 598</b>
<b>Proportion of trade visitors</b>	<b>95%</b>
<b>Germany (total)</b>	<b>76</b>
of which	
Nielsen 1	13
Nielsen 4	12
Bremen	1
Bavaria	12
Hamburg	1
Nielsen 5+6	4
Lower Saxony	8
Berlin	1
Marketing, advertising, PR	4
Schleswig-Holstein	3
Brandenburg	1
Nielsen 2	38
Mecklenburg-	
North Rhine-Westph.	38
West Pommern	1
Nielsen 3a	17
Saxony-Anhalt	1
Hesse	9
Nielsen 7	3
Rhineland-Palatinate	6
Saxony	2
Saarland	2
Thuringia	1
Nielsen 3b	12
Baden-Württemberg	12
<b>Foreign (total)</b>	<b>24</b>
of which	
EU	65
Other European countries	23
Other countries	12
<b>Distance to home</b>	%
up to 50 km	13
more than 50 km up to 100 km	10
more than 100 km up to 300 km	27
over 300 km	51
<b>Countries with the highest visitor shares</b>	%
Netherlands	17
Switzerland	15
Belgium	9
Austria	8
<b>Frequency of visits to exhibition</b>	%
Previous event	57
Earlier events	66
First visit	28
<b>Average length of stay</b>	<b>1,5 days</b>
<b>Influence on purchasing/procurement decisions</b>	%
Decisively	67
Collectively	19
In an advisory capacity	11
No	2
Other not gainfully employed	1

<b>Area of responsibility</b>	%
Management	44
Research/development/design	3
Manufacturing, production, quality control	8
Buying/procurement	14
Finance/accounting, controlling	-
Personnel administration, administration	-
Sales	20
Marketing, advertising, PR	2
Logistics: storage, material management, transport	1
Maintenance/repairs	-
Other area	6
Other not gainfully employed	1
<b>Position in the company/organization</b>	%
Entrepreneur, co-owner, freelancer	79
Managing director, board member, head of an authority etc.	5
Area manager, works manager, plant manager, branch manager, head of public office	2
Department head, group head, team leader	4
Other salaried staff, civil servant, skilled worker	4
Lecturer, teacher	3
Trainee	-
Other position	2
Student	1
Other not gainfully employed	1
<b>Economic sector</b>	%
Industry	3
Retail trade	68
Wholesale/foreign trade	6
Commercial agent	2
Skilled trades	10
Service	3
Social institution	4
Other sectors	4
Other not gainfully employed	1
<b>Size of company/organization:</b>	
<b>Number of employees</b>	%
1- 4	74
5- 9	11
10- 49	6
50- 199	4
200- 499	2
500 - 999	1
1 000 and more	1
Other not gainfully employed	1

Conducted by: factx Gesellschaft für Markt- und Sozialforschung, Köln

## IDS → Köln

## Trade visitors' profile

<b>Visitors (number of entries)</b>	<b>125 327</b>	<b>Area of responsibility</b>	<b>%</b>
<b>Proportion of trade visitors</b>	<b>98%</b>	Management	31
<b>Germany (total)</b>	<b>63</b>	Research/development/design	5
of which		Manufacturing, production, quality control	14
Nielsen 1	13	Buying/procurement	8
Bremen	1	Finance/accounting, controlling	1
Hamburg	1	Information and communication technology	2
Lower Saxony	9	Personnel administration, administration	3
Schleswig-Holstein	2	Sales	8
Nielsen 2	45	Marketing, advertising, PR	4
North Rhine-Westph.	45	Logistics: storage, material management, transport	1
Nielsen 3a	15	Maintenance/repairs	1
Hesse	8	Other area	18
Rhineland-Palatinate	6	Student	4
Saarland	1	Other not gainfully employed	1
Nielsen 3b	10	<b>Position in the company/organization</b>	<b>%</b>
Baden-Württemberg	10	Entrepreneur, co-owner, freelancer	39
<b>Foreign (total)</b>	<b>37</b>	Managing director, board member, head of an authority etc.	7
of which		Area manager, works manager, plant manager, branch manager, head of public office	5
EU	47	Department head, group head, team leader	10
Other European countries	17	Other salaried staff, civil servant, skilled worker	15
Africa	9	Lecturer, teacher	3
North America	4	Trainee	9
South and Central America	5	Other position	7
Middle East	8	Student	4
South-, East-, Central Asia	8	Other not gainfully employed	1
Australia	2	<b>Economic sector</b>	<b>%</b>
<b>Distance to home</b>	<b>%</b>	Dental surgery	46
up to 50 km	14	Surgery-laboratory	4
more than 50 km up to 100 km	9	Dental laboratory	16
more than 100 km up to 300 km	21	Dental trade	10
over 300 km	55	Retail trade	1
<b>Countries with the highest visitor shares</b>	<b>%</b>	Industry, dental industry	8
Netherlands	7	Service	5
Italy	5	University, research	2
Egypt	5	Other sectors	3
France	5	Student	4
Switzerland	5	Other not gainfully employed	1
<b>Frequency of visits to exhibition</b>	<b>%</b>	<b>Size of company/organization:</b>	<b>%</b>
Previous event	45	<b>Number of employees</b>	
Earlier events	51	1- 4	23
First visit	39	5- 9	28
<b>Average length of stay</b>	<b>2,2 days</b>	10- 49	27
<b>Influence on purchasing/procurement decisions</b>	<b>%</b>	50- 199	9
Decisively	34	200- 499	2
Collectively	29	<b>Conducted by: factx Gesellschaft für Markt- und Sozialforschung, Köln</b>	
In an advisory capacity	21		
No	12		
Student	4		
Other not gainfully employed	1		

## imm cologne (2012) → Köln

## Trade visitors' profile

<b>Visitors (number of entries)</b>	<b>115 998</b>	<b>Area of responsibility</b>	<b>%</b>
<b>Proportion of trade visitors</b>	<b>75%</b>	Management	21
<b>Germany (total)</b>	<b>70</b>	Research/development/design	7
of which		Manufacturing, production, quality control	11
Nielsen 1	11	Buying/procurement	6
Bremen	1	Finance/accounting, controlling	1
Hamburg	3	Information and communication technology	1
Lower Saxony	6	Organization, personnel, administration	-
Schleswig-Holstein	1	Sales	15
Nielsen 2	48	Marketing, advertising, PR	9
North Rhine-Westph.	48	Logistics: storage, material management, transport	1
Nielsen 3a	15	Maintenance/repairs	-
Hesse	6	Other area	10
Rhineland-Palatinate	7	Student	17
Saarland	1	Other not gainfully employed	1
Nielsen 3b	14	<b>Position in the company/organization</b>	<b>%</b>
Baden-Württemberg	14	Entrepreneur, co-owner, freelancer	32
<b>Foreign (total)</b>	<b>30</b>	Managing director, board member, head of an authority etc.	8
of which		Area manager, works manager, plant manager, branch manager, head of public office	5
EU	68	Department head, group head, team leader	11
Other European countries	14	Other salaried staff, civil servant, skilled worker	12
North America	2	Lecturer, teacher	2
Middle East	3	Trainee	10
South-, East-, Central Asia	9	Other position	4
Other countries	3	Student	17
<b>Distance to home</b>	<b>%</b>	Other not gainfully employed	1
up to 50 km	16	<b>Economic sector</b>	<b>%</b>
more than 50 km up to 100 km	10	Industry	17
more than 100 km up to 300 km	27	Trade	27
over 300 km	47	Skilled trades	15
<b>Countries with the highest visitor shares</b>	<b>%</b>	Service	16
Austria	12	Public authority/administration	2
Netherlands	12	University, research	1
Belgium	9	Other sectors	5
Italy	9	Student	17
France	6	Other not gainfully employed	1
<b>Frequency of visits to exhibition</b>	<b>%</b>	<b>Size of company/organization:</b>	<b>%</b>
Previous event	39	<b>Number of employees</b>	
Earlier events	53	1- 4	24
First visit	40	5- 9	11
<b>Average length of stay</b>	<b>1,6 days</b>	10- 49	15
<b>Influence on purchasing/procurement decisions</b>	<b>%</b>	50- 199	15
Decisively	25	200- 499	7
Collectively	24	<b>Conducted by: factx Gesellschaft für Markt- und Sozialforschung, Köln</b>	
In an advisory capacity	18		
No	15		
Student	17		
Other not gainfully employed	1		

## interzum

## Trade visitors' profile

<b>Visitors (number of entries)</b>	<b>52 488</b>	<b>Area of responsibility</b>	<b>%</b>
<b>Proportion of trade visitors</b>	<b>99%</b>	Management	21
<b>Germany (total)</b>	<b>47</b>	Research/development/design	7
of which		Manufacturing, production, quality control	11
Nielsen 1	12	Buying/procurement	6
Bremen	1	Finance/accounting, controlling	1
Hamburg	2	Information and communication technology	1
Lower Saxony	8	Organization, personnel, administration	-
Schleswig-Holstein	1	Sales	15
Nielsen 2	50	Marketing, advertising, PR	9
North Rhine-Westph.	50	Logistics: storage, material management, transport	1
Nielsen 3a	16	Maintenance/repairs	-
Hesse	7	Other area	10
Rhineland-Palatinate	9	Student	17
Saarland	1	Other not gainfully employed	1
Nielsen 3b	10	<b>Position in the company/organization</b>	<b>%</b>
Baden-Württemberg	10	Entrepreneur, co-owner, freelancer	32
<b>Foreign (total)</b>	<b>53</b>	Managing director, board member, head of an authority etc.	8
of which		Area manager, works manager, plant manager, branch manager, head of public office	5
EU	51	Department head, group head, team leader	11
Other European countries	16	Other salaried staff, civil servant, skilled worker	12
Africa	5	Lecturer, teacher	2
North America	7	Trainee	10
South and Central America	6	Other position	4
Middle East	3	Student	17
South-, East-, Central Asia	11	Other not gainfully employed	1
Australia	2	<b>Economic sector</b>	<b>%</b>
<b>Distance to home</b>	<b>%</b>	Industry	17
up to 50 km	10	Trade	27
more than 50 km up to 100 km	8	Skilled trades	15
more than 100 km up to 300 km	22	Service	16
over 300 km	60	Public authority/administration	2
<b>Countries with the highest visitor shares</b>	<b>%</b>	University, research	1
Netherlands	7	Other sectors	5
Belgium	7	Student	17
Switzerland	6	Other not gainfully employed	1
United Kingdom	5	<b>Size of company/organization:</b>	<b>%</b>
USA	5	<b>Number of employees</b>	
<b>Frequency of visits to exhibition</b>	<b>%</b>	1- 4	24
Previous event	35	5- 9	11
Earlier events	40	10- 49	15
First visit	49	50- 199	15
<b>Average length of stay</b>	<b>1,8 days</b>	200- 499	7
<b>Influence on purchasing/procurement decisions</b>	<b>%</b>	<b>Conducted by: factx Gesellschaft für Markt- und Sozialforschung, Köln</b>	
Decisively	39		
Collectively	28		
In an advisory capacity	20		
No	8		
Student	6		
Other not gainfully employed	1		

Trade visitors' profile

<b>Area of responsibility</b>	%
Management	26
Research/development/design	17
Manufacturing, production, quality control	13
Buying/procurement	11
Finance/accounting, controlling	-
Information and communication technology	1
Personnel administration, administration	1
Sales	12
Marketing, advertising, PR	6
Logistics: storage, material management, transport	1
Maintenance/repairs	-
Other area	7
Student	6
Other not gainfully employed	1
<b>Position in the company/organization</b>	%
Entrepreneur, co-owner, freelancer	32
Managing director, board member, head of an authority etc.	14
Area manager, works manager, plant manager, branch manager, head of public office	9
Department head, group head, team leader	15
Other salaried staff, civil servant, skilled worker	13
Lecturer, teacher	1
Trainee	5
Other position	5
Student	6
Other not gainfully employed	1
<b>Economic sector</b>	%
Industry	44
Wholesale/foreign trade	15
Retail trade	5
Skilled trades	14
Service	4
Learned professions	6
Authority/public services	1
University, research	1
Other sectors	3
Student	6
Other not gainfully employed	1
<b>Size of company/organization:</b>	
<b>Number of employees</b>	%
1- 4	18
5- 9	10
10- 49	22
50- 199	20
200- 499	9
500 - 999	6
1 000 and more	10
Student	6
Other not gainfully employed	1

Conducted by: factx Gesellschaft für Markt- und Sozialforschung, Köln

<b>Visitors (number of entries)</b>	<b>38 521</b>
<b>Proportion of trade visitors</b>	<b>95%</b>
<b>Germany (total)</b>	<b>42</b>
of which	
Nielsen 1	15
Nielsen 2	50
Nielsen 3a	10
Nielsen 3b	5
Nielsen 3c	5
Nielsen 4	11
Nielsen 5+6	7
Nielsen 7	3
Nielsen 8	2
Nielsen 9	1
Nielsen 10	1
Nielsen 11	1
Nielsen 12	1
Nielsen 13	1
Nielsen 14	1
Nielsen 15	1
Nielsen 16	1
Nielsen 17	1
Nielsen 18	1
Nielsen 19	1
Nielsen 20	1
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Nielsen 343	1
Nielsen 344	1
Nielsen 345	1
Nielsen 346	1
Nielsen 347	1
Nielsen 348	1
Nielsen 349	1
Nielsen 350	1
Nielsen 351	1
Nielsen 352	1
Nielsen 353	1
Nielsen 354	1
Nielsen 355	1
Nielsen 356	1
Nielsen 357	1
Nielsen 358	1
Nielsen 359	1
Nielsen 360	1
Nielsen 361	1
Nielsen 362	1
Nielsen 363	1
Nielsen 364	1
Nielsen 365	1
Nielsen 366	1
Nielsen 367	1
Nielsen 368	1
Nielsen 369	1
Nielsen 370	1
Nielsen 371	1
Nielsen 372	1
Nielsen 373	1
Nielsen 374	1
Nielsen 375	1
Nielsen 376	1
Nielsen 377	1
Nielsen 378	1
Nielsen 379	1
Nielsen 380	1
Nielsen 381	1
Nielsen 382	1
Nielsen 383	1
Nielsen 384	1
Nielsen 385	1
Nielsen 386	1
Nielsen 387	1
Nielsen 388	1
Nielsen 389	1
Nielsen 390	1
Nielsen 391	1
Nielsen 392	1
Nielsen 393	1
Nielsen 394	1
Nielsen 395	1
Nielsen 396	1
Nielsen 397	1
Nielsen 398	1
Nielsen 399	1
Nielsen 400	1
Nielsen 401	1
Nielsen 402	1
Nielsen 403	1
Nielsen 404	1
Nielsen 405	1
Nielsen 406	1
Nielsen 407	1
Nielsen 408	1
Nielsen 409	1
Nielsen 410	1
Nielsen 411	1
Nielsen 412	1
Nielsen 413	1
Nielsen 414	1
Nielsen 415	1
Nielsen 416	1

## ProSweets Cologne → Köln

## Trade visitors' profile

<b>Visitors (number of entries)</b>	<b>17 666</b>	<b>Area of responsibility</b>	<b>%</b>
<b>Proportion of trade visitors</b>	<b>93%</b>	Management	26
<b>Germany (total)</b>	<b>50</b>	Research/development/design	16
of which		Manufacturing, production, quality control	10
Nielsen 1	11	Buying/procurement	9
Bremen	2	Finance/accounting, controlling	1
Hamburg	2	Information and communication technology	1
Lower Saxony	5	Organization, personnel, administration	1
Schleswig-Holstein	2	Sales	20
Nielsen 2	52	Marketing, advertising, PR	6
North Rhine-Westph.	52	Logistics: storage, material management, transport	1
Nielsen 3a	12	Maintenance/repairs	1
Hesse	6	Other area	3
Rhineland-Palatinate	7	Student	6
Saarland	-	Other not gainfully employed	1
Nielsen 3b	8	<b>Position in the company/organization</b>	<b>%</b>
Baden-Württemberg	8	Entrepreneur, co-owner, freelancer	25
		Managing director, board member, head of an authority etc.	11
<b>Foreign (total)</b>	<b>51</b>	Area manager, works manager, plant manager, branch manager, head of public office	12
of which		Department head, group head, team leader	20
EU	57	Other salaried staff, civil servant, skilled worker	17
Other European countries	12	Lecturer, teacher	1
Africa	5	Trainee	3
North America	6	Other position	5
South and Central America	7	Student	6
Middle East	4	Other not gainfully employed	1
South-, East-, Central Asia	7	<b>Economic sector</b>	<b>%</b>
Australia	3	Industry	54
		Trade	19
<b>Distance to home</b>	<b>%</b>	Skilled trades	5
up to 50 km	17	Service	10
more than 50 km up to 100 km	7	Authority/public services	1
more than 100 km up to 300 km	17	University, research	1
over 300 km	60	Other sectors	3
<b>Countries with the highest visitor shares</b>	<b>%</b>	Student	6
Belgium	10	Other not gainfully employed	1
Netherlands	9	<b>Size of company/organization:</b>	
France	6	<b>Number of employees</b>	<b>%</b>
Switzerland	5	1- 4	14
United Kingdom	5	5- 9	7
		10- 49	16
		50- 199	21
		200- 499	10
		500 - 999	9
		1 000 and more	17
		Student	6
		Other not gainfully employed	1
<b>Frequency of visits to exhibition</b>	<b>%</b>	<b>Conducted by: factx Gesellschaft für Markt- und Sozialforschung, Köln</b>	
Previous event	30		
Earlier events	37		
First visit	52		
<b>Average length of stay</b>	<b>1,7 days</b>		
<b>Influence on purchasing/procurement decisions</b>	<b>%</b>		
Decisively	31		
Collectively	31		
In an advisory capacity	20		
No	11		
Student	6		
Other not gainfully employed	1		

## spoga horse (spring) → Köln

## Trade visitors' profile

<b>Visitors (number of entries)</b>	<b>3 753</b>	<b>Area of responsibility</b>	<b>%</b>
<b>Proportion of trade visitors</b>	<b>94%</b>	Management	40
<b>Germany (total)</b>	<b>54</b>	Research/development/design	3
of which		Manufacturing, production, quality control	3
Nielsen 1	19	Buying/procurement	11
Bremen	-	Finance/accounting, controlling	1
Hamburg	1	Information and communication technology	1
Lower Saxony	16	Personnel administration, administration	-
Schleswig-Holstein	3	Sales	23
Nielsen 2	40	Marketing, advertising, PR	9
North Rhine-Westph.	40	Logistics: storage, material management, transport	-
Nielsen 3a	18	Maintenance/repairs	-
Hesse	4	Other area	5
Rhineland-Palatinate	9	Student	3
Saarland	5	Other not gainfully employed	1
Nielsen 3b	10	<b>Position in the company/organization</b>	<b>%</b>
Baden-Württemberg	10	Entrepreneur, co-owner, freelancer	58
		Managing director, board member, head of an authority etc.	11
<b>Foreign (total)</b>	<b>46</b>	Area manager, works manager, plant manager, branch manager, head of public office	6
of which		Department head, group head, team leader	7
EU	71	Other salaried staff, civil servant, skilled worker	11
Other European countries	13	Lecturer, teacher	-
South-, East-, Central Asia	9	Trainee	1
Other countries	7	Other position	3
		Student	3
		Other not gainfully employed	1
<b>Distance to home</b>	<b>%</b>	<b>Economic sector</b>	<b>%</b>
up to 50 km	10	Industry	12
more than 50 km up to 100 km	8	Trade	56
more than 100 km up to 300 km	30	Skilled trades	4
over 300 km	52	Service	16
<b>Countries with the highest visitor shares</b>	<b>%</b>	Authority/public services	1
Netherlands	21	University, research	1
Belgium	9	Other sectors	3
France	7	Student	3
		Other not gainfully employed	1
<b>Frequency of visits to exhibition</b>	<b>%</b>	<b>Size of company/organization:</b>	
Previous event	46	<b>Number of employees</b>	<b>%</b>
Earlier events	46	1- 4	56
First visit	36	5- 9	12
		10- 49	13
		50- 199	10
		200- 499	3
		500 - 999	1
		1 000 and more	1
		Student	3
		Other not gainfully employed	1
<b>Average length of stay</b>	<b>1,4 days</b>	<b>Conducted by: factx Gesellschaft für Markt- und Sozialforschung, Köln</b>	
<b>Influence on purchasing/procurement decisions</b>	<b>%</b>		
Decisively	51		
Collectively	25		
In an advisory capacity	13		
No	6		
Student	3		
Other not gainfully employed	1		

## spoga+gafa/spoga horse

## Trade visitors' profile

<b>Visitors (number of entries)</b>	<b>35 685</b>	<b>Area of responsibility</b>	<b>%</b>
<b>Proportion of trade visitors</b>	<b>93%</b>	Management	40
<b>Germany (total)</b>	<b>43</b>	Research/development/design	3
of which		Manufacturing, production, quality control	3
Nielsen 1	9	Buying/procurement	11
Bremen	-	Finance/accounting, controlling	1
Hamburg	3	Information and communication technology	1
Lower Saxony	4	Personnel administration, administration	-
Schleswig-Holstein	1	Sales	23
Nielsen 2	57	Marketing, advertising, PR	9
North Rhine-Westph.	57	Logistics: storage, material management, transport	-
Nielsen 3a	14	Maintenance/repairs	-
Hesse	8	Other area	5
Rhineland-Palatinate	5	Student	3
Saarland	1	Other not gainfully employed	1
Nielsen 3b	8	<b>Position in the company/organization</b>	<b>%</b>
Baden-Württemberg	8	Entrepreneur, co-owner, freelancer	58
		Managing director, board member, head of an authority etc.	11
<b>Foreign (total)</b>	<b>57</b>	Area manager, works manager, plant manager, branch manager, head of public office	6
of which		Department head, group head, team leader	7
EU	65	Other salaried staff, civil servant, skilled worker	11
Other European countries	9	Lecturer, teacher	-
Africa	4	Trainee	1
North America	5	Other position	3
Middle East	3	Student	3
South-, East-, Central Asia	9	Other not gainfully employed	1
Australia	4	<b>Economic sector</b>	<b>%</b>
Other countries	2	Industry	12
		Trade	56
		Skilled trades	4
		Service	16
		Authority/public services	1
		University, research	1
		Other sectors	3
		Student	3
		Other not gainfully employed	1
<b>Distance to home</b>	<b>%</b>	<b>Size of company/organization:</b>	
up to 50 km	14	<b>Number of employees</b>	<b>%</b>
more than 50 km up to 100 km	8	1- 4	56
more than 100 km up to 300 km	20	5- 9	12
over 300 km	59	10- 49	13
<b>Countries with the highest visitor shares</b>	<b>%</b>	50- 199	10
Netherlands	13	200- 499	3
France	10	500 - 999	1
United Kingdom	7	1 000 and more	1
Belgium	6	Student	3
China (PR)	4	Other not gainfully employed	1
		<b>Conducted by: factx Gesellschaft für Markt- und Sozialforschung, Köln</b>	
<b>Frequency of visits to exhibition</b>	<b>%</b>		
Previous event	39		
Earlier events	47		
First visit	43		
<b>Average length of stay</b>	<b>1,6 days</b>		
<b>Influence on purchasing/procurement decisions</b>	<b>%</b>		
Decisively	48		
Collectively	28		
In an advisory capacity	14		
No	6		
Student	2		
Other not gainfully employed	1		



<b>Area of responsibility</b>	%
Management	30
Research/development/design	4
Manufacturing, production, quality control	4
Buying/procurement	18
Finance/accounting, controlling	1
Information and communication technology	-
Personnel administration, administration	-
Sales	24
Marketing, advertising, PR	7
Logistics: storage, material management, transport	2
Maintenance/repairs	-
Other area	6
Student	2
Other not gainfully employed	1
<b>Position in the company/organization</b>	%
Entrepreneur, co-owner, freelancer	39
Managing director, board member, head of an authority etc.	17
Area manager, works manager, plant manager, branch manager, head of public office	10
Department head, group head, team leader	14
Other salaried staff, civil servant, skilled worker	11
Lecturer, teacher	-
Trainee	1
Other position	4
Student	2
Other not gainfully employed	1
<b>Economic sector</b>	%
Industry	15
Specialist retail trade	25
Specialist wholesale, retail trade	15
Foreign trade	3
Online/catalogue sales	6
Department store	3
Supermarkets, cash & carry, discount stores	7
Shopping centre	1
Buying association	1
Commercial agent	4
Skilled trades	3
Service	10
Authority/public services	1
Other sectors	3
Student	2
Other not gainfully employed	1

<b>Size of company/organization:</b>	
<b>Number of employees</b>	%
1- 4	26
5- 9	13
10- 49	21
50- 199	19
200- 499	4
500 - 999	4
1 000 and more	10
Student	2
Other not gainfully employed	1

Conducted by: factx Gesellschaft für Markt- und Sozialforschung, Köln

## Trade visitors' profile

<b>Visitors (number of entries)</b>	<b>9 395</b>
<b>Proportion of trade visitors</b>	<b>92%</b>
<b>Germany (total)</b>	<b>99</b>
of which	
Nielsen 1	3
Nielsen 2	3
Nielsen 3a	29
Nielsen 3b	5
Nielsen 3c	9
Nielsen 4	2
Nielsen 5+6	13
Nielsen 7	62
Nielsen 8	50
Nielsen 9	12
Nielsen 10	1
Nielsen 11	1
<b>Foreign (total)</b>	<b>1</b>
<b>Distance to home</b>	%
up to 50 km	21
more than 50 km up to 100 km	21
more than 100 km up to 300 km	50
over 300 km	8
<b>Frequency of visits to exhibition</b>	%
Previous event	54
Earlier events	67
First visit	26
<b>Average length of stay</b>	<b>1,1 days</b>
<b>Influence on purchasing/procurement decisions</b>	%
Decisively	44
Collectively	28
In an advisory capacity	19
No	7
Student	1
Other not gainfully employed	1

<b>Area of responsibility</b>	%
Management	35
Research/development/design	1
Manufacturing, production, quality control	9
Buying/procurement	14
Finance/accounting, controlling	2
Information and communication technology	-
Organization, personnel, administration	1
Sales	24
Marketing, advertising, PR	1
Logistics: storage, material management, transport	2
Maintenance/repairs	1
Other area	8
Student	1
Other not gainfully employed	1
<b>Position in the company/organization</b>	%
Entrepreneur, co-owner, freelancer	61
Managing director, board member, head of an authority etc.	6
Area manager, works manager, plant manager, branch manager, head of public office	4
Department head, group head, team leader	6
Other salaried staff, civil servant, skilled worker	13
Lecturer, teacher	1
Trainee	6
Other position	2
Student	1
Other not gainfully employed	1
<b>Economic sector</b>	%
Retail trade	51
Skilled trades	34
Wholesale/foreign trade	6
Other service	5
Industry	5
Commercial agent	2
Architect, planner, engineer's office, services	2
Interior designer	2
Catering/hotels	1
Authority/public services	1
Other sectors	2
Student	1
Other not gainfully employed	1
<b>Size of company/organization:</b>	%
<b>Number of employees</b>	
1- 4	64
5- 9	14
10- 49	11
50- 199	3
200- 499	3
500 - 999	1
1 000 and more	3
Student	1
Other not gainfully employed	1

Conducted by: Institut für Marktforschung GmbH, Leipzig

## Trade visitors' profile

<b>Visitors (number of entries)</b>	<b>12 834*</b>
<b>Proportion of trade visitors</b>	<b>97%</b>
<b>Germany (total)</b>	<b>97</b>
of which	
Nielsen 1	-
Nielsen 2	-
Nielsen 3a	-
Nielsen 3b	-
Nielsen 3c	-
Nielsen 4	1
Nielsen 5	1
Nielsen 6	28
Nielsen 7	2
Nielsen 8	6
Nielsen 9	-
Nielsen 10	-
Nielsen 11	20
Nielsen 12	70
Nielsen 13	55
Nielsen 14	15
Nielsen 15	-
Nielsen 16	-
<b>Foreign (total)</b>	<b>3</b>
of which	
EU	80
Other countries	20
<b>Distance to home</b>	%
up to 50 km	29
more than 50 km up to 100 km	28
more than 100 km up to 300 km	39
over 300 km	5
<b>Country with the highest visitor share</b>	%
Poland	55
<b>Frequency of visits to exhibition</b>	%
Previous event	41
Earlier events	42
First visit	41
<b>Average length of stay</b>	<b>1,1 days</b>
<b>Influence on purchasing/procurement decisions</b>	%
Decisively	18
Collectively	28
In an advisory capacity	30
No	17
Student	6
Other not gainfully employed	1

\* Visitor attendance determined by a representative poll in the combination of SHKG Leipzig/efa. Multiple answers were permitted.

<b>Size of company/organization:</b>	
<b>Number of employees</b>	%
1- 4	20
5- 9	12
10- 49	19
50- 199	17
200- 499	8
500 - 999	6
1 000 and more	12
Student	6
Other not gainfully employed	1

<b>Area of responsibility</b>	%
Management	15
Research/development/design	3
Manufacturing, production, quality control	12
Buying/procurement	4
Finance/accounting, controlling	-
Information and communication technology	4
Personnel administration, administration	2
Sales	8
Marketing, advertising, PR	-
Logistics: storage, material management, transport	-
Maintenance/repairs	28
Other area	15
Student	6
Other not gainfully employed	1
<b>Position in the company/organization</b>	%
Entrepreneur, co-owner, freelancer	20
Managing director, board member, head of an authority etc.	2
Area manager, works manager, plant manager, branch manager, head of public office	3
Department head, group head, team leader	12
Other salaried staff, civil servant, skilled worker	29
Lecturer, teacher	4
Trainee	20
Other position	3
Student	6
Other not gainfully employed	1
<b>Economic sector</b>	%
Handicraft, commercial processor	37
Industry, industrial processing	12
Energy and utilities industry	9
Industrial electrician	9
Architect/engineer's and planning office	6
Wholesale, retail, specialised retail	5
Educational facility	4
Chamber of commerce, guild, crafts association, society	3
Ministries, administrative bodies, public authorities	2
Facility management	1
Construction industry	1
Other sectors	5
Student	6
Other not gainfully employed	1

<b>Size of company/organization:</b>	
<b>Number of employees</b>	%
1- 4	20
5- 9	12
10- 49	19
50- 199	17
200- 499	8
500 - 999	6
1 000 and more	12
Student	6
Other not gainfully employed	1

Conducted by: FGM GmbH, Leipzig



## enertec → Leipzig

### Trade visitors' profile

<b>Visitors (number of entries)</b>	<b>8 460*</b>	<b>Area of responsibility</b>	<b>%</b>
<b>Proportion of trade visitors</b>	<b>93%</b>	Management	19
<b>Germany (total)</b>	<b>96</b>	Research/development/design	10
of which		Manufacturing, production, quality control	2
Nielsen 1	7	Buying/procurement	2
Bremen	-	Finance/accounting, controlling	1
Hamburg	1	Information and communication technology	2
Lower Saxony	4	Organization, personnel, administration	1
Schleswig-Holstein	1	Sales	15
Nielsen 2	3	Marketing, advertising, PR	1
North Rhine-Westph.	3	Logistics: storage, material management, transport	-
Nielsen 3a	1	Maintenance/repairs	4
Hesse	1	Other area	25
Rhineland-Palatinate	1	Student	15
Saarland	-	Other not gainfully employed	3
Nielsen 3b	3	<b>Position in the company/organization</b>	<b>%</b>
Baden-Württemberg	3	Entrepreneur, co-owner, freelancer	24
<b>Foreign (total)</b>	<b>4</b>	Managing director, board member, head of an authority etc.	6
of which		Area manager, works manager, plant manager, branch manager, head of public office	6
EU	76	Department head, group head, team leader	14
Other countries	24	Other salaried staff, civil servant, skilled worker	24
<b>Distance to home</b>	<b>%</b>	Lecturer, teacher	3
up to 50 km	34	Trainee	3
more than 50 km up to 100 km	18	Other position	3
more than 100 km up to 300 km	32	Student	15
over 300 km	16	Other not gainfully employed	3
<b>Frequency of visits to exhibition</b>	<b>%</b>	<b>Economic sector</b>	<b>%</b>
Previous event	23	Industry in general	15
Earlier events	21	Engineer's and planning office	11
First visit	65	Research, apprenticeship, training	7
<b>Average length of stay</b>	<b>1,1 days</b>	Consulting	7
<b>Influence on purchasing/procurement decisions</b>	<b>%</b>	Plant operator	6
Decisively	19	Municipal utility (public services, water supply companies)	6
Collectively	28	Skilled trades	4
In an advisory capacity	21	Public authority/administration	4
No	14	Trade	4
Student	15	Installation and network operators	2
Other not gainfully employed	3	Agriculture and forestry	2
		Developers, construction companies and housing companies	1
		Recycling companies	1
		Operating companies	1
		Municipalities	1
		Real estate industry, facility management	1
		Other sectors	9
		Student	15
		Other not gainfully employed	3
		<b>Size of company/organization:</b>	<b>%</b>
		<b>Number of employees</b>	<b>%</b>
		1- 4	19
		5- 9	7
		10- 49	17
		50- 199	15
		200- 499	10
		500 - 999	5
		1 000 and more	9
		Student	15
		Other not gainfully employed	3

\*) Visitor attendance determined by a representative poll in the combination of TerraTec/enertec. Multiple answers were permitted.

Conducted by: Gelszus Messe-Marktforschung GmbH, Dortmund

## FACHDENTAL → Leipzig

### Trade visitors' profile

<b>Visitors (number of entries)</b>	<b>4 242</b>	<b>Position in the company/organization</b>	<b>%</b>
<b>Proportion of trade visitors</b>	<b>99%</b>	Entrepreneur, co-owner, freelancer	33
<b>Germany (total)</b>	<b>100</b>	Managing director, board member, head of an authority etc.	1
of which		Area manager, works manager, plant manager, branch manager, head of public office	2
Nielsen 1	2	Department head, group head, team leader	3
Hamburg	-	Other salaried staff, civil servant, skilled worker	37
Bremen	-	Lecturer, teacher	1
Lower Saxony	-	Trainee	12
Schleswig-Holstein	-	Other position	4
Nielsen 2	-	Student	6
North Rhine-Westph.	-	Other not gainfully employed	1
Nielsen 3a	-	<b>Economic sector</b>	<b>%</b>
Hesse	-	Dentist's practice, - clinic	74
Rhineland-Palatinate	-	Orthodontics	5
Saarland	-	Oral and maxillofacial surgery	6
Nielsen 3b	1	Dental technology laboratory	13
Baden-Württemberg	1	Dental trade	3
		University, polytechnic, vocational school	5
		Other	3
<b>Distance to home</b>	<b>%</b>	<b>Size of company/organization:</b>	<b>%</b>
up to 50 km	42	<b>Number of employees</b>	<b>%</b>
more than 50 km up to 100 km	22	1- 4	37
more than 100 km up to 300 km	34	5- 9	36
over 300 km	2	10- 49	16
		50- 199	2
		200- 499	2
		500 - 999	1
		1 000 and more	1
		Student	6
		Other not gainfully employed	1
<b>Frequency of visits to exhibition</b>	<b>%</b>	<b>Conducted by: Landesmesse Stuttgart GmbH, Stuttgart</b>	
Previous event	38		
Earlier events	55		
First visit	28		
<b>Average length of stay</b>	<b>1,0 days</b>		
<b>Influence on purchasing/procurement decisions</b>	<b>%</b>		
Decisively	26		
Collectively	32		
In an advisory capacity	24		
No	11		
Student	6		
Other not gainfully employed	1		

## GÄSTE

### Trade visitors' profile

<b>Visitors (number of entries)</b>	<b>10 378</b>	<b>Proportion of trade visitors</b>	<b>93%</b>
<b>Germany (total)</b>	<b>93</b>	<b>Germany (total)</b>	<b>93</b>
of which		of which	
Nielsen 1	3	Nielsen 4	3
Bremen	-	Bavaria	3
Hamburg	-	Nielsen 5+6	26
Lower Saxony	2	Berlin	3
Schleswig-Holstein	1	Brandenburg	4
Nielsen 2	1	Mecklenburg-	
North Rhine-Westph.	1	West Pomerania	-
Nielsen 3a	1	Saxony-Anhalt	18
Hesse	1	Nielsen 7	67
Rhineland-Palatinate	-	Saxony	56
Saarland	-	Thuringia	11
Nielsen 3b	-		
Baden-Württemberg	-		
<b>Foreign (total)</b>	<b>7</b>	<b>Distance to home</b>	<b>%</b>
of which		up to 50 km	37
EU	95	more than 50 km up to 100 km	21
Other countries	5	more than 100 km up to 300 km	34
		over 300 km	8
		<b>Country with the highest visitor share</b>	<b>%</b>
		Poland	78
		<b>Frequency of visits to exhibition</b>	<b>%</b>
		Previous event	26
		Earlier events	31
		First visit	57
		<b>Average length of stay</b>	<b>1,1 days</b>
		<b>Influence on purchasing/procurement decisions</b>	<b>%</b>
		Decisively	25
		Collectively	27
		In an advisory capacity	22
		No	15
		Student	8
		Other not gainfully employed	2

<b>Area of responsibility</b>	%
Management	29
Research/development/design	11
Manufacturing, production, quality control	11
Buying/procurement	6
Finance/accounting, controlling	1
Information and communication technology	-
Personnel administration, administration	2
Sales	13
Marketing, advertising, PR	2
Logistics: storage, material management, transport	1
Maintenance/repairs	1
Other area	22
Student	8
Other not gainfully employed	2
<b>Position in the company/organization</b>	%
Entrepreneur, co-owner, freelancer	33
Managing director, board member, head of an authority etc.	5
Area manager, works manager, plant manager, branch manager, head of public office	6
Department head, group head, team leader	10
Other salaried staff, civil servant, skilled worker	14
Lecturer, teacher	5
Trainee	14
Other position	3
Student	8
Other not gainfully employed	2
<b>Economic sector</b>	%
Catering	39
Hotel	19
Communal catering	5
Café	3
Catering/party service	3
Butchers' trade, butcher's shop	2
Consulting, planning	2
Specialist wholesale, retail trade	1
Bakery's trade, baker's shop, pastry shop	2
Discotheque, night club, bar	1
Franchise restaurant	1
Other sectors	10
Student	8
Other not gainfully employed	2
<b>Size of company/organization:</b>	
<b>Number of employees</b>	%
1- 4	26
5- 9	14
10- 49	26
50- 199	15
200- 499	5
500 - 999	2
1 000 and more	3
Student	8
Other not gainfully employed	2

Conducted by: FGM GmbH, Leipzig

Private visitors' profile

<b>Visitors (number of entries)</b>	<b>183 789</b>
<b>Proportion of private visitors</b>	<b>85%</b>
<b>Germany (total)</b>	<b>99</b>
of which	
Nielsen 1	-
Nielsen 2	-
Nielsen 3a	1
Nielsen 3b	-
Nielsen 3c	-
Nielsen 4	-
Nielsen 5+6	31
Nielsen 7	67
Nielsen 8	61
Nielsen 9	6
Nielsen 10	-
Nielsen 11	-
Nielsen 12	-
Nielsen 13	-
Nielsen 14	-
Nielsen 15	-
Nielsen 16	-
Nielsen 17	-
Nielsen 18	-
Nielsen 19	-
Nielsen 20	-
Nielsen 21	-
Nielsen 22	-
Nielsen 23	-
Nielsen 24	-
Nielsen 25	-
Nielsen 26	-
Nielsen 27	-
Nielsen 28	-
Nielsen 29	-
Nielsen 30	-
Nielsen 31	-
Nielsen 32	-
Nielsen 33	-
Nielsen 34	-
Nielsen 35	-
Nielsen 36	-
Nielsen 37	-
Nielsen 38	-
Nielsen 39	-
Nielsen 40	-
Nielsen 41	-
Nielsen 42	-
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Nielsen 418	-
Nielsen 419	-
Nielsen 420	-
Nielsen 421	-
Nielsen 422	-
Nielsen 423	-
Nielsen 424	-
Nielsen 425	-
Nielsen 426	-
Nielsen 427	-
Nielsen 428	-
Nielsen 429</	

## modell-hobby-spiel → Leipzig

## Private visitors' profile

<b>Visitors (number of entries)</b>	<b>108 493</b>	<b>Position in the company/organization</b>	<b>%</b>
<b>Proportion of private visitors</b>	<b>97%</b>	Entrepreneur, co-owner, freelancer	5
<b>Germany (total)</b>	<b>98</b>	Managing director, board member, head of an authority etc.	2
of which		Area manager, works manager, plant manager, branch manager, head of public office	2
Nielsen 1	3	Department head, group head, team leader	7
Bremen	-	Other salaried staff, civil servant, skilled worker	37
Hamburg	-	Lecturer, teacher	2
Nielsen 5+6	26	Trainee	6
Lower Saxony	2	Other position	8
Berlin	3	Student	24
Schleswig-Holstein	-	Other not gainfully employed	7
Brandenburg	-	<b>Buying and ordering capacity</b>	<b>%</b>
Nielsen 2	-	Purchase or order made or intended at the exhibition	
Mecklenburg-Nielsen 2	-	yes	74
West Pomerania	-	no	6
North Rhine-Westph.	-	maybe	21
Nielsen 3a	1	<b>Follow-up business</b>	<b>%</b>
Saxony-Anhalt	19	Intend to buy at later date	
Hesse	1	yes	33
Nielsen 7	68	no	15
Rhineland-Palatinate	1	maybe	52
Saxony	56	<b>Conducted by: FGM GmbH, Leipzig</b>	
Saarland	-		
Thuringia	12		
Nielsen 3b	-		
Baden-Württemberg	-		
<b>Foreign (total)</b>	<b>2</b>		
of which			
EU	60		
Other countries	40		
<b>Distance to home</b>	<b>%</b>		
up to 50 km	39		
more than 50 km up to 100 km	26		
more than 100 km up to 300 km	29		
over 300 km	6		
<b>Frequency of visits to exhibition</b>	<b>%</b>		
Previous event	44		
Earlier events	60		
First visit	31		
<b>Sex</b>	<b>%</b>		
Male	56		
Female	44		
<b>Size of household</b>	<b>%</b>		
1 person	13		
2 persons	31		
3 persons	24		
4 persons	23		
5 persons and more	9		
<b>Age</b>	<b>%</b>		
up to 20 years	23		
over 20 up to 30 years	25		
over 30 up to 40 years	19		
over 40 up to 50 years	17		
over 50 up to 60 years	11		
over 60 up to 70 years	4		
over 70 years	2		

## PFLEGE + HOMECARE → Leipzig

## Trade visitors' profile

<b>Visitors (number of entries)</b>	<b>10 228</b>	<b>Area of responsibility</b>	<b>%</b>
<b>Proportion of trade visitors</b>	<b>99%</b>	Management	9
<b>Germany (total)</b>	<b>99</b>	Research/development/design	-
of which		Manufacturing, production, quality control	-
Nielsen 1	1	Buying/procurement	2
Bremen	-	Finance/accounting, controlling	-
Hamburg	-	Information and communication technology	-
Nielsen 5+6	29	Personnel administration, administration	6
Lower Saxony	1	Sales	-
Berlin	2	Marketing, advertising, PR	-
Schleswig-Holstein	-	Logistics: storage, material management, transport	-
Brandenburg	4	Maintenance/repairs	-
Mecklenburg-Nielsen 2	1	Other area	6
West Pomerania	1	Nursing sector	70
North Rhine-Westph.	1	Training/further training	4
Saxony-Anhalt	23	Student	4
Nielsen 3a	1	<b>Position in the company/organization</b>	<b>%</b>
Hesse	1	Entrepreneur, co-owner, freelancer	5
Nielsen 7	63	Managing director, board member, director, head of home, head of administration etc.	4
Rhineland-Palatinate	1	Head of nursing, ward sister, department head	11
Saxony	55	Other employees with managerial functions	8
Thuringia	8	Other salaried staff, civil servant, skilled worker	8
Nielsen 3b	1	Lecturer, teacher	3
Baden-Württemberg	1	Trainee	23
		Nursing personnel	32
		Other position	2
		Student	4
<b>Foreign (total)</b>	<b>1</b>	<b>Economic sector</b>	<b>%</b>
		Outpatient care, social care facilities	31
		Partly in-patient/stationary care facilities	20
		Hospital	17
		Disabled/Old people's facility	10
		University, technical college, vocational college	6
		Facilities of the paying authority	2
		Specialist sanitary, medical technical specialised trade	2
		Association, club, society	1
		Home care companies	1
		Prophylaxis and rehabilitation facilities	1
		Other sectors	5
		Student	4
<b>Distance to home</b>	<b>%</b>	<b>Size of company/organization:</b>	
up to 50 km	34	<b>Number of employees</b>	<b>%</b>
more than 50 km up to 100 km	25	1- 4	4
more than 100 km up to 300 km	34	5- 9	5
over 300 km	7	10- 49	33
		200 - 499	12
		500 - 999	6
		1 000 and more	12
		50- 199	23
		Student	4
<b>Frequency of visits to exhibition</b>	<b>%</b>	<b>Conducted by: FGM GmbH, Leipzig</b>	
Previous event	30		
Earlier events	30		
First visit	54		
<b>Average length of stay</b>	<b>1,2 days</b>		
<b>Influence on purchasing/procurement decisions</b>	<b>%</b>		
Decisively	11		
Collectively	22		
In an advisory capacity	35		
No	27		
Student	4		

## SHKG

## Trade visitors' profile

<b>Visitors (number of entries)</b>	<b>11 998*</b>	<b>Area of responsibility</b>	<b>%</b>
<b>Proportion of trade visitors</b>	<b>89%</b>	Management	9
<b>Germany (total)</b>	<b>98</b>	Research/development/design	-
of which		Manufacturing, production, quality control	-
Nielsen 1	1	Buying/procurement	2
Bremen	-	Finance/accounting, controlling	-
Hamburg	-	Information and communication technology	-
Nielsen 5+6	37	Personnel administration, administration	6
Lower Saxony	1	Sales	-
Berlin	3	Marketing, advertising, PR	-
Schleswig-Holstein	-	Logistics: storage, material management, transport	-
Brandenburg	10	Maintenance/repairs	-
Mecklenburg-Nielsen 2	1	Other area	6
West Pomerania	-	Nursing sector	70
North Rhine-Westph.	1	Training/further training	4
Saxony-Anhalt	23	Student	4
Nielsen 3a	1	<b>Position in the company/organization</b>	<b>%</b>
Hesse	-	Entrepreneur, co-owner, freelancer	5
Nielsen 7	59	Managing director, board member, director, head of home, head of administration etc.	4
Rhineland-Palatinate	-	Head of nursing, ward sister, department head	11
Saxony	48	Other employees with managerial functions	8
Thuringia	10	Other salaried staff, civil servant, skilled worker	8
Nielsen 3b	1	Lecturer, teacher	3
Baden-Württemberg	1	Trainee	23
		Nursing personnel	32
		Other position	2
		Student	4
<b>Foreign (total)</b>	<b>2</b>	<b>Economic sector</b>	<b>%</b>
		Outpatient care, social care facilities	31
		Partly in-patient/stationary care facilities	20
		Hospital	17
		Disabled/Old people's facility	10
		University, technical college, vocational college	6
		Facilities of the paying authority	2
		Specialist sanitary, medical technical specialised trade	2
		Association, club, society	1
		Home care companies	1
		Prophylaxis and rehabilitation facilities	1
		Other sectors	5
		Student	4
<b>Distance to home</b>	<b>%</b>	<b>Size of company/organization:</b>	
up to 50 km	36	<b>Number of employees</b>	<b>%</b>
more than 50 km up to 100 km	23	1- 4	4
more than 100 km up to 300 km	34	5- 9	5
over 300 km	6	10- 49	33
		200 - 499	12
		500 - 999	6
		1 000 and more	12
		50- 199	23
		Student	4
<b>Frequency of visits to exhibition</b>	<b>%</b>	<b>Conducted by: FGM GmbH, Leipzig</b>	
Previous event	41		
Earlier events	40		
First visit	42		
<b>Average length of stay</b>	<b>1,1 days</b>		
<b>Influence on purchasing/procurement decisions</b>	<b>%</b>		
Decisively	25		
Collectively	30		
In an advisory capacity	29		
No	9		
Student	7		
Other not gainfully employed	1		

\*) Visitor attendance determined by a representative poll in the combination of SHKG Leipzig/efa. Multiple answers were permitted.

Trade visitors' profile

<b>Area of responsibility</b>	%
Management	22
Research/development/design	6
Manufacturing, production, quality control	4
Buying/procurement	5
Finance/accounting, controlling	1
Information and communication technology	2
Personnel administration, administration	1
Sales	12
Marketing, advertising, PR	-
Logistics: storage, material management, transport	1
Maintenance/repairs	12
Other area	27
Student	7
Other not gainfully employed	1
<b>Position in the company/organization</b>	%
Entrepreneur, co-owner, freelancer	37
Managing director, board member, head of an authority etc.	4
Area manager, works manager, plant manager, branch manager, head of public office	4
Department head, group head, team leader	8
Other salaried staff, civil servant, skilled worker	30
Lecturer, teacher	3
Trainee	5
Other position	1
Student	7
Other not gainfully employed	1
<b>Economic sector</b>	%
Handicraft, commercial processor	45
Architect/engineer's and planning office	12
Wholesale, retail, specialised retail	8
Industry, industrial processing	7
Energy and utilities industry	5
Ministries, administrative bodies, public authorities	3
Educational facility	3
Construction industry	2
Commercial homeowners and housing administration, building society, real estate industry	1
Facility management	1
Chamber of commerce, guild, crafts association, society	1
Hospital, nursing home, sanatorium	1
Energy consulting	1
Other sectors	2
Student	7
Other not gainfully employed	1
<b>Size of company/organization:</b>	
<b>Number of employees</b>	%
1- 4	35
5- 9	15
10- 49	16
50- 199	12
200- 499	7
500 - 999	1
1 000 and more	7
Student	7
Other not gainfully employed	1

Conducted by: FGM GmbH, Leipzig

<b>Visitors (number of entries)</b>	<b>9 200</b>
<b>Proportion of trade visitors</b>	<b>94%</b>
<b>Germany (total)</b>	<b>95</b>
of which	
Nielsen 1	5
Nielsen 2	2
Nielsen 3a	2
Nielsen 3b	2
Nielsen 4	5
Nielsen 5+6	24
Berlin	4
Brandenburg	5
Mecklenburg-West Pomerania	1
Saxony-Anhalt	15
Nielsen 7	60
Saxony	47
Thuringia	13
<b>Foreign (total)</b>	<b>5</b>
of which	
EU	54
Other European countries	46
<b>Distance to home</b>	%
up to 50 km	34
more than 50 km up to 100 km	20
more than 100 km up to 300 km	33
over 300 km	14
<b>Frequency of visits to exhibition</b>	%
Previous event	22
Earlier events	30
First visit	59
<b>Average length of stay</b>	<b>1,1 days</b>
<b>Influence on purchasing/procurement decisions</b>	%
Decisively	17
Collectively	26
In an advisory capacity	24
No	14
Student	15
Other not gainfully employed	3

\*) Visitor attendance determined by a representative poll in the combination of TerraTec/enertec. Multiple answers were permitted.

<b>Area of responsibility</b>	%
Management	17
Research/development/design	8
Manufacturing, production, quality control	1
Buying/procurement	1
Finance/accounting, controlling	1
Information and communication technology	2
Organization, personnel, administration	1
Sales	14
Marketing, advertising, PR	1
Logistics: storage, material management, transport	1
Maintenance/repairs	4
Other area	31
Student	15
Other not gainfully employed	3
<b>Position in the company/organization</b>	%
Entrepreneur, co-owner, freelancer	19
Managing director, board member, head of an authority etc.	6
Area manager, works manager, plant manager, branch manager, head of public office	7
Department head, group head, team leader	13
Other salaried staff, civil servant, skilled worker	25
Lecturer, teacher	2
Trainee	4
Other position	4
Student	15
Other not gainfully employed	3
<b>Economic sector</b>	%
Industry in general	12
Research, apprenticeship, training	8
Engineer's and planning office	7
Public authority/administration	7
Consulting	7
Recycling companies	6
Plant operator	6
Municipal utility (public services, water supply companies)	5
Skilled trades	4
Trade	3
Municipalities	2
Agriculture and forestry	2
Installation and network operators	2
Operating companies	1
Developers, construction companies and housing companies	1
Association/society	1
Agriculture and fisheries	1
Other sectors	9
Student	15
Other not gainfully employed	3
<b>Size of company/organization:</b>	
<b>Number of employees</b>	%
1- 4	16
5- 9	7
10- 49	16
50- 199	16
200- 499	11
500 - 999	6
1 000 and more	10
Student	15
Other not gainfully employed	3

Conducted by: Gelszus Messe-Marktforschung GmbH, Dortmund

Trade visitors' profile

<b>Visitors (number of entries)</b>	<b>11 283</b>
<b>Proportion of trade visitors</b>	<b>96%</b>
<b>Germany (total)</b>	<b>98</b>
of which	
Nielsen 1	7
Nielsen 2	3
Nielsen 3a	3
Nielsen 3b	1
Nielsen 4	10
Nielsen 5+6	28
Berlin	4
Brandenburg	5
Mecklenburg-West Pomerania	1
Saxony-Anhalt	17
Nielsen 7	45
Saxony	35
Thuringia	10
<b>Foreign (total)</b>	<b>2</b>
<b>Distance to home</b>	%
up to 50 km	17
more than 50 km up to 100 km	22
more than 100 km up to 300 km	38
over 300 km	23
<b>Frequency of visits to exhibition</b>	%
Previous events	26
Earlier events	23
First visit	63
<b>Average length of stay</b>	<b>1,3 days</b>
<b>Influence on purchasing/procurement decisions</b>	<b>N/A</b>

<b>Area of responsibility</b>	%
Management	15
Research/development/design	1
Manufacturing, production, quality control	2
Buying/procurement	1
Finance/accounting, controlling	-
Information and communication technology	1
Organisation, personnel, administration	1
Sales	2
Marketing, advertising, PR	-
Logistics: storage, material management, transport	-
Maintenance/repairs	1
Other area	68
Student	8
<b>Position in the company/organisation</b>	%
Entrepreneur, co-owner, freelancer	24
Managing director, board member, head of an authority etc.	4
Area manager, works manager, plant manager, branch manager, head of public office	3
Department head, group head, team leader	11
Other salaried staff, civil servant, skilled worker	26
Lecturer, teacher	4
Trainee	19
Other position	3
Student	8
<b>Economic sector</b>	%
Ambulant rehabilitation centre	8
Facility for the disabled	3
Vocational school/technical college	17
Fitness studio	2
Hospital	4
Health cure and medicinal baths	1
Medical technical specialised trade	1
Stationary nursing facility	3
Therapeutical practice	39
University/academy/specialist school	7
Association, society, self-help group	1
Prophylaxis and rehabilitation facilities	5
Other sectors	9
<b>Size of company/organisation:</b>	
<b>Number of employees</b>	%
1- 4	27
5- 9	14
10- 49	18
50- 199	16
200 - 499	8
500 - 999	4
1 000 and more	6
Student	8

Conducted by: Institut für Marktforschung GmbH, Leipzig

## Z – Subcontracting Fair → Leipzig

## Trade visitors' profile

<b>Visitors (number of entries)</b>	<b>10 203*</b>	<b>Area of responsibility</b>	<b>%</b>
<b>Proportion of trade visitors</b>	<b>96%</b>	Management	17
<b>Germany (total)</b>	<b>90</b>	Research/development/design	10
of which		Manufacturing, production, quality control	15
Nielsen 1	4	Buying/procurement	20
Bremen	-	Finance/accounting, controlling	-
Hamburg	2	Information and communication technology	1
Lower Saxony	2	Personnel administration, administration	1
Schleswig-Holstein	-	Sales	18
Nielsen 2	6	Marketing, advertising, PR	2
North Rhine-Westph.	6	Logistics: storage, material management, transport	1
Nielsen 3a	3	Maintenance/repairs	3
Hesse	2	Other area	4
Rhineland-Palatinate	1	Student	6
Saarland	1	Other not gainfully employed	1
Nielsen 3b	3	<b>Position in the company/organization</b>	<b>%</b>
Baden-Württemberg	3	Entrepreneur, co-owner, freelancer	19
<b>Foreign (total)</b>	<b>10</b>	Managing director, board member, head of an authority etc.	6
of which		Area manager, works manager, plant manager, branch manager, head of public office	10
EU	76	Department head, group head, team leader	21
Other countries	24	Other salaried staff, civil servant, skilled worker	28
<b>Distance to home</b>	<b>%</b>	Lecturer, teacher	1
up to 50 km	21	Trainee	4
more than 50 km up to 100 km	19	Other position	3
more than 100 km up to 300 km	35	Student	6
over 300 km	25	Other not gainfully employed	1
<b>Country with the highest visitor share</b>	<b>%</b>	<b>Economic sector</b>	<b>%</b>
Poland	31	Industry	61
<b>Frequency of visits to exhibition</b>	<b>%</b>	Skilled trades	8
Previous event	30	Service	13
Earlier events	31	Research	4
First visit	57	Technical retail trade	7
<b>Average length of stay</b>	<b>1,2 days</b>	Student	6
<b>Influence on purchasing/procurement decisions</b>	<b>%</b>	Other not gainfully employed	1
Decisively	30	<b>Size of company/organization: Number of employees</b>	<b>%</b>
Collectively	31	1- 4	9
In an advisory capacity	21	5- 9	4
No	11	10- 49	22
Student	6	50- 199	27
Other not gainfully employed	1	200- 499	15

\*) Visitor attendance determined by a representative poll in the combination of Intec/Z – Subcontracting Fair. Multiple answers were permitted.

## Rheinland-Pfalz-Ausstellung (2012) → Mainz

## Private visitors' profile

<b>Visitors (number of entries)</b>	<b>70 549</b>	<b>Position in the company/organization</b>	<b>%</b>
<b>Proportion of private visitors</b>	<b>94%</b>	Entrepreneur, co-owner, freelancer	8
<b>Germany (total)</b>	<b>100</b>	Managing director, board member, head of an authority etc.	2
of which		Area manager, works manager, plant manager, branch manager, head of public office	4
Nielsen 1	-	Department head, group head, team leader	9
Bremen	-	Other salaried staff, civil servant, skilled worker	37
Hamburg	-	Lecturer, teacher	3
Lower Saxony	-	Trainee	2
Schleswig-Holstein	-	Other position	6
Nielsen 2	-	Student	8
North Rhine-Westph.	-	Housewife/man	5
Nielsen 3a	98	Old-age pensioner	15
Hesse	20	Other not gainfully employed	2
Rhineland-Palatinate	78	<b>Buying and ordering capacity</b>	<b>%</b>
Saarland	-	Purchase or order made or intended at the exhibition	
Nielsen 3b	1	yes	73
Baden-Württemberg	1	no	5
<b>Distance to home</b>	<b>%</b>	maybe	22
up to 50 km	86	<b>Follow-up business</b>	<b>%</b>
more than 50 km up to 100 km	12	Intend to buy at later date	
more than 100 km up to 300 km	2	yes	31
over 300 km	-	no	15
<b>Frequency of visits to exhibition</b>	<b>%</b>	maybe	55
2011	50	<b>Conducted by: Gelszus Messe-Marktforschung GmbH, Dortmund</b>	
2010	45		
2009	38		
Earlier events	49		
First visit	13		
<b>Sex</b>	<b>%</b>		
Male	41		
Female	59		
<b>Size of household</b>	<b>%</b>		
1 person	9		
2 persons	43		
3 persons	22		
4 persons	19		
5 persons and more	7		
<b>Age</b>	<b>%</b>		
up to 20 years	6		
over 20 up to 30 years	14		
over 30 up to 40 years	15		
over 40 up to 50 years	25		
over 50 up to 60 years	25		
over 60 up to 70 years	13		
over 70 years	4		

## BAU

## Trade visitors' profile

<b>Visitors (number of entries)</b>	<b>232 901</b>	<b>Proportion of trade visitors</b>	<b>93%</b>
<b>Germany (total)</b>	<b>73</b>	<b>Germany (total)</b>	<b>73</b>
of which		of which	
Nielsen 1	5	Nielsen 1	5
Bremen	-	Bremen	-
Hamburg	1	Hamburg	1
Lower Saxony	3	Lower Saxony	3
Schleswig-Holstein	7	Schleswig-Holstein	7
Nielsen 2	7	Nielsen 2	7
North Rhine-Westph.	7	North Rhine-Westph.	7
Nielsen 3a	10	Nielsen 3a	10
Hesse	4	Hesse	4
Rhineland-Palatinate	4	Rhineland-Palatinate	4
Saarland	1	Saarland	1
Nielsen 3b	19	Nielsen 3b	19
Baden-Württemberg	19	Baden-Württemberg	19
<b>Foreign (total)</b>	<b>27</b>	<b>Foreign (total)</b>	<b>27</b>
of which		of which	
EU	62	EU	62
Other European countries	24	Other European countries	24
Other countries	14	Other countries	14
<b>Distance to home</b>	<b>%</b>	<b>Distance to home</b>	<b>%</b>
up to 50 km	13	up to 50 km	13
more than 50 km up to 100 km	10	more than 50 km up to 100 km	10
more than 100 km up to 300 km	28	more than 100 km up to 300 km	28
over 300 km	49	over 300 km	49
<b>Countries with the highest visitor shares</b>	<b>%</b>	<b>Countries with the highest visitor shares</b>	<b>%</b>
Austria	16	Austria	16
Italy	8	Italy	8
Switzerland	8	Switzerland	8
Turkey	4	Turkey	4
<b>Frequency of visits to exhibition</b>	<b>%</b>	<b>Frequency of visits to exhibition</b>	<b>%</b>
Previous event	37	Previous event	37
Earlier events	39	Earlier events	39
First visit	45	First visit	45
<b>Average length of stay</b>	<b>1,5 days</b>	<b>Average length of stay</b>	<b>1,5 days</b>
<b>Influence on purchasing/procurement decisions</b>	<b>%</b>	<b>Influence on purchasing/procurement decisions</b>	<b>%</b>
Decisively	34	Decisively	34
Collectively	27	Collectively	27
In an advisory capacity	19	In an advisory capacity	19
No	11	No	11
Student	9	Student	9

Trade visitors' profile

<b>Area of responsibility</b>	<b>%</b>
Management	20
Research/development/design	5
Manufacturing, production, quality control	15
Buying/procurement	3
Finance/accounting, controlling	1
Information and communication technology	1
Personnel administration, administration	1
Sales	12
Marketing, advertising, PR	3
Logistics: storage, material management, transport	2
Maintenance/repairs	3
Other area	5
Product development/design	4
Planning	17
Student	9

<b>Position in the company/organization</b>	<b>%</b>
Entrepreneur, co-owner, freelancer	28
Managing director, board member, head of an authority etc.	9
Area manager, works manager, plant manager, branch manager, head of public office	6
Master craftsman, foreman	5
Department head, group head, team leader	13
Other salaried staff, civil servant, skilled worker	18
Lecturer, teacher	2
Trainee	6
Other position	2
Student	9

<b>Economic sector</b>	<b>%</b>
Construction industry	34
Other skilled trades	5
Architect, architect's office	12
Constructional engineers	3
Planner	4
Building materials trade	8
Other trade	3
Building materials manufacturer	7
Other manufacturers	4
Building owner	2
Real estate industry	2
Service	4
Authority/public services	3
University, technical, vocational college, research institute	1
Student	9

<b>Size of company/organization:</b>	
<b>Number of employees</b>	<b>%</b>
1- 9	35
10- 49	23
50- 199	14
200- 499	5
500 - 999	4
1 000 and more	11
Student	9

Conducted by: TNS Infratest Wirtschafts-forschung, München

<b>Visitors (number of entries)</b>	<b>535 065</b>
<b>Proportion of trade visitors</b>	<b>84%</b>
<b>Germany (total)</b>	<b>56</b>
of which	
Nielsen 1	5
Nielsen 2	8
Nielsen 3a	8
Nielsen 3b	23
Baden-Württemberg	23
Nielsen 4	50
Nielsen 5+6	3
Berlin	1
Brandenburg	1
Mecklenburg-	
West Pommern	-
Saxony-Anhalt	-
Nielsen 7	4
Saxony	2
Thuringia	2

<b>Foreign (total)</b>	<b>44</b>
of which	
EU	57
Other European countries	23
Africa	2
North America	3
South and Central America	3
Middle East	3
South-, East-, Central Asia	8
Australia	3
<b>Distance to home</b>	<b>%</b>
up to 50 km	9
more than 50 km up to 100 km	8
more than 100 km up to 300 km	26
over 300 km	57

<b>Countries with the highest visitor shares</b>	<b>%</b>
Austria	17
Switzerland	10
Italy	7
France	5

<b>Frequency of visits to exhibition</b>	<b>%</b>
Previous event	38
Earlier events	33
First visit	48

<b>Average length of stay</b>	<b>1,9 days</b>
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<b>Influence on purchasing/procurement decisions</b>	<b>%</b>
Decisively	23
Collectively	27
In an advisory capacity	22
No	19
Student	9
Other not gainfully employed	1

<b>Area of responsibility</b>	<b>%</b>
Management	18
Research/development/design	7
Manufacturing, production, quality control	9
Buying/procurement	2
Finance/accounting, controlling	1
Information and communication technology	1
Personnel administration, administration	-
Sales	5
Marketing, advertising, PR	2
Logistics: storage, material management, transport	5
Maintenance/repairs	6
Other area	7
Building management	15
Mechanical department, building machine, equipment department	12
Student	9
Other not gainfully employed	1

<b>Position in the company/organization</b>	<b>%</b>
Entrepreneur, co-owner, freelancer	18
Managing director, board member, head of an authority etc.	10
Area manager, works manager, plant manager, branch manager, head of public office	8
Department head, group head, team leader	12
Master craftsman, building foreman, head mason	7
Other salaried staff, civil servant, skilled worker	16
Construction machine operator	7
Lecturer, teacher	1
Trainee	6
Other position	4
Student	9
Other not gainfully employed	1

<b>Economic sector</b>	<b>%</b>
Construction company	26
Mining and extraction of raw materials	1
Horticulture and landscape gardening	1
Building materials, non-metallic minerals	5
Machine and plant construction	15
Other industry/skilled trades	4
Trade	8
Service	13
Building authorities, administration	7
University, technical college, institution	2
Other sectors	11
Student	9
Other not gainfully employed	1

<b>Size of company/organization:</b>	
<b>Number of employees</b>	<b>%</b>
1- 4	10
5- 9	10
10- 49	21
50- 199	19
200- 499	9
500 - 999	5
1 000 and more	16
Student	9
Other not gainfully employed	1

Conducted by: TNS Infratest, München

Trade visitors' profile

<b>Visitors (number of entries)</b>	<b>66 772</b>
<b>Proportion of trade visitors</b>	<b>95%</b>
<b>Germany (total)</b>	<b>36</b>
of which	
Nielsen 1	6
Nielsen 2	7
Nielsen 3a	10
Nielsen 3b	13
Baden-Württemberg	13
Nielsen 4	59
Nielsen 5+6	2
Berlin	1
Brandenburg	-
Mecklenburg-	
West Pommern	-
Saxony-Anhalt	-
Nielsen 7	3
Saxony	2
Thuringia	2

<b>Foreign (total)</b>	<b>64</b>
of which	
EU	47
Other European countries	16
Africa	5
North America	5
South and Central America	7
Middle East	4
South-, East-, Central Asia	14
Australia	1
<b>Distance to home</b>	<b>%</b>
up to 50 km	
more than 50 km up to 100 km	6
more than 100 km up to 300 km	12
over 300 km	73

<b>Countries with the highest visitor shares</b>	<b>%</b>
Italy	11
Russia	5
Switzerland	5
USA	5
Austria	3

<b>Frequency of visits to exhibition</b>	<b>%</b>
Previous event	29
Earlier events	24
First visit	62

<b>Average length of stay</b>	<b>2,2 days</b>
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<b>Influence on purchasing/procurement decisions</b>	<b>%</b>
Decisively	24
Collectively	30
In an advisory capacity	25
No	15
Student	6
Other not gainfully employed	1

<b>Area of responsibility</b>	<b>%</b>
Management	18
Research/development/design	13
Manufacturing, production, quality control	29
Buying/procurement	6
Finance/accounting, controlling	-
Information and communication technology	1
Personnel administration, administration	1
Sales	13
Marketing, advertising, PR	5
Logistics: storage, material management, transport	1
Maintenance/repairs	3
Other area	5
Student	6
Other not gainfully employed	1

<b>Position in the company/organization</b>	<b>%</b>
Entrepreneur, co-owner, freelancer	14
Managing director, board member, head of an authority etc.	11
Area manager, works manager, plant manager, branch manager, head of public office	12
Department head, group head, team leader	20
Other management positions with personnel/budget responsibility	7
Foreman, master craftsman	5
Other salaried staff, civil servant, skilled worker	16
Lecturer, teacher	2
Trainee	4
Other position	3
Student	6
Other not gainfully employed	1

<b>Economic sector</b>	<b>%</b>
Producer/manufacturer	50
Supplier	21
beverage wholesale and retail	10
Service	11
University/polytechnic	2
Public authority	1
Other sectors	6
Student	6
Other not gainfully employed	1

<b>Size of company/organization:</b>	
<b>Number of employees</b>	<b>%</b>
1- 9	13
10- 49	16
50- 249	20
250- 499	11
500- 999	8
1 000 and more	25
Student	6
Other not gainfully employed	1

Conducted by: TNS Infratest Wirtschafts-forschung, München



## eCarTec / MATERIALICA (2012) → München

## Trade visitors' profile

<b>Visitors (number of entries)</b>	<b>12 759</b>	Student	2
		Other not gainfully employed	1
<b>Proportion of trade visitors</b>	<b>86%</b>	<b>Position in the company/organization</b>	<b>%</b>
<b>Germany (total)</b>	<b>81</b>	Entrepreneur, co-owner, freelancer	20
of which		Managing director, board member, head of an authority etc.	12
Nielsen 1	9	Area manager, works manager, plant manager, branch manager, head of public office	8
Bremen	4	Department head, group head, team leader	23
Hamburg	2	Other salaried staff, civil servant, skilled worker	19
Lower Saxony	2	Lecturer, teacher	4
Schleswig-Holstein	1	Trainee	3
Nielsen 2	7	Other position	5
North Rhine-Westph.	7	Student	4
Nielsen 3a	11	<b>Economic sector</b>	<b>%</b>
Hesse	7	Adaptronics	1
Rhineland-Palatinate	3	Aerospace	3
Saarland	1	Automation, mechanical engineering	8
Nielsen 3b	12	Automotive passenger vehicles	15
Baden-Württemberg	12	Automotive utility vehicles	6
		Shipbuilding, boatbuilding	3
		Motorcycles	5
		Plastics	9
		Metal	4
		Chemistry	3
		Composites	2
		Electrical engineering/electronics	9
		Energy	5
		Medicine	3
		Finances	2
		Information and communication technology	2
		Logistics, car hire services	1
		Surface treatment technology	1
		Bicycle	2
		Sports	1
		Building industry, architecture	1
		Design	2
		Ceramics	1
		Authority/public services	4
		University/college, research	5
		Other	3
		<b>Size of company/organization:</b>	<b>%</b>
		<b>Number of employees</b>	<b>%</b>
		1- 4	8
		5- 9	5
		10- 49	15
		50- 199	26
		200 - 499	12
		500 - 999	11
		1 000 and more	24
		<b>Conducted by: Hopp &amp; Partner, Berlin</b>	
<b>Foreign (total)</b>	<b>19</b>		
of which			
EU	79		
Other countries	21		
<b>Distance to home</b>	<b>%</b>		
up to 50 km	20		
more than 50 km up to 100 km	16		
more than 100 km up to 300 km	21		
over 300 km	42		
<b>Countries with the highest visitor shares</b>	<b>%</b>		
Austria	14		
United Kingdom	13		
<b>Frequency of visits to exhibition</b>	<b>%</b>		
Previous event	62		
Earlier events	46		
First visit	43		
<b>Average length of stay</b>	<b>1,0 days</b>		
<b>Influence on purchasing/procurement decisions</b>	<b>%</b>		
Decisively	30		
Collectively	37		
In an advisory capacity	19		
No	15		
<b>Area of responsibility</b>	<b>%</b>		
Management	14		
Research/development/design	24		
Manufacturing, production, quality control	12		
Buying/procurement	6		
Finance/accounting, controlling	2		
Information and communication technology	1		
Organization, personnel, administration	3		
Sales	10		
Marketing, advertising, PR	-		
Logistics: storage, material management, transport	-		
Maintenance/repairs	1		
Other area	7		

## f.re.e → München

## Private visitors' profile

<b>Visitors (number of entries)</b>	<b>111 280</b>	<b>Position in the company/organization</b>	<b>%</b>
		Entrepreneur, co-owner, freelancer	9
		Managing director, board member, head of an authority etc.	1
		Area manager, works manager, plant manager, branch manager, head of public office	2
		Department head, group head, team leader	9
		Other salaried staff, civil servant, skilled worker	2
		Lecturer, teacher	37
		Trainee	2
		Other position	5
		Student	13
		Housewife/man	3
		Old-age pensioner	15
		Other not gainfully employed	1
		<b>Buying and ordering capacity</b>	<b>%</b>
		Purchase or order made or intended at the exhibition	
		yes	32
		no	36
		maybe	32
		<b>Follow-up business</b>	<b>%</b>
		Intend to buy at later date	
		yes	30
		no	14
		maybe	56
		<b>Conducted by: TNS Infratest, München</b>	
<b>Proportion of private visitors</b>	<b>89%</b>		
<b>Germany (total)</b>	<b>98</b>		
of which			
Nielsen 1	-	Nielsen 4	97
Bremen	-	Bavaria	97
Hamburg	-	Nielsen 5+6	1
Lower Saxony	-	Berlin	-
Schleswig-Holstein	-	Brandenburg	-
Nielsen 2	-	Mecklenburg-	-
North Rhine-Westph.	-	West Pommern	-
Nielsen 3a	-	Saxony-Anhalt	-
Hesse	-	Nielsen 7	1
Rhineland-Palatinate	-	Saxony	-
Saarland	-	Thuringia	-
Nielsen 3b	1		
Baden-Württemberg	1		
<b>Foreign (total)</b>	<b>2</b>		
of which			
EU	61		
Other countries	39		
<b>Distance to home</b>	<b>%</b>		
up to 50 km	67		
more than 50 km up to 100 km	21		
more than 100 km up to 300 km	9		
over 300 km	3		
<b>Frequency of visits to exhibition</b>	<b>%</b>		
Previous event	45		
Earlier events	57		
First visit	32		
<b>Sex</b>	<b>%</b>		
Male	55		
Female	45		
<b>Size of household</b>	<b>%</b>		
1 person	22		
2 persons	43		
3 persons	16		
4 persons	12		
5 persons and more	7		
<b>Age</b>	<b>%</b>		
up to 20 years	8		
over 20 up to 30 years	20		
over 30 up to 40 years	14		
over 40 up to 50 years	21		
over 50 up to 60 years	20		
over 60 up to 70 years	11		
over 70 years	6		

## INHORGENTA MUNICH

## Trade visitors' profile

<b>Visitors (number of entries)</b>	<b>29 544</b>		
<b>Proportion of trade visitors</b>	<b>94%</b>		
<b>Germany (total)</b>	<b>68</b>		
of which			
Nielsen 1	9	Nielsen 4	39
Bremen	-	Bavaria	39
Hamburg	2	Nielsen 5+6	4
Lower Saxony	4	Berlin	2
Schleswig-Holstein	3	Brandenburg	1
Nielsen 2	11	Mecklenburg-	-
North Rhine-Westph.	11	West Pommern	-
Nielsen 3a	9	Saxony-Anhalt	-
Hesse	4	Nielsen 7	2
Rhineland-Palatinate	5	Saxony	2
Saarland	1	Thuringia	-
Nielsen 3b	25		
Baden-Württemberg	25		
<b>Foreign (total)</b>	<b>32</b>		
of which			
EU	81		
Other European countries	12		
Other countries	7		
<b>Distance to home</b>	<b>%</b>		
up to 50 km	13		
more than 50 km up to 100 km	6		
more than 100 km up to 300 km	23		
over 300 km	57		
<b>Countries with the highest visitor shares</b>	<b>%</b>		
Austria	25		
Netherlands	7		
Italy	7		
Switzerland	7		
United Kingdom	6		
<b>Frequency of visits to exhibition</b>	<b>%</b>		
2012	55		
2011	52		
Earlier events	49		
First visit	24		
<b>Average length of stay</b>	<b>1,7 days</b>		
<b>Influence on purchasing/procurement decisions</b>	<b>%</b>		
Decisively	46		
Collectively	25		
In an advisory capacity	14		
No	9		
Student	6		
Other not gainfully employed	1		

Trade visitors' profile

<b>Area of responsibility</b>	%
Management	35
Research/development/design	1
Manufacturing, production, quality control	6
Buying/procurement	6
Finance/accounting, controlling	2
Information and communication technology	-
Personnel administration, administration	-
Sales	15
Marketing, advertising, PR	4
Logistics: storage, material management, transport	-
Maintenance/repairs	1
Other area	7
Product development/design	14
Student	6
Other not gainfully employed	1
<b>Position in the company/organization</b>	%
Entrepreneur, co-owner, freelancer	53
Managing director, board member, head of an authority etc.	5
Area manager, works manager, plant manager, branch manager, head of public office	3
Department head, group head, team leader	5
Foreman, master craftsman	3
Other salaried staff, civil servant, skilled worker	13
Lecturer, teacher	1
Trainee	7
Other position	2
Student	6
Other not gainfully employed	1
<b>Economic sector</b>	%
Classical retail trade in fashion jewellery, watches and jewellery	28
Trend shop with lifestyle jewellery and watches	9
Other retail	7
Department store	2
Wholesale and foreign trade in fashion jewellery, watches and gemstones	5
Other wholesale trade	2
Commercial agent	1
Mail order business, TV/Internet-shopping	1
Gold/silversmith without retail outlet	15
Watchmaker without retail outlet	1
Producer	5
Supplying company belonging to the sector	1
Designer	7
Gallery	2
Polytechnics	2
Other sectors	6
Student	6
Other not gainfully employed	1
<b>Size of company/organization:</b>	
<b>Number of employees</b>	%
1- 4	53
5- 9	18
10- 49	11
50- 199	4
200- 499	3
500 - 999	2
1 000 and more	3
Student	6
Other not gainfully employed	1

Conducted by: Gelszus Messe-Marktforschung GmbH, Dortmund

<b>Visitors (number of entries)</b>	<b>138 792</b>
<b>Proportion of trade visitors</b>	<b>29%</b>
<b>Germany (total)</b>	<b>96</b>
of which	
Nielsen 1	1 Nielsen 4
Bremen	- Bavaria
Hamburg	- Nielsen 5+6
Lower Saxony	1 Berlin
Schleswig-Holstein	- Brandenburg
Nielsen 2	1 Mecklenburg-
North Rhine-Westph.	1 West Pommern
Nielsen 3a	1 Saxony-Anhalt
Hesse	1 Nielsen 7
Rhineland-Palatinate	- Saxony
Saarland	- Thuringia
Nielsen 3b	2
Baden-Württemberg	2
<b>Foreign (total)</b>	<b>4</b>
of which	
EU	66
Other countries	34
<b>Distance to home</b>	%
up to 50 km	48
more than 50 km up to 100 km	25
more than 100 km up to 300 km	19
over 300 km	8
<b>Country with the highest visitor share</b>	%
Austria	29
<b>Frequency of visits to exhibition</b>	%
Previous event	36
Earlier events	49
First visit	30
<b>Average length of stay</b>	<b>1,1 days</b>
<b>Influence on purchasing/procurement decisions</b>	%
Decisively	22
Collectively	21
In an advisory capacity	21
No	22
Student	9
Other not gainfully employed	5

<b>Position in the company/organization</b>	%
Entrepreneur, co-owner, freelancer	26
Managing director, board member, head of an authority etc.	3
Area manager, works manager, plant manager, branch manager, head of public office	2
Department head, group head, team leader	5
Foreman, master craftsman	12
Other salaried staff, civil servant, skilled worker	16
Lecturer, teacher	4
Trainee	13
Other position	4
Student	9
Other not gainfully employed	5
<b>Economic sector</b>	%
Skilled trades	42
Industry	8
Producer/manufacturer	2
Retail and wholesale trade	3
Horticulture and landscape gardening	5
Architect/interior designer	2
Florists	1
Service sector	7
Public authority	3
Polytechnic, college	4
Health service	1
Financial services	7
Student	9
Other not gainfully employed	5
<b>Size of company/organization:</b>	
<b>Number of employees</b>	%
1- 4	30
5- 9	12
10- 49	16
50- 199	10
200- 499	4
500 - 999	2
1 000 and more	12
Student	5
Other not gainfully employed	9

Private visitors' profile

<b>Visitors (number of entries)</b>	<b>138 792</b>
<b>Proportion of private visitors</b>	<b>71%</b>
<b>Germany (total)</b>	<b>99</b>
of which	
Nielsen 1	- Nielsen 4
Bremen	- Bavaria
Hamburg	- Nielsen 5+6
Lower Saxony	- Berlin
Schleswig-Holstein	- Brandenburg
Nielsen 2	- Mecklenburg-
North Rhine-Westph.	- West Pommern
Nielsen 3a	- Saxony-Anhalt
Hesse	- Nielsen 7
Rhineland-Palatinate	- Saxony
Saarland	- Thuringia
Nielsen 3b	1
Baden-Württemberg	1
<b>Foreign (total)</b>	<b>1</b>
of which	
EU	88
Other countries	12
<b>Country with the highest visitor share</b>	%
Austria	52
<b>Distance to home</b>	%
up to 50 km	67
more than 50 km up to 100 km	20
more than 100 km up to 300 km	11
over 300 km	2
<b>Frequency of visits to exhibition</b>	%
Previous event	44
Earlier events	62
First visit	20
<b>Sex</b>	%
Male	42
Female	58
<b>Size of household</b>	%
1 person	15
2 persons	51
3 persons	14
4 persons	14
5 persons and more	6
<b>Age</b>	%
up to 20 years	3
over 20 up to 30 years	7
over 30 up to 40 years	8
over 40 up to 50 years	17
over 50 up to 60 years	25
over 60 up to 70 years	28
over 70 years	12

<b>Position in the company/organization</b>	%
Entrepreneur, co-owner, freelancer	9
Managing director, board member, head of an authority etc.	1
Area manager, works manager, plant manager, branch manager, head of public office	1
Department head, group head, team leader	7
Foreman, master craftsman	3
Other salaried staff, civil servant, skilled worker	25
Lecturer, teacher	2
Trainee	1
Other position	4
Student	4
Housewife/man	8
Old-age pensioner	33
Other not gainfully employed	2
<b>Buying and ordering capacity</b>	%
Purchase or order made or intended at the exhibition	
yes	60
no	12
maybe	28
<b>Follow-up business</b>	%
Intend to buy at later date	
yes	26
no	22
maybe	52
<b>Conducted by: Gelszus Messe-Marktforschung GmbH, Dortmund</b>	

## LASER World of PHOTONICS → München

## Trade visitors' profile

<b>Visitors (number of entries)</b>	<b>26 582</b>	<b>Area of responsibility</b>	<b>%</b>
<b>Proportion of trade visitors</b>	<b>98%</b>	Management	8
<b>Germany (total)</b>	<b>45</b>	Research/development/design	43
of which		Manufacturing, production, quality control	11
Nielsen 1	13	Buying/procurement	1
Bremen	1	Finance/accounting, controlling	-
Hamburg	1	Information and communication technology	1
Lower Saxony	8	Personnel administration, administration	-
Schleswig-Holstein	2	Sales	5
Nielsen 2	6	Marketing, advertising, PR	2
North Rhine-Westph.	6	Logistics: storage, material management, transport	-
Nielsen 3a	9	Maintenance/repairs	1
Hesse	5	Other area	2
Rhineland-Palatinate	3	Training/further training, study	2
Saarland	1	Student	23
Nielsen 3b	16	Other not gainfully employed	1
Baden-Württemberg	16	<b>Position in the company/organization</b>	<b>%</b>
<b>Foreign (total)</b>	<b>55</b>	Entrepreneur, co-owner, freelancer	5
of which		Managing director, board member, head of an authority etc.	6
EU	57	Area manager, works manager, plant manager, branch manager, head of public office	4
Other European countries	15	Department head, group head, team leader	9
North America	7	Project manager with managerial responsibility	11
South-, East-, Central Asia	16	Other salaried staff, civil servant, skilled worker	18
Other countries	6	Lecturer, teacher	17
<b>Distance to home</b>	<b>%</b>	Trainee	2
up to 50 km	12	Other position	4
more than 50 km up to 100 km	3	Student	23
more than 100 km up to 300 km	15	Other not gainfully employed	1
over 300 km	71	<b>Economic sector</b>	<b>%</b>
<b>Countries with the highest visitor shares</b>	<b>%</b>	Industry: Optical engineering	19
France	9	Precision engineering industry	3
United Kingdom	7	Toolmaking, mechanical engineering industry	4
Italy	7	Electrical engineering, electronic, semiconducting industry	6
Switzerland	7	Medical, biotechnology industry	2
<b>Frequency of visits to exhibition</b>	<b>%</b>	Other industry	11
Previous event	34	Trade	3
Earlier events	27	Skilled trades	1
First visit	57	Service	1
<b>Average length of stay</b>	<b>2,1 days</b>	Non-university research institute	6
<b>Influence on purchasing/procurement decisions</b>	<b>%</b>	University/college/polytechnic	17
Decisively	17	Public administration	1
Collectively	29	Other sectors	2
In an advisory capacity	20	Student	23
No	10	Other not gainfully employed	1
Student	23	<b>Size of company/organization:</b>	
Other not gainfully employed	1	<b>Number of employees</b>	<b>%</b>
		1- 4	6
		5- 9	4
		10- 49	16
		50- 199	17
		200- 499	6
		500 - 999	5
		1 000 and more	22
		Student	23
		Other not gainfully employed	1

Conducted by: TNS Infratest Wirtschaftsforschung, München

## productronica → München

## Trade visitors' profile

<b>Visitors (number of entries)</b>	<b>37 808</b>	Finance/accounting, controlling	-
<b>Proportion of trade visitors</b>	<b>98%</b>	Information and communication technology	1
<b>Germany (total)</b>	<b>49</b>	Personnel administration, administration	-
of which		Sales	7
Nielsen 1	5	Marketing, advertising, PR	1
Bremen	1	Logistics: storage, material management, transport	1
Hamburg	1	Maintenance/repairs	2
Lower Saxony	2	Other area	2
Schleswig-Holstein	1	Student	12
Nielsen 2	5	Other not gainfully employed	1
North Rhine-Westph.	5	<b>Position in the company/organization</b>	<b>%</b>
Nielsen 3a	7	Entrepreneur, co-owner, freelancer	10
Hesse	6	Managing director, board member, head of an authority etc.	10
Rhineland-Palatinate	1	Area manager, works manager, plant manager, branch manager, head of public office	9
Saarland	-	Project manager with managerial responsibility	11
Nielsen 3b	18	Department head, group head, team leader	17
Baden-Württemberg	18	Other salaried staff, civil servant, skilled worker	22
<b>Foreign (total)</b>	<b>51</b>	Lecturer, teacher	2
of which		Trainee	3
EU	64	Other position	3
Other European countries	20	Student	12
Middle East	4	Other not gainfully employed	1
South-, East-, Central Asia	6	<b>Economic sector</b>	<b>%</b>
Other countries	6	Manufacture of industrial electronics	17
<b>Distance to home</b>	<b>%</b>	Manufacture of motor vehicle electronics	9
up to 50 km	13	Telecom products and consumer electronics manufacturers	4
more than 50 km up to 100 km	7	Production of medical electronics	3
more than 100 km up to 300 km	18	Production of military electronics	2
over 300 km	63	Semiconductor production	2
<b>Countries with the highest visitor shares</b>	<b>%</b>	Printed circuit board production	5
Italy	12	Electrical engineering	4
Austria	8	Precision engineering and optics	1
Switzerland	8	Mechanical and apparatus engineering	5
Russia	6	Measuring, control and automation technology	3
Czech Republic	4	Aerospace industry	2
<b>Frequency of visits to exhibition</b>	<b>%</b>	Automobile and vehicle manufacturing	3
Previous event	34	Other processing industries, industry in general	3
Earlier events	41	Trade, craft/skilled trades	6
First visit	54	Service	10
<b>Average length of stay</b>	<b>1,7 days</b>	Non-university research institute	1
<b>Influence on purchasing/procurement decisions</b>	<b>%</b>	University/college	2
Decisively	21	Public administration	1
Collectively	31	Other sectors	5
In an advisory capacity	26	Student	12
No	9	Other not gainfully employed	1
Student	12	<b>Size of company/organization:</b>	
Other not gainfully employed	1	<b>Number of employees</b>	<b>%</b>
		1- 9	9
		10- 49	16
		50- 99	22
		100- 499	9
		500 - 999	9
		1 000 and more	22
		Student	12
		Other not gainfully employed	1
<b>Area of responsibility</b>	<b>%</b>		
Management	21		
Research/development/design	13		
System development/integration	3		
Electronic development, design	9		
Manufacturing, production, quality control	26		
Buying/procurement	2		

Conducted by: TNS Infratest Wirtschaftsforschung, München

## ALTENPFLEGE

## Trade visitors' profile

<b>Visitors (number of entries)</b>	<b>31 161</b>	<b>Visitors (number of entries)</b>	<b>31 161</b>
<b>Proportion of trade visitors</b>	<b>99%</b>	<b>Proportion of trade visitors</b>	<b>99%</b>
<b>Germany (total)</b>	<b>98</b>	<b>Germany (total)</b>	<b>98</b>
of which		of which	
Nielsen 1	2	Nielsen 1	2
Bremen	-	Bremen	-
Hamburg	1	Hamburg	1
Lower Saxony	1	Lower Saxony	1
Schleswig-Holstein	1	Schleswig-Holstein	1
Nielsen 2	4	Nielsen 2	4
North Rhine-Westph.	4	North Rhine-Westph.	4
Nielsen 3a	9	Nielsen 3a	9
Hesse	5	Hesse	5
Rhineland-Palatinate	4	Rhineland-Palatinate	4
Saarland	-	Saarland	-
Nielsen 3b	15	Nielsen 3b	15
Baden-Württemberg	15	Baden-Württemberg	15
<b>Foreign (total)</b>	<b>2</b>	<b>Foreign (total)</b>	<b>2</b>
of which		of which	
EU	83	EU	83
Other countries	17	Other countries	17
<b>Distance to home</b>	<b>%</b>	<b>Distance to home</b>	<b>%</b>
up to 50 km	17	up to 50 km	17
more than 50 km up to 100 km	17	more than 50 km up to 100 km	17
more than 100 km up to 300 km	45	more than 100 km up to 300 km	45
over 300 km	21	over 300 km	21
<b>Frequency of visits to exhibition</b>	<b>%</b>	<b>Frequency of visits to exhibition</b>	<b>%</b>
Previous event	10	Previous event	10
Earlier events	60	Earlier events	60
First visit	34	First visit	34
<b>Average length of stay</b>	<b>1,1 days</b>	<b>Average length of stay</b>	<b>1,1 days</b>
<b>Influence on purchasing/procurement decisions</b>	<b>%</b>	<b>Influence on purchasing/procurement decisions</b>	<b>%</b>
Decisively	15	Decisively	15
Collectively	29	Collectively	29
In an advisory capacity	26	In an advisory capacity	26
No	21	No	21
Student	8	Student	8
Other not gainfully employed	2	Other not gainfully employed	2

Trade visitors' profile

<b>Area of responsibility</b>	%
Management	12
Research/development/design	-
Manufacturing, production, quality control	1
Buying/procurement	2
Finance/accounting, controlling	1
Information and communication technology	1
Personnel administration, administration	2
Sales	2
Marketing, advertising, PR	1
Logistics: storage, material management, transport	-
Maintenance/repairs	1
Other area	9
Nursing service	54
Kitchen/household	5
Student	8
Other not gainfully employed	2
<b>Position in the company/organization</b>	%
Owner/Managing Director	8
Managing Director/Board of Directors – Benefactor's Association	1
Homes management (e.g. elderly, handicapped)	6
Nursing management	13
Residential sector management	6
Kitchen/Housekeeping management	4
Social support	3
Nursing staff	24
Skilled domestic worker	2
Other management position	5
Other specialist	4
Nursing student	9
Other position	5
Student	8
Other not gainfully employed	2
<b>Economic sector</b>	%
Geriatric care, retirement home	50
Ambulatory care, residential community, assisted living	20
Hospital/clinic	4
Facility for the disabled	3
Therapeutic facility	1
Public authority, organization	3
School, university	3
Other sectors	7
Student	8
Other not gainfully employed	2
<b>Size of company/organization:</b>	
<b>Number of employees</b>	%
1- 4	4
5- 9	4
10- 49	23
50- 199	35
200- 499	11
500 - 999	5
1 000 and more	10
Student	8
Other not gainfully employed	2

Conducted by: Gelszus Messe-Marktforschung GmbH, Dortmund

<b>Visitors (number of entries)</b>	<b>711</b>
<b>Proportion of trade visitors</b>	<b>99%</b>
<b>Germany (total)</b>	<b>68</b>
of which	
Nielsen 1	5
Nielsen 4	39
Bremen - Bavaria	39
Hamburg - Nielsen 5+6	4
Lower Saxony - Berlin	2
Schleswig-Holstein - Brandenburg	1
Nielsen 2	14
Mecklenburg-North Rhine-Westph.	14
West Pommern	-
Nielsen 3a	10
Saxony-Anhalt	1
Hesse - Nielsen 7	6
Rhineland-Palatinate - Saxony	4
Saarland - Thuringia	3
Nielsen 3b	22
Baden-Württemberg	22
<b>Foreign (total)</b>	<b>32</b>
of which	
EU	65
Other European countries	35
<b>Distance to home</b>	%
up to 50 km	9
more than 50 km up to 100 km	11
more than 100 km up to 300 km	32
over 300 km	48
<b>Average length of stay</b>	<b>1,3 days</b>
<b>Influence on purchasing/procurement decisions</b>	%
Decisively	14
Collectively	44
In an advisory capacity	27
No	14
Student	1

<b>Area of responsibility</b>	%
Management	13
Research/development/design	40
Manufacturing, production, quality control	11
Buying/procurement	-
Finance/accounting, controlling	-
Information and communication technology	-
Personnel administration, administration	1
Sales	27
Marketing, advertising, PR	5
Logistics: storage, material management, transport	-
Maintenance/repairs	2
Other area	1
Student	1
<b>Position in the company/organization</b>	%
Entrepreneur, co-owner, freelancer	7
Managing director, board member, head of an authority etc.	11
Area manager, works manager, plant manager, branch manager, head of public office	19
Department head, group head, team leader	23
Other salaried staff, civil servant, skilled worker	30
Lecturer, teacher	3
Trainee	4
Other position	2
Student	1
<b>Economic sector</b>	%
Industry	75
Wholesale trade	3
Retail trade	1
Import/export	2
Service	9
Public administration	1
Teaching, research	7
Other sectors	1
Student	1
<b>Size of company/organization:</b>	
<b>Number of employees</b>	%
1- 4	4
5- 9	1
10- 49	11
50- 199	15
200 - 499	11
500 - 999	4
1 000 and more	51
Student	1

Conducted by: Gelszus Messe-Marktforschung GmbH, Dortmund

Trade visitors' profile

<b>Visitors (number of entries)</b>	<b>41 794</b>
<b>Proportion of trade visitors</b>	<b>92%</b>
<b>Germany (total)</b>	<b>60</b>
of which	
Nielsen 1	9
Nielsen 4	52
Bremen - Bavaria	52
Hamburg - Nielsen 5+6	5
Lower Saxony - Berlin	3
Schleswig-Holstein - Brandenburg	-
Nielsen 2	4
Mecklenburg-North Rhine-Westph.	4
West Pommern	1
Nielsen 3a	9
Saxony-Anhalt	1
Hesse - Nielsen 7	5
Rhineland-Palatinate - Saxony	2
Saarland - Thuringia	3
Nielsen 3b	16
Baden-Württemberg	16
<b>Foreign (total)</b>	<b>40</b>
of which	
EU	74
Other European countries	15
North America	2
South and Central America	3
South-, East-, Central Asia	5
Other countries	2
<b>Distance to home</b>	%
up to 50 km	12
more than 50 km up to 100 km	6
more than 100 km up to 300 km	30
over 300 km	52
<b>Countries with the highest visitor shares</b>	%
Italy	11
Austria	8
Russia	7
Spain	7
Poland	7
<b>Frequency of visits to exhibition</b>	%
Previous event	38
Earlier events	50
First visit	37
<b>Average length of stay</b>	<b>1,7 days</b>

<b>Influence on purchasing/procurement decisions</b>	%
Decisively	38
Collectively	30
In an advisory capacity	13
No	9
Student	10
Other not gainfully employed	1

<b>Area of responsibility</b>	%
Management	31
Research/development/design	8
Manufacturing, production, quality control	7
Buying/procurement	9
Finance/accounting, controlling	1
Information and communication technology	1
Personnel and social welfare	1
Sales	17
Marketing, advertising, PR	5
Logistics: storage, material management, transport	-
Maintenance/repairs	-
Other area	8
Student	10
Other not gainfully employed	1
<b>Position in the company/organization</b>	%
Entrepreneur, co-owner, freelancer	40
Managing director, board member, head of an authority etc.	9
Area manager, works manager, plant manager, branch manager, head of public office	8
Department head, group head, team leader	10
Other salaried staff, civil servant, skilled worker	15
Lecturer, teacher	2
Trainee	2
Other position	4
Student	10
Other not gainfully employed	1
<b>Economic sector</b>	%
Retail trade	38
Wholesale, import, export	12
Manufacturers	15
Agriculture and fisheries	9
Service	9
Other sectors	8
Student	10
Other not gainfully employed	1
<b>Size of company/organization:</b>	
<b>Number of employees</b>	%
1- 4	30
5- 9	11
10- 49	24
50- 199	10
200- 499	6
500 - 999	4
1 000 and more	6
Student	10
Other not gainfully employed	1

Conducted by: Gelszus Messe-Marktforschung GmbH, Dortmund

## eltec → Nürnberg

### Trade visitors' profile

<b>Visitors (number of entries)</b>	<b>11 863</b>	<b>Area of responsibility</b>	<b>%</b>
<b>Proportion of trade visitors</b>	<b>97%</b>	Management	14
<b>Germany (total)</b>	<b>98</b>	Research/development/design	4
of which		Manufacturing, production, quality control	5
Nielsen 1	2	Buying/procurement	2
Bremen	-	Finance/accounting, controlling	-
Hamburg	-	Information and communication technology	4
Lower Saxony	1	Personnel administration, administration	1
Schleswig-Holstein	1	Sales	8
Nielsen 2	1	Marketing, advertising, PR	1
North Rhine-Westph.	1	Logistics: storage, material management, transport	1
Nielsen 3a	-	Maintenance/repairs	15
Hesse	-	Other area	8
Rhineland-Palatinate	-	Installation/assembly	32
Saarland	-	Student	4
Nielsen 3b	2	Other not gainfully employed	1
Baden-Württemberg	2	<b>Position in the company/organization</b>	<b>%</b>
<b>Foreign (total)</b>	<b>2</b>	Entrepreneur, co-owner, freelancer	26
<b>Distance to home</b>	<b>%</b>	Managing director, board member, head of an authority etc.	4
up to 50 km	26	Area manager, works manager, plant manager, branch manager, head of public office	5
more than 50 km up to 100 km	24	Department head, group head, team leader	12
more than 100 km up to 300 km	43	Foreman, master craftsman	11
over 300 km	7	Other salaried staff, civil servant, skilled worker	20
<b>Frequency of visits to exhibition</b>	<b>%</b>	Lecturer, teacher	2
Previous event	38	Trainee	16
Earlier events	43	Other position	1
First visit	35	Student	4
<b>Average length of stay</b>	<b>1,1 days</b>	Other not gainfully employed	1
<b>Influence on purchasing/procurement decisions</b>	<b>%</b>	<b>Economic sector</b>	<b>%</b>
Decisively	31	Electrical skilled trade	51
Collectively	27	Heating, hot water preparation, air-conditioning, ventilation	1
In an advisory capacity	20	Other skilled trades	2
No	18	Electrical engineering/electronics industry	13
Student	4	Other industry	4
Other not gainfully employed	1	Electrical wholesale trade	5
		Power supply company	4
		Engineering, planning office, architects	4
		Service	5
		Specialist authority, administration	3
		Training institution	2
		Other sectors	2
		Student	4
		Other not gainfully employed	1
		<b>Size of company/organization: Number of employees</b>	<b>%</b>
		1- 4	27
		5- 9	15
		10- 49	15
		50- 199	12
		200- 499	7
		500 - 999	4
		1 000 and more	15
		Student	4
		Other not gainfully employed	1

Conducted by: Gelszus Messe-Marktforschung GmbH, Dortmund

## embedded world → Nürnberg

### Trade visitors' profile

<b>Visitors (number of entries)</b>	<b>22 547</b>	<b>Area of responsibility</b>	<b>%</b>
<b>Proportion of trade visitors</b>	<b>94%</b>	Management	16
<b>Germany (total)</b>	<b>60</b>	Research/development/design	42
of which		Manufacturing, production, quality control	3
Nielsen 1	7	Buying/procurement	3
Bremen	-	Finance/accounting, controlling	-
Hamburg	2	Information and communication technology	7
Lower Saxony	4	Personnel and social welfare	3
Schleswig-Holstein	1	Sales	7
Nielsen 2	5	Marketing, advertising, PR	3
North Rhine-Westph.	5	Logistics: storage, material management, transport	-
Nielsen 3a	9	Maintenance/repairs	1
Hesse	6	Other area	2
Rhineland-Palatinate	2	Student	13
Saarland	1	Other not gainfully employed	1
Nielsen 3b	21	<b>Position in the company/organization</b>	<b>%</b>
Baden-Württemberg	21	Entrepreneur, co-owner, freelancer	20
<b>Foreign (total)</b>	<b>40</b>	Managing director, board member, head of an authority etc.	7
of which		Area manager, works manager, plant manager, branch manager, head of public office	9
EU	66	Department head, group head, team leader	13
Other European countries	23	Other salaried staff, civil servant, skilled worker	29
South-, East-, Central Asia	6	Lecturer, teacher	2
Other countries	6	Trainee	3
<b>Distance to home</b>	<b>%</b>	Other position	3
up to 50 km	9	Student	13
more than 50 km up to 100 km	4	Other not gainfully employed	1
more than 100 km up to 300 km	34	<b>Economic sector</b>	<b>%</b>
over 300 km	53	Industry	52
<b>Countries with the highest visitor shares</b>	<b>%</b>	Wholesale trade	10
Czech Republic	12	Retail trade	2
Italy	10	Service	13
Russia	10	Public administration	1
Austria	7	Teaching, research	5
Netherlands	6	Other sectors	3
<b>Frequency of visits to exhibition</b>	<b>%</b>	Student	13
Previous event	42	Other not gainfully employed	1
Earlier events	52	<b>Size of company/organization: Number of employees</b>	<b>%</b>
First visit	37	1- 4	8
<b>Average length of stay</b>	<b>1,6 days</b>	5- 9	6
<b>Influence on purchasing/procurement decisions</b>	<b>%</b>	10- 49	21
Decisively	28	50- 199	15
Collectively	32	200- 499	10
In an advisory capacity	18	500 - 999	5
No	9	1 000 and more	21
Student	13	Student	13
Other not gainfully employed	1	Other not gainfully employed	1

Conducted by: Gelszus Messe-Marktforschung GmbH, Dortmund

## European Coatings SHOW

### Trade visitors' profile

<b>Visitors (number of entries)</b>	<b>25 845</b>	<b>Area of responsibility</b>	<b>%</b>
<b>Proportion of trade visitors</b>	<b>100%</b>	Management	16
<b>Germany (total)</b>	<b>45</b>	Research/development/design	42
of which		Manufacturing, production, quality control	3
Nielsen 1	9	Buying/procurement	3
Bremen	1	Finance/accounting, controlling	-
Hamburg	2	Information and communication technology	7
Lower Saxony	5	Personnel and social welfare	3
Schleswig-Holstein	2	Sales	7
Nielsen 2	17	Marketing, advertising, PR	3
North Rhine-Westph.	17	Logistics: storage, material management, transport	-
Nielsen 3a	17	Maintenance/repairs	1
Hesse	8	Other area	2
Rhineland-Palatinate	8	Student	13
Saarland	1	Other not gainfully employed	1
Nielsen 3b	23	<b>Position in the company/organization</b>	<b>%</b>
Baden-Württemberg	23	Entrepreneur, co-owner, freelancer	20
<b>Foreign (total)</b>	<b>55</b>	Managing director, board member, head of an authority etc.	7
of which		Area manager, works manager, plant manager, branch manager, head of public office	9
EU	58	Department head, group head, team leader	13
Other European countries	13	Other salaried staff, civil servant, skilled worker	29
Africa	10	Lecturer, teacher	2
North America	7	Trainee	3
South and Central America	5	Other position	3
Middle East	4	Student	13
South-, East-, Central Asia	3	Other not gainfully employed	1
<b>Distance to home</b>	<b>%</b>	<b>Economic sector</b>	<b>%</b>
up to 50 km	4	Industry	52
more than 50 km up to 100 km	3	Wholesale trade	10
more than 100 km up to 300 km	22	Retail trade	2
over 300 km	71	Service	13
<b>Countries with the highest visitor shares</b>	<b>%</b>	Public administration	1
France	6	Teaching, research	5
Italy	6	Other sectors	3
Austria	6	Student	13
Switzerland	6	Other not gainfully employed	1
Spain	6	<b>Size of company/organization: Number of employees</b>	<b>%</b>
<b>Frequency of visits to exhibition</b>	<b>%</b>	1- 4	8
Previous event	39	5- 9	6
Earlier events	39	10- 49	21
First visit	45	50- 199	15
<b>Average length of stay</b>	<b>1,8 days</b>	200- 499	10
<b>Influence on purchasing/procurement decisions</b>	<b>%</b>	500 - 999	5
Decisively	32	1 000 and more	21
Collectively	35	Student	13
In an advisory capacity	19	Other not gainfully employed	1
No	11	<b>Conducted by: Gelszus Messe-Marktforschung GmbH, Dortmund</b>	
Student	3		



Trade visitors' profile

<b>Area of responsibility</b>	%
Management	13
Research/development/design	41
Manufacturing, production, quality control	11
Buying/procurement	8
Finance/accounting, controlling	-
Personnel administration, administration	-
Sales	16
Marketing, advertising, PR	4
Logistics: storage, material management, transport	1
Maintenance/repairs	1
Other area	2
Student	3
<b>Position in the company/organization</b>	%
Entrepreneur, co-owner, freelancer	13
Managing director, board member, head of an authority etc.	9
Area manager, works manager, plant manager, branch manager, head of public office	14
Department head, group head, team leader	30
Other salaried staff, civil servant, skilled worker	24
Lecturer, teacher	-
Trainee	2
Other position	4
Student	3
<b>Economic sector</b>	%
Industrial producer	73
Wholesale, import, export	11
Commercial agent	4
Service	5
Public authority/administration	1
Other sectors	3
Student	3
<b>Size of company/organization:</b>	
<b>Number of employees</b>	%
1- 4	7
5- 9	5
10- 49	16
50- 199	23
200- 499	13
500 - 999	7
1 000 and more	25
Student	-
Other not gainfully employed	3
<b>Conducted by: Gelszus Messe-Marktforschung GmbH, Dortmund</b>	

<b>Visitors (number of entries)</b>	<b>34 598</b>
<b>Proportion of trade visitors</b>	<b>99%</b>
<b>Germany (total)</b>	<b>79</b>
of which	
Nielsen 1	11
Nielsen 2	11
Nielsen 3a	13
Nielsen 3b	20
Nielsen 3c	20
Nielsen 4	34
Nielsen 5+6	4
Bremen	1
Hamburg	2
Lower Saxony	6
Schleswig-Holstein	2
Mecklenburg-Nielsen 2	11
West Pommern-Nielsen 2	11
Saxony-Anhalt-Nielsen 3a	13
Nielsen 7	9
Saxony-Nielsen 7	5
Thuringia-Nielsen 7	3
<b>Foreign (total)</b>	<b>21</b>
of which	
EU	82
Other European countries	11
Other countries	6
<b>Distance to home</b>	%
up to 50 km	7
more than 50 km up to 100 km	8
more than 100 km up to 300 km	39
over 300 km	46
<b>Countries with the highest visitor shares</b>	%
Austria	17
Czech Republic	16
Italy	8
Netherlands	8
Switzerland	6
<b>Frequency of visits to exhibition</b>	%
Previous event	37
Earlier events	39
First visit	41
<b>Average length of stay</b>	<b>1,2 days</b>
<b>Influence on purchasing/procurement decisions</b>	%
Decisively	27
Collectively	38
In an advisory capacity	19
No	9
Student	5
Other not gainfully employed	1

<b>Area of responsibility</b>	%
Management	17
Research/development/design	11
Manufacturing, production, quality control	13
Buying/procurement	13
Finance/accounting, controlling	-
Information and communication technology	1
Personnel administration, administration	-
Sales	21
Marketing, advertising, PR	3
Logistics: storage, material management, transport	10
Maintenance/repairs	3
Other area	3
Student	5
Other not gainfully employed	1
<b>Position in the company/organization</b>	%
Entrepreneur, co-owner, freelancer	14
Managing director, board member, head of an authority etc.	5
Area manager, works manager, plant manager, branch manager, head of public office	14
Department head, group head, team leader	27
Other salaried staff, civil servant, skilled worker	27
Lecturer, teacher	1
Trainee	3
Other position	3
Student	5
Other not gainfully employed	1
<b>Economic sector</b>	%
Industry	63
Skilled trades	3
Retail trade	1
Wholesale trade	9
Mail order	1
Advertising business	2
Other service	8
Organisation/association/society	1
Public authority/administration	1
Other sectors	4
Student	5
Other not gainfully employed	1
<b>Size of company/organization:</b>	
<b>Number of employees</b>	%
1- 4	7
5- 9	5
10- 49	15
50- 199	23
200- 499	16
500 - 999	8
1 000 and more	21
Student	5
Other not gainfully employed	1
<b>Conducted by: Gelszus Messe-Marktforschung GmbH, Dortmund</b>	

Trade visitors' profile

<b>Visitors (number of entries)</b>	<b>31 138</b>
<b>Proportion of trade visitors</b>	<b>91%</b>
<b>Germany (total)</b>	<b>99</b>
of which	
Nielsen 1	-
Nielsen 2	1
Nielsen 3a	3
Nielsen 3b	2
Nielsen 3c	1
Nielsen 4	88
Nielsen 5+6	1
Bremen	-
Hamburg	-
Lower Saxony	-
Schleswig-Holstein	-
Mecklenburg-Nielsen 2	1
West Pommern-Nielsen 2	1
Saxony-Anhalt-Nielsen 3a	3
Nielsen 7	4
Saxony-Nielsen 7	2
Thuringia-Nielsen 7	2
<b>Foreign (total)</b>	<b>1</b>
of which	
EU	38
Other countries	63
<b>Distance to home</b>	%
up to 50 km	44
more than 50 km up to 100 km	23
more than 100 km up to 300 km	28
over 300 km	5
<b>Frequency of visits to exhibition</b>	%
2009	36
2007	22
2005	16
Earlier events	15
First visit	26
<b>Average length of stay</b>	<b>1,1 days</b>
<b>Influence on purchasing/procurement decisions</b>	%
Decisively	25
Collectively	27
In an advisory capacity	16
No	21
Student	8
Other not gainfully employed	3

<b>Area of responsibility</b>	%
Management	24
Research/development/design	3
Manufacturing, production, quality control	47
Buying/procurement	21
Finance/accounting, controlling	8
Information and communication technology	5
Organization, personnel, administration	7
Marketing/sales/advertising/PR	8
Logistics: storage, material management, transport	10
Maintenance/repairs	5
Other area	23
Student	8
Other not gainfully employed	3
<b>Position in the company/organization</b>	%
Entrepreneur, co-owner, freelancer	25
Managing director, board member, head of an authority etc.	5
Area manager, works manager, plant manager, branch manager, head of public office	3
Department head, group head, team leader	10
Other salaried staff, civil servant, skilled worker	13
Lecturer, teacher	2
Trainee	30
Other position	3
Student	8
Other not gainfully employed	3
<b>Economic sector</b>	%
Pub/tavern	20
Hotel	28
Restaurant	24
Canteen/large-scale kitchen	13
Café	6
Boarding house	4
Foodproduction	5
Other sectors	12
Student	8
Other not gainfully employed	3
<b>Size of company/organization:</b>	
<b>Number of employees</b>	%
1- 4	15
5- 9	16
10- 49	31
50- 199	16
200- 499	4
500 - 999	3
1 000 and more	5
Student	3
Other not gainfully employed	8
<b>Conducted by: Gelszus Messe-Marktforschung GmbH, Dortmund</b>	



## it-sa → Nürnberg

## Trade visitors' profile

<b>Visitors (number of entries)</b>	<b>6 945</b>	<b>Area of responsibility</b>	<b>%</b>
<b>Proportion of trade visitors</b>	<b>98%</b>	Management	9
<b>Germany (total)</b>	<b>94</b>	Research/development/design	6
of which		Manufacturing, production, quality control	1
Nielsen 1	3	Buying/procurement	1
Bremen	-	Finance/accounting, controlling	-
Hamburg	-	Information and communication technology	54
Lower Saxony	2	Personnel administration, administration	1
Schleswig-Holstein	-	Sales	7
Nielsen 2	6	Marketing, advertising, PR	1
North Rhine-Westph.	6	Logistics: storage, material management, transport	-
Nielsen 3a	9	Maintenance/repairs	3
Hesse	6	Other area	6
Rhineland-Palatinate	3	Student	11
Saarland	1	Other not gainfully employed	1
Nielsen 3b	12	<b>Position in the company/organization</b>	<b>%</b>
Baden-Württemberg	12	Entrepreneur, co-owner, freelancer	11
<b>Foreign (total)</b>	<b>6</b>	Managing director, board member, head of an authority etc.	4
of which		Area manager, works manager, plant manager, branch manager, head of public office	7
EU	50	Department head, group head, team leader	25
Other countries	50	Other salaried staff, civil servant, skilled worker	31
<b>Distance to home</b>	<b>%</b>	Lecturer, teacher	2
up to 50 km	25	Trainee	6
more than 50 km up to 100 km	12	Other position	2
more than 100 km up to 300 km	39	Student	11
over 300 km	23	Other not gainfully employed	1
<b>Frequency of visits to exhibition</b>	<b>%</b>	<b>Economic sector</b>	<b>%</b>
Previous event	31	Industry	17
Earlier events	32	Skilled trades	1
First visit	57	Trade	4
<b>Average length of stay</b>	<b>1,2 days</b>	Police	2
<b>Influence on purchasing/procurement decisions</b>	<b>%</b>	Public authority	11
Decisively	21	Banks, saving banks	2
Collectively	31	Insurance	2
In an advisory capacity	26	Information services	26
No	11	Telecommunication	3
Student	11	Management consultancy	3
Other not gainfully employed	1	Health service	4
		Education and schools	3
		Research	3
		Public institutions	1
		Other sectors	7
		Student	11
		Other not gainfully employed	1
		<b>Size of company/organization: Number of employees</b>	<b>%</b>
		1- 4	7
		5- 9	4
		10- 49	12
		50- 199	15
		200- 499	10
		500 - 999	8
		1 000 and more	32
		Student	11
		Other not gainfully employed	1

Conducted by: Gelszus Messe-Marktforschung GmbH, Dortmund

## mailingtage → Nürnberg

## Trade visitors' profile

<b>Visitors (number of entries)</b>	<b>7 368</b>	<b>Area of responsibility</b>	<b>%</b>
<b>Proportion of trade visitors</b>	<b>99%</b>	Management	14
<b>Germany (total)</b>	<b>93</b>	Research/development/design	1
of which		Manufacturing, production, quality control	4
Nielsen 1	7	Buying/procurement	4
Bremen	1	Finance/accounting, controlling	1
Hamburg	3	Information and communication technology	2
Lower Saxony	3	Personnel administration, administration	1
Schleswig-Holstein	1	Sales	17
Nielsen 2	8	Marketing, advertising, PR	51
North Rhine-Westph.	8	Logistics: storage, material management, transport	-
Nielsen 3a	7	Maintenance/repairs	1
Hesse	5	Other area	1
Rhineland-Palatinate	2	Student	2
Saarland	-	Other not gainfully employed	2
Nielsen 3b	17	<b>Position in the company/organization</b>	<b>%</b>
Baden-Württemberg	17	Entrepreneur, co-owner, freelancer	15
<b>Foreign (total)</b>	<b>7</b>	Managing director, board member, head of an authority etc.	7
of which		Area manager, works manager, plant manager, branch manager, head of public office	10
EU	92	Department head, group head, team leader	24
Other European countries	8	Other salaried staff, civil servant, skilled worker	35
<b>Distance to home</b>	<b>%</b>	Lecturer, teacher	-
up to 50 km	17	Trainee	2
more than 50 km up to 100 km	9	Other position	2
more than 100 km up to 300 km	44	Student	2
over 300 km	30	Other not gainfully employed	2
<b>Country with the highest visitor share</b>	<b>%</b>	<b>Economic sector</b>	<b>%</b>
Austria	39	Industry	16
<b>Frequency of visits to exhibition</b>	<b>%</b>	Trade	17
Previous event	29	Media, press, publishing	20
Earlier events	40	Service	35
First visit	51	Public administration	1
<b>Average length of stay</b>	<b>1,3 days</b>	Other sectors	7
<b>Influence on purchasing/procurement decisions</b>	<b>%</b>	Student	2
Decisively	24	Other not gainfully employed	2
Collectively	40	<b>Size of company/organization: Number of employees</b>	<b>%</b>
In an advisory capacity	23	1- 4	11
No	11	5- 9	4
Student	2	10- 49	18
Other not gainfully employed	2	50- 199	21
		200- 499	12
		500 - 999	10
		1 000 and more	20
		Student	2
		Other not gainfully employed	2

Conducted by: Gelszus Messe-Marktforschung GmbH, Dortmund

## POWTECH + TechnoPharm

## Trade visitors' profile

<b>Visitors (number of entries)</b>	<b>16 805</b>	<b>Area of responsibility</b>	<b>%</b>
<b>Proportion of trade visitors</b>	<b>100%</b>	Management	14
<b>Germany (total)</b>	<b>72</b>	Research/development/design	1
of which		Manufacturing, production, quality control	4
Nielsen 1	7	Buying/procurement	4
Bremen	-	Finance/accounting, controlling	1
Hamburg	1	Information and communication technology	2
Lower Saxony	3	Personnel administration, administration	1
Schleswig-Holstein	2	Sales	17
Nielsen 2	11	Marketing, advertising, PR	51
North Rhine-Westph.	11	Logistics: storage, material management, transport	-
Nielsen 3a	15	Maintenance/repairs	1
Hesse	10	Other area	1
Rhineland-Palatinate	5	Student	2
Saarland	1	Other not gainfully employed	2
Nielsen 3b	23	<b>Position in the company/organization</b>	<b>%</b>
Baden-Württemberg	23	Entrepreneur, co-owner, freelancer	15
<b>Foreign (total)</b>	<b>28</b>	Managing director, board member, head of an authority etc.	7
of which		Area manager, works manager, plant manager, branch manager, head of public office	10
EU	67	Department head, group head, team leader	24
Other European countries	19	Other salaried staff, civil servant, skilled worker	35
South-, East-, Central Asia	7	Lecturer, teacher	-
Other countries	7	Trainee	2
<b>Distance to home</b>	<b>%</b>	Other position	2
up to 50 km	8	Student	2
more than 50 km up to 100 km	6	Other not gainfully employed	2
more than 100 km up to 300 km	36	<b>Economic sector</b>	<b>%</b>
over 300 km	50	Industry	16
<b>Countries with the highest visitor shares</b>	<b>%</b>	Trade	17
Switzerland	12	Media, press, publishing	20
Austria	11	Service	35
Czech Republic	10	Public administration	1
Italy	7	Other sectors	7
Netherlands	7	Student	2
<b>Frequency of visits to exhibition</b>	<b>%</b>	Other not gainfully employed	2
Previous event	29	<b>Size of company/organization: Number of employees</b>	<b>%</b>
Earlier events	32	1- 4	11
First visit	54	5- 9	4
<b>Average length of stay</b>	<b>1,3 days</b>	10- 49	18
<b>Influence on purchasing/procurement decisions</b>	<b>%</b>	50- 199	21
Decisively	22	200- 499	12
Collectively	43	500 - 999	10
In an advisory capacity	21	1 000 and more	20
No	8	Student	2
Student	7	Other not gainfully employed	2
Other not gainfully employed	1		

Trade visitors' profile

<b>Area of responsibility</b>	%
Management	13
Research/development/design	30
Manufacturing, production, quality control	20
Buying/procurement	2
Finance/accounting, controlling	-
Information and communication technology	-
Personnel administration, administration	1
Sales	13
Marketing, advertising, PR	2
Logistics: storage, material management, transport	1
Maintenance/repairs	7
Other area	5
Student	7
Other not gainfully employed	1
<b>Position in the company/organization</b>	%
Entrepreneur, co-owner, freelancer	12
Managing director, board member, head of an authority etc.	5
Area manager, works manager, plant manager, branch manager, head of public office	11
Department head, group head, team leader	32
Other salaried staff, civil servant, skilled worker	26
Lecturer, teacher	2
Trainee	1
Other position	4
Student	7
Other not gainfully employed	1
<b>Economic sector</b>	%
Industry	66
Skilled trades	1
Retail trade	1
Wholesale/foreign trade	2
Engineer's and planning office	6
Service companies (total)	7
Authority/public services	1
Teaching (polytechnic/university/college)	2
Research	5
Other sectors	2
Student	7
Other not gainfully employed	1
<b>Size of company/organization:</b>	
<b>Number of employees</b>	%
1- 4	8
5- 9	3
10- 49	13
50- 199	18
200- 499	16
500 - 999	8
1 000 and more	27
Student	7
Other not gainfully employed	1

Conducted by: Gelszus Messe-Marktforschung GmbH, Dortmund

<b>Visitors (number of entries)</b>	<b>7 810</b>
<b>Proportion of trade visitors</b>	<b>99%</b>
<b>Germany (total)</b>	<b>77</b>
of which	
Nielsen 1	5
Nielsen 2	6
Nielsen 3a	10
Nielsen 3b	19
Nielsen 4	49
Nielsen 5+6	3
Bremen	-
Hamburg	1
Lower Saxony	4
Schleswig-Holstein	1
West Pommern	-
Saxony-Anhalt	1
Hesse	6
Rhineland-Palatinate	3
Saarland	2
Thuringia	3
Baden-Württemberg	19
<b>Foreign (total)</b>	<b>23</b>
of which	
EU	63
Other European countries	17
Africa	20
<b>Distance to home</b>	%
up to 50 km	11
more than 50 km up to 100 km	13
more than 100 km up to 300 km	35
over 300 km	41
<b>Countries with the highest visitor shares</b>	%
Switzerland	9
Italy	8
<b>Frequency of visits to exhibition</b>	%
Previous event	19
Earlier events	32
First visit	57
<b>Average length of stay</b>	<b>1,2 days</b>
<b>Influence on purchasing/procurement decisions</b>	%
Decisively	19
Collectively	36
In an advisory capacity	22
No	6
Student	17
Other not gainfully employed	1

Conducted by: Gelszus Messe-Marktforschung GmbH, Dortmund

<b>Area of responsibility</b>	%
Management	7
Research/development/design	49
Manufacturing, production, quality control	8
Buying/procurement	1
Finance/accounting, controlling	-
Information and communication technology	2
Personnel administration, administration	-
Sales	8
Marketing, advertising, PR	3
Logistics: storage, material management, transport	-
Maintenance/repairs	3
Other area	2
Student	17
Other not gainfully employed	1
<b>Position in the company/organization</b>	%
Entrepreneur, co-owner, freelancer	9
Managing director, board member, head of an authority etc.	4
Area manager, works manager, plant manager, branch manager, head of public office	6
Department head, group head, team leader	20
Other salaried staff, civil servant, skilled worker	35
Lecturer, teacher	3
Trainee	2
Other position	3
Student	17
Other not gainfully employed	1
<b>Economic sector</b>	%
Industry	58
Wholesale trade	1
Import/export	1
Service	9
Public administration	1
Teaching, research	9
Other sectors	2
Student	17
Other not gainfully employed	1
<b>Size of company/organization:</b>	
<b>Number of employees</b>	%
1- 4	6
5- 9	5
10- 49	12
50- 199	10
200- 499	10
500 - 999	6
1 000 and more	33
Student	17
Other not gainfully employed	1

Conducted by: Gelszus Messe-Marktforschung GmbH, Dortmund

Trade visitors' profile

<b>Visitors (number of entries)</b>	<b>76 055</b>
<b>Proportion of trade visitors</b>	<b>79%</b>
<b>Germany (total)</b>	<b>61</b>
of which	
Nielsen 1	5
Nielsen 2	6
Nielsen 3a	9
Nielsen 3b	17
Nielsen 4	53
Nielsen 5+6	5
Bremen	-
Hamburg	1
Lower Saxony	3
Schleswig-Holstein	1
West Pommern	-
Saxony-Anhalt	1
Hesse	6
Rhineland-Palatinate	3
Saarland	-
Thuringia	3
Baden-Württemberg	17
<b>Foreign (total)</b>	<b>39</b>
of which	
EU	62
Other European countries	13
Africa	4
North America	3
South and Central America	3
Middle East	9
South-, East-, Central Asia	2
Australia	4
<b>Distance to home</b>	%
up to 50 km	14
more than 50 km up to 100 km	6
more than 100 km up to 300 km	29
over 300 km	51
<b>Countries with the highest visitor shares</b>	%
Netherlands	8
Austria	6
Czech Republic	6
Switzerland	6
Italy	5
<b>Frequency of visits to exhibition</b>	%
2011	43
2010	38
2009	32
2008	27
Earlier events	27
First visit	30
<b>Average length of stay</b>	<b>2,0 days</b>
<b>Influence on purchasing/procurement decisions</b>	%
Decisively	47
Collectively	27
In an advisory capacity	14
No	8
Student	3
Other not gainfully employed	2

Conducted by: Gelszus Messe-Marktforschung GmbH, Dortmund

<b>Area of responsibility</b>	%
Management	28
Research/development/design	6
Manufacturing, production, quality control	5
Buying/procurement	12
Finance/accounting, controlling	1
Information and communication technology	2
Organization, personnel, administration	1
Sales	27
Marketing, advertising, PR	5
Logistics: storage, material management, transport	1
Maintenance/repairs	2
Other area	6
Student	3
Other not gainfully employed	2
<b>Position in the company/organization</b>	%
Entrepreneur, co-owner, freelancer	48
Managing director, board member, head of an authority etc.	10
Area manager, works manager, plant manager, branch manager, head of public office	7
Department head, group head, team leader	11
Other salaried staff, civil servant, skilled worker	12
Lecturer, teacher	2
Trainee	2
Other position	4
Student	3
Other not gainfully employed	2
<b>Economic sector</b>	%
Wholesale/foreign trade	15
Retail trade/specialist trade	43
Department stores, mail order	3
Skilled trades	4
Services, professions, institutions	11
Media (press, radio, television)	3
Industry	8
Authority/public services	4
Chain stores, specialist stores	1
Other sectors	5
Student	3
Other not gainfully employed	2
<b>Size of company/organization:</b>	
<b>Number of employees</b>	%
1- 4	45
5- 9	14
10- 49	15
50- 199	9
200- 499	3
500 - 999	3
1 000 and more	9
Student	3
Other not gainfully employed	2

Conducted by: Gelszus Messe-Marktforschung GmbH, Dortmund

## Stone+tec Nürnberg → Nürnberg

## Trade visitors' profile

<b>Visitors (number of entries)</b>	<b>19 562</b>	<b>Area of responsibility</b>	<b>%</b>
<b>Proportion of trade visitors</b>	<b>94%</b>	Management	39
<b>Germany (total)</b>	<b>78</b>	Research/development/design	3
of which		Manufacturing, production, quality control	23
Nielsen 1	8	Buying/procurement	4
Bremen	-	Finance/accounting, controlling	1
Hamburg	1	Information and communication technology	-
Lower Saxony	5	Personnel administration, administration	1
Schleswig-Holstein	1	Sales	11
Nielsen 2	9	Marketing, advertising, PR	2
North Rhine-Westph.	9	Logistics: storage, material management, transport	1
Nielsen 3a	14	Maintenance/repairs	2
Hesse	7	Other area	8
Rhineland-Palatinate	6	Student	3
Saarland	1	Other not gainfully employed	1
Nielsen 3b	18	<b>Position in the company/organization</b>	<b>%</b>
Baden-Württemberg	18	Entrepreneur, co-owner, freelancer	55
		Managing director, board member, head of an authority etc.	6
<b>Foreign (total)</b>	<b>22</b>	Area manager, works manager, plant manager, branch manager, head of public office	5
of which		Department head, group head, team leader	8
EU	77	Other salaried staff, civil servant, skilled worker	14
Other European countries	14	Lecturer, teacher	1
Other countries	9	Trainee	6
<b>Distance to home</b>	<b>%</b>	Other position	2
up to 50 km	8	Student	3
more than 50 km up to 100 km	9	Other not gainfully employed	1
more than 100 km up to 300 km	34	<b>Economic sector</b>	<b>%</b>
over 300 km	49	Industry	16
<b>Countries with the highest visitor shares</b>	<b>%</b>	Wholesale trade	9
Austria	11	Retail trade	6
Netherlands	11	Skilled trades	55
Italy	9	Services (e.g. architects)	5
Switzerland	8	Public authority/administration	2
Czech Republic	7	Polytechnics	1
<b>Frequency of visits to exhibition</b>	<b>%</b>	Other sectors	2
Previous event	45	Student	3
Earlier events	63	Other not gainfully employed	1
First visit	25	<b>Size of company/organization:</b>	
<b>Average length of stay</b>	<b>1,3 days</b>	<b>Number of employees</b>	<b>%</b>
<b>Influence on purchasing/procurement decisions</b>	<b>%</b>	1- 4	44
Decisively	46	5- 9	22
Collectively	24	10- 49	18
In an advisory capacity	16	50- 199	5
No	9	200- 499	3
Student	3		
Other not gainfully employed	1	500 - 999	1
		1 000 and more	3
		Student	3
		Other not gainfully employed	1

Conducted by: Gelszus Messe-Marktforschung GmbH, Dortmund

## Werkstätten:Messe → Nürnberg

## Trade visitors' profile

<b>Visitors (number of entries)</b>	<b>21 909</b>	<b>Area of responsibility</b>	<b>%</b>
<b>Proportion of trade visitors</b>	<b>52%</b>	Management	7
<b>Germany (total)</b>	<b>98</b>	Facility manager	8
of which		Services manager	4
Nielsen 1	6	Production manager	4
Bremen	-	Workshop council	4
Hamburg	1	Manufacturing, production, quality control	15
Lower Saxony	3	Buying/procurement	2
Schleswig-Holstein	1	Sales	3
Nielsen 2	4	Finance/accounting, controlling	1
North Rhine-Westph.	4	Personnel administration, administration	4
Nielsen 3a	6	Marketing, advertising, PR	1
Hesse	5	Other area	39
Rhineland-Palatinate	1	Student	3
Saarland	-	Other not gainfully employed	8
Nielsen 3b	11	<b>Position in the company/organization</b>	<b>%</b>
Baden-Württemberg	11	Entrepreneur, co-owner, freelancer	5
		Managing director, board member, head of an authority etc.	5
<b>Foreign (total)</b>	<b>2</b>	Area manager, works manager, plant manager, branch manager, head of public office	9
of which		Department head, group head, team leader	24
EU	42	Other salaried staff, civil servant, skilled worker	26
Other European countries	53	Lecturer, teacher	6
Other countries	5	Trainee	5
<b>Distance to home</b>	<b>%</b>	Other position	10
up to 50 km	43	Student	3
more than 50 km up to 100 km	13	Other not gainfully employed	8
more than 100 km up to 300 km	26	<b>Economic sector</b>	<b>%</b>
over 300 km	18	Public institution	29
<b>Frequency of visits to exhibition</b>	<b>%</b>	Industry	6
Previous event	38	Retail trade	2
Earlier events	48	Mail order	1
First visit	38	Workshop with store	4
<b>Average length of stay</b>	<b>1,2 days</b>	Food industry	1
<b>Influence on purchasing/procurement decisions</b>	<b>%</b>	Hotel, catering trade	1
Decisively	14	State/communal/social institution	16
Collectively	24	Horticulture and landscape gardening	2
In an advisory capacity	20	Automobile industry	1
No	32	Machine and plant construction	1
Student	3	Wood processing	3
Other not gainfully employed	8	Metalworking	2
		Textiles	1
		Arts and crafts	1
		Other sectors	18
		Student	3
		Other not gainfully employed	8
		<b>Size of company/organization:</b>	
		<b>Number of employees</b>	<b>%</b>
		1- 4	6
		5- 9	4
		10- 49	12
		50- 199	17
		200- 499	24
		500 - 999	12
		1 000 and more	14
		Student	3
		Other not gainfully employed	8

## Private visitors' profile

<b>Visitors (number of entries)</b>	<b>21 909</b>	<b>Proportion of private visitors</b>	<b>48%</b>
<b>Germany (total)</b>	<b>100</b>	<b>Germany (total)</b>	<b>100</b>
of which		of which	
Nielsen 1	-	Nielsen 4	97
Bremen	-	Bavaria	97
Hamburg	-	Nielsen 5+6	1
Lower Saxony	-	Berlin	-
Schleswig-Holstein	-	Brandenburg	-
Nielsen 2	-	Mecklenburg-	-
North Rhine-Westph.	-	West Pomerania	1
Nielsen 3a	1	Saxony-Anhalt	-
Hesse	1	Nielsen 7	1
Rhineland-Palatinate	-	Saxony	-
Saarland	-	Thuringia	-
Nielsen 3b	1		
Baden-Württemberg	1		
<b>Distance to home</b>	<b>%</b>	<b>Distance to home</b>	<b>%</b>
up to 50 km	86	up to 50 km	86
more than 50 km up to 100 km	7	more than 50 km up to 100 km	7
more than 100 km up to 300 km	5	more than 100 km up to 300 km	5
over 300 km	2	over 300 km	2
<b>Frequency of visits to exhibition</b>	<b>%</b>	<b>Frequency of visits to exhibition</b>	<b>%</b>
Previous event	41	Previous event	41
Earlier events	45	Earlier events	45
First visit	41	First visit	41
<b>Sex</b>	<b>%</b>	<b>Sex</b>	<b>%</b>
Male	28	Male	28
Female	72	Female	72
<b>Size of household</b>	<b>%</b>	<b>Size of household</b>	<b>%</b>
1 person	18	1 person	18
2 persons	41	2 persons	41
3 persons	17	3 persons	17
4 persons	18	4 persons	18
5 persons and more	6	5 persons and more	6
<b>Age</b>	<b>%</b>	<b>Age</b>	<b>%</b>
up to 20 years	3	up to 20 years	3
over 20 up to 30 years	8	over 20 up to 30 years	8
over 30 up to 40 years	11	over 30 up to 40 years	11
over 40 up to 50 years	21	over 40 up to 50 years	21
over 50 up to 60 years	26	over 50 up to 60 years	26
over 60 up to 70 years	21	over 60 up to 70 years	21
over 70 years	10	over 70 years	10

## Badische Weinmesse → Offenburg

### Private visitors' profile

<b>Position in the company/organization</b>	%
Entrepreneur, co-owner, freelancer	4
Managing director, board member, head of an authority etc.	-
Area manager, works manager, plant manager, branch manager, head of public office	2
Department head, group head, team leader	6
Other salaried staff, civil servant, skilled worker	32
Lecturer, teacher	4
Trainee	1
Other position	6
Student	4
Housewife/man	11
Old-age pensioner	28
Other not gainfully employed	3
<b>Buying and ordering capacity</b>	%
Purchase or order made or intended at the exhibition	
yes	75
no	7
maybe	18
<b>Follow-up business</b>	%
Intend to buy at later date	
yes	28
no	18
maybe	54

Conducted by: Gelszus Messe-Marktforschung GmbH, Dortmund

<b>Visitors (number of entries)</b>	<b>4 763</b>
<b>Proportion of private visitors</b>	<b>83%</b>
<b>Germany (total)</b>	<b>95</b>
of which	
Nielsen 1	1 Nielsen 4
Bremen	- Bavaria
Hamburg	- Nielsen 5+6
Lower Saxony	- Berlin
Schleswig-Holstein	1 Brandenburg
Nielsen 2	- Mecklenburg-
North Rhine-Westph.	- West Pommern
Nielsen 3a	4 Saxony-Anhalt
Hesse	2 Nielsen 7
Rhineland-Palatinate	2 Saxony
Saarland	1 Thuringia
Nielsen 3b	94
Baden-Württemberg	94
<b>Foreign (total)</b>	<b>5</b>
<b>Distance to home</b>	%
up to 50 km	73
more than 50 km up to 100 km	9
more than 100 km up to 300 km	16
over 300 km	2
<b>Frequency of visits to exhibition</b>	%
Previous event	23
Earlier events	45
First visit	31
<b>Sex</b>	%
Male	58
Female	42
<b>Age</b>	%
up to 20 years	3
over 20 up to 30 years	18
over 30 up to 40 years	13
over 40 up to 50 years	22
over 50 up to 60 years	28
over 60 up to 70 years	10
over 70 years	5

<b>Position in the company/organization</b>	%
Entrepreneur, co-owner, freelancer	16
Managing director, board member, head of an authority etc.	3
Area manager, works manager, plant manager, branch manager, head of public office	6
Department head, group head, team leader	15
Other salaried staff, civil servant, skilled worker	30
Lecturer, teacher	3
Trainee	1
Other position	8
Student	4
Housewife/man	-
Old-age pensioner	12
Other not gainfully employed	2
<b>Buying and ordering capacity</b>	%
Purchase or order made or intended at the exhibition	
yes	39
no	39
maybe	22
<b>Follow-up business</b>	%
Intend to buy at later date	
yes	52
no	12
maybe	36

Conducted by: Messe Offenburg-Ortenau GmbH, Offenburg

## OBERRHEIN MESSE → Offenburg

### Private visitors' profile

<b>Visitors (number of entries)</b>	<b>73 367</b>
<b>Proportion of private visitors</b>	<b>100%</b>
<b>Germany (total)</b>	<b>94</b>
of which	
Nielsen 1	- Nielsen 4
Bremen	- Bavaria
Hamburg	- Nielsen 5+6
Lower Saxony	- Berlin
Schleswig-Holstein	- Brandenburg
Nielsen 2	- Mecklenburg-
North Rhine-Westph.	- West Pommern
Nielsen 3a	1 Saxony-Anhalt
Hesse	1 Nielsen 7
Rhineland-Palatinate	- Saxony
Saarland	- Thuringia
Nielsen 3b	98
Baden-Württemberg	98
<b>Foreign (total)</b>	<b>6</b>
of which	
EU	98
Other countries	2
<b>Country with the highest visitor share</b>	%
France	98
<b>Distance to home</b>	%
up to 50 km	84
more than 50 km up to 100 km	10
more than 100 km up to 300 km	2
over 300 km	1
<b>Frequency of visits to exhibition</b>	%
Previous event	66
Earlier events	28
First visit	6

<b>Sex</b>	%
Male	47
Female	53

<b>Size of household</b>	%
1 person	9
2 persons	43
3 persons	18
4 persons	20
5 persons and more	10

<b>Age</b>	%
up to 20 years	6
over 20 up to 30 years	16
over 30 up to 40 years	14
over 40 up to 50 years	21
over 50 up to 60 years	19
over 60 up to 70 years	16
over 70 years	8

<b>Position in the company/organization</b>	%
Entrepreneur, co-owner, freelancer	10
Managing director, board member, head of an authority etc.	2
Area manager, works manager, plant manager, branch manager, head of public office	2
Department head, group head, team leader	6
Other salaried staff, civil servant, skilled worker	37
Lecturer, teacher	3
Trainee	3
Other position	5
Student	7
Housewife/man	4
Old-age pensioner	20
Other not gainfully employed	1
<b>Buying and ordering capacity</b>	%
Purchase or order made or intended at the exhibition	
yes	67
no	18
maybe	15
<b>Follow-up business</b>	%
Intend to buy at later date	
yes	24
no	32
maybe	44

Conducted by: Messe Offenburg-Ortenau GmbH, Offenburg

## CMT – Die Urlaubsmesse → Stuttgart

## Private visitors' profile

<b>Visitors (number of entries)</b>	<b>208 413</b>	<b>Position in the company/organization</b>	<b>%</b>
<b>Proportion of private visitors</b>	<b>88%</b>	Entrepreneur, co-owner, freelancer	8
<b>Germany (total)</b>	<b>99</b>	Managing director, board member, head of an authority etc.	2
of which		Area manager, works manager, plant manager, branch manager, head of public office	3
Nielsen 1	Nielsen 4	Department head, group head, team leader	9
Bremen	Bavaria	Other salaried staff, civil servant, skilled worker	32
Hamburg	Nielsen 5+6	Lecturer, teacher	3
Lower Saxony	Berlin	Trainee	1
Schleswig-Holstein	Brandenburg	Other position	4
Nielsen 2	Mecklenburg-	Student	4
North Rhine-Westph.	West Pomerania	Housewife/man	4
Nielsen 3a	Saxony-Anhalt	Old-age pensioner	26
Hesse	Nielsen 7	Other not gainfully employed	3
Rhineland-Palatinate	Saxony		
Saarland	Thuringia		
Nielsen 3b	91	<b>Buying and ordering capacity</b>	<b>%</b>
Baden-Württemberg	91	Purchase or order made or intended at the exhibition	
		yes	37
		no	33
		maybe	30
<b>Foreign (total)</b>	<b>1</b>	<b>Follow-up business</b>	<b>%</b>
of which		Intend to buy at later date	
EU	-	yes	41
Other European countries	75	no	14
Other countries	26	maybe	45
<b>Country with the highest visitor share</b>	<b>%</b>	<b>Conducted by: Landesmesse Stuttgart GmbH, Stuttgart</b>	
Switzerland	75		
<b>Distance to home</b>	<b>%</b>		
up to 50 km	61		
more than 50 km up to 100 km	23		
more than 100 km up to 300 km	15		
over 300 km	2		
<b>Frequency of visits to exhibition</b>	<b>%</b>		
Previous event	40		
Earlier events	54		
First visit	25		
<b>Sex</b>	<b>%</b>		
Male	53		
Female	47		
<b>Size of household</b>	<b>%</b>		
1 person	12		
2 persons	53		
3 persons	15		
4 persons	15		
5 persons and more	1		
<b>Age</b>	<b>%</b>		
up to 20 years	4		
over 20 up to 30 years	9		
over 30 up to 40 years	9		
over 40 up to 50 years	21		
over 50 up to 60 years	29		
over 60 up to 70 years	23		
over 70 years	7		

## COMPOSITES EUROPE → Stuttgart

## Trade visitors' profile

<b>Visitors (number of entries)</b>	<b>9 171</b>	<b>Area of responsibility</b>	<b>%</b>
<b>Proportion of trade visitors</b>	<b>99%</b>	Management	15
<b>Germany (total)</b>	<b>75</b>	Research/development/design	37
of which		Manufacturing, production, quality control	9
Nielsen 1	Nielsen 4	Buying/procurement	2
Bremen	Bavaria	Finance/accounting, controlling	-
Hamburg	Nielsen 5+6	Information and communication technology	-
Lower Saxony	Berlin	Personnel administration, administration	1
Schleswig-Holstein	Brandenburg	Sales	14
Nielsen 2	Mecklenburg-	Marketing, advertising, PR	3
North Rhine-Westph.	West Pomerania	Logistics: storage, material management, transport	-
Nielsen 3a	Saxony-Anhalt	Maintenance/repairs	-
Hesse	Nielsen 7	Other area	4
Rhineland-Palatinate	Saxony	Student	15
Saarland	Thuringia	Other not gainfully employed	1
Nielsen 3b	40	<b>Position in the company/organization</b>	<b>%</b>
Baden-Württemberg	40	Entrepreneur, co-owner, freelancer	12
		Managing director, board member, head of an authority etc.	7
		Area manager, works manager, plant manager, branch manager, head of public office	10
		Department head, group head, team leader	22
		Other salaried staff, civil servant, skilled worker	26
		Lecturer, teacher	2
		Trainee	4
		Other position	2
		Student	15
		Other not gainfully employed	1
<b>Foreign (total)</b>	<b>25</b>	<b>Economic sector</b>	<b>%</b>
of which		Manufacturers of composite finished products	16
EU	70	Manufacturers of raw materials for composites	9
Other European countries	19	Manufacturers of machines, equipment, systems	8
Other countries	11	Manufacturers of composite semi-finished products	3
		Manufacturers of composite intermediate products	1
		Users of composites	10
		Trade	5
		Skilled trades	4
		Research and development institute	7
		Other service	7
		University/college/polytechnic	4
		Other sectors	11
		Student	15
		Other not gainfully employed	1
<b>Distance to home</b>	<b>%</b>	<b>Size of company/organization:</b>	<b>%</b>
up to 50 km	17	<b>Number of employees</b>	
more than 50 km up to 100 km	10	1- 4	8
more than 100 km up to 300 km	29	5- 9	4
over 300 km	44	10- 49	15
		50- 199	18
		200- 499	10
<b>Countries with the highest visitor shares</b>	<b>%</b>	500 - 999	5
Austria	14	1 000 and more	24
Switzerland	11	Student	15
France	10	Other not gainfully employed	1
United Kingdom	8		
Italy	7		
<b>Frequency of visits to exhibition</b>	<b>%</b>		
Previous event	18		
Earlier events	24		
First visit	64		
<b>Average length of stay</b>	<b>1,3 days</b>		
<b>Influence on purchasing/procurement decisions</b>	<b>%</b>		
Decisively	16		
Collectively	27		
In an advisory capacity	26		
No	16		
Student	15		
Other not gainfully employed	1		

Conducted by: Wissler &amp; Partner, Basel

## eltefa

## Trade visitors' profile

<b>Visitors (number of entries)</b>	<b>22 826</b>	<b>Proportion of trade visitors</b>	<b>99%</b>
<b>Germany (total)</b>	<b>99</b>	<b>Germany (total)</b>	<b>99</b>
of which		of which	
Nielsen 1	Nielsen 4	Nielsen 1	Nielsen 4
Bremen	Bavaria	Bremen	Bavaria
Hamburg	Nielsen 5+6	Hamburg	Nielsen 5+6
Lower Saxony	Berlin	Lower Saxony	Berlin
Schleswig-Holstein	Brandenburg	Schleswig-Holstein	Brandenburg
Nielsen 2	Mecklenburg-	Nielsen 2	Mecklenburg-
North Rhine-Westph.	West Pomerania	North Rhine-Westph.	West Pomerania
Nielsen 3a	Saxony-Anhalt	Nielsen 3a	Saxony-Anhalt
Hesse	Nielsen 7	Hesse	Nielsen 7
Rhineland-Palatinate	Saxony	Rhineland-Palatinate	Saxony
Saarland	Thuringia	Saarland	Thuringia
Nielsen 3b	91	Nielsen 3b	91
Baden-Württemberg	91	Baden-Württemberg	91
<b>Foreign (total)</b>	<b>1</b>	<b>Foreign (total)</b>	<b>1</b>
<b>Distance to home</b>	<b>%</b>	<b>Distance to home</b>	<b>%</b>
up to 50 km	38	up to 50 km	38
more than 50 km up to 100 km	31	more than 50 km up to 100 km	31
more than 100 km up to 300 km	29	more than 100 km up to 300 km	29
over 300 km	2	over 300 km	2
<b>Frequency of visits to exhibition</b>	<b>%</b>	<b>Frequency of visits to exhibition</b>	<b>%</b>
Previous event	39	Previous event	39
Earlier events	46	Earlier events	46
First visit	33	First visit	33
<b>Average length of stay</b>	<b>1,1 days</b>	<b>Average length of stay</b>	<b>1,1 days</b>
<b>Influence on purchasing/procurement decisions</b>	<b>%</b>	<b>Influence on purchasing/procurement decisions</b>	<b>%</b>
Decisively	26	Decisively	26
Collectively	30	Collectively	30
In an advisory capacity	24	In an advisory capacity	24
No	16	No	16
Student	3	Student	3
Other not gainfully employed	1	Other not gainfully employed	1

Trade visitors' profile

<b>Area of responsibility</b>	<b>%</b>
Management	19
Research/development/design	6
Manufacturing, production, quality control	13
Buying/procurement	5
Finance/accounting, controlling	-
Information and communication technology	5
Personnel administration, administration	1
Sales	8
Marketing, advertising, PR	1
Logistics: storage, material management, transport	1
Maintenance/repairs	25
Other area	13
Student	3
Other not gainfully employed	1
<b>Position in the company/organization</b>	<b>%</b>
Entrepreneur, co-owner, freelancer	22
Managing director, board member, head of an authority etc.	4
Area manager, works manager, plant manager, branch manager, head of public office	5
Department head, group head, team leader	16
Other salaried staff, civil servant, skilled worker	31
Lecturer, teacher	2
Trainee	14
Other position	2
Student	3
Other not gainfully employed	1
<b>Economic sector</b>	<b>%</b>
Industry	28
Wholesale trade	7
Specialist trade	3
Skilled trades	47
Service	11
Authority, public services	9
University, polytechnic, vocational school	4
Other	4
<b>Size of company/organization:</b>	
<b>Number of employees</b>	<b>%</b>
1- 4	20
5- 9	13
10- 49	19
50- 199	14
200- 499	8
500 - 999	16
1 000 and more	6
Student	3
Other not gainfully employed	1

Conducted by: Landesmesse Stuttgart GmbH, Stuttgart

<b>Visitors (number of entries)</b>	<b>6 338</b>
<b>Proportion of trade visitors</b>	<b>97%</b>
<b>Germany (total)</b>	<b>97</b>
of which	
Nielsen 1	1 Nielsen 4
Bremen	- Bavaria
Hamburg	- Nielsen 5+6
Lower Saxony	- Berlin
Schleswig-Holstein	- Brandenburg
Nielsen 2	1 Mecklenburg-
North Rhine-Westph.	1 West Pommern
Nielsen 3a	5 Saxony-Anhalt
Hesse	2 Nielsen 7
Rhineland-Palatinate	3 Saxony
Saarland	- Thuringia
Nielsen 3b	88
Baden-Württemberg	88
<b>Foreign (total)</b>	<b>3</b>
<b>Distance to home</b>	<b>%</b>
up to 50 km	51
more than 50 km up to 100 km	20
more than 100 km up to 300 km	26
over 300 km	3
<b>Frequency of visits to exhibition</b>	<b>%</b>
Previous event	40
Earlier events	58
First visit	23
<b>Average length of stay</b>	<b>1,0 days</b>
<b>Influence on purchasing/procurement decisions</b>	<b>%</b>
Decisively	29
Collectively	30
In an advisory capacity	23
No	12
Student	4
Other not gainfully employed	2

<b>Position in the company/organization</b>	<b>%</b>
Entrepreneur, co-owner, freelancer	39
Managing director, board member, head of an authority etc.	3
Area manager, works manager, plant manager, branch manager, head of public office	-
Department head, group head, team leader	6
Other salaried staff, civil servant, skilled worker	31
Lecturer, teacher	1
Trainee	11
Other position	3
Student	4
Other not gainfully employed	2
<b>Economic sector</b>	<b>%</b>
Dentist's practice, -clinic	69
Orthodontics	5
Oral and maxillofacial surgery	4
Dental technology laboratory	12
Dental trade	4
University, polytechnic, vocational school	3
Other	11
<b>Size of company/organization:</b>	
<b>Number of employees</b>	<b>%</b>
1- 4	25
5- 9	42
10- 49	20
50- 199	3
200- 499	3
500 - 999	1
1 000 and more	1
Student	4
Other not gainfully employed	2

Conducted by: Landesmesse Stuttgart GmbH, Stuttgart

Trade visitors' profile

<b>Visitors (number of entries)</b>	<b>26 930</b>
<b>Proportion of trade visitors</b>	<b>96%</b>
<b>Germany (total)</b>	<b>79</b>
of which	
Nielsen 1	- Nielsen 4
Bremen	- Bavaria
Hamburg	- Nielsen 5+6
Lower Saxony	- Berlin
Schleswig-Holstein	- Brandenburg
Nielsen 2	1 Mecklenburg-
North Rhine-Westph.	1 West Pommern
Nielsen 3a	30 Saxony-Anhalt
Hesse	3 Nielsen 7
Rhineland-Palatinate	27 Saxony
Saarland	1 Thuringia
Nielsen 3b	54
Baden-Württemberg	54
<b>Foreign (total)</b>	<b>21</b>
of which	
EU	74
Other European countries	18
Other countries	8
<b>Distance to home</b>	<b>%</b>
up to 50 km	18
more than 50 km up to 100 km	12
more than 100 km up to 300 km	47
over 300 km	23
<b>Countries with the highest visitor shares</b>	<b>%</b>
France	28
Austria	22
Switzerland	12
Italy	9
<b>Frequency of visits to exhibition</b>	<b>%</b>
Previous event	44
Earlier events	46
First visit	32
<b>Average length of stay</b>	<b>1,2 days</b>
<b>Influence on purchasing/procurement decisions</b>	<b>%</b>
Decisively	39
Collectively	24
In an advisory capacity	16
No	11
Student	8
Other not gainfully employed	2

<b>Area of responsibility</b>	<b>%</b>
Management	38
Research/development/design	5
Manufacturing, production, quality control	28
Buying/procurement	2
Finance/accounting, controlling	1
Information and communication technology	-
Personnel administration, administration	1
Sales, marketing, advertising, PR	4
Logistics: storage, material management, transport	1
Maintenance/repairs	2
Other area	7
Student	8
Other not gainfully employed	2
<b>Position in the company/organization</b>	<b>%</b>
Entrepreneur, co-owner, freelancer	46
Managing director, board member, head of an authority etc.	5
Area manager, works manager, plant manager, branch manager, head of public office	5
Department head, group head, team leader	6
Other salaried staff, civil servant, skilled worker	15
Lecturer, teacher	2
Trainee	8
Other position	2
Student	8
Other not gainfully employed	2
<b>Economic sector</b>	<b>%</b>
Farming (incl.wine and fruit-growing)	78
Industry	10
Skilled trades	4
Trade companies	4
Service	5
Training/consulting	4
Public authority, civil service, association	3
University, polytechnic, vocational school	5
Other	2
<b>Size of company/organization:</b>	
<b>Number of employees</b>	<b>%</b>
1- 4	50
5- 9	11
10- 49	11
50- 199	9
200- 499	3
500 - 999	2
1 000 and more	4
Student	8
Other not gainfully employed	2

Conducted by: Landesmesse Stuttgart GmbH, Stuttgart



## INVEST → Stuttgart

## Trade visitors' profile

<b>Visitors (number of entries)</b>	<b>11 492</b>	<b>Position in the company/organization</b>	<b>%</b>
<b>Proportion of trade visitors</b>	<b>52%</b>	Entrepreneur, co-owner, freelancer	26
<b>Germany (total)</b>	<b>97</b>	Managing director, board member, head of an authority etc.	6
of which		Area manager, works manager, plant manager, branch manager, head of public office	5
Nielsen 1	2	Department head, group head, team leader	6
Bremen	-	Other salaried staff, civil servant, skilled worker	24
Hamburg	-	Lecturer, teacher	3
Lower Saxony	-	Trainee	8
Schleswig-Holstein	-	Other position	2
Nielsen 2	4	Student	17
North Rhine-Westph.	4	Other not gainfully employed	4
Nielsen 3a	6	<b>Economic sector</b>	<b>%</b>
Hesse	3	Industry	8
Rhineland-Palatinate	3	Trade	6
Saarland	-	Bank	28
Nielsen 3b	72	Insurance	5
Baden-Württemberg	72	Financial services	26
<b>Foreign (total)</b>	<b>3</b>	Other service	14
<b>Distance to home</b>	<b>%</b>	Public authority	1
up to 50 km	47	Training/consulting	5
more than 50 km up to 100 km	17	University, polytechnic, vocational school	12
more than 100 km up to 300 km	24	Specialist media	2
over 300 km	11	Other	11
<b>Frequency of visits to exhibition</b>	<b>%</b>	<b>Size of company/organization:</b>	<b>%</b>
Previous event	38	<b>Number of employees</b>	<b>%</b>
Earlier events	46	1- 4	23
First visit	36	5- 9	6
		10- 49	6
		50- 199	8
		200- 499	8
		500 - 999	7
		1 000 and more	21
		Student	17
		Other not gainfully employed	4
<b>Average length of stay</b>	<b>1,1 days</b>		
<b>Influence on purchasing/procurement decisions</b>	<b>%</b>		
Decisively	22		
Collectively	17		
In an advisory capacity	16		
No	24		
Student	17		
Other not gainfully employed	4		

## Private visitors' profile

<b>Visitors (number of entries)</b>	<b>11 492</b>	<b>Position in the company/organization</b>	<b>%</b>
<b>Proportion of private visitors</b>	<b>48%</b>	Entrepreneur, co-owner, freelancer	10
<b>Germany (total)</b>	<b>98</b>	Managing director, board member, head of an authority etc.	1
of which		Area manager, works manager, plant manager, branch manager, head of public office	3
Nielsen 1	-	Department head, group head, team leader	11
Bremen	-	Other salaried staff, civil servant, skilled worker	33
Hamburg	-	Lecturer, teacher	3
Lower Saxony	-	Trainee	1
Schleswig-Holstein	-	Other position	3
Nielsen 2	2	Student	6
North Rhine-Westph.	2	Housewife/man	1
Nielsen 3a	7	Old-age pensioner	21
Hesse	2	Other not gainfully employed	6
Rhineland-Palatinate	5	<b>Buying and ordering capacity</b>	<b>%</b>
Saarland	-	Purchase or order made or intended at the exhibition	43
Nielsen 3b	77	yes	24
Baden-Württemberg	77	no	33
		maybe	33
<b>Foreign (total)</b>	<b>2</b>	<b>Follow-up business</b>	<b>%</b>
<b>Distance to home</b>	<b>%</b>	Intend to buy at later date	42
up to 50 km	55	yes	15
more than 50 km up to 100 km	15	no	43
more than 100 km up to 300 km	23	maybe	43
over 300 km	7	<b>Conducted by: Landesmesse Stuttgart GmbH, Stuttgart</b>	
<b>Frequency of visits to exhibition</b>	<b>%</b>		
Previous event	48		
Earlier events	65		
First visit	23		
<b>Sex</b>	<b>%</b>		
Male	86		
Female	14		
<b>Size of household</b>	<b>%</b>		
1 person	29		
2 persons	43		
3 persons	14		
4 persons	10		
5 persons and more	5		
<b>Age</b>	<b>%</b>		
up to 20 years	3		
over 20 up to 30 years	9		
over 30 up to 40 years	15		
over 40 up to 50 years	20		
over 50 up to 60 years	25		
over 60 up to 70 years	18		
over 70 years	9		

## IT &amp; Business / DMS EXPO /

## Trade visitors' profile

<b>Visitors (number of entries)</b>	<b>8 447</b>	<b>Position in the company/organization</b>	<b>%</b>
<b>Proportion of trade visitors</b>	<b>99%</b>	Entrepreneur, co-owner, freelancer	10
<b>Germany (total)</b>	<b>93</b>	Managing director, board member, head of an authority etc.	1
of which		Area manager, works manager, plant manager, branch manager, head of public office	3
Nielsen 1	4	Department head, group head, team leader	11
Bremen	-	Other salaried staff, civil servant, skilled worker	33
Hamburg	-	Lecturer, teacher	3
Lower Saxony	-	Trainee	1
Schleswig-Holstein	-	Other position	3
Nielsen 2	7	Student	6
North Rhine-Westph.	7	Housewife/man	1
Nielsen 3a	11	Old-age pensioner	21
Hesse	7	Other not gainfully employed	6
Rhineland-Palatinate	3	<b>Buying and ordering capacity</b>	<b>%</b>
Saarland	1	Purchase or order made or intended at the exhibition	43
Nielsen 3b	60	yes	24
Baden-Württemberg	60	no	33
		maybe	33
<b>Foreign (total)</b>	<b>7</b>	<b>Follow-up business</b>	<b>%</b>
of which		Intend to buy at later date	42
EU	71	yes	15
Other European countries	25	no	43
Other countries	4	maybe	43
<b>Distance to home</b>	<b>%</b>	<b>Conducted by: Landesmesse Stuttgart GmbH, Stuttgart</b>	
up to 50 km	34		
more than 50 km up to 100 km	16		
more than 100 km up to 300 km	29		
over 300 km	21		
<b>Countries with the highest visitor shares</b>	<b>%</b>		
Austria	36		
Switzerland	25		
<b>Frequency of visits to exhibition</b>	<b>%</b>		
Previous event	26		
Earlier events	25		
First visit	59		
<b>Average length of stay</b>	<b>1,2 days</b>		
<b>Influence on purchasing/procurement decisions</b>	<b>%</b>		
Decisively	24		
Collectively	32		
In an advisory capacity	28		
No	8		
Student	6		
Other not gainfully employed	1		

## CRM-expo → Stuttgart

<b>Area of responsibility</b>	%
Management	17
Research/development/design	5
Manufacturing, production, quality control	1
Buying/procurement	2
Finance/accounting, controlling	3
Information and communication technology	36
Personnel administration, administration	1
Sales	14
Marketing, advertising, PR	7
Logistics: storage, material management, transport	1
Maintenance/repairs	1
Other area	5
Student	6
Other not gainfully employed	1
<b>Position in the company/organization</b>	%
Entrepreneur, co-owner, freelancer	17
Managing director, board member, head of an authority etc.	9
Area manager, works manager, plant manager, branch manager, head of public office	10
Department head, group head, team leader	25
Other salaried staff, civil servant, skilled worker	27
Lecturer, teacher	1
Trainee	2
Other position	2
Student	6
Other not gainfully employed	1
<b>Economic sector</b>	%
Industry	28
Trade	12
Skilled trades	2
Service	45
Training/consulting	6
Authority/public services	6
University, polytechnic, vocational school	6
Other	8
<b>Size of company/organization:</b>	
<b>Number of employees</b>	%
1- 4	12
5- 9	6
10- 49	17
50- 199	19
200- 499	11
500 - 999	7
1 000 and more	20
Student	6
Other not gainfully employed	1

Conducted by: Landesmesse Stuttgart GmbH, Stuttgart

## LogiMAT → Stuttgart

### Trade visitors' profile

<b>Visitors (number of entries)</b>	<b>29 068</b>
<b>Proportion of trade visitors</b>	<b>99%</b>
<b>Germany (total)</b>	<b>92</b>
of which	
Nielsen 1	3
Bremen	-
Hamburg	-
Lower Saxony	3
Schleswig-Holstein	8
Nielsen 2	8
North Rhine-Westph.	8
Nielsen 3a	12
Hesse	8
Rhineland-Palatinate	4
Saarland	-
Nielsen 3b	48
Baden-Württemberg	48
<b>Foreign (total)</b>	<b>8</b>
of which	
EU	65
Other European countries	29
Other countries	6
<b>Distance to home</b>	%
up to 50 km	23
more than 50 km up to 100 km	20
more than 100 km up to 300 km	33
over 300 km	24
<b>Countries with the highest visitor shares</b>	%
Austria	33
Switzerland	25
<b>Frequency of visits to exhibition</b>	%
Previous event	34
Earlier events	35
First visit	50
<b>Average length of stay</b>	<b>1,2 days</b>
<b>Influence on purchasing/procurement decisions</b>	%
Decisively	13
Collectively	35
In an advisory capacity	31
No	12
Student	8
Other not gainfully employed	2

<b>Area of responsibility</b>	%
Management	11
Research/development/design	9
Manufacturing, production, quality control	5
Buying/procurement	5
Finance/accounting, controlling	1
Information and communication technology	5
Personnel administration, administration	-
Sales	11
Creation/graphic/design	1
Logistics: storage, material management, transport	36
Maintenance/repairs	2
Other area	5
Student	8
Other not gainfully employed	2
<b>Position in the company/organization</b>	%
Entrepreneur, co-owner, freelancer	6
Managing director, board member, head of an authority etc.	5
Area manager, works manager, plant manager, branch manager, head of public office	13
Department head, group head, team leader	28
Other salaried staff, civil servant, skilled worker	26
Lecturer, teacher	1
Trainee	9
Other position	2
Student	8
Other not gainfully employed	2
<b>Economic sector</b>	%
Industry	49
Wholesale trade	11
Retail trade	3
Skilled trades	1
Freight forwarders, transport companies	7
Banks, insurance companies	1
Other service	11
Association, organization	1
Public authority	1
University/college/polytechnic	1
Other sectors	5
Student	8
Other not gainfully employed	2
<b>Size of company/organization:</b>	
<b>Number of employees</b>	%
1- 4	3
5- 9	1
10- 49	11
50- 199	15
200- 499	16
500 - 999	9
1 000 and more	34
Student	8
Other not gainfully employed	2

Conducted by: Wissler & Partner, Basel

## MEDIZIN/TheraPro → Stuttgart

### Trade visitors' profile

<b>Visitors (number of entries)</b>	<b>6 818</b>
<b>Proportion of trade visitors</b>	<b>98%</b>
<b>Germany (total)</b>	<b>97</b>
of which	
Nielsen 1	1
Bremen	-
Hamburg	-
Lower Saxony	-
Schleswig-Holstein	-
Nielsen 2	1
North Rhine-Westph.	1
Nielsen 3a	4
Hesse	2
Rhineland-Palatinate	2
Saarland	-
Nielsen 3b	82
Baden-Württemberg	82
<b>Foreign (total)</b>	<b>3</b>
<b>Distance to home</b>	%
up to 50 km	54
more than 50 km up to 100 km	16
more than 100 km up to 300 km	23
over 300 km	7
<b>Frequency of visits to exhibition</b>	%
Previous event	36
Earlier events	50
First visit	35
<b>Average length of stay</b>	<b>1,3 days</b>
<b>Influence on purchasing/procurement decisions</b>	%
Decisively	32
Collectively	24
In an advisory capacity	22
No	14
Student	6
Other not gainfully employed	2

<b>Position in the company/organization</b>	%
Entrepreneur, co-owner, freelancer	42
Managing director, board member, head of an authority etc.	2
Area manager, works manager, plant manager, branch manager, head of public office	2
Department head, group head, team leader	8
Other salaried staff, civil servant, skilled worker	26
Lecturer, teacher	3
Trainee	4
Other position	3
Student	6
Other not gainfully employed	2
<b>Economic sector</b>	%
Practice	58
Hospital/clinic	16
Medical care centre	2
Rehabilitation facilities	6
Nursing home	2
Medical laboratory/institute	2
Emergency services organizations	3
Association	1
Industry	3
Trade	1
Service	9
Public authorities/health service	1
Training/consulting	4
University, polytechnic, vocational school	6
Other	6
<b>Size of company/organization:</b>	
<b>Number of employees</b>	%
1- 4	33
5- 9	23
10- 49	13
50- 199	7
200- 499	6
500 - 999	3
1 000 and more	7
Student	6
Other not gainfully employed	2

Conducted by: Landesmesse Stuttgart GmbH, Stuttgart

## südback → Stuttgart

### Trade visitors' profile

<b>Visitors (number of entries)</b>	<b>32 655</b>	<b>Area of responsibility</b>	<b>%</b>
<b>Proportion of trade visitors</b>	<b>95%</b>	Management	25
<b>Germany (total)</b>	<b>90</b>	Research/development/design	3
of which		Manufacturing, production, quality control	38
Nielsen 1	2 Nielsen 4	Buying/procurement	5
Bremen	- Bavaria	Finance/accounting, controlling	1
Hamburg	- Nielsen 5+6	Information and communication technology	1
Lower Saxony	- Berlin	Personnel administration, administration	1
Schleswig-Holstein	- Brandenburg	Sales	15
Nielsen 2	5 Mecklenburg-	Marketing, advertising, PR	2
North Rhine-Westph.	5 West Pomerania	Logistics: storage, material management, transport	1
Nielsen 3a	12 Saxony-Anhalt	Maintenance/repairs	1
Hesse	4 Nielsen 7	Other area	5
Rhineland-Palatinate	6 Saxony	Student	2
Saarland	2 Thuringia	Other not gainfully employed	1
Nielsen 3b	56	<b>Position in the company/organization</b>	<b>%</b>
Baden-Württemberg	56	Entrepreneur, co-owner, freelancer	25
<b>Foreign (total)</b>	<b>10</b>	Managing director, board member, head of an authority etc.	5
of which		Area manager, works manager, plant manager, branch manager, head of public office	10
EU	62	Department head, group head, team leader	9
Other European countries	35	Foreman, master craftsman	10
Other countries	3	Other salaried staff, civil servant, skilled worker	22
<b>Distance to home</b>	<b>%</b>	Lecturer, teacher	1
up to 50 km	26	Trainee	12
more than 50 km up to 100 km	17	Other position	1
more than 100 km up to 300 km	38	Student	2
over 300 km	19	Other not gainfully employed	1
<b>Countries with the highest visitor shares</b>	<b>%</b>	<b>Economic sector</b>	<b>%</b>
Switzerland	27	Pure baking craft	20
Austria	24	Pure confectioner craft	9
<b>Frequency of visits to exhibition</b>	<b>%</b>	Baker's/Confectioner's Trade	39
Previous event	46	Bread, cake and pastry industry	14
Earlier events	43	Other industry	8
First visit	33	Cafe	9
<b>Average length of stay</b>	<b>1,2 days</b>	Catering	8
<b>Influence on purchasing/procurement decisions</b>	<b>%</b>	Hotel	2
Decisively	27	Retail grocery trade	4
Collectively	29	University, polytechnic, vocational school	3
In an advisory capacity	21	Other sectors	9
No	19	<b>Size of company/organization:</b>	
Student	2	<b>Number of employees</b>	<b>%</b>
Other not gainfully employed	1	1- 4	13
		5- 9	16
		10- 49	29
		50- 199	19
		200- 499	10
		500 - 999	5
		1 000 and more	6
		Student	2
		Other not gainfully employed	1

Conducted by: Landesmesse Stuttgart GmbH, Stuttgart

## Messe Wächtersbach → Wächtersbach

### Private visitors' profile

<b>Visitors (number of entries)</b>	<b>59 194</b>	<b>Position in the company/organization</b>	<b>%</b>
<b>Proportion of private visitors</b>	<b>95%</b>	Entrepreneur, co-owner, freelancer	5
<b>Germany (total)</b>	<b>100</b>	Managing director, board member, head of an authority etc.	1
of which		Area manager, works manager, plant manager, branch manager, head of public office	1
Nielsen 1	- Nielsen 4	Department head, group head, team leader	6
Bremen	- Bavaria	Other salaried staff, civil servant, skilled worker	46
Hamburg	- Nielsen 5+6	Lecturer, teacher	3
Lower Saxony	- Berlin	Trainee	3
Schleswig-Holstein	- Brandenburg	Other position	2
Nielsen 2	- Mecklenburg-	Farmer	1
North Rhine-Westph.	- West Pomerania	Student	5
Nielsen 3a	89 Saxony-Anhalt	Housewife/man	5
Hesse	89 Nielsen 7	Old-age pensioner	22
Rhineland-Palatinate	- Saxony	Other not gainfully employed	1
Saarland	- Thuringia		
Nielsen 3b	1	<b>Buying and ordering capacity</b>	<b>%</b>
Baden-Württemberg	1	Purchase or order made or intended at the exhibition	
<b>Distance to home</b>	<b>%</b>	yes	68
up to 50 km	86	no	11
more than 50 km up to 100 km	12	maybe	21
more than 100 km up to 300 km	1		
over 300 km	1	<b>Follow-up business</b>	<b>%</b>
<b>Frequency of visits to exhibition</b>	<b>%</b>	Intend to buy at later date	
2012	71	yes	21
2011	72	no	36
Earlier events	76	maybe	44
First visit	10		
<b>Sex</b>	<b>%</b>	<b>Conducted by: Messe- und Congressberatung Dirr, Neu Wulmstorf</b>	
Male	42		
Female	58		
<b>Size of household</b>	<b>%</b>		
1 person	10		
2 persons	39		
3 persons	25		
4 persons	17		
5 persons and more	7		
<b>Age</b>	<b>%</b>		
up to 20 years	3		
over 20 up to 30 years	12		
over 30 up to 40 years	16		
over 40 up to 50 years	21		
over 50 up to 60 years	22		
over 60 up to 70 years	16		
over 70 years	9		

# Registered Events

## Bad Salzuflen

### Messe Ostwestfalen GmbH

kfo – Plastics Processing Fair, Bad Salzuflen  
March 2015

## Bayreuth

### bbg Betriebsberatungs GmbH

DKM – The Trade Fair for the Finance and Insurance Industry, Dortmund  
28.10.-30.10.2014

## Berlin

### Messe Berlin GmbH

International Green Week Berlin – The world's biggest fair for food, agriculture and horticulture, Berlin

- 17.01.-26.01.2014

FRUIT LOGISTICA – International Trade Fair for Fruit and Vegetable Marketing, Berlin

- 05.02.-07.02.2014

bautec – International Trade Fair for Building and Construction Technology, Berlin

- 18.02.-21.02.2014

ITB Berlin – THE WORLD'S LEADING TRAVEL TRADE SHOW®, Berlin

- 05.03.-09.03.2014

InnoTrans – International Trade Fair for Transport Technology – Innovative Components – Vehicles – Systems, Berlin

- 23.09.-26.09.2014

belekro – Trade fair for Electrical Engineering, Electronics and Lighting, Berlin  
15.10.-17.10.2014

Bazaar Berlin (formerly Import Shop Berlin) – Retail show for handicrafts, design and natural products from around the world, Berlin

- 12.11.-16.11.2014

WASSER BERLIN INTERNATIONAL – International Trade Fair and Congress – Water and Wastewater, Berlin

- 24.03.-27.03.2015

CMS – Cleaning. Management. Services. – International Trade Fair and Congress, Berlin

- 22.09.-25.09.2015

## Bielefeld

### Clarion Events Deutschland GmbH

ZOW – International fair for suppliers to the furniture and design industries, Bad Salzuflen  
10.02.-13.02.2014

ZOW – International Exhibition of Components and Accessories for the Furniture Industry, Istanbul  
20.03.-23.03.2014

FMB – The Supplier Show for Mechanical Engineering, Bad Salzuflen  
05.11.-07.11.2014

## Bremen

### MESSE BREMEN

#### WFB Wirtschaftsförderung Bremen GmbH

Bremen Classic Motorshow – Classic vehicle fair, Bremen

31.01.-02.02.2014

BOATFIT – boats ... Enjoy their charm – maintain their value, Bremen

21.02.-23.02.2014

fish international – The German Seafood Show, Bremen

09.02.-11.02.2014

HanseLife – Regional Consumer Goods Exhibition, Bremen

20.09.-28.09.2014

ReiseLust – The tourism fair in Bremen, Bremen  
14.11.-16.11.2014

## Chemnitz

### C' Chemnitzer Veranstaltungszentren GmbH c/o Messe Chemnitz

Baummesse Chemnitz – trade fair of construction, Chemnitz

07.02.-09.02.2014

Chemnitz Trade Fairs: mtex – International Exhibition & Symposium for Textiles and Lightweight Design in Transportation; LiMA – International Exhibition and Symposium for Lightweight Design and Engineering and Plant Construction; SIT – Saxon Fair for Industry and Technology; IT Anwenderforum – Digital Applications for Business – Exhibition, Chemnitz  
14.05.-16.05.2014

## Dortmund

### Messe Westfalenhallen Dortmund GmbH

Inter-tabac – International Trade Fair for Tobacco Products and Smoking Accessories, Dortmund  
19.09.-21.09.2014

elektrotechnik – Leading Trade Fair for the Electrical and Electronics Industries, Dortmund  
18.02.-20.02.2015

## Düsseldorf

### Messe Düsseldorf GmbH

boot – Düsseldorf – International Boat Show, Düsseldorf

- 18.01.-26.01.2014

EuroShop – The World's Leading Retail Trade Fair, Düsseldorf

- 16.02.-20.02.2014

GLOBAL SHOES – Leading Trade Show for Sourcing, Düsseldorf

- 11.03.-14.03.2014

GDS – International Event for Shoes & Accessoires, Düsseldorf

- 12.03.-14.03.2014

METAV - International Fair for Manufacturing Technology and Automation, Düsseldorf

- 11.03.-15.03.2014

BEAUTY DÜSSELDORF – Leading International Trade Fair Cosmetics, Nail, Foot, Wellness, Spa (with make-up artist design show – Trade fair for make-up artists), Düsseldorf

- 21.03.-23.03.2014

TOP HAIR INTERNATIONAL – Trend & Fashion Days Düsseldorf – Trade Fair – Show – Congress for the International Hairdressing Industry, Düsseldorf

- 22.03.-23.03.2014

ProWein – International Trade Fair Wines and Spirits, Düsseldorf

- 23.03.-25.03.2014

Tube – International Tube and Pipe Trade Fair, Düsseldorf

- 07.04.-11.04.2014

wire – International Wire and Cable Trade Fair, Düsseldorf

- 07.04.-11.04.2014

interpack – PROCESSES AND PACKAGING – LEADING TRADE FAIR, Düsseldorf

- 08.05.-14.05.2014

GDS – Global Destination for Shoes & Accessories, Düsseldorf

- 30.07.-01.08.2014

CARAVAN SALON DÜSSELDORF - The world's largest trade fair for motor homes und caravans, Düsseldorf

- 29.08.-07.09.2014

TourNatur – Hiking and Trekking Exhibition, Düsseldorf

- 05.09.-07.09.2014

InterCool – International Trade Fair Frozen Food, Ice Cream, Technology, Düsseldorf

- 21.09.-23.09.2014

InterMeat – International Trade Fair for Meat and Sausage, Düsseldorf

- 21.09.-23.09.2014

InterMopro - International Trade Fair for Dairy Products, Düsseldorf

- 21.09.-23.09.2014

REHACARE INTERNATIONAL – International Trade Fair and Congress – Self-determined living, Düsseldorf

- 24.09.-27.09.2014

glasstec – International Trade Fair for glass production, processing and products, Düsseldorf

- 21.10.-24.10.2014

MEDICA – World Forum for Medicine – International Trade Fair with Congress with COMPAMED – International Trade Fair Hightech Solutions for Medical Technology, until 14.11.2014, Düsseldorf

- 12.11.-15.11.2014

VALVE WORLD EXPO – Biennial Valve World Conference and Exhibition, Düsseldorf  
02.12.-04.12.2014

EuroCIS – The Leading Trade Fair for Retail Technology, Düsseldorf

- 24.02.-26.02.2015

GIFA – International Foundry Trade Fair with WFO Technical Forum, Düsseldorf

- 16.06.-20.06.2015

# Registered Events

- METEC – International Metallurgical Technology Trade Fair with Congresses, Düsseldorf  
16.06.-20.06.2015
- NEWCAST - International Trade Fair for Precision Castings, Düsseldorf  
16.06.-20.06.2015
- THERMPROCESS – International Trade Fair and Symposium for Thermo Process Technology, Düsseldorf  
16.06.-20.06.2015
- A + A – Safety, Security and Health at Work – International Trade Fair with Congress, Düsseldorf  
27.10.-30.10.2015
- drupa – no. 1 for print and crossmedia solutions, Düsseldorf  
31.05.-10.06.2016
- K – International Trade Fair No.1 for plastics and rubber worldwide, Düsseldorf  
19.10.-26.10.2016
- **Reed Exhibitions Deutschland GmbH**  
PSI – The Leading European Trade Show of the Promotional Product Industry, Düsseldorf  
08.01.-10.01.2014
- IMA – International Trade Fair for Amusement and Vending Machines, Düsseldorf  
14.01.-17.01.2014
- FIBO – The Leading International Trade Show for Fitness, Wellness and Health, Cologne  
03.04.-06.04.2014
- ISO – International Trade Fair for Industrial Insulation Materials and Technology, Cologne  
08.05.-09.05.2014
- ALUMINIUM – World Trade Fair & Conference, Düsseldorf  
07.10.-09.10.2014
- COMPOSITES EUROPE – European Trade Fair & Forum for Composites, Technology and Applications, Düsseldorf  
07.10.-09.10.2014
- viscom frankfurt – International trade fair for visual communication, Frankfurt/Main  
+ 05.11.-07.11.2014
- MODERNER STAAT – Exhibition and Conference, Berlin  
02.12.-03.12.2014
- EQUITANA – Equestrian Sports World Fair, Essen  
14.03.-22.03.2015
- SHOWTECH – International Trade Show and Conference for Theatre, Film and Event, Frankfurt/Main  
● April 2015
- HYBRID Expo – Materials, Technology & Components, Stuttgart  
22.09.-24.09.2015
- **Erfurt**  
**Messe Erfurt GmbH**  
Rapid. Tech – Trade fair and user's conference for rapid technology, Erfurt  
14.05.-15.05.2014
- inoga – Trade Fair for the Hotel, Catering and Hospitality Sector with IKA/Culinary Olympics, Erfurt  
13.09.-15.09.2014
- Grüne Tage Thüringen – The agricultural fair, Erfurt  
19.09.-21.09.2014
- inoga/IKA – Trade Fair for the Hotel, Catering and Hospitality Sector with IKA/Culinary Olympics, Erfurt  
22.10.-25.10.2016
- **RAM Regio**  
**Ausstellungen GmbH Erfurt**  
Thüringen Ausstellung Erfurt – Handicraft and Consumer Goods Exhibition (with Wedding and Celebration Fair), Erfurt  
08.03.-16.03.2014
- **Eschborn**  
**Werbe- und Vertriebsgesellschaft**  
**Deutscher Apotheker mbH**  
EXPOPHARM – International Pharmaceutical Trade Fair, Munich  
+ 17.09.-20.09.2014
- **Essen**  
**Messe Essen GmbH**  
DEUBAUKOM - Trade fair for architecture, art of engineering and housing Industry, Essen  
15.01.-18.01.2014
- IPM ESSEN – The world's leading trade fair for horticulture, Essen  
28.01.-31.01.2014
- E-world energy & water – International trade fair and congress, Essen  
11.02.-13.02.2014
- SHK – Trade fair for sanitary, heating, air conditioning and renewable energies, Essen  
12.03.-15.03.2014
- METPACK – International trade fair for metal packaging, Essen  
06.05.-10.05.2014
- REIFEN – No 1 in tires and more, Essen  
27.05.-30.05.2014
- security essen – The world forum for security and fire prevention, Essen  
23.09.-26.09.2014
- SCHWEISSEN & SCHNEIDEN – International trade fair joining cutting surfacing, Essen  
18.09.-23.09.2017
- **Frankfurt/Main**  
**DLG e.V.**  
DLG-Feldtage – DLG Field Days – Meeting point for crop production experts, Bernburg-Strenzfeld  
17.06.-19.06.2014
- EnergyDecentral – International trade fair for innovative energy supply, Hanover  
11.11.-14.11.2014
- EuroTier – with Energy Decentral - The world's leading trade fair for animal production, Hanover  
11.11.-14.11.2014
- AGRITECHNICA – International DLG Exhibition for Agricultural Machinery, Hanover  
08.11.-14.11.2015
- **Messe Frankfurt Exhibition GmbH**  
Heimtextil – International Trade Fair for Home and Contract Textiles, Frankfurt/Main  
08.01.-11.01.2014
- Christmasworld – The World of Seasonal Decoration, Frankfurt/Main  
24.01.-28.01.2014
- Creativeworld – International Trade Fair for Hobby, Crafts and Artists Material, Frankfurt/Main  
25.01.-28.01.2014
- Paperworld – Leading International Trade Fair for Paper, Office Supplies and Stationery, Frankfurt/Main  
25.01.-28.01.2014
- Ambiente, Frankfurt/Main  
07.02.-11.02.2014
- Musikmesse – The International Fair for Musical Instruments, Sheet Music, Music Production and Music Business Connections, Frankfurt/Main  
12.03.-15.03.2014
- Prolight + Sound – International Fair of Technologies and Services for Events and Entertainment, Frankfurt/Main  
12.03.-15.03.2014
- Light+Building – The World's Leading Trade Fair for Architecture and Technology, Frankfurt/Main  
30.03.-04.04.2014
- Hair & Beauty – with OMC Hairworld World Cup, Frankfurt/Main  
03.05.-05.05.2014
- Tendence, Frankfurt/Main  
30.08.-02.09.2014
- Automechanika Frankfurt – The World's Leading Trade Fair for the Automotive Industry, Frankfurt/Main  
16.09.-20.09.2014
- ISH – The World's Leading Trade Fair. The Bathroom Experience, Building, Energy, Air-conditioning Technology, Renewable Energies, Frankfurt/Main  
10.03.-14.03.2015
- Texprocess – Leading International Trade Fair for Processing Textile and Flexible Materials, Frankfurt/Main  
04.05.-07.05.2015
- Techtexil – International Trade Fair for Technical Textiles and Nonwovens, Frankfurt/Main  
05.05.-07.05.2015
- IFFA – The No. 1 for the meat industry, Frankfurt/Main  
07.05.-12.05.2016
- Texcare International – World Market for Modern Textile Care, Frankfurt/Main  
11.06.-15.06.2016

## Freiburg

### Freiburg Wirtschaft Touristik und Messe GmbH & Co. KG

Intersolar Europe – The World's Largest Exhibition for the Solar Industry, Munich

- 04.06.-06.06.2014

ELECTRICAL ENERGY STORAGE (ees) – International trade fair for batteries, energy storage and innovative production, Munich  
04.06.-06.06.2014

INTER BRUSH – International Trade Fair for Machines, Materials and Accessories of the Brush, Paintbrush, Paintroller and Mop Industries, Freiburg

- May 2016

## Groß-Umstadt

### KWF – Kuratorium für Waldarbeit und Forsttechnik GmbH

KWF – Expo – Forest Machinery and Innovation DemoFair, not yet determined  
June 2016

## Hamburg

### H<sup>2</sup>VC GmbH

### Hessisch Hanseatisches Veranstaltungs-Centor GmbH

IMITFair – International Marine Interiors Trade Fair, Rostock  
14.10.-16.10.2014

### Hamburg Messe und Congress GmbH

NORTEC – The manufacturing trade fair in the North, Hamburg  
21.01.-24.01.2014

REISEN HAMBURG – The Holiday, Caravaning, Outdoor and Cycling Exhibition, Hamburg  
05.02.-09.02.2014

INTERNORGA – International Trade Show for the Hotel, Restaurant, Catering, Baking and Confectionery Industry, Hamburg  
14.03.-19.03.2014

HansePferd Hamburg – The equestrian trade fair experience, Hamburg  
25.04.-27.04.2014

SMM – the leading international maritime trade fair hamburg, Hamburg

- 09.09.-12.09.2014

DU UND DEINE WELT - hamburg's shopping and event fair, Hamburg  
03.10.-12.10.2014

hanseboot – Hamburg International Boat Show, Hamburg  
25.10.-02.11.2014

GET Nord – Trade Fair Electrical Engineering, Sanitation, Heating, Air-Conditioning, Hamburg  
20.11.-22.11.2014

## Hannover

### Deutsche Messe AG

DOMOTEX HANNOVER – The World of Flooring, Hanover

- 11.01.-14.01.2014

CeBIT – New Perspectives in IT Business, Hanover

- 10.03.-14.03.2014

HANNOVER MESSE – The world's leading trade fair for industrial technology, Hanover

- 07.04.-11.04.2014

Digital Factory / HANNOVER MESSE – Leading Trade Fair for Integrated Processes and IT Solutions, Hanover  
07.04.-11.04.2014

Energy / HANNOVER MESSE – Leading Trade Fair for Renewable and Conventional Power Generation, Power Supply, Transmission, Distribution and Storage, Hanover  
07.04.-11.04.2014

Industrial Automation / HANNOVER MESSE – Leading Trade Fair for Factory and Process Automation, Systems Solutions and Industrial IT, Hanover  
07.04.-11.04.2014

Industrial Supply / HANNOVER MESSE – Leading Trade Fair for Industrial Subcontracting and Lightweight Construction, Hanover  
07.04.-11.04.2014

IndustrialGreenTec / HANNOVER MESSE – Leading Trade Fair for Environmental Technology, Hanover  
07.04.-11.04.2014

MobiliTec / HANNOVER MESSE - Leading Trade Fair for Hybrid and Electric Powertrain Technologies, Mobile Energy Storage and Alternative Mobility Solutions, Hanover  
07.04.-11.04.2014

Research & Technology / HANNOVER MESSE - Leading Trade Fair for R&D and Technology Transfer, Hanover  
07.04.-11.04.2014

PSI PROMOTION WORLD – Trade Show for Haptic & Multisensory Communication, Hanover  
08.04.-10.04.2014

CeMAT – the world's leading fair for intralogistics, Hanover  
19.05.-23.05.2014

O&S – International Trade Fair for Surface Treatments & Coatings, Stuttgart  
24.06.-26.06.2014

parts2clean – Leading International Trade Fair for Industrial Parts and Surface Cleaning, Stuttgart  
24.06.-26.06.2014

EuroBLECH – International Sheet Metal Working Technology Exhibition, Hanover

- 21.10.-25.10.2014

ComVac / HANNOVER MESSE – Leading Trade Fair for Compressed Air and Vacuum Technology, Hanover  
13.04.-17.04.2015

MDA – Motion, Drive & Automation / HANNOVER MESSE – Leading Trade Fair for Power Transmission and Control, Hanover  
13.04.-17.04.2015

SurfaceTechnology / HANNOVER MESSE – Leading Trade Fair for Surface Technology, Hanover  
13.04.-17.04.2015

Wind / HANNOVER MESSE – Leading Trade Fair for Wind Generation Technology, Components and Services, Hanover  
13.04.-17.04.2015

LIGNA – World Fair for the Forestry and Wood Industries, Hanover

- 11.05.-15.05.2015

INTERSCHUTZ – DER ROTE HAHN - International Exhibition for Rescue, Fire Prevention, Disaster Relief, Safety and Security, Hanover

- 08.06.-13.06.2015

BIOTECHNICA – Europe's No.1 Event for Biotechnology, Life Sciences and Lab Technology, Hanover

- 06.10.-08.10.2015

### Fachausstellungen Heckmann GmbH

ABF – The Leisure and Sales Exhibition, Hanover  
25.01.-02.02.2014

ALTENPFLEGE – Leading Exhibition for the Care Sector, Hanover

- + 25.03.-27.03.2014

infa – Information and Sales Exhibition, Hanover  
18.10.-26.10.2014

CARAVAN – Motor caravans and Supplies Trade Exhibition, Bremen  
14.11.-16.11.2014

Pferd & Jagd – Europe's biggest exhibition for equestrian sports, hunting and fishing, Hanover  
04.12.-07.12.2014

## Hohenschäftlarn

### WNP Fachmessen GmbH

GiveADays – International Tradeshow for Promotional Products, Stuttgart  
13.02.-15.02.2014

Wetec – International Tradeshow for Signmaking, Large Format Printing & Light Advertising, Stuttgart  
13.02.-15.02.2014

## Husum

### Messe Husum & Congress GmbH & Co. KG

Nord Gastro & Hotel – Hotel and Restaurant Industry Trade Fair, Husum  
10.02.-11.02.2014

New Energy Husum – The International Renewable Energy Trade Fair, Husum  
20.03.-23.03.2014

HUSUM Wind – Trade Fair and Congress for the Wind Industry, Husum  
15.09.-18.09.2015



# Registered Events

## Idar-Oberstein

### Intergem Messe GmbH

INTERGEM – International Trade Fair for Gems, Jewellery and Gemstone Objects, Idar-Oberstein  
03.10.-06.10.2014

## Karlsruhe

### HINTE GmbH

Arbeitsschutz Aktuell – Safety & Health - Congress & Trade Fair. In connection with the XX world congress on safety and health at work, Frankfurt/Main  
+ 25.08.-28.08.2014

INTERGEO – Conference and Trade Fair for Geodesy, Geoinformation and Land Management, Berlin  
+ 07.10.-09.10.2014

### Karlsruher Messe- und Kongress-GmbH

LEARNTEC – Learning with IT – International Trade Fair and Convention, Karlsruhe  
04.02.-06.02.2014

IT-TRANS - International Conference and Exhibition for IT Solutions in Public Transport, Karlsruhe  
18.02.-20.02.2014

TIERisch gut – Pet fair Karlsruhe, Karlsruhe  
08.11.-09.11.2014

NUFAM - Trade fair for commercial vehicles, Karlsruhe  
24.09.-27.09.2015

## Kempten

### Kempten Tourismus- und Veranstaltungsservice Allgäuer Festwoche

ALLGÄUER FESTWOCHE – TRADE FAIR – CULTURAL AND SPORTS EVENTS – RURAL TRADITION EXHIBITION IN KEMPTEN (ALLGÄU), Kempten  
09.08.-17.08.2014

## Köln/Cologne

### Koelnmesse GmbH

- imm cologne - The international furnishing show (in uneven years with LivingKitchen, in even years with LivingInteriors), Cologne
- 13.01.-19.01.2014
  - ISM – International Sweets and Biscuits Fair, Cologne
  - 26.01.-29.01.2014

spoga horse (spring) – International Trade Fair for Equestrian Sports, Cologne  
02.02.-04.02.2014

INTERNATIONALE EISENWARENMESSE KÖLN, Cologne

- 09.03.-12.03.2014

h+h cologne - International Trade Fair for Creative Handicraft + Hobby Supplies, Cologne  
21.03.-23.03.2014

CFC – Children's Fashion Cologne  
10.07.-12.07.2014

spoga+gafa/spoga horse (autumn) – The garden trade fair, Cologne/International Trade Fair for Equestrian Sports, Cologne

- 31.08.-02.09.2014

dmexco – Leading expo & conference for digital business, Cologne  
10.09.-11.09.2014

Kind + Jugend – The Trade Show for Kids' First Years, Cologne

- 11.09.-14.09.2014

ORGATEC – Modern Office & Facility, Cologne

- 21.10.-25.10.2014

ProSweets Cologne – The international supplier fair for the confectionery industry, Cologne  
01.02.-04.02.2015

Asia-Pacific Sourcing – Products for Home and Garden from Far East, Cologne  
03.03.-05.03.2015

IDS – International Dental Show, Cologne

- 10.03.-14.03.2015

Anuga FoodTec – The international supplier fair for the food and drink industry, Cologne

- 24.03.-27.03.2015

interzum – International fair for the furniture and interior construction industries' supplying sections, Cologne

- 05.05.-08.05.2015

Eu'Vend/coffeena – The International Trade Fair for the Vending Industry/coffeena - International Coffee Fair, Cologne  
24.09.-26.09.2015

Anuga – The leading trade fair for the global food industry, Cologne

- 10.10.-14.10.2015

aquanale/FSB – aquanale – International Trade Fair for Sauna.Pool.Ambience. FSB – International Trade Fair for Amenity Areas, Sports and Pool Facilities, Cologne

- 27.10.-30.10.2015

## Leipzig

### Leipziger Messe GmbH

Leipziger Tierärztekongress – Leipzig Veterinary Congress with Industrial Exhibition vetexpo, Leipzig  
16.01.-18.01.2014

HAUS-GARTEN-FREIZEIT – Home – Garden – Leisure – The consumer fair for the whole family/ mitteldeutsche Handwerksmesse Central German Handicrafts Fair/ Beach & Boat Water Sports Exhibition, Leipzig  
15.02.-23.02.2014

CADEAUX Leipzig (spring) – Trade Fair for Gifts and Lifestyle Trends, Leipzig  
01.03.-03.03.2014

OTWorld - Orthopädie + Reha-Technik – International Trade Show and World Congress, Leipzig

- 13.05.-16.05.2014

CADEAUX Leipzig (autumn) – Trade Fair for Gifts and Lifestyle Trends – COMFORTEX, Trade Fair for Interior Design, Leipzig  
06.09.-08.09.2014

MIDORA Leipzig – TRADE FAIR FOR WATCHES AND JEWELLERY, Leipzig  
06.09.-08.09.2014

modell-hobby-spiel – models-hobbies-games. Exhibition for Model Building, Model Railways, Creative Arts and Play, Leipzig  
03.10.-05.10.2014

denkmal – European Trade Fair for Conservation, Restoration and Old Building Renovation, Leipzig

- 06.11.-08.11.2014

TerraTec – International Trade Fair for Environmental Technologies and Services, Leipzig  
27.01.-29.01.2015

enertec – International Trade Fair for the Generation, Distribution and Storage of Energy, Leipzig  
27.01.-29.01.2015

Z – International subcontracting fair for parts, components, modules and technologies, Leipzig

- 24.02.-27.02.2015

Intec – International trade fair for machine tools, manufacturing and automation, Leipzig  
24.02.-27.02.2015

therapie Leipzig – Trade Fair and Congress for Therapy, Medical Rehabilitation and Prevention, Leipzig  
19.03.-21.03.2015

PFLEGE + HOMECARE LEIPZIG – Trade Fair and Congress for hospital, residential and home care, Leipzig  
29.09.-01.10.2015

SHKG – Exhibition for Sanitation, Heating, Air-Conditioning and Building Automation, Leipzig  
28.10.-30.10.2015

efa – Trade Fair for Building Systems, Electrical Engineering, Light, Air Conditioning and Automation, Leipzig  
28.10.-30.10.2015

GÄSTE – Trade Fair for the Restaurant, Hotel and Catering Business, Leipzig  
01.11.-03.11.2015

### Leipziger Messe International GmbH

LBA – Regional Building Trade Exhibition Saxony-Anhalt, Magdeburg  
28.02.-02.03.2014

## Lindau-Bodolz

### Kinold Ausstellungsgesellschaft mbH

Passauer Frühling, DreiländerMesse – Regional Exhibition, Passau  
29.03.-06.04.2014

Messe Hof - Regional Exhibition, Hof  
27.09.-05.10.2014

Messe Rosenheim – Regional Consumer Goods Exhibition, Rosenheim  
18.04.-26.04.2015

## Magdeburg

### Messe- und Veranstaltungsgesellschaft Magdeburg GmbH (MVGGM)

MAGDEBOOT – Trade Fair for new and used boats, equipment and water sports, Magdeburg  
14.03.-16.03.2014

TIERWELT – MESSE MAGDEBURG, Magdeburg  
11.04.-13.04.2014

MAGDEBURGER MEERESANGELTAGE und MAGDEBURGER RAUBFISCHANGELTAGE – International Fishing Exhibition, Magdeburg  
08.11.-09.11.2014

## Mainz

### RAM Regio Ausstellungen GmbH

Rheinland-Pfalz-Ausstellung – Regional Consumer Goods Exhibition, Mainz  
22.03.-30.03.2014

## München

### easyFairs Deutschland GmbH

SCHÜTTGUT – Trade show for solids technologies in processing industries, Dortmund  
21.05.-22.05.2014

### EUROEXPO Messe- und Kongress-GmbH

LogiMAT – International Trade Fair for Distribution, Materials Handling and Information Flow, Stuttgart  
25.02.-27.02.2014

transfairlog – Trade Fair for International Transport and Logistics Management, Hamburg  
04.11.-06.11.2014

### GHM Gesellschaft für Handwerksmessen mbH

opti – The International Trade Show for Optics & Design, Munich  
10.01.-12.01.2014

DACH+HOLZ International – ROOF+TIMBER International – Trade Fair for timber construction and interior works, roof and wall, Cologne  
+ 18.02.-21.02.2014

INTERNATIONALE HANDWERKSMESSE – The Leading Trade Fair for the Craft Trades and Medium-Sized Enterprises (with Garten München), Munich  
12.03.-18.03.2014

IFH/Intherm – Trade Fair for Sanitation, Heating, Air Conditioning, Renewable Energies, Nuremberg  
08.04.-11.04.2014

eltec – Trade fair for electrical and power engineering, Nuremberg  
14.01.-16.01.2015

iba – The world's leading trade fair for bakery, confectionery and snacks, Munich  
12.09.-17.09.2015

Farbe – Ausbau & Fassade – Paint – finishing & facade, Munich  
+ 02.03.-05.03.2016

### Messe München GmbH

ISPO MUNICH – The world's leading sports business platform, Munich  
● 26.01.-29.01.2014

INHORGENTA MUNICH – Jewelry, Timepieces, Lifestyle, Munich  
● 14.02.-17.02.2014

f.re.e – Fair for Leisure and Travel, Munich  
● 19.02.-23.02.2014

analytica – International Trade Fair for Laboratory Technology, Analysis, Biotechnology and analytical Conference, Munich  
● 01.04.-04.04.2014

IFAT – resources.innovations.solutions. – World's leading Trade Fair for Water, Sewage, Waste and Raw Materials Management, Munich  
● 05.05.-09.05.2014

AUTOMATICA – International Trade Fair for Automation and Mechatronics, Munich  
● 03.06.-06.06.2014

MAINTAIN – International Trade Fair for Industrial Maintenance, Munich  
03.06.-06.06.2014

INTERFORST – International Key Trade Fair for Forestry and Forest Technology with Scientific Conferences and Special Shows, Munich  
● 16.07.-20.07.2014

EXPO REAL – International Trade Fair for Property and Investment, Munich

● 06.10.-08.10.2014

electronica – International Trade Fair for Electronic Components, Systems and Applications, Munich

● 11.11.-14.11.2014

bauma China – International Trade Fair for Construction Machinery, Building Material & Machines, Construction Vehicles and Equipment, Shanghai

● 25.11.-28.11.2014

BAU – World's Leading Trade Fair for Architecture, Materials and Systems, Munich

● 19.01.-24.01.2015

transport logistic – THE LEADING EXHIBITION, Munich

● 05.05.-08.05.2015

LASER World of PHOTONICS – International Trade Fair and Congress for Optical Technologies – Components, Systems and Applications, Munich

● 22.06.-25.06.2015

CERAMITEC – Technologies – Innovations – Materials, Munich

● 20.10.-23.10.2015

productronica – International trade fair for innovative electronics production, Munich

● 10.11.-13.11.2015

bauma – International Trade Fair for Construction Machinery, Building Material Machines, Mining Machines, Construction Vehicles and Construction Equipment, Munich

● 11.04.-17.04.2016

drinktec – World's Leading Fair for the Beverage and Liquid Food Technology – Processing + Filling + Packaging + Marketing, Munich

● 11.09.-15.09.2017

### MunichExpo Veranstaltungen GmbH

eCarTec / MATERIALICA / sMove 360° – International Trade Fair for Electric & Hybrid Mobility/Lightweight Design for New Mobility/Car IT, Munich  
21.10.-23.10.2014

### Service- und Verlagsgesellschaft des Bayerischen Baugewerbes mbH

EPF – EstrichParkettFliese – Trade fair for floor construction, Feuchtwangen  
26.06.-28.06.2014

## Münster

### Messe und Congress Centrum Halle Münsterland GmbH

IPOMEX – international police meeting and exhibition, Muenster  
14.04.-16.04.2015

## Nürnberg

### AFAG Messen und Ausstellungen GmbH

HOGA Nürnberg – Trade Fair for Gastronomy, Hotel and Catering, Nuremberg  
22.02.-25.02.2015

GrindTec – International Trade Fair for Grinding Technology, Augsburg  
19.03.-22.03.2014

interlift – International Trade Fair for Elevators, Components & Accessories, Augsburg  
13.10.-16.10.2015

### NürnbergMesse GmbH

EUROGUSS – International Trade Fair for Die Casting – Technology, Processes, Products, Nuremberg  
14.01.-16.01.2014

Perimeter Protection – International Trade Fair for Perimeter Protection, Fencing and Building Security, Nuremberg  
14.01.-16.01.2014

BIOFACH + VIVANESS – World's leading Trade Fair for Organic Food / International Trade Fair for Natural Personal Care, Nuremberg  
12.02.-15.02.2014

FeuerTRUTZ – Trade Fair with Congress for Preventive Fire Protection, Nuremberg  
19.02.-20.02.2014

embedded world – Exhibition&Conference, Nuremberg  
25.02.-27.02.2014

# Registered Events

Enforce Tac – International Exhibition & Conference – Law Enforcement, Security and Tactical Solutions, Nuremberg  
05.03.-06.03.2014

IWA OutdoorClassics – High performance in target sports, nature activities, protecting people, Nuremberg  
07.03.-10.03.2014

Werkstätten:Messe – Workshops for the disabled show their excellence – variety – quality, Nuremberg  
13.03.-16.03.2014

fensterbau/frontale + HOLZ-HANDWERK – Intern. Trade Fair Window, Door and Facade/Technologies, Components, Prefabricated Units + European Trade Fair for Machine Technology, Equipment and Supplies for the Wood Crafts, Nuremberg  
26.03.-29.03.2014

CO-REACH – The exhibition for cross-media marketing, Nuremberg  
25.06.-26.06.2014

GaLaBau – International Trade Fair for Urban Green and Open Spaces/ Design – Construction – Maintenance + PLAYGROUND + Deutsche Golfplatztage, Nuremberg  
17.09.-20.09.2014

POWTECH + TechnoPharm – World-Leading Trade Fair for Processing, Analysis, and Handling of Powder and Bulk Solids + Int. Trade Fair for Life Science Process Technologies, Nuremberg  
30.09.-02.10.2014

it-sa – The IT Security Expo and Congress, Nuremberg  
07.10.-09.10.2014

Chillventa – International Trade Fair for Refrigeration, Air Conditioning, Ventilation and Heat Pumps, Nuremberg  
● 14.10.-16.10.2014

BrauBeviale – Raw Materials – Technologies – Logistics – Marketing, Nuremberg  
11.11.-13.11.2014

European Coatings SHOW – plus Adhesives, Sealants, Construction Chemicals, Nuremberg  
21.04.-23.04.2015

Stone+tec Nürnberg – International Trade Fair Natural Stone and Stoneprocessing Technology, Nuremberg  
13.05.-16.05.2015

AUTOMOTIVE ENGINEERING EXPO – Connecting outstanding experts on car body manufacturing, painting and assembly, Nuremberg  
09.06.-11.06.2015

FachPack, Nuremberg  
29.09.-01.10.2015

**Spielwarenmesse eG**  
Spielwarenmesse® – International Toy Fair Nürnberg, Nuremberg  
29.01.-03.02.2014

## Offenbach

**Messe Offenbach GmbH**  
I.L.M – International Leather Goods Fair Offenbach – Winter Styles, Offenbach/Main  
● 08.03.-10.03.2014

I.L.M – International Leather Goods Fair Offenbach – Summer Styles, Offenbach/Main  
● 06.09.-08.09.2014

## Offenburg

**Messe Offenburg-Ortenau GmbH**  
Badische Weinmesse – Regional Wine Exhibition, Offenburg  
10.05.-11.05.2014

OBERRHEIN MESSE Offenburg  
27.09.-05.10.2014

## Rostock

**Rostocker Messe- und Stadthallengesellschaft mbH**  
AutoTrend – Automobile Exhibition Mecklenburg-Western Pomerania, Rostock  
04.04.-06.04.2014

## Stuttgart

**blickfang GmbH**  
BLICKFANG – Design Trade Fair for Furniture, Jewellery and Fashion, Stuttgart  
14.03.-16.03.2014

## Landesmesse Stuttgart GmbH

CMT – The Holiday exhibition – Intern. exhibition for caravanning, motoring, tourism, with the special exhibitions cycling & adventure holidays with special section hiking, golf & wellness holidays, cruises & ship travel, Stuttgart  
11.01.-19.01.2014

MEDIZIN/TheraPro – Trade fair and congress, Stuttgart  
24.01.-26.01.2014

INTERGASTRA – Leading trade fair for innovative gastronomy / GELATISSIMO – The special trade fair for the manufacture of hand-made ice-cream, Stuttgart  
01.02.-05.02.2014

RETRO CLASSICS – The whole world of classic vehicles, Stuttgart  
13.03.-16.03.2014

TV TecStyle Visions – International trade fair for textile decoration and promotion, Stuttgart  
13.02.-15.02.2014

didacta – The trade fair for education and training, Stuttgart  
+ 25.03.-29.03.2014

Invest – Leading trade fair and congress for finance and investment, Stuttgart  
04.04.-05.04.2014

FAIR HANDELN – International exhibition focusing on Fairtrade and globally responsible trade and activities, Stuttgart  
10.04.-13.04.2014

GARTEN outdoor ambiente – Exhibition for garden and lifestyle, Stuttgart  
10.04.-13.04.2014

Markt des guten Geschmacks – The market for good taste – the Slow Food Exhibition, Stuttgart  
10.04.-13.04.2014

Mineralien, Fossilien, Schmuck – Minerals, fossils, jewellery, Stuttgart  
11.04.-13.04.2014

PFLEGE & REHA – Trade fair for elderly care, nursing and rehabilitation with accompanying congress, Stuttgart  
06.05.-08.05.2014

LASYS – International trade fair for laser material processing, Stuttgart  
24.06.-26.06.2014

AMB – International exhibition for metal working, Stuttgart  
16.09.-20.09.2014

FACHDENTAL Leipzig, Leipzig  
26.09.-27.09.2014

SÜFFA – Trade fair for the meat industry, Stuttgart  
28.09.-30.09.2014

IT & Business / DMS EXPO / CRM-expo – the trade fairs for IT solutions, Stuttgart  
08.10.-10.10.2014

FACHDENTAL Südwest, Stuttgart  
10.10.-11.10.2014

südback – Trade fair for the bakery and confectionery trades, Stuttgart  
18.10.-21.10.2014

interbad – International trade fair for swimming pools, saunas and spas with congress for pool and bath technology, Stuttgart  
21.10.-24.10.2014

Stuttgarter MesseHerbst – Messe Stuttgart's autumn line-up, Stuttgart  
15.11.-23.11.2014

ANIMAL / Stuttgarter MesseHerbst – The pet exhibition, Stuttgart  
15.11.-16.11.2014

Familie & Heim / Stuttgarter MesseHerbst – The shopping and experience exhibition with minerals, fossils, jewellery (15.11.-17.11.2014), Stuttgart  
15.11.-23.11.2014

DIE BESTEN JAHRE / Stuttgarter MesseHerbst – The best years – The exhibition for staying active, Stuttgart  
17.11.-18.11.2014

HOBBY & ELEKTRONIK / Stuttgarter MesseHerbst – South Germany's large exhibition for computers and electronics, Stuttgart  
20.11.-23.11.2014

KREATIV / Stuttgarter MesseHerbst – The trade fair for creative design, Stuttgart  
20.11.-23.11.2014

Modell Süd / Stuttgarter MesseHerbst – The exhibition for modelmaking and model railways, Stuttgart  
20.11.-23.11.2014

Spielemesse / Stuttgarter MesseHerbst – The meeting place for excitement, fun and games, Stuttgart  
20.11.-23.11.2014

VISION – Leading world trade fair for machine vision, Stuttgart  
04.11.-06.11.2014

R + T – Leading world trade fair for roller shutters, doors / gates and sun protection systems, Stuttgart  
24.02.-28.02.2015

eltefa – biggest regional trade fair for the electrical sector, Stuttgart  
18.03.-20.03.2015

NewCome – Exhibition and state congress about freelancing, Stuttgart  
May 2015

INTERVITIS INTERFRUCTA – International technology trade fair for wine, fruit, fruit juice and spirits, Stuttgart  
March 2016

SACHSENBACK – Trade fair for the bakery and confectionery trades, Dresden  
09.04.-11.04.2016

#### **Mesago Messe Frankfurt GmbH**

Facility Management – Exhibition and Conference, Frankfurt/Main  
25.02.-27.02.2014

SMT Hybrid Packaging – International Exhibition and Conference for System Integration in Micro Electronics, Nuremberg  
06.05.-08.05.2014

PCIM Europe – Power Electronics, Intelligent Motion, Renewable Energy and Energy Management – International Exhibition and Conference, Nuremberg  
20.05.-22.05.2014

#### **Mesago Messemanagement GmbH**

SPS IPC Drives – Electric Automation - Systems and Components - International Exhibition & Conference, Nuremberg  
25.11.-27.11.2014

#### **Wächtersbach**

##### **Messe Wächtersbach GmbH**

Messe Wächtersbach – Consumer Goods Exhibition, Waechtersbach  
24.05.-01.06.2014

#### **Wiesbaden**

##### **WIRTSCHAFTSGEMEINSCHAFT Zoologischer Fachbetriebe GmbH**

Interzoo – International Trade Fair for Pet Supplies, Nuremberg  
29.05.-01.06.2014

#### **Wunstorf**

##### **AMA Service GmbH**

SENSOR+TEST – The Measurement Fair - International Trade Fair for Sensorics, Measuring and Testing Technologies with concurrent Conferences, Nuremberg  
03.06.-05.06.2014

#### **Hongkong/SVR**

##### **Hong Kong Trade Development Council**

HKTDC Hong Kong Baby Products Fair, Hongkong/SAR  
06.01.-09.01.2014

HKTDC Hong Kong Fashion Week for Fall/Winter, Hongkong/SAR

- 13.01.-16.01.2014

HKTDC Hong Kong Toys & Games Fair, Hongkong/SAR

- 06.01.-09.01.2014

HKTDC Hong Kong International Diamond, Gem & Pearl Show, Hongkong/SAR

- 03.03.-07.03.2014

HKTDC Hong Kong International Jewellery Show, Hongkong/SAR

- 03.03.-09.03.2014

HKTDC Hong Kong Electronics Fair (Spring Edition), Hongkong/SAR

- 13.04.-16.04.2014

HKTDC Hong Kong Gifts & Premium Fair, Hongkong/SAR

- 27.04.-30.04.2014

HKTDC Hong Kong Houseware Fair, Hongkong/SAR

- 20.04.-23.04.2014

HKTDC Hong Kong Watch & Clock Fair, Hongkong/SAR

- 03.09.-07.09.2014

HKTDC Hong Kong Electronics Fair (Autumn Edition), Hongkong/SAR

- 13.10.-16.10.2014

electronicAsia – International Trade Fair for Components, Assemblies and Display Technologies, Hongkong/SAR

- 13.10.-16.10.2014

HKTDC Hong Kong International Lighting Fair (Autumn Edition), Hongkong/SAR  
27.10.-30.10.2014

HKTDC Hong Kong Optical Fair, Hongkong/SAR

- 05.11.-07.11.2014

#### **Verona**

##### **Ente Autonomo per le Fiere di Verona**

Fieragricola – International agricultural technologies show, Verona

- 06.02.-09.02.2014

VINITALY/ENOLITECH/SOL&AGRIFOOD – International wine & spirits exhibition/International Exhibition of Wine-Growing and Cellar Techniques & Olive-Growing and Olive Oil Technologies/International Quality Agro-Foods Event, Verona

- 06.04.-09.04.2014

SAMOTER – International triennial Earthmoving and Building Machinery Exhibition, Verona

- 08.05.-11.05.2014

MARMOMACC – International Trade Fair for Stone, Design and Technology, Verona

- 24.09.-27.09.2014

EUROCARNE – International Exhibition of the Technologies for Processing, Conservation, Refrigeration and Meat Distribution, Verona

- 10.05.-13.05.2015

PULIRE – International Exhibition of Machines, Equipments, Products and Systems for Industrial Cleaning, Verona

19.05.-21.05.2015

# Overview: over here!

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