



# Certified Exhibition Data 2016





# Certified Exhibition Data Report 2016

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

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# The FKM in 2016

In 2016, the number of exhibitions certified by FKM grew slightly compared to the previous year. German organisers generally remain keen for auditing to be carried out on the exhibitor and visitor statistics of their exhibitions.

FLEET Events GmbH, Hamburg and the association VDRK Verband der Rohr- und Kanal-Technik-Unternehmen e.V., Kassel, became new members of the Society for Voluntary Control of Fair and Exhibitions Statistics (FKM). Easyfairs Deutschland GmbH, Messe Ostwestfalen GmbH and Service- und Verlagsgesellschaft des Bayerischen Baugewerbes mbH/Bayerische BauAkademie are no longer member.

In December 2016, Klaus Dittrich, Chairman of the Board of Messe München GmbH, was chosen as the new chairman of FKM. On 1 January 2017 he took over the position from Wolfgang Marzin, Chairman of the Board of Messe Frankfurt GmbH, who had served as FKM chairman for almost seven years.

Currently 50 German organisers are partners of FKM. In 2016, a total of 203 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 17 exhibitions certified.

Essentially, every FKM certification takes basic data on exhibitors, 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 exhibiting businesses, 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, sectors 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

Visitor and exhibitor numbers, determined and checked on the basis of established standards, have been available in Germany for 50 years. At the start of 1966, FKM, the Society for Voluntary Control of Fair and Exhibition Statistics, went into business. FKM is an organisation of German exhibition companies that was founded by six organisers in 1965. Its goal is to promote clarity and verity in the trade fair industry via the standardised recording and checking of the numbers for exhibition areas, exhibitors and visitors, and also visitor structures.

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

To intensify its communication, FKM developed a completely new website that went online in August 2016. Here users will find definitions of the most important exhibition terms, as well as tips on how to use the certified fair data provided online. A fast trade fair search and database access with a simplified filter function enable direct access to the certified exhibitor and visitor numbers and visitor structures for exhibitions. The new website can also be used on mobile devices.

The online newsletter "FKM knowhow" appears three times per year and informs you about the benefits provided by FKM data, how trade fair terms are defined and how FKM works. Aside from exhibitors, its target groups also include consultants, stand constructors companies, associations and the media.

Additionally, many companies display the FKM certification of their exhibitions on the websites for the fairs or in printed media. This has provided a further boost to the presence of the "FKMcertified" logo in the industry.

### International Exhibition Transparency

FKM and other European auditing organisations jointly compiled the brochure entitled Euro Fair Statistics, which is published by the Global Association of the Exhibition Industry (UFI). 24 countries have taken part in 2015: Austria, Belgium, Bulgaria, Croatia, Czech Republic, Finland, France, Germany, Hungary, Italy, Luxembourg, Moldavia, Poland, Portugal, Romania, Russia, Serbia, Slovenia, Spain, Sweden, Switzerland, The Netherlands, Turkey and Ukraine.

The key indicators of more than 2,400 events, with the exception of numbers of visitors, 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.



**Klaus Dittrich**  
(Chairman)

# FKM Partners

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### Kempten

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# FKM Partners

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### Wirtschaftsgemeinschaft Zoologischer

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Fax: 0611 447553-33  
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## Wunstorf

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## Guest members

### Hongkong

#### Hong Kong Trade Development Council

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info@veronafiere.it

## Chairpersons

### Chairman

**Klaus Dittrich**  
Messe München GmbH

### 1st Deputy

**Britta Wirtz**  
Karlsruher Messe- und Kongress GmbH, Karlsruhe

### 2nd Deputy

**Carola Schwennsen**  
Fachausstellungen Heckmann GmbH,  
Hannover

### Honorary Chairman

**Prof. Dr. Manfred Busche**  
Berlin

### Managing Director

**Harald Kötter**

# Locations



- Exhibitions
- FKM partners
- Exhibitions and FKM partners

Status: June 2017



## 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 2017

Ernst & Young GmbH  
Wirtschaftsprüfungsgesellschaft



**Josef Klute**  
Public accountant

**Jörg Brüggemann**  
Public accountant



# 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 2016 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**

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. 94			Interval/ Days		Halls		Open Air		Total	Special Shows	Space (net)	Space (gross)	from countries			Total							
			Domestic	Foreign	Domestic	Foreign	Domestic	Foreign					Domestic	Foreign	Total	Domestic	Foreign	Total	Domestic	Foreign	Total		
<b>Augsburg</b>																							
GrindTec	2	4	14.850	7.356					22.206	100	22.306	39.700	318	231	549	28		12.749	5.207	17.956 *			
<b>Bad Salzuflen</b>																							
FMB – The Supplier Show for Mechanical Engineering	1	3	8.377	728					9.105		9.105	17.500	487	43	530	9		6.402	409	6.811			
<b>Berlin</b>																							
● Bar Convent Berlin	1	2	2.600	1.496		13			4.109	1.690	5.799	16.900	163	147	310	28		6.435	4.854	11.289 *			
● bautec	2	4	11.088	918					12.006	1.694	13.700	30.900	454	48	502	17		33.041	2.071	35.112 *			
● belekro	2	3	8.519	315					8.834	2.150	10.984	24.000	240	19	259	10		13.686	250	13.936 *			
● FRUIT LOGISTICA	1	3	8.635	59.315					67.950	893	68.843	117.500	260	2.624	2.884	83		12.705	59.075	71.780 *			
● InnoTrans	2	4	41.402	61.571		5.134	3.877		111.984		111.984	177.700	1.112	1.843	2.955	60		65.011	79.459	144.470 *			
● International Green Week	1	10	29.611	13.336					42.947	9.518	52.465	118.000	1.027	523	1.550	65		358.640	8.067	366.707 *			
● ITB	1	5	27.995	60.250		75			88.320		88.320	153.900	1.491	5.932	7.423	181	323	484	807	96.891	42.320	139.211 *	
<b>Bremen</b>																							
BOATFIT	1	3	4.770						4.770	2.330	7.100	12.400	154	17	171	8	5		5	11.471	116	11.587 *	
Bremen Classic Motorshow	1	3	19.413	1.920					21.333	1.685	23.018	49.100	582	66	648	12		40.587	2.808	43.395 *			
CARAVAN	1	3	9.857	94					9.951		9.951	14.800	56	4	60	4					28.819 <sup>1)</sup>		
CARAVAN / Reiselust	1	3	12.676	479		96			13.251	471	13.722	24.800	310	37	347	20					37.476		
fish international	2	3	3.237	1.542					4.779	400	5.179	10.300	169	103	272	21		8.157	931	9.088 *			
HanseLife	1	9	15.939	820		1.178	42		17.979	3.522	21.501	48.400	785	44	829	16		67.980	576	68.556 *			
Reiselust	1	3	2.819	385		96			3.300	471	3.771	10.000	254	33	287	18		27.095	922	28.017 <sup>*)</sup>			
<b>Chemnitz</b>																							
Baumesse Chemnitz – Trade fair of construction	1	3	4.098	78		294			4.470	200	4.670	12.000	257	7	264	5	43		2	45	9.018 *		
mtex+ / LIMA	2	3	985	151					1.136	54	1.190	3.500	118	16	134	7	1			1	1.284	112	1.396 <sup>*)</sup>
SIT – Saxon Industry and Technology Trade Fair / IT user forum	2	3	1.360						1.360	139	1.499	4.500	128		128	1	3			3	1.734	35	1.769 <sup>*)</sup>
<b>Dortmund</b>																							
DKM – Finance and Insurance	1	2	7.646	64					7.710		7.710	22.400	288	9	297	6					10.580	101	10.681
InterTabac / InterSupply	1	3	10.784	8.639					19.423	328	19.751	40.200	184	321	505	56	10			10	6.855	4.232	11.087 *
<b>Dresden</b>																							
Sachsenback – Bakery and Confectionery	3	3	5.461	328					5.789	591	6.380	14.300	207	14	221	8	7		2	9	6.660	206	6.866 *

+ Events with changing venues ● Recognized by UFI – The Global Association of the Exhibition Industry  
Caravan/Reiselust. Multiple answers were permitted. <sup>2)</sup> ascertained by a representative poll

\* Visitors Profile Analyses see page 27 ff.


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

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. 94		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	Total	Domestic	Foreign
<b>Düsseldorf</b>																						
●	ALUMINIUM	2	3	11.620	27.627			39.247	966	40.213	79.400	348	644	992	52		2	2	9.905	14.468	24.373	*
●	BEAUTY Düsseldorf	1	3	19.267	3.169			22.436	4.353	26.789	61.800	483	137	620	31				61.231	6.056	67.287	*
●	boot	1	9	40.108	53.814	86	181	94.189	18.300	112.489	213.400	862	971	1.833	65				199.668	45.023	244.691	*
●	CARAVAN SALON	1	10	77.215	25.975	883	388	104.461	4.441	108.902	160.700	364	196	560	30				176.254	28.223	204.477	*
	Caravan Salon/TourNatur	1	10	80.969	26.606	883	388	108.846	7.958	116.804	178.700	543	289	832	35						216.824	
+●	Composites Europe	1	3	4.841	3.061			7.902	1.123	9.025	19.600	212	151	363	27				4.374	4.104	8.478	*
●	drupa	5	11	53.169	102.784	499	100	156.552	1.359	157.911	242.900	521	1.302	1.823	54				64.177	195.988	260.165	*
●	Energy Storage Europe	1	3	890	361			1.251		1.251	2.000	97	45	142	16				1.900	1.126	3.026	*
●	EuroCIS	1	3	6.528	4.215	24		10.767	472	11.239	26.800	239	172	411	29				6.037	4.390	10.427	*
●	GDS/Tag it! Summer	1	3	10.907	16.067	181		27.155	3.431	30.586	56.700	189	513	702	34				7.255	5.206	12.461	*
●	GDS/Tag It! Winter	1	3	11.715	16.379			28.094	3.161	31.255	79.400	199	474	673	39				8.049	6.171	14.220	*
●	glasstec	2	4	19.954	43.857	81	141	64.033	3.311	67.344	123.200	358	879	1.237	52				11.871	28.234	40.105	*
●	K – The world's No. 1 Trade Fair for Plastics and Rubber	3	8	66.663	104.905	385	1.072	173.025	936	173.961	262.700	1.040	2.253	3.293	61				67.783	164.270	232.053	*
●	MEDICA / COMPAMED	1	4	42.705	85.817	351	90	128.963	1.643	130.606	250.000	1.306	4.585	5.891	71				35.158	82.744	117.902	*
●	METAV	2	5	17.638	9.018			26.656		26.656	47.500	450	187	637	24				31.818	3.932	35.750	*
●	ProWein	1	3	19.023	49.527			68.550	1.689	70.239	128.500	979	5.276	6.255	59				28.444	27.285	55.729	*
●	PSI Messe	1	3	14.335	13.405			27.740	575	28.315	51.500	458	474	932	38				7.519	9.291	16.810	*
●	REHACARE INTERNATIONAL	1	4	21.498	10.533			32.031		32.031	76.700	453	461	914	36				41.492	7.150	48.642	*
●	TOP HAIR INTERNATIONAL	1	2	5.716	771			6.487	3.933	10.420	25.700	128	37	165	14				29.772	2.241	32.013	*
●	TourNatur	1	3	3.754	631			4.385	3.517	7.902	18.000	179	93	272	20				41.824	1.743	43.567	<sup>1)</sup>
●	Tube	2	5	16.689	34.494			51.183		51.183	91.500	321	956	1.277	51				11.991	19.313	31.304	<sup>2)</sup>
●	VALVE WORLD EXPO	2	3	4.403	15.468			19.871	186	20.057	43.600	147	575	722	40				4.030	8.392	12.422	*
●	wire	2	5	15.875	43.647			59.522	571	60.093	97.500	313	1.022	1.335	53				13.390	24.865	38.255	<sup>2)</sup>
<b>Erfurt</b>																						
	Grüne Tage Thüringen – Agricultural fair	2	3	6.070	86	8.911		15.067	3.675	18.742	30.400	293	6	299	6						30.857	*
	Rapid.Tech / FabCon 3.D	1	3	1.903	242			2.145	535	2.680	7.800	145	31	176	17				3.149	294	3.443	
	Thüringen Ausstellung – Handicraft and consumer goods exhibition	1	9	13.642	315			13.957	2.500	16.457	28.000	680	27	707	16	28	28				74.437	
<b>Essen</b>																						
	E-world energy & water	1	3	18.996	3.202	140		22.338	187	22.525	45.500	579	125	704	25				16.562	3.635	20.197	*
	IPM – Trade fair for horticulture	1	4	22.272	19.961			42.233	4.559	46.792	105.000	573	1.014	1.587	49				25.732	16.109	41.841	*
	REIFEN	2	4	12.626	20.933	330	40	33.929	185	34.114	59.100	189	492	681	43				6.014	10.155	16.169	*
	SECURITY	2	4	22.284	10.226	120		32.630	790	33.420	67.500	492	457	949	45				20.558	11.293	31.851	*

+ Events with changing venues ● Recognized by UFI – The Global Association of the Exhibition Industry  
Caravan Salon/TourNatur. Multiple answers were permitted. <sup>2)</sup> ascertained by a representative poll

\* Visitors Profil Analyses see page 27 ff.

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


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. 94		Interval/ Days		Halls		Open Air		Total	Special Shows	Space (net)	Space (gross)	Domestic		Total	from countries		Domestic	Foreign	Total	Domestic	Foreign	Total
		Domestic	Foreign	Domestic	Foreign	Domestic	Foreign					Domestic	Foreign		Domestic	Foreign						
SHK Essen		2	4	28.880	2.157			31.037	662	31.699	70.400	463	57	520	18				36.820	1.775	38.595 *	
<b>Frankfurt/Main</b>																						
●	Ambiente	1	5	56.041	123.727			179.768	1.567	181.335	308.000	908	3.478	4.386	95				63.673	72.315	135.988 *	
●	Automechanika	2	5	52.811	108.948	8.275	4.928	174.962	3.345	178.307	288.100	734	4.109	4.843	76				52.776	80.168	132.944 *	
●	Christmasworld	1	5	19.681	35.374			55.055	1.643	56.698	87.000	203	750	953	45				15.837	23.561	39.398 *)	
	Cleanzone	1	2	924	322			1.246	210	1.456	4.000	63	23	86	12				489	270	759	
	Creativeworld	1	4	4.299	6.995			11.294	1.168	12.462	21.200	72	223	295	30				4.215	4.451	8.666 <sup>1)</sup>	
	formnext powered by TCT	1	4	5.675	4.163			9.838	649	10.487	18.700	154	153	307	28	5	7	12	7.568	5.816	13.384	
●	Heimtextil	1	4	24.240	103.009			127.249	4.257	131.506	223.400	317	2.547	2.864	69				21.081	47.196	68.277 *	
●	IFFA	3	6	36.205	36.800	109		73.114	647	73.761	109.900	398	638	1.036	50				20.838	41.602	62.440 *	
	INservFM	1	3	2.805	69			2.874	225	3.099	7.050	111	8	119	6	16		16	4.074	163	4.237	
●	Light + Building	2	6	67.853	78.582	337	419	147.191	2.126	149.317	249.100	851	1.775	2.626	56				110.561	106.049	216.610 *	
●	Musikmesse	1	4	11.199	15.610	649	10	27.468	1.500	28.968	77.400	340	688	1.028	52				45.805	16.295	62.100 *)	
●	Paperworld	1	4	9.985	29.670			39.655	1.226	40.881	92.300	261	1.346	1.607	59				10.782	23.251	34.033 *)	
●	Prolight + Sound	1	4	14.749	23.815	750	729	40.043	1.000	41.043	87.000	355	583	938	47				20.596	23.200	43.796 *)	
●	Tendence	1	4	30.122	14.353			44.475	693	45.168	82.300	609	334	943	43				18.604	4.138	22.742 *	
●	Texcare	4	5	8.638	12.613			21.251	119	21.370	37.200	103	216	319	30				6.790	8.858	15.648 *	
+ ●	viscom frankfurt	2	3	4.928	2.583			7.511	1.493	9.004	22.200	153	127	280	23				6.735	1.614	8.349 *	
<b>Freiburg</b>																						
●	INTER BRUSH	4	3	3.163	7.166			10.329	15	10.344	21.000	41	131	172	29				1.475	3.892	5.367	
<b>Hamburg</b>																						
+ ●	Arbeitsschutz Aktuell – Safety and Health	2	3	5.960	728			6.688	656	7.344	19.100	199	40	239	17						10.635 *	
	GET Nord	2	3	22.675	852			23.527	1.878	25.405	52.500	483	33	516	13				40.082	1.070	41.152 *	
	hanseboot	1	9	17.093	2.073	419	902	20.487	3.137	23.624	57.000	448	74	522	19				60.811	2.010	62.821 *	
	HANSEPFERD	2	3	11.721	2.010	360	36	14.127	9.945	24.072	47.600	394	60	454	14				52.480	1.016	53.496 *	
+ ●	INTERGEO	1	3	6.365	8.891		85	15.341	32	15.373	30.400	265	241	506	34	13	5	18	9.980	7.621	17.601 *	
	INTERNORGA	1	6	45.362	7.086	896	49	53.393	848	54.241	90.000	1.038	218	1.256	23				87.775	5.901	93.676 *	
	Nordstil Summer	1	3	25.470	6.582			32.052	330	32.382	58.900	686	170	856	15				13.503	243	13.746	
	Nordstil Winter	1	3	30.926	6.793			37.719	210	37.929	63.800	820	155	975	18				19.232	688	19.920	
	NORTEC	2	4	9.830	573			10.403	2.264	12.667	26.800	406	48	454	16				11.808	390	12.198 *	
	REISEN HAMBURG	1	5	25.989	2.427			28.416	3.447	31.863	67.000	631	198	829	47				75.818	2.024	77.842 *	
	SMM – Maritime trade fair	2	4	25.300	29.646	671	752	56.369		56.369	95.000	706	1.532	2.238	66				25.960	21.326	47.286 *	
	WindEnergy Hamburg	2	4	22.578	12.800	244	199	35.821		35.821	67.100	793	628	1.421	34				22.139	12.947	35.086 *	

+ Events with changing venues

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

\* Visitors Profile Analyses see page 27 ff.

<sup>1)</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. 94		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
<b>Hannover</b>																					
		1	5	28.440	803	125		29.368	8.604	37.972	68.100	428	43	471	16					76.514 *	
+		2	3	15.319	574			15.893	1.172	17.065	34.800	521	40	561	14				26.765	267	27.032 *
		1	5	9.342	386			9.728	1.003	10.731	42.200	275	9	284	7					15.317 *	
●		1	5	93.390	30.386	1.502		125.278	18.214	143.492	247.500	1.470	1.490	2.960	71				142.674	34.121	176.795 *
●		2	4	24.800	22.897	8.130	4.017	59.844	1.225	61.069	112.400	409	538	947	44				22.379	13.257	35.636 *
●		1	4	19.206	77.192			96.398	2.094	98.492	174.100	203	1.224	1.427	60				18.597	26.651	45.248 *
●		2	4	9.411	1.047			10.458	862	11.320	25.700	306	45	351	17	2	5	7	26.628	4.589	31.217 *
		2	5	43.957	43.861			87.818		87.818	148.000	689	816	1.505	41				36.806	23.830	60.636 *
●		2	4	66.455	60.932			127.387	3.905	131.292	283.500	1.140	1.498	2.638	58	16	21	37	122.827	39.902	162.729 *
●		1	5	104.930	56.171	861	167	162.129	19.742	181.871	297.700	2.152	2.930	5.082	74				139.346	51.539	190.885 *
●		1	5	6.992	2.883			9.875	102	9.977	17.400	234	103	337	22				59.665	26.806	86.471 <sup>1)</sup>
●		1	5	23.835	18.174	193	20	42.222	15.648	57.870	89.400	473	721	1.194	49				65.487	31.101	96.588 <sup>1)</sup>
●		1	5	46.297	12.639	626	147	59.709	1.503	61.212	101.800	578	563	1.141	38				101.894	46.424	148.318 <sup>1)</sup>
●		1	5	13.516	18.108	42		31.666	353	32.019	52.700	470	1.116	1.586	47				58.608	33.399	92.007 <sup>1)</sup>
●		1	5	7.423	1.282			8.705	486	9.191	15.600	295	103	398	18				49.751	19.540	69.291 <sup>1)</sup>
		1	9	30.605	3.629	1.264	54	35.552	4.892	40.444	97.000	1.215	183	1.398	33						178.644 *
		1	4	23.553	3.138	159		26.850	12.105	38.955	100.100	763	115	878	24						94.990 *
<b>Haßfurt (Unterfranken/Bayern)</b>																					
+		2	3	761	118	100.027	7.491	108.397	433	108.830	195.900	293	63	356	18				19.620	2.012	21.632 *
<b>Husum</b>																					
		1	2	4.285	154	38		4.477		4.477	8.100	201	14	215	6						4.865 *
<b>Idar-Oberstein</b>																					
		1	4	2.060	135			2.195		2.195	4.500	118	10	128	8				1.776	611	2.387
<b>Karlsruhe</b>																					
		2	3	1.967	1.616			3.583	997	4.580	12.500	101	89	190	32				2.349	1.110	3.459 *
		1	3	3.317	503			3.820	1.170	4.990	12.500	190	43	233	12				5.665	446	6.111 *
		1	2	5.742	339			6.081	10.883	16.964	39.600	238	23	261	10				31.526	1.555	33.081 *
<b>Kempen</b>																					
		1	9	5.907	261	3.488	91	9.747	919	10.666	19.200	343	18	361	6						100.390

+ Events with changing venues  
Multiple answers were permitted.

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

\* Visitors Profile Analyses see page 27 ff.

<sup>1)</sup> Visitor attendance determined by a representative poll at Hannover Messe.

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. 94		Interval/ Days		Halls		Open Air		Total	Special Shows	Space (net)	Space (gross)	Domestic		from countries		Domestic Foreign Total					
		Domestic	Foreign	Domestic	Foreign	Domestic	Foreign					Domestic	Foreign	Total	Domestic	Foreign	Total	Domestic	Foreign	Total	
<b>Köln</b>																					
+	didacta – Trade fair for education and training	1	5	30.414	1.142			31.556	2.245	33.801	68.000	680	79	759	40	27	1	28	95.340	2.847	98.187 *
	dmexco – Digital Marketing Exposition & Conference	1	2	23.002	9.630		25	32.657	762	33.419	80.200	633	356	989	34				37.970	13.378	51.348 *
●	FIBO	1	4	25.847	31.235			57.082	5.418	62.500	160.400	384	554	938	42				118.565	35.337	153.902 *
●	h+h cologne	1	3	6.092	7.550			13.642	626	14.268	33.300	109	275	384	43				9.592	5.280	14.872 *
●	IEX Europe	2	2	4.177	2.167			6.344	710	7.054	15.000	119	81	200	23				3.108	2.541	5.649 *
●	imm cologne – The international furnishing show / LivingInteriors	1	7	57.293	79.221			136.514	1.258	137.772	227.300	390	775	1.165	50	13	14	27	78.215	35.778	113.993 *
●	Internationale Eisenwarenmesse – International Hardware Fair	2	4	18.851	48.093			66.944	481	67.425	144.400	386	2.286	2.672	55				15.477	27.537	43.014 *
●	ISM – Trade fair for sweets and snacks	1	4	11.749	35.137			46.886	251	47.137	99.400	222	1.360	1.582	65	11	14	25	15.328	25.003	40.331 *
●	Kind + Jugend – The Trade Show for Kids' First Years	1	4	15.368	37.528			52.896	68	52.964	95.700	166	1.021	1.187	52		3	3	7.083	14.915	21.998 *
●	ORGATEC	2	5	26.944	44.108			71.052	2.179	73.231	125.400	179	485	664	40	4	4	8	27.148	27.798	54.946 *
	ProSweets Cologne	1	4	3.694	5.824			9.518	538	10.056	21.000	106	222	328	34	6	2	8	6.391	11.321	17.712 *
	spoga horse (spring)	1	3	3.275	3.482			6.757	1.040	7.797	16.800	68	109	177	22	4	3	7	2.138	1.770	3.908 *
●	spoga+gafa / spoga horse (autumn)	1	3	24.886	79.278	371	308	104.843	1.920	106.763	212.400	337	1.670	2.007	59	13	19	32	15.590	23.685	39.275 *
<b>Leipzig</b>																					
	CADEAUX – Spring	1	3	6.509	545			7.054	552	7.606	20.500	211	16	227	12	1		1			6.232
	CADEAUX – September/Comfortex	1	3	7.348	525			7.873	633	8.506	25.600	227	20	247	15	3		3	5.036	92	5.128 *
●	denkmal	2	3	6.399	1.276			7.675	132	7.807	18.100	373	69	442	17	2		2	10.105	1.223	11.328 *
	Fachdental Leipzig	1	2	3.494	558			4.052	264	4.316	10.200	202	34	236	16		1	1	4.159	42	4.201 *
	Haus-Garten-Freizeit/mitteldeutsche handwerksmesse/Beach & Boat	1	9	25.796	3.115			28.911	6.652	35.563	87.600	1.038	105	1.143	23	3		3			194.475 *
	Leipzig Veterinary Congress with Industrial Exhibition vetexpo	2	2	3.204	292			3.496	124	3.620	8.000	187	26	213	12	1		1	12.061	595	12.656 *
	MIDORA	1	3	2.159	36			2.195	56	2.251	10.000	78	2	80	3				1.479	26	1.505 *
	modell-hobby-spiel	1	4	18.170	1.061			19.231	14.957	34.188	87.100	490	60	550	12	1	1	2	93.336	2.393	95.729 *
●	OTWorld	2	4	12.121	5.189			17.310	1.150	18.460	44.000	281	258	539	43				13.861	7.398	21.259 *
	Touristik & Caravaning International Leipzig with bike & outdoor	1	5	22.971	1.502			24.473	4.099	28.572	54.700	448	89	537	19	10	1	11	60.003	1.413	61.416
<b>Magdeburg</b>																					
	LBA – Regional building trade exhibition	1	3	1.884	33	460	15	2.392	322	2.714	7.850	131	3	134	3	1		1			3.806
	MAGDEBOOT	1	3	2.953	26	178		3.157	120	3.277	9.100	98	2	100	3						5.133
	Meeres- und Raubfischangeltage – Fishing Exhibition	1	2	2.398	491	18	10	2.917	326	3.243	7.500	76	25	101	10						7.039
	TIERWELT – Pet Exhibition	1	3	1.691	10	138		1.839	2.505	4.344	9.650	119	3	122	4						14.334

+ Events with changing venues

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\* Visitors Profile Analyses see page 27 ff.



## Exhibition space figures (sq.m.)

## Exhibitor figures

## Visitor figures

For the complete titles see pp. 94	Interval/ Days		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	Domestic	Foreign	Domestic														
<b>Mainz</b>																				
Rheinland-Pfalz-Ausstellung – Regional exhibition	1	9	11.710	590	1.143	61	13.504	2.497	16.001	28.800	715	25	740	12					70.579	
<b>München</b>																				
● Analytica	2	4	17.567	9.280	301		27.148	1.900	29.048	55.500	689	555	1.244	37	4	2	6	22.154	12.848	35.002 *
● AUTOMATICA	2	4	26.589	5.742			32.331	1.309	33.640	66.000	538	295	833	47				27.775	15.277	43.052 *
● BAUMA	3	7	62.793	72.157	149.625	136.171	420.746	1.000	421.746	605.000	1.272	2.153	3.425	58	13	25	38	346.637	237.099	583.736 *
● electronica	2	4	47.550	40.266			87.816	1.377	89.193	142.000	964	1.948	2.912	50	88	243	331	35.504	37.947	73.451 *
eMove360° Europe + eCarTec Munich	1	3	3.692	1.987	60	60	5.799	947	6.746	23.100	158	109	267	25	1		1	4.637	508	5.145
● EXPO REAL – Real estate trade fair	1	3	27.769	7.143			34.912	4.482	39.394	64.000	1.357	411	1.768	29				24.497	10.368	34.865
● f.re.e – Fair for leisure and travel	1	5	19.912	6.016			25.928	7.924	33.852	66.200	685	499	1.184	65				123.812	2.527	126.339 *
+ FARBE	3	4	20.751	4.039			24.790	260	25.050	44.000	324	112	436	29				35.706	5.729	41.435 *
● IFAT	2	5	72.647	42.633	13.809	8.256	137.345	11.250	148.595	233.000	1.697	1.400	3.097	59				70.998	65.887	136.885 *
● INHORGENTA MUNICH	1	4	17.343	6.811			24.154	2.284	26.438	65.000	525	396	921	33				18.159	7.957	26.116 *
● Internationale Handwerksmesse/Garten München	1	7	28.401	4.422			32.823	2.925	35.748	74.000	814	177	991	34	4		4	128.255	2.272	130.527 *
● Intersolar Europe / electrical energy storage Europe	1	3	19.210	18.965			38.175	1.403	39.578	66.000	439	624	1.063	46				23.104	21.914	45.018
● ispo	1	4	21.184	82.759			103.943	5.600	109.543	177.600	343	2.302	2.645	53				27.887	53.481	81.368
● LOPEC	1	2	812	583			1.395	90	1.485	3.500	78	70	148	18				1.125	970	2.095
● MAINTAIN	2	3	2.292	209			2.501	287	2.788	8.350	128	17	145	9				1.612	331	1.943
● Opti – Trade show for optics & design	1	3	17.167	7.685			24.852	207	25.059	40.400	278	299	577	37				19.774	7.565	27.339
<b>Nürnberg</b>																				
● BIOFACH / VIVANESS	1	4	18.008	23.956			41.964	4.702	46.666	81.000	793	1.782	2.575	79				25.737	22.796	48.533 *
● BrauBeviale	1	3	25.333	19.512			44.845	1.684	46.529	81.300	582	533	1.115	52				21.241	16.682	37.923 *
● Chillventa	2	3	19.393	23.342			42.735	826	43.561	72.200	318	663	981	44				13.912	18.294	32.206 *
● CO-REACH	1	2	3.820	370			4.190	1.004	5.194	12.500	203	25	228	9				5.273	282	5.555 *
● embedded world	1	3	15.105	8.611			23.716		23.716	42.100	474	465	939	37				20.083	9.980	30.063 *
● Enforce Tac	1	2	1.217	832			2.049	666	2.715	5.600	72	79	151	19				1.681	1.078	2.759 *
● EUROGUSS	2	3	8.147	8.143			16.290	572	16.862	31.000	266	312	578	33				7.592	4.440	12.032 *
● FachPack	1	3	44.651	13.739			58.390	1.392	59.782	105.000	1.044	498	1.542	42				30.708	10.306	41.014 *
● FeuerTRUTZ	1	2	3.583	367			3.950	273	4.223	11.300	219	25	244	9				5.997	400	6.397 *
● GaLaBau	2	4	49.827	13.129			62.956	3.233	66.189	121.500	984	336	1.320	37				57.665	6.473	64.138 *
● HOLZ-HANDWERK / FENSTERBAU FRONTALE	2	4	69.061	26.657			95.718	118	95.836	151.900	808	480	1.288	40				75.692	34.889	110.581 *
● IFH/INTHERM	2	4	33.840	4.938			38.778	1.030	39.808	72.000	534	99	633	19				42.025	597	42.622 *
● Insights-X	1	4	5.567	4.584			10.151		10.151	21.000	123	145	268	32				2.934	2.153	5.087
● Interzoo	2	4	17.708	42.519			60.227	309	60.536	115.000	321	1.497	1.818	61				11.676	27.399	39.075 *

+ Events with changing venues

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

\* Visitors Profile Analyses see page 27 ff.






For the complete titles see pp. 94	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)	Total			Total			Total			
Domestic	Foreign	Domestic	Foreign	Domestic	Foreign	Domestic					Foreign	from countries	Domestic	Foreign	Total	Domestic	Foreign	Total		
it-sa – The IT-Security Expo and Congress	1	3	5.790	945		6.735	458	7.193	13.700	377	112	489	19				9.608	573	10.181 *	
IWA OutdoorClassics	1	4	16.269	35.712	50	52.031	819	52.850	94.800	312	1.143	1.455	56				18.887	26.643	45.530	
PCIM Europe	1	3	6.886	4.784		11.670	300	11.970	21.500	206	230	436	26	17	76	93	6.051	4.002	10.053	
Perimeter Protection	2	3	3.299	1.033		4.332	28	4.360	9.000	70	30	100	14				2.105	666	2.771 *	
POWTECH	1	3	19.450	8.094		27.544	832	28.376	52.200	570	321	891	31				10.572	5.712	16.284 *	
SENSOR + TEST	1	3	6.467	2.221		8.688	2.134	10.822	21.000	370	216	586	33				6.492	2.164	8.656 *	
SMT / HYBRID / PACKAGING	1	3	10.406	2.102		12.508	376	12.884	26.200	266	154	420	28	10	26	36	10.806	4.298	15.104	
Spielwarenmesse	1	6	47.144	60.639		107.783	980	108.763	170.000	739	2.044	2.783	66				29.413	40.870	70.283 *	
SPS/IPC/DRIVES	1	3	61.521	12.246		73.767	522	74.289	122.200	1.077	528	1.605	44	148	99	247	47.939	15.352	63.291	
Werkstätten:Messe	1	4	5.972	196		6.168	550	6.718	13.000	178	7	185	6				17.682	14	17.696 *	
<b>Offenbach</b>																				
• I.L.M. Summer Styles – Int. Leather goods fair	1	3	7.166	5.715		12.881	800	13.681	20.100	126	135	261	23				3.864	1.560	5.424	
• I.L.M. Winter Styles – Int. Leather goods fair	1	3	6.964	5.944		12.908	800	13.708	20.100	122	142	264	21				4.408	1.629	6.037	
<b>Offenburg</b>																				
Badische Weinmesse	1	2	1.087	20		1.107	56	1.163	6.500	107	3	110	3				4.494	177	4.671 *	
OBERRHEIN-MESSE – Reg. Consumer Exh.	1	10	8.980	819	9.318	24	19.141	2.201	21.342	47.200	445	32	477	12					66.061 *	
<b>Passau</b>																				
Passauer Frühling DreiländerMesse – Reg. Consumer Exh.	2	9	6.889	1.797	1.586	99	10.371	699	11.070	20.000	322	71	393	8	21	2	23		66.257	
<b>Roding (Bayern)</b>																				
+ KWF – Expo	4	4	1.234	306	52.376	15.217	69.133	19.289	88.422	143.200	379	158	537	27					50.692	
<b>Rostock</b>																				
AUTO Trend	1	3	7.094		4.860		11.954	8.750	20.704	28.100	65		65	1					21.260	
<b>Stuttgart</b>																				
• AMB	2	5	53.016	17.287	74		70.377	6	70.383	110.600	1.061	408	1.469	33	18	15	33	72.379	13.787	86.166 *
ANIMAL	1	2	3.426	129		3.555	5.578	9.133	22.700	162	11	173	9				27.920	282	28.202 <sup>1)</sup>	
auto motor und sport i-Mobility	1	4	2.078			2.078	3.285	5.363	10.500	47		47	1				12.066	122	12.188 <sup>2)</sup>	
AUTOTAGE STUTT GART	1	3	4.634			4.634		4.634	10.500	26		26	1						9.445 <sup>1)</sup>	
CMT – The holiday exhibition	1	9	55.729	8.690	364	29	64.812	3.560	68.372	108.500	1.434	648	2.082	76	40	8	48	214.944	4.387	219.331 *
+ DACH + HOLZ International	2	4	31.363	3.788	1.156		36.307	150	36.457	71.000	448	102	550	22				45.084	4.296	49.380 *
DIE BESTEN JAHRE – Exh. for staying active	1	2	688	20		708	585	1.293	5.000	47	2	49	3						4.334 <sup>1)</sup>	




		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. 94		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					Domestic	Foreign	Total	Domestic	Foreign	Total	Domestic	Foreign	Total	Domestic	Foreign
FACHDENTAL SÜDWEST	1	2	4.810	438				5.248	196	5.444	11.800	256	28	284	14	2	3	5	7.177	72	7.249 *	
FAIR HANDELN	1	4	1.878	124				2.002	230	2.232	5.300	141	8	149	5				18.051	182	18.233 <sup>1)</sup>	
Familie & Heim with Minerals, fossils, jewellery	1	9	11.179	1.002				12.181	3.571	15.752	42.000	452	80	532	24				85.023	859	85.882 <sup>2)</sup>	
GARTEN outdoor ambiente	1	4	3.067	89	18			3.174	1.810	4.984	10.500	106	5	111	5				49.236	497	49.733 <sup>1)</sup>	
GiveADays	2	3	943	261				1.204	129	1.333	2.600	99	28	127	12				3.995	301	4.296 <sup>3)</sup>	
Hobby + Elektronik	1	4	2.392	9	10			2.411	2.314	4.725	10.600	81	4	85	4				44.553	450	45.003 <sup>2)</sup>	
Interbad	2	4	11.019	4.997	15			16.031	330	16.361	33.900	272	163	435	29	2	3	5	9.543	3.898	13.441 *	
INTERGASTRA with GELATISSIMO	2	5	41.434	7.838	115	45		49.432	2.499	51.931	102.200	1.019	278	1.297	26	40	19	59	93.303	2.886	96.189 *	
INTERVITIS INTERFRUCTA HORTITECHNICA	3	4	10.786	5.633	211			16.630	3.485	20.115	46.300	271	141	412	22	1	5	6	20.366	5.092	25.458 *	
Invest	1	2	2.601	374				2.975	1.108	4.083	10.900	117	27	144	14				11.442	477	11.919	
IT & Business	1	3	3.925	123				4.048	1.452	5.500	15.000	231	18	249	11				3.845	290	4.135 *	
KREATIV	1	4	3.408	562				3.970	931	4.901	16.300	160	33	193	12				59.512	601	60.113 <sup>2)</sup>	
KREATIV Spring	1	4	1.653	256				1.909	176	2.085	5.300	117	15	132	7				33.958	343	34.301 <sup>1)</sup>	
LASYS	2	3	2.929	1.056				3.985	121	4.106	10.500	121	60	181	15	2	3	5	4.591	1.450	6.041 *	
LogiMat	1	3	39.055	8.393	420			47.868	1.531	49.399	94.900	1.000	281	1.281	32				36.903	6.563	43.466 *	
Market for good taste – The slow food trade fair	1	4	4.279	1.210				5.489	2.434	7.923	21.000	361	183	544	10				67.360	680	68.040 <sup>1)</sup>	
Medizin / TheraPro	1	3	4.503	295				4.798	419	5.217	11.000	244	19	263	13	12	2	14	9.821	304	10.125 *	
Minerals, fossils, jewellery (spring)	1	3	1.439	365				1.804	628	2.432	10.500	172	60	232	24				16.408	166	16.574 <sup>1)</sup>	
MODELL SÜD	1	4	1.291	384				1.675	4.041	5.716	10.500	53	9	62	6				39.534	806	40.340 <sup>2)</sup>	
O & S – Surface treatments & coatings	2	3	5.869	976				6.845	369	7.214	15.200	211	63	274	17				5.238	1.393	6.631 <sup>4)</sup>	
O & S / parts2clean	2	3	11.148	1.656				12.804	553	13.357	28.900	387	98	485	21						10.051	
parts2clean – Industrial parts and surface cleaning	1	3	5.279	680				5.959	184	6.143	13.700	176	35	211	16				6.016	1.411	7.427 <sup>4)</sup>	
PFLEGE PLUS – Trade fair for the care market	2	3	3.540	66				3.606	411	4.017	10.500	172	5	177	4	3		3			6.679 *	
Retro Classics	1	4	49.186	7.637	65	220		57.108	1.927	59.035	106.000	693	151	844	20				79.081	8.790	87.871 *	
Slow Food/FAIR HANDELN/Mineralien, Fossilien, Schmuck/GARTEN/Kreativ/auto motor und sport i Mobility	1	2	14.394	2.044	18			16.456	8.563	25.019	63.100	944	271	1.215	28						95.544	
Spielemesse	1	4	1.846	103				1.949	2.671	4.620	12.800	70	8	78	5				48.572	491	49.063 <sup>2)</sup>	
Stuttgarter Messeherbst	1	9	30.388	2.335	10			32.733	19.747	52.480	109.300	1.211	160	1.371	30				176.954	1.787	178.741	
südback	1	4	25.709	3.887	22			29.618	750	30.368	53.400	570	121	691	22	19	6	25	32.080	6.571	38.651 *	
TV TecStyle Visions	2	3	5.922	3.157				9.079	781	9.860	21.000	151	98	249	20			1	1	8.656	1.528	10.184 <sup>3)</sup>
TV TecStyle Visions / WETEC / GiveADays	2	3	10.116	3.841				13.957	1.316	15.273	33.600	388	152	540	20			1	1			12.879
veggie & frei von – Fair for taste and health	1	3	1.524	126				1.650	56	1.706	7.900	160	13	173	8				30.759	311	31.070 <sup>2)</sup>	
VISION	2	3	5.849	5.035				10.884	210	11.094	20.900	188	252	440	28			2	2	5.558	4.193	9.751 *
WETEC	2	3	3.251	423				3.674	406	4.080	10.000	138	26	164	11				6.862	771	7.633 <sup>3)</sup>	


+ Events with changing venues ● Recognized by UFI – The Global Association of the Exhibition Industry \* Visitors Profil Analyses see page 27 ff. <sup>1)</sup> Visitor attendance determined by a representative poll in the combination of Slow Food/Fair Handeln/Mineralien, Fossilien, Schmuck/GARTEN/Kreativ Frühjahr/auto motor und sport i-Mobility. Multiple answers were permitted. <sup>2)</sup> Visitor attendance determined by a representative poll in the combination of Stuttgarter Messeherbst. Multiple answers were permitted. <sup>3)</sup> Visitor attendance determined by a representative poll in the combination of TV TecStyles Vision/WETEC/GiveADays. Multiple answers were permitted <sup>4)</sup> Visitor attendance determined by a representative poll in the combination of O & S/parts2clean. 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. 94			Interval/ Days		Halls		Open Air		Total	Special Shows	Space (net)	Space (gross)	from countries			Total			Total			
			Domestic	Foreign	Domestic	Foreign	Domestic	Foreign					Domestic	Foreign	Total	Domestic	Foreign	Total	Domestic	Foreign	Total	Domestic
<b>Wächtersbach</b>																						
Messe Wächtersbach			1	9	4.937	141	4.251	35	9.364	6.036	15.400	22.900	302	13	315	11				57.494 *		
<b>Hong Kong</b>																						
●	Baby Products Fair		1	4	1.566	6.483			8.049		8.049	17.100	113	398	511	30			13.788	16.149	29.937	
●	electronicAsia		1	4	1.179	2.296			3.475		3.475	6.900	108	209	317	12			10.942	17.876	28.818	
●	Electronics Fair (Autumn Edition)		1	4	19.025	20.360			39.385		39.385	75.500	1.288	1.721	3.009	28			25.875	38.888	64.763	
●	Electronics Fair (Spring Edition)		1	4	14.403	17.567			31.970		31.970	62.300	1.006	1.462	2.468	20			24.806	37.436	62.242	
●	Fashion Week (Fall/Winter)		1	4	3.966	8.859			12.825		12.825	31.600	382	708	1.090	22			9.372	8.397	17.769	
●	Gifts and Premium Fair		1	4	14.243	20.130			34.373		34.373	66.100	1.338	2.010	3.348	35			23.286	26.351	49.637	
●	Houseware Fair		1	4	4.855	16.288			21.143		21.143	45.100	320	1.215	1.535	30			13.622	15.260	28.882	
●	International Diamond, Gem & Pearl Show		1	5	14.702	14.045			28.747		28.747	50.500	803	1.064	1.867	42			6.725	24.517	31.242	
●	International Jewellery Show		1	5	22.868	18.477			41.345		41.345	75.700	1.017	1.389	2.406	41			18.010	31.284	49.294	
●	International Lighting Fair (Autumn Edition)		1	4	12.890	23.698			36.588		36.588	70.500	724	1.893	2.617	37			10.807	28.259	39.066	
●	International Outdoor and Tech Light Expo		1	4	90	2.736			2.826		2.826	6.500	7	213	220	5			5.599	6.285	11.884	
●	Optical Fair		1	3	4.591	10.224			14.815		14.815	26.100	189	526	715	28			6.020	9.062	15.082	
●	Toys and Games Fair		1	4	15.536	15.689			31.225		31.225	58.000	867	1.101	1.968	41			21.328	23.941	45.269	
●	Watch & Clock Fair		1	5	10.714	3.463			14.177		14.177	32.400	458	194	652	22			11.078	9.007	20.085	
<b>Verona</b>																						
●	FIERAGRICOLA		2	4	39.623	1.739	5.757	156	47.275	7.297	54.572	146.800	572	51	623	22	185	62	247	110.442	19.924	130.366
●	MARMOMACC		1	4	32.623	28.791	11.141	5.183	77.738	2.701	80.439	201.900	583	1.063	1.646	53	17	7	24	26.029	39.950	65.979
●	Vinitaly – SOL&AGRI FOOD – Enolitech		1	4	86.327	1.474	191		87.992	10.613	98.605	182.000	4.214	131	4.345	28	216	42	258	78.995	48.540	127.535


+ Events with changing venues ● Recognized by UFI – The Global Association of the Exhibition Industry \* Visitors Profil Analyses see page 27 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. 94		Interval/ Days		Halls		Open Air		Total	Special Shows	Space (net)	Space (gross)	from countries			Total			Total			
		Domestic	Foreign	Domestic	Foreign	Domestic	Foreign					Domestic	Foreign	Total	Domestic	Foreign	Total	Domestic	Foreign	Total	Domestic
<b>A</b>	<b>MULTI-INDUSTRY FAIRS</b>																				
<b>A1</b>	<b>Investment and Consumer Goods Fairs</b>																				
	Internationale Handwerksmesse/Garten München	1	7	28.401	4.422			32.823	2.925	35.748	74.000	814	177	991	34	4	4	128.255	2.272	130.527 *	
<b>A2</b>	<b>Investment Goods Trade Fairs</b>																				
●	HANNOVER MESSE, Hannover	1	5	104.930	56.171	861	167	162.129	19.742	181.871	297.700	2.152	2.930	5.082	74			139.346	51.539	190.885 *	
<b>A3</b>	<b>Consumer Goods Trade Fairs</b>																				
●	Ambiente, Frankfurt/Main	1	5	56.041	123.727			179.768	1.567	181.335	308.000	908	3.478	4.386	95			63.673	72.315	135.988 *	
	Nordstil Summer, Hamburg	1	3	25.470	6.582			32.052	330	32.382	58.900	686	170	856	15			13.503	243	13.746	
	Nordstil Winter, Hamburg	1	3	30.926	6.793			37.719	210	37.929	63.800	820	155	975	18			19.232	688	19.920	
●	Tendence, Frankfurt/Main	1	4	30.122	14.353			44.475	693	45.168	82.300	609	334	943	43			18.604	4.138	22.742 *	
<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>																				
+	DLG-Feldtage – Field Days, Haßfurt (Unterfranken)	2	3	761	118	100.027	7.491	108.397	433	108.830	195.900	293	63	356	18			19.620	2.012	21.632 *	
●	EuroTier with Energy Decentral, Hannover	2	4	66.455	60.932			127.387	3.905	131.292	283.500	1.140	1.498	2.638	58	16	21	37	122.827	39.902	162.729 *
	GaLaBau, Nürnberg	2	4	49.827	13.129			62.956	3.233	66.189	121.500	984	336	1.320	37			57.665	6.473	64.138 *	
	Grüne Tage Thüringen – Agricultural fair, Erfurt	2	3	6.070	86	8.911		15.067	3.675	18.742	30.400	293	6	299	6					30.857 *	
	INTERVITIS INTERFRUCTA HORTITECHNICA, Stuttgart	3	4	10.786	5.633	211		16.630	3.485	20.115	46.300	271	141	412	22	1	5	6	20.366	5.092	25.458 *
	IPM – Trade fair for horticulture, Essen	1	4	22.272	19.961			42.233	4.559	46.792	105.000	573	1.014	1.587	49			25.732	16.109	41.841 *	
+	KWF-Expo, Roding (Bayern)	4	4	1.234	306	52.376	15.217	69.133	19.289	88.422	143.200	379	158	537	27					50.692	
	Leipzig Veterinary Congress with Industrial Exhibition vetexpo, Leipzig	2	2	3.204	292			3.496	124	3.620	8.000	187	26	213	12	1	1	12.061	595	12.656 *	
<b>B2</b>	<b>Food, Drink and Tobacco, Restaurant and Hotel Trade, Catering, and their Equipment</b>																				
	Badische Weinmesse, Offenburg	1	2	1.087	20			1.107	56	1.163	6.500	107	3	110	3			4.494	177	4.671 *	
●	Bar Convent Berlin	1	2	2.600	1.496	13		4.109	1.690	5.799	16.900	163	147	310	28			6.435	4.854	11.289 *	
	BrauBeviale, Nürnberg	1	3	25.333	19.512			44.845	1.684	46.529	81.300	582	533	1.115	52			21.241	16.682	37.923 *	
	fish international, Bremen	2	3	3.237	1.542			4.779	400	5.179	10.300	169	103	272	21			8.157	931	9.088 *	
●	FRUIT LOGISTICA, Berlin	1	3	8.635	59.315			67.950	893	68.843	117.500	260	2.624	2.884	83			12.705	59.075	71.780 *	
●	IFFA, Frankfurt/Main	3	6	36.205	36.800	109		73.114	647	73.761	109.900	398	638	1.036	50			20.838	41.602	62.440 *	
	INTERGASTRA with GELATISSIMO, Stuttgart	2	5	41.434	7.838	115	45	49.432	2.499	51.931	102.200	1.019	278	1.297	26	40	19	59	93.303	2.886	96.189 *
●	International Green Week, Berlin	1	10	29.611	13.336			42.947	9.518	52.465	118.000	1.027	523	1.550	65			358.640	8.067	366.707 *	
	INTERNORGA, Hamburg	1	6	45.362	7.086	896	49	53.393	848	54.241	90.000	1.038	218	1.256	23			87.775	5.901	93.676 *	
	InterTabac / InterSupply, Dortmund	1	3	10.784	8.639			19.423	328	19.751	40.200	184	321	505	56	10	10	6.855	4.232	11.087 *	
●	ISM – Trade fair for sweets and snacks, Köln	1	4	11.749	35.137			46.886	251	47.137	99.400	222	1.360	1.582	65	11	14	25	15.328	25.003	40.331 *


+ Events with changing venues ● Recognized by UFI – The Global Association of the Exhibition Industry \* Visitors Profil Analyses see page 27 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. 94		Interval/ Days		Halls		Open Air		Total	Special Shows	Space (net)	Space (gross)	from									
		Domestic	Foreign	Domestic	Foreign	Domestic	Foreign					Domestic	Foreign	Total	Domestic	Foreign	Total	Domestic	Foreign	Total	Domestic
Market for good taste – The slow food trade fair, Stuttgart		1	4	4.279	1.210			5.489	2.434	7.923	21.000	361	183	544	10				67.360	680	68.040 <sup>1)</sup>
Nord Gastro & Hotel, Husum		1	2	4.285	154	38		4.477		4.477	8.100	201	14	215	6						4.865 *
ProSweets Cologne, Köln		1	4	3.694	5.824			9.518	538	10.056	21.000	106	222	328	34	6	2	8	6.391	11.321	17.712 *
ProWein, Düsseldorf		1	3	19.023	49.527			68.550	1.689	70.239	128.500	979	5.276	6.255	59				28.444	27.285	55.729 *
Sachsenback – Bakery and Confectionery, Dresden		3	3	5.461	328			5.789	591	6.380	14.300	207	14	221	8	7	2	9	6.660	206	6.866 *
südback, Stuttgart		1	4	25.709	3.887	22		29.618	750	30.368	53.400	570	121	691	22	19	6	25	32.080	6.571	38.651 *
veggie & frei von – Fair for taste and health, Stuttgart		1	3	1.524	126			1.650	56	1.706	7.900	160	13	173	8				30.759	311	31.070 <sup>2)</sup>
<b>B3 Textiles, Clothing, Shoes, Leather Goods, Jewelry, and their Equipment</b>																					
FAIR HANDELN, Stuttgart		1	4	1.878	124			2.002	230	2.232	5.300	141	8	149	5				18.051	182	18.233 <sup>1)</sup>
GDS/Tag it! Summer, Düsseldorf		1	3	10.907	16.067	181		27.155	3.431	30.586	56.700	189	513	702	34				7.255	5.206	12.461 *
GDS/Tag It! Winter, Düsseldorf		1	3	11.715	16.379			28.094	3.161	31.255	79.400	199	474	673	39				8.049	6.171	14.220 *
Heimtextil, Frankfurt/Main		1	4	24.240	103.009			127.249	4.257	131.506	223.400	317	2.547	2.864	69				21.081	47.196	68.277 *
I.L.M. Summer Styles – Int. Leather goods fair, Offenbach		1	3	7.166	5.715			12.881	800	13.681	20.100	126	135	261	23				3.864	1.560	5.424
I.L.M. Winter Styles – Int. Leather goods fair, Offenbach		1	3	6.964	5.944			12.908	800	13.708	20.100	122	142	264	21				4.408	1.629	6.037
INHORGENTA MUNICH, München		1	4	17.343	6.811			24.154	2.284	26.438	65.000	525	396	921	33				18.159	7.957	26.116 *
INTERGEM, Idar-Oberstein		1	4	2.060	135			2.195		2.195	4.500	118	10	128	8				1.776	611	2.387
Kind + Jugend – The Trade Show for Kids' First Years, Köln		1	4	15.368	37.528			52.896	68	52.964	95.700	166	1.021	1.187	52		3	3	7.083	14.915	21.998 *
MIDORA, Leipzig		1	3	2.159	36			2.195	56	2.251	10.000	78	2	80	3				1.479	26	1.505 *
mtex+ / LIMA, Chemnitz		2	3	985	151			1.136	54	1.190	3.500	118	16	134	7	1		1	1.284	112	1.396 <sup>3)</sup>
Texcare, Frankfurt/Main		4	5	8.638	12.613			21.251	119	21.370	37.200	103	216	319	30				6.790	8.858	15.648 *
TV TecStyle Visions, Stuttgart		2	3	5.922	3.157			9.079	781	9.860	21.000	151	98	249	20		1	1	8.656	1.528	10.184 <sup>4)</sup>
<b>B4 Building, Completion and Extension, and their Equipment</b>																					
B.I.G. – Trade fair for construction, real estate and garden, Hannover		1	5	9.342	386			9.728	1.003	10.731	42.200	275	9	284	7						15.317 *
BAUMA, München		3	7	62.793	72.157	149.625	136.171	420.746	1.000	421.746	605.000	1.272	2.153	3.425	58	13	25	38	346.637	237.099	583.736 *
Baumesse Chemnitz – Trade fair of construction		1	3	4.098	78	294		4.470	200	4.670	12.000	257	7	264	5	43	2	45			9.018 *
bautec, Berlin		2	4	11.088	918			12.006	1.694	13.700	30.900	454	48	502	17				33.041	2.071	35.112 *
Chillventa, Nürnberg		2	3	19.393	23.342			42.735	826	43.561	72.200	318	663	981	44				13.912	18.294	32.206 *
+ DACH + HOLZ International, Stuttgart		2	4	31.363	3.788	1.156		36.307	150	36.457	71.000	448	102	550	22				45.084	4.296	49.380 *
denkmal, Leipzig		2	3	6.399	1.276			7.675	132	7.807	18.100	373	69	442	17	2		2	10.105	1.223	11.328 *
EXPO REAL – Real estate trade fair, München		1	3	27.769	7.143			34.912	4.482	39.394	64.000	1.357	411	1.768	29				24.497	10.368	34.865 *
+ FARBE, München		3	4	20.751	4.039			24.790	260	25.050	44.000	324	112	436	29				35.706	5.729	41.435 *


+ Events with changing venues ● Recognized by UFI – The Global Association of the Exhibition Industry \* Visitors Profile Analyses see page 27 ff. <sup>1)</sup> Visitor attendance determined by a representative poll in the combination of Slow Food/Fair Handeln/Mineralien, Fossilien, Schmuck/GARTEN/Kreativ Frühjahr/auto motor und sport i-Mobility. Multiple answers were permitted. <sup>2)</sup> Visitor attendance determined by a representative poll in the combination of Stuttgarter Messeherbst. Multiple answers were permitted. <sup>3)</sup> Visitor attendance determined by a representative poll in the combination of TV TecStyles Vision/WETEC/GiveADays. 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. 94			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	
GET Nord, Hamburg			2	3	22.675	852			23.527	1.878	25.405	52.500	483	33	516	13			40.082	1.070	41.152 *	
● IEX Europe, Köln			2	2	4.177	2.167			6.344	710	7.054	15.000	119	81	200	23			3.108	2.541	5.649 *	
IFH/INTHERM, Nürnberg			2	4	33.840	4.938			38.778	1.030	39.808	72.000	534	99	633	19			42.025	597	42.622 *	
INservFM, Frankfurt/Main			1	3	2.805	69			2.874	225	3.099	7.050	111	8	119	6	16	16	4.074	163	4.237	
● Internationale Eisenwarenmesse – Intern. Hardware Fair, Köln			2	4	18.851	48.093			66.944	481	67.425	144.400	386	2.286	2.672	55			15.477	27.537	43.014 *	
LBA – Regional building trade exhibition, Magdeburg			1	3	1.884	33	460	15	2.392	322	2.714	7.850	131	3	134	3	1	1			3.806	
● Light + Building, Frankfurt/Main			2	6	67.853	78.582	337	419	147.191	2.126	149.317	249.100	851	1.775	2.626	56			110.561	106.049	216.610 *	
SHK Essen			2	4	28.880	2.157			31.037	662	31.699	70.400	463	57	520	18			36.820	1.775	38.595 *	
<b>B5 Furnishings, Household Appliances, Houseware, and their Equipment</b>																						
● DOMOTEX, Hannover			1	4	19.206	77.192			96.398	2.094	98.492	174.100	203	1.224	1.427	60			18.597	26.651	45.248 *	
● imm cologne – The international furnishing show / LivingInteriors, Köln			1	7	57.293	79.221			136.514	1.258	137.772	227.300	390	775	1.165	50	13	14	27	78.215	35.778	113.993 *
<b>B6 Health, Body Care, Protection at Work, and their Equipment</b>																						
+ ALTENPFLEGE – Exh. for the care sector, Hannover			2	3	15.319	574			15.893	1.172	17.065	34.800	521	40	561	14			26.765	267	27.032 *	
+ Arbeitsschutz aktuell – Safety and Health, Hamburg			2	3	5.960	728			6.688	656	7.344	19.100	199	40	239	17					10.635 *	
● BEAUTY Düsseldorf			1	3	19.267	3.169			22.436	4.353	26.789	61.800	483	137	620	31			61.231	6.056	67.287 *	
Fachdental Leipzig			1	2	3.494	558			4.052	264	4.316	10.200	202	34	236	16	1	1	4.159	42	4.201 *	
FACHDENTAL SÜDWEST, Stuttgart			1	2	4.810	438			5.248	196	5.444	11.800	256	28	284	14	2	3	5	7.177	72	7.249 *
Interbad, Stuttgart			2	4	11.019	4.997	15		16.031	330	16.361	33.900	272	163	435	29	2	3	5	9.543	3.898	13.441 *
● MEDICA / COMPAMED, Düsseldorf			1	4	42.705	85.817	351	90	128.963	1.643	130.606	250.000	1.306	4.585	5.891	71			35.158	82.744	117.902 *	
Medizin / TheraPro, Stuttgart			1	3	4.503	295			4.798	419	5.217	11.000	244	19	263	13	12	2	14	9.821	304	10.125 *
OTWorld, Leipzig			2	4	12.121	5.189			17.310	1.150	18.460	44.000	281	258	539	43			13.861	7.398	21.259 *	
PFLEGE PLUS, Stuttgart			2	3	3.540	66			3.606	411	4.017	10.500	172	5	177	4	3	3			6.679 *	
● REHACARE INTERNATIONAL, Düsseldorf			1	4	21.498	10.533			32.031		32.031	76.700	453	461	914	36			41.492	7.150	48.642 *	
● TOP HAIR INTERNATIONAL, Düsseldorf			1	2	5.716	771			6.487	3.933	10.420	25.700	128	37	165	14			29.772	2.241	32.013 *	
<b>B7 Environment Protection, Safety, Cleaning, Communal Services, and their Equipment</b>																						
Enforce Tac, Nürnberg			1	2	1.217	832			2.049	666	2.715	5.600	72	79	151	19			1.681	1.078	2.759 *	
FeuerTRUTZ, Nürnberg			1	2	3.583	367			3.950	273	4.223	11.300	219	25	244	9			5.997	400	6.397 *	
● IFAT, München			2	5	72.647	42.633	13.809	8.256	137.345	11.250	148.595	233.000	1.697	1.400	3.097	59			70.998	65.887	136.885 *	
Perimeter Protection, Nürnberg			2	3	3.299	1.033			4.332	28	4.360	9.000	70	30	100	14			2.105	666	2.771 *	
SECURITY, Essen			2	4	22.284	10.226	120		32.630	790	33.420	67.500	492	457	949	45			20.558	11.293	31.851 *	

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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. 94		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	Total	Domestic	Foreign
<b>B8 Transport, Traffic, Logistics, and their Equipment</b>																						
auto motor und sport i-Mobility, Stuttgart		1	4	2.078				2.078	3.285	5.363	10.500	47			47			12.066			122	12.188 <sup>2)</sup>
AUTO Trend, Rostock		1	3	7.094		4.860		11.954	8.750	20.704	28.100	65			65			21.260				
•	Automechanika, Frankfurt/Main	2	5	52.811	108.948	8.275	4.928	174.962	3.345	178.307	288.100	734	4.109	4.843	76				52.776	80.168	132.944 *	
AUTOTAGE STUTT GART		1	3	4.634				4.634		4.634	10.500	26			26			9.445 <sup>1)</sup>				
Bremen Classic Motorshow, Bremen		1	3	19.413	1.920			21.333	1.685	23.018	49.100	582	66	648	12				40.587	2.808	43.395 *	
•	CeMAT, Hannover	2	4	24.800	22.897	8.130	4.017	59.844	1.225	61.069	112.400	409	538	947	44				22.379	13.257	35.636 *	
eMove360° Europe + eCarTec Munich, München		1	3	3.692	1.987	60	60	5.799	947	6.746	23.100	158	109	267	25	1		1	4.637	508	5.145	
•	InnoTrans, Berlin	2	4	41.402	61.571	5.134	3.877	111.984		111.984	177.700	1.112	1.843	2.955	60				65.011	79.459	144.470 *	
IT-TRANS – IT Solutions for Public Transport, Karlsruhe		2	3	1.967	1.616			3.583	997	4.580	12.500	101	89	190	32				2.349	1.110	3.459 *	
LogiMat, Stuttgart		1	3	39.055	8.393	420		47.868	1.531	49.399	94.900	1.000	281	1.281	32				36.903	6.563	43.466 *	
REIFEN, Essen		2	4	12.626	20.933	330	40	33.929	185	34.114	59.100	189	492	681	43				6.014	10.155	16.169 *	
Retro Classics, Stuttgart		1	4	49.186	7.637	65	220	57.108	1.927	59.035	106.000	693	151	844	20				79.081	8.790	87.871 *	
SMM – Maritime trade fair, Hamburg		2	4	25.300	29.646	671	752	56.369		56.369	95.000	706	1.532	2.238	66				25.960	21.326	47.286 *	
<b>B9 Information, Communication, Office, Entertainment Electronics, Photo, Film, and their Equipment</b>																						
•	CeBIT, Hannover	1	5	93.390	30.386	1.502		125.278	18.214	143.492	247.500	1.470	1.490	2.960	71				142.674	34.121	176.795 *	
CO-REACH, Nürnberg		1	2	3.820	370			4.190	1.004	5.194	12.500	203	25	228	9				5.273	282	5.555 *	
dmexco – Digital Marketing Exposition & Conference, Köln		1	2	23.002	9.630	25		32.657	762	33.419	80.200	633	356	989	34				37.970	13.378	51.348 *	
•	drupa, Düsseldorf	5	11	53.169	102.784	499	100	156.552	1.359	157.911	242.900	521	1.302	1.823	54				64.177	195.988	260.165 *	
•	EuroCIS, Düsseldorf	1	3	6.528	4.215	24		10.767	472	11.239	26.800	239	172	411	29				6.037	4.390	10.427 *	
IT & Business, Stuttgart		1	3	3.925	123			4.048	1.452	5.500	15.000	231	18	249	11				3.845	290	4.135 *	
it-sa – The IT-Security Expo and Congress, Nürnberg		1	3	5.790	945			6.735	458	7.193	13.700	377	112	489	19				9.608	573	10.181 *	
•	ORGATEC, Köln	2	5	26.944	44.108			71.052	2.179	73.231	125.400	179	485	664	40	4	4	8	27.148	27.798	54.946 *	
•	Prolight + Sound, Frankfurt/Main	1	4	14.749	23.815	750	729	40.043	1.000	41.043	87.000	355	583	938	47				20.596	23.200	43.796 <sup>2)</sup>	
+ •	viscom frankfurt, Frankfurt/Main	2	3	4.928	2.583			7.511	1.493	9.004	22.200	153	127	280	23				6.735	1.614	8.349 *	
WETEC, Stuttgart		2	3	3.251	423			3.674	406	4.080	10.000	138	26	164	11				6.862	771	7.633 <sup>3)</sup>	
<b>B10 Education, Setting up a business</b>																						
+ •	didacta – Trade fair for education and training, Köln	1	5	30.414	1.142			31.556	2.245	33.801	68.000	680	79	759	40	27	1	28	95.340	2.847	98.187 *	
LEARNTEC, Karlsruhe		1	3	3.317	503			3.820	1.170	4.990	12.500	190	43	233	12				5.665	446	6.111 *	
<b>B11 Sports, Games, Leisure, and their Equipment</b>																						
ABF, Hannover		1	5	28.440	803	125		29.368	8.604	37.972	68.100	428	43	471	16				76.514 *			
ANIMAL, Stuttgart		1	2	3.426	129			3.555	5.578	9.133	22.700	162	11	173	9				27.920	282	28.202 <sup>1)</sup>	

+ Events with changing venues      • Recognized by UFI – The Global Association of the Exhibition Industry      \* Visitors Profile Analyses see page 27 ff.      <sup>1)</sup> Visitor attendance determined by a representative poll in the combination of Stuttgarter Messeherbst. 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 TV TecStyles Vision/WETEC/GiveADays. 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. 94			Interval/Days		Halls		Open Air		Total	Special Shows	Space (net)	Space (gross)	from countries			Total					
			Domestic	Foreign	Domestic	Foreign	Domestic	Foreign					Domestic	Foreign	Total	Domestic	Foreign	Total	Domestic	Foreign	Total
	1	3	4.770					4.770	2.330	7.100	12.400	154	17	171	8	5	5	11.471	116	11.587 *	
●	boot, Düsseldorf	1	9	40.108	53.814	86	181	94.189	18.300	112.489	213.400	862	971	1.833	65			199.668	45.023	244.691 *	
	CARAVAN, Bremen	1	3	9.857	94			9.951		9.951	14.800	56	4	60	4					28.819 <sup>1)</sup>	
●	CARAVAN SALON, Düsseldorf	1	10	77.215	25.975	883	388	104.461	4.441	108.902	160.700	364	196	560	30			176.254	28.223	204.477 *	
	CMT – The holiday exhibition, Stuttgart	1	9	55.729	8.690	364	29	64.812	3.560	68.372	108.500	1.434	648	2.082	76	40	8	48	214.944	4.387	219.331 *
●	Creativeworld, Frankfurt/Main	1	4	4.299	6.995			11.294	1.168	12.462	21.200	72	223	295	30			4.215	4.451	8.666 <sup>2)</sup>	
●	f.re.e – Fair for leisure and travel, München	1	5	19.912	6.016			25.928	7.924	33.852	66.200	685	499	1.184	65			123.812	2.527	126.339 *	
●	FIBO, Köln	1	4	25.847	31.235			57.082	5.418	62.500	160.400	384	554	938	42			118.565	35.337	153.902 *	
	GARTEN outdoor ambiente, Stuttgart	1	4	3.067	89	18		3.174	1.810	4.984	10.500	106	5	111	5			49.236	497	49.733 <sup>3)</sup>	
●	h+h cologne, Köln	1	3	6.092	7.550			13.642	626	14.268	33.300	109	275	384	43			9.592	5.280	14.872 *	
	hanseboot, Hamburg	1	9	17.093	2.073	419	902	20.487	3.137	23.624	57.000	448	74	522	19			60.811	2.010	62.821 *	
	HANSEPFERD, Hamburg	2	3	11.721	2.010	360	36	14.127	9.945	24.072	47.600	394	60	454	14			52.480	1.016	53.496 *	
	Hobby + Elektronik, Stuttgart	1	4	2.392	9	10		2.411	2.314	4.725	10.600	81	4	85	4			44.553	450	45.003 <sup>4)</sup>	
●	Interzoo, Nürnberg	2	4	17.708	42.519			60.227	309	60.536	115.000	321	1.497	1.818	61			11.676	27.399	39.075 *	
●	ispo, München	1	4	21.184	82.759			103.943	5.600	109.543	177.600	343	2.302	2.645	53			27.887	53.481	81.368	
●	ITB, Berlin	1	5	27.995	60.250	75		88.320		88.320	153.900	1.491	5.932	7.423	181	323	484	807	96.891	42.320	139.211 *
	IWA OutdoorClassics, Nürnberg	1	4	16.269	35.712		50	52.031	819	52.850	94.800	312	1.143	1.455	56			18.887	26.643	45.530	
	KREATIV, Stuttgart	1	4	3.408	562			3.970	931	4.901	16.300	160	33	193	12			59.512	601	60.113 <sup>4)</sup>	
	KREATIV Spring, Stuttgart	1	4	1.653	256			1.909	176	2.085	5.300	117	15	132	7			33.958	343	34.301 <sup>3)</sup>	
	MAGDEBOOT, Magdeburg	1	3	2.953	26	178		3.157	120	3.277	9.100	98	2	100	3					5.133	
	Meeres- und Raubfischangeltage – Fishing Exhibition, Magdeburg	1	2	2.398	491	18	10	2.917	326	3.243	7.500	76	25	101	10					7.039	
	Minerals, fossils, jewellery (Spring), Stuttgart	1	3	1.439	365			1.804	628	2.432	10.500	172	60	232	24			16.408	166	16.574 <sup>3)</sup>	
	MODELL SÜD, Stuttgart	1	4	1.291	384			1.675	4.041	5.716	10.500	53	9	62	6			39.534	806	40.340 <sup>4)</sup>	
	modell-hobby-spiel, Leipzig	1	4	18.170	1.061			19.231	14.957	34.188	87.100	490	60	550	12	1	1	2	93.336	2.393	95.729 *
●	Musikmesse, Frankfurt/Main	1	4	11.199	15.610	649	10	27.468	1.500	28.968	77.400	340	688	1.028	52			45.805	16.295	62.100 <sup>2)</sup>	
	Pferd & Jagd – Equestrian sports, hunting, fishing, Hannover	1	4	23.553	3.138	159		26.850	12.105	38.955	100.100	763	115	878	24					94.990 *	
	Reiselust, Bremen	1	3	2.819	385	96		3.300	471	3.771	10.000	254	33	287	18			27.095	922	28.017 <sup>1)</sup>	
	REISEN HAMBURG, Hamburg	1	5	25.989	2.427			28.416	3.447	31.863	67.000	631	198	829	47			75.818	2.024	77.842 *	
	Spielemesse, Stuttgart	1	4	1.846	103			1.949	2.671	4.620	12.800	70	8	78	5			48.572	491	49.063 <sup>4)</sup>	
	Spielwarenmesse, Nürnberg	1	6	47.144	60.639			107.783	980	108.763	170.000	739	2.044	2.783	66			29.413	40.870	70.283 *	
	spoga horse (spring), Köln	1	3	3.275	3.482			6.757	1.040	7.797	16.800	68	109	177	22	4	3	7	2.138	1.770	3.908 *
●	spoga+gafa / spoga horse (autumn), Köln	1	3	24.886	79.278	371	308	104.843	1.920	106.763	212.400	337	1.670	2.007	59	13	19	32	15.590	23.685	39.275 *
	TIERisch gut – Pet fair, Karlsruhe	1	2	5.742	339			6.081	10.883	16.964	39.600	238	23	261	10			31.526	1.555	33.081 *	
	TIERWELT, Magdeburg	1	3	1.691	10	138		1.839	2.505	4.344	9.650	119	3	122	4					14.334	

+ Events with changing venues ● Recognized by UFI – The Global Association of the Exhibition Industry \* Visitors Profil Analyses see page 27 ff. <sup>1)</sup> Visitor attendance determined by a representative poll in the combination of Caravan/Reiselust. 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 Slow Food/Fair Handeln/Mineralien, Fossilien, Schmuck/GARTEN/Kreativ Frühjahr/auto motor und sport i-Mobility. Multiple answers were permitted. <sup>4)</sup> Visitor attendance determined by a representative poll in the combination of Stuttgarter Messeherbst. Multiple answers were permitted. <sup>5)</sup> Visitor attendance determined by a representative poll in the combination of Caravan Salon/TourNatur. 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. 94		Interval/ Days		Halls		Open Air		Total	Special Shows	Space (net)	Space (gross)	Domestic		Total	from countries		Domestic Foreign Total					
		Domestic	Foreign	Domestic	Foreign	Domestic	Foreign					Domestic	Foreign		Domestic	Foreign	Domestic	Foreign	Domestic	Foreign	Total	Domestic
Touristik & Caravanning International Leipzig with bike & outdoor, Leipzig		1	5	22.971	1.502			24.473	4.099	28.572	54.700	448	89	537	19		10	1	11	60.003	1.413	61.416
●	TourNatur, Düsseldorf	1	3	3.754	631			4.385	3.517	7.902	18.000	179	93	272	20					41.824	1.743	43.567 <sup>*5)</sup>
<b>B12 Electrical Engineering and Electronics</b>																						
	belektro, Berlin	2	3	8.519	315			8.834	2.150	10.984	24.000	240	19	259	10					13.686	250	13.936 <sup>*</sup>
●	electronica, München	2	4	47.550	40.266			87.816	1.377	89.193	142.000	964	1.948	2.912	50		88	243	331	35.504	37.947	73.451 <sup>*</sup>
	embedded world, Nürnberg	1	3	15.105	8.611			23.716		23.716	42.100	474	465	939	37					20.083	9.980	30.063 <sup>*</sup>
●	LOPEC, München	1	2	812	583			1.395	90	1.485	3.500	78	70	148	18					1.125	970	2.095
	PCIM Europe, Nürnberg	1	3	6.886	4.784			11.670	300	11.970	21.500	206	230	436	26		17	76	93	6.051	4.002	10.053
	SMT / HYBRID / PACKAGING, Nürnberg	1	3	10.406	2.102			12.508	376	12.884	26.200	266	154	420	28		10	26	36	10.806	4.298	15.104
	SPS/IPC/DRIVES, Nürnberg	1	3	61.521	12.246			73.767	522	74.289	122.200	1.077	528	1.605	44		148	99	247	47.939	15.352	63.291
<b>B13 Metal-Working, Automation, Measuring, Quality Assurance</b>																						
●	ALUMINIUM, Düsseldorf	2	3	11.620	27.627			39.247	966	40.213	79.400	348	644	992	52			2	2	9.905	14.468	24.373 <sup>*</sup>
●	AMB, Stuttgart	2	5	53.016	17.287		74	70.377	6	70.383	110.600	1.061	408	1.469	33		18	15	33	72.379	13.787	86.166 <sup>*</sup>
●	AUTOMATICA, München	2	4	26.589	5.742			32.331	1.309	33.640	66.000	538	295	833	47					27.775	15.277	43.052 <sup>*</sup>
+●	Composites Europe, Düsseldorf	1	3	4.841	3.061			7.902	1.123	9.025	19.600	212	151	363	27					4.374	4.104	8.478 <sup>*</sup>
	EuroBLECH, Hannover	2	5	43.957	43.861			87.818		87.818	148.000	689	816	1.505	41					36.806	23.830	60.636 <sup>*</sup>
	EUROGUSS, Nürnberg	2	3	8.147	8.143			16.290	572	16.862	31.000	266	312	578	33					7.592	4.440	12.032 <sup>*</sup>
	GrindTec, Augsburg	2	4	14.850	7.356			22.206	100	22.306	39.700	318	231	549	28					12.749	5.207	17.956 <sup>*</sup>
●	Hannover Messe: Digital Factory, Hannover	1	5	6.992	2.883			9.875	102	9.977	17.400	234	103	337	22					59.665	26.806	86.471 <sup>*1)</sup>
●	Hannover Messe: Industrial Automation, Hannover	1	5	46.297	12.639		626	59.709	1.503	61.212	101.800	578	563	1.141	38					101.894	46.424	148.318 <sup>*1)</sup>
	METAV, Düsseldorf	2	5	17.638	9.018			26.656		26.656	47.500	450	187	637	24					31.818	3.932	35.750 <sup>*</sup>
	NORTEC, Hamburg	2	4	9.830	573			10.403	2.264	12.667	26.800	406	48	454	16					11.808	390	12.198 <sup>*</sup>
	SENSOR + TEST, Nürnberg	1	3	6.467	2.221			8.688	2.134	10.822	21.000	370	216	586	33					6.492	2.164	8.656 <sup>*</sup>
●	Tube, Düsseldorf	2	5	16.689	34.494			51.183		51.183	91.500	321	956	1.277	51					11.991	19.313	31.304 <sup>*2)</sup>
●	VALVE WORLD EXPO, Düsseldorf	2	3	4.403	15.468			19.871	186	20.057	43.600	147	575	722	40					4.030	8.392	12.422 <sup>*</sup>
●	wire, Düsseldorf	2	5	15.875	43.647			59.522	571	60.093	97.500	313	1.022	1.335	53					13.390	24.865	38.255 <sup>*2)</sup>
<b>B14 Plastic and Wood Processing</b>																						
	HOLZ-HANDWERK / FENSTERBAU FRONTALE, Nürnberg	2	4	69.061	26.657			95.718	118	95.836	151.900	808	480	1.288	40					75.692	34.889	110.581 <sup>*</sup>
●	K – The world's No. 1 Trade Fair for Plastics and Rubber, Düsseldorf	3	8	66.663	104.905		385	173.025	936	173.961	262.700	1.040	2.253	3.293	61					67.783	164.270	232.053 <sup>*</sup>



		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. 94		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	Total	Domestic	Foreign
<b>B15 Power Supply Industry</b>																						
●	Energy Decentral, Hannover	2	4	9.411	1.047			10.458	862	11.320	25.700	306	45	351	17	2	5	7	26.628	4.589	31.217	*
●	Energy Storage Europe, Düsseldorf	1	3	890	361			1.251		1.251	2.000	97	45	142	16				1.900	1.126	3.026	*
	E-world energy & water, Essen	1	3	18.996	3.202	140		22.338	187	22.525	45.500	579	125	704	25				16.562	3.635	20.197	*
●	Hannover Messe: Energy, Hannover	1	5	23.835	18.174	193	20	42.222	15.648	57.870	89.400	473	721	1.194	49				65.487	31.101	96.588	*1)
●	Intersolar Europe / electrical energy storage Europe, München	1	3	19.210	18.965			38.175	1.403	39.578	66.000	439	624	1.063	46				23.104	21.914	45.018	
	WindEnergy Hamburg	2	4	22.578	12.800	244	199	35.821		35.821	67.100	793	628	1.421	34				22.139	12.947	35.086	*
<b>B16 Other Investment Goods Industries</b>																						
●	Analytica, München	2	4	17.567	9.280	301		27.148	1.900	29.048	55.500	689	555	1.244	37	4	2	6	22.154	12.848	35.002	*
	Cleanzone, Frankfurt/Main	1	2	924	322			1.246	210	1.456	4.000	63	23	86	12				489	270	759	
	FachPack, Nürnberg	1	3	44.651	13.739			58.390	1.392	59.782	105.000	1.044	498	1.542	42				30.708	10.306	41.014	*
	FMB – Supplier Show for Mechanical Engineering, Bad Salzflufen	1	3	8.377	728			9.105		9.105	17.500	487	43	530	9	6	3	9	6.402	409	6.811	
	formnext powered by TCT, Frankfurt/Main	1	4	5.675	4.163			9.838	649	10.487	18.700	154	153	307	28	5	7	12	7.568	5.816	13.384	
●	glasstec, Düsseldorf	2	4	19.954	43.857	81	141	64.033	3.311	67.344	123.200	358	879	1.237	52				11.871	28.234	40.105	*
●	Hannover Messe: Industrial Supply, Hannover	1	5	13.516	18.108	42		31.666	353	32.019	52.700	470	1.116	1.586	47				58.608	33.399	92.007	*1)
●	Hannover Messe: Research & Technology, Hannover	1	5	7.423	1.282			8.705	486	9.191	15.600	295	103	398	18				49.751	19.540	69.291	*1)
●	INTER BRUSH, Freiburg	4	3	3.163	7.166			10.329	15	10.344	21.000	41	131	172	29				1.475	3.892	5.367	
+	INTERGEO, Hamburg	1	3	6.365	8.891		85	15.341	32	15.373	30.400	265	241	506	34	13	5	18	9.980	7.621	17.601	*
	LASYS, Stuttgart	2	3	2.929	1.056			3.985	121	4.106	10.500	121	60	181	15	2	3	5	4.591	1.450	6.041	*
●	MAINTAIN, München	2	3	2.292	209			2.501	287	2.788	8.350	128	17	145	9				1.612	331	1.943	
	O & S, Stuttgart	2	3	5.869	976			6.845	369	7.214	15.200	211	63	274	17				5.238	1.393	6.631	*2)
	parts2clean, Stuttgart	1	3	5.279	680			5.959	184	6.143	13.700	176	35	211	16				6.016	1.411	7.427	*2)
	POWTECH, Nürnberg	1	3	19.450	8.094			27.544	832	28.376	52.200	570	321	891	31				10.572	5.712	16.284	*
	Rapid.Tech / FabCon 3.D, Erfurt	1	3	1.903	242			2.145	535	2.680	7.800	145	31	176	17				3.149	294	3.443	
	SIT – Saxon Industry and Technology Trade Fair / IT user forum	2	3	1.360				1.360	139	1.499	4.500	128		128	1	3		3	1.734	35	1.769	*3)
	VISION, Stuttgart	2	3	5.849	5.035			10.884	210	11.094	20.900	188	252	440	28		2	2	5.558	4.193	9.751	*
<b>B17 Other Consumer Goods and Service Industries</b>																						
	BIOFACH / VIVANESS, Nürnberg	1	4	18.008	23.956			41.964	4.702	46.666	81.000	793	1.782	2.575	79				25.737	22.796	48.533	*
	CADEAUX – Spring, Leipzig	1	3	6.509	545			7.054	552	7.606	20.500	211	16	227	12	1		1			6.232	
	CADEAUX – September/Comfortex, Leipzig	1	3	7.348	525			7.873	633	8.506	25.600	227	20	247	15	3		3	5.036	92	5.128	*
●	Christmasworld, Frankfurt/Main	1	5	19.681	35.374			55.055	1.643	56.698	87.000	203	750	953	45				15.837	23.561	39.398	*3)
	DKM – Finance and Insurance, Dortmund	1	2	7.646	64			7.710		7.710	22.400	288	9	297	6				10.580	101	10.681	

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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. 94			Interval/ Days		Halls		Open Air		Total	Special Shows	Space (net)	Space (gross)	from countries				Total			
			Domestic	Foreign	Domestic	Foreign		Domestic					Foreign	Total	Domestic	Foreign	Total	Domestic	Foreign	Total
GiveADays, Stuttgart			2	3	943	261			1.204	129	1.333	2.600	99	28	127	12		3.995	301	4.296 <sup>4)</sup>
Insights-X, Nürnberg			1	4	5.567	4.584			10.151		10.151	21.000	123	145	268	32		2.934	2.153	5.087
Invest, Stuttgart			1	2	2.601	374			2.975	1.108	4.083	10.900	117	27	144	14		11.442	477	11.919
Opti – Trade show for optics & design, München			1	3	17.167	7.685			24.852	207	25.059	40.400	278	299	577	37		19.774	7.565	27.339
● Paperworld, Frankfurt/Main			1	4	9.985	29.670			39.655	1.226	40.881	92.300	261	1.346	1.607	59		10.782	23.251	34.033 <sup>*3)</sup>
● PSI Messe, Düsseldorf			1	3	14.335	13.405			27.740	575	28.315	51.500	458	474	932	38		7.519	9.291	16.810 <sup>*</sup>
Werkstätten:Messe, Nürnberg			1	4	5.972	196			6.168	550	6.718	13.000	178	7	185	6		17.682	14	17.696 <sup>*</sup>
<b>C MULTI-SECTOR PUBLIC EXHIBITIONS</b>																				
Allgäuer Festwoche – Rural tradition exhibition, Kempten			1	9	5.907	261	3.488	91	9.747	919	10.666	19.200	343	18	361	6				100.390
DIE BESTEN JAHRE – Exh. for staying active, Stuttgart			1	2	688	20			708	585	1.293	5.000	47	2	49	3				4.334 <sup>1)</sup>
Familie & Heim with Minerals, fossils, jewellery – Reg. Consumer Exh., Stuttgart			1	9	11.179	1.002			12.181	3.571	15.752	42.000	452	80	532	24		85.023	859	85.882 <sup>1)</sup>
HanseLife, Bremen			1	9	15.939	820	1.178	42	17.979	3.522	21.501	48.400	785	44	829	16		67.980	576	68.556 <sup>*</sup>
Haus-Garten-Freizeit/mitteldeutsche handwerksmesse/Beach & Boat, Leipzig			1	9	25.796	3.115			28.911	6.652	35.563	87.600	1.038	105	1.143	23	3	3		194.475 <sup>*</sup>
Infa, Hannover			1	9	30.605	3.629	1.264	54	35.552	4.892	40.444	97.000	1.215	183	1.398	33				178.644 <sup>*</sup>
Messe Wächtersbach			1	9	4.937	141	4.251	35	9.364	6.036	15.400	22.900	302	13	315	11				57.494 <sup>*</sup>
OBERRHEIN-MESSE, Offenburg			1	10	8.980	819	9.318	24	19.141	2.201	21.342	47.200	445	32	477	12				66.061 <sup>*</sup>
Passauer Frühling DreiländerMesse, Passau			2	9	6.889	1.797	1.586	99	10.371	699	11.070	20.000	322	71	393	8	21	2	23	66.257
Rheinland-Pfalz-Ausstellung, Mainz			1	9	11.710	590	1.143	61	13.504	2.497	16.001	28.800	715	25	740	12				70.579
Thüringen Ausstellung – Handicraft and consumer goods exhibition, Erfurt			1	9	13.642	315			13.957	2.500	16.457	28.000	680	27	707	16	28		28	74.437

Trade visitors' profile

<b>Visitors (number of entries)</b>	<b>17 956</b>	<b>Area of responsibility</b>	<b>%</b>
<b>Proportion of trade visitors</b>	<b>97%</b>	Management	21
<b>Germany (total)</b>	<b>71</b>	Research/development/design	14
of which		Manufacturing, production, quality control	39
Nielsen 1	2	Buying/procurement	5
Bremen	-	Finance/accounting, controlling	1
Hamburg	1	Information and communication technology	1
Lower Saxony	1	Personnel administration, administration	1
Schleswig-Holstein	1	Sales	9
Nielsen 2	8	Marketing, advertising, PR	2
North Rhine-Westph.	8	Logistics: storage, material management, transport	1
Nielsen 3a	6	Maintenance/repairs	3
Hessen	4	Other area	3
Rhineland-Palatinate	2	Building department	1
Saarland	-	Student	1
Thuringia	3		
Nielsen 3b	37	<b>Position in the company/organisation</b>	<b>%</b>
Baden-Württemberg	37	Entrepreneur, co-owner, freelancer	18
		Managing director, board member, head of an authority etc.	9
<b>Foreign (total)</b>	<b>29</b>	Area manager, works manager, plant manager, branch manager, head of public office	14
of which		Department head, group head, team leader	18
EU	48	Other salaried staff, civil servant, skilled worker	3
Other european countries	23	Foreman, master craftsman	5
North America	8	Lecturer, teacher	-
South-, East-, Central Asia	17	Trainee	2
Other countries	4	Other position	1
		Worker, engineer, design engineer	15
<b>Distance to home</b>	<b>%</b>	Skilled worker	13
up to 50 km	9	Student	1
more than 50 km up to 100 km	13		
more than 100 km up to 300 km	34	<b>Economic sector</b>	<b>%</b>
over 300 km	44	Metalworking industry	62
		Wood, plastics processing industry	4
<b>Countries with the highest visitor shares</b>	<b>%</b>	Paper processing industry	1
Switzerland	17	Glass, ceramic, stone industry	6
Italy	8	Other industry	6
France	7	Cutting machine specialists	17
United States of America	7	Metal trade	7
Austria	6	Wood and plastic working trade	1
		Trade	4
<b>Frequency of visits to trade fair</b>	<b>%</b>	Service	5
Previous event	36	School, university, research facility	1
Earlier events	38	Other sectors	3
First visit	47	Student	1
		<b>Size of company/organisation:</b>	
<b>Average length of stay</b>	<b>1,3 days</b>	<b>Number of employees:</b>	<b>%</b>
		1- 4	10
<b>Influence on purchasing/procurement decisions</b>	<b>%</b>	5- 9	7
Decisively	27	10- 49	23
Collectively	38	500 - 999	7
In an advisory capacity	20	1 000 and more	17
No	13	Student	1
Student	1		

Conducted by: Gelszus Messe-Marktforschung GmbH, Dortmund

Trade visitors' profile

<b>Visitors (number of entries)</b>	<b>11 289</b>	<b>Area of responsibility</b>	<b>%</b>
<b>Proportion of trade visitors</b>	<b>96%</b>	Management	34
<b>Germany (total)</b>	<b>52</b>	Research/development/design	4
of which		Manufacturing, production, quality control	6
Nielsen 1	13	Buying/procurement	6
Bremen	2	Finance/accounting, controlling	1
Hamburg	6	Information and communication technology	1
Lower Saxony	3	Personnel administration, administration	2
Schleswig-Holstein	2	Sales	16
Nielsen 2	10	Marketing, advertising, PR	7
North Rhine-Westph.	10	Logistics: storage, material management, transport	1
Nielsen 3a	10	Maintenance/repairs	4
Hessen	5	Other area	11
Rhineland-Palatinate	3	Student	5
Saarland	1	Other not gainfully employed	2
Thuringia	1		
Nielsen 3b	6	<b>Position in the company/organisation</b>	<b>%</b>
Baden-Württemberg	6	Entrepreneur, co-owner, freelancer	27
		Managing director, board member, head of an authority etc.	11
<b>Foreign (total)</b>	<b>48</b>	Area manager, works manager, plant manager, branch manager, head of public office	12
of which		Department head, group head, team leader	20
EU	78	Other salaried staff, civil servant, skilled worker	16
Other european countries	14	Lecturer, teacher	3
Other countries	8	Trainee	2
		Other position	3
<b>Distance to home</b>	<b>%</b>	Student	5
up to 50 km	19	Other not gainfully employed	2
more than 50 km up to 100 km	1		
more than 100 km up to 300 km	12	<b>Economic sector</b>	<b>%</b>
over 300 km	68	Bartender	30
		Beverage, spirits industry	11
<b>Countries with the highest visitor shares</b>	<b>%</b>	Bar owners	7
Poland	14	Bar manager	17
Finland	8	F&B, hotel	2
United Kingdom	8	Restaurant	4
Italy	6	Catering	3
Switzerland	6	Wholesaler	4
		Distributor	6
<b>Frequency of visits to trade fair</b>	<b>%</b>	Other sectors	11
Previous event	33	Student	5
Earlier events	33	Other not gainfully employed	2
First visit	51		
		<b>Size of company/organisation:</b>	
<b>Average length of stay</b>	<b>1,8 days</b>	<b>Number of employees:</b>	<b>%</b>
		1- 4	19
<b>Influence on purchasing/procurement decisions</b>	<b>%</b>	5- 9	15
Decisively	35	10- 49	30
Collectively	33	500 - 999	2
In an advisory capacity	14	1 000 and more	4
No	11	Student	5
Student	5	Other not gainfully employed	2
Other not gainfully employed	2		

Conducted by: Gelszus Messe-Marktforschung GmbH, Dortmund

## bautec → Berlin

### Trade visitors' profile

<b>Visitors (number of entries)</b>	<b>35 112</b>	<b>Area of responsibility</b>	<b>%</b>
<b>Proportion of trade visitors</b>	<b>87%</b>	Management	20
<b>Germany (total)</b>	<b>93</b>	Research/development/design	7
of which		Manufacturing, production, quality control	10
Nielsen 1	2	Buying/procurement	3
Bremen	-	Finance/accounting, controlling	1
Hamburg	-	Information and communication technology	1
Lower Saxony	1	Personnel administration, administration	2
Schleswig-Holstein	-	Sales	7
Nielsen 2	2	Marketing, advertising, PR	2
North Rhine-Westph.	2	Logistics: storage, material management, transport	1
Nielsen 3a	2	Maintenance/repairs	8
Hessen	1	Other area	24
Rhineland-Palatinate	1	Student	12
Saarland	-	Other not gainfully employed	3
Nielsen 3b	2	<b>Position in the company/organisation</b>	<b>%</b>
Baden-Württemberg	2	Entrepreneur, co-owner, freelancer	28
		Managing director, board member, head of an authority etc.	5
<b>Foreign (total)</b>	<b>7</b>	Area manager, works manager, plant manager, branch manager, head of public office	4
of which		Department head, group head, team leader	7
EU	49	Other salaried staff, civil servant, skilled worker	20
Other european countries	27	Lecturer, teacher	3
Other countries	24	Trainee	15
<b>Distance to home</b>	<b>%</b>	Other position	3
up to 50 km	73	Student	12
more than 50 km up to 100 km	6	Other not gainfully employed	3
more than 100 km up to 300 km	8	<b>Economic sector</b>	<b>%</b>
over 300 km	13	Industry	5
<b>Frequency of visits to trade fair</b>	<b>%</b>	Construction industry	25
Previous event	38	Other skilled trades	11
Earlier events	34	Retail trade/building materials trade	2
First visit	45	Wholesale/foreign trade	3
<b>Average length of stay</b>	<b>1,2 days</b>	Building owner	5
<b>Influence on purchasing/procurement decisions</b>	<b>%</b>	Real estate company	5
Decisively	23	Authority/public services	5
Collectively	23	Architect's, planner's, engineer's office	17
In an advisory capacity	19	Other service company	6
No	20	Research/science	2
Student	12	Association/guild/chamber	2
Other not gainfully employed	3	Teaching (polytechnic/university/college)	3
		Other sectors	4
		Student	12
		Other not gainfully employed	3
		<b>Size of company/organisation:</b>	<b>%</b>
		<b>Number of employees:</b>	
		1- 4	28
		5- 9	13
		10- 49	17
		50- 199	11
		200- 499	6
		500 - 999	3
		1 000 and more	9
		Student	12
		Other not gainfully employed	3

Conducted by: Gelszus Messe-Marktforschung GmbH, Dortmund

## belektro → Berlin

### Trade visitors' profile

<b>Visitors (number of entries)</b>	<b>13 936</b>	<b>Area of responsibility</b>	<b>%</b>
<b>Proportion of trade visitors</b>	<b>97%</b>	Management	16
<b>Germany (total)</b>	<b>98</b>	Research/development/design	5
of which		Manufacturing, production, quality control	9
Nielsen 1	1	Buying/procurement	5
Bremen	-	Finance/accounting, controlling	1
Hamburg	-	Information and communication technology	5
Lower Saxony	-	Personnel administration, administration	2
Schleswig-Holstein	1	Sales	9
Nielsen 2	3	Marketing, advertising, PR	1
North Rhine-Westph.	3	Logistics: storage, material management, transport	2
Nielsen 3a	1	Maintenance/repairs	24
Hessen	-	Other area	17
Rhineland-Palatinate	-	Student	3
Saarland	1	Other not gainfully employed	2
Nielsen 3b	1	<b>Position in the company/organisation</b>	<b>%</b>
Baden-Württemberg	1	Entrepreneur, co-owner, freelancer	19
		Managing director, board member, head of an authority etc.	2
<b>Foreign (total)</b>	<b>2</b>	Area manager, works manager, plant manager, branch manager, head of public office	6
of which		Department head, group head, team leader	11
EU	49	Other salaried staff, civil servant, skilled worker	27
Other european countries	27	Lecturer, teacher	4
Other countries	24	Trainee	24
<b>Distance to home</b>	<b>%</b>	Other position	3
up to 50 km	62	Student	3
more than 50 km up to 100 km	16	Other not gainfully employed	2
more than 100 km up to 300 km	15	<b>Economic sector</b>	<b>%</b>
over 300 km	8	Skilled trades	39
<b>Frequency of visits to trade fair</b>	<b>%</b>	Industry	15
Previous event	44	Energy supply	17
Earlier events	36	Planning, technical consultants	11
First visit	40	Wholesale trade	9
<b>Average length of stay</b>	<b>1,1 days</b>	Training and further training	9
<b>Influence on purchasing/procurement decisions</b>	<b>%</b>	Retail trade	4
Decisively	19	Education/science/research	6
Collectively	29	Transport, logistics	4
In an advisory capacity	23	Architects	2
No	24	Other private service providers	4
Student	3	other public services/administration	9
Other not gainfully employed	2	Other sectors	5
		Student	3
		Other not gainfully employed	2
		<b>Size of company/organisation:</b>	<b>%</b>
		<b>Number of employees:</b>	
		1- 4	20
		5- 9	13
		10- 49	17
		50- 199	12
		200- 499	9
		500 - 999	7
		1 000 and more	16
		Student	3
		Other not gainfully employed	2

Conducted by: Hopp & Partner, Berlin

## FRUIT LOGISTICA

### Trade visitors' profile

<b>Visitors (number of entries)</b>	<b>71 780</b>	<b>Area of responsibility</b>	<b>%</b>
<b>Proportion of trade visitors</b>	<b>97%</b>	Management	16
<b>Germany (total)</b>	<b>17</b>	Research/development/design	5
of which		Manufacturing, production, quality control	9
Nielsen 1	20	Buying/procurement	5
Bremen	1	Finance/accounting, controlling	1
Hamburg	6	Information and communication technology	5
Lower Saxony	9	Personnel administration, administration	2
Schleswig-Holstein	4	Sales	9
Nielsen 2	13	Marketing, advertising, PR	1
North Rhine-Westph.	13	Logistics: storage, material management, transport	2
Nielsen 3a	8	Maintenance/repairs	24
Hessen	5	Other area	17
Rhineland-Palatinate	3	Student	3
Saarland	-	Other not gainfully employed	2
Nielsen 3b	8	<b>Position in the company/organisation</b>	<b>%</b>
Baden-Württemberg	8	Entrepreneur, co-owner, freelancer	19
		Managing director, board member, head of an authority etc.	2
<b>Foreign (total)</b>	<b>83</b>	Area manager, works manager, plant manager, branch manager, head of public office	6
of which		Department head, group head, team leader	11
EU	49	Other salaried staff, civil servant, skilled worker	27
Other european countries	27	Lecturer, teacher	4
Africa	8	Trainee	24
North America	4	Other position	3
South and Central America	8	Student	3
Middle East	6	Other not gainfully employed	2
South-, East-, Central Asia	3	<b>Economic sector</b>	<b>%</b>
Australia	1	Skilled trades	39
<b>Distance to home</b>	<b>%</b>	Industry	15
up to 50 km	5	Energy supply	17
more than 50 km up to 100 km	1	Planning, technical consultants	11
more than 100 km up to 300 km	4	Wholesale trade	9
over 300 km	90	Training and further training	9
<b>Countries with the highest visitor shares</b>	<b>%</b>	Retail trade	4
Italy	11	Education/science/research	6
Spain	9	Transport, logistics	4
France	7	Architects	2
Poland	6	Other private service providers	4
Netherlands	6	other public services/administration	9
<b>Frequency of visits to trade fair</b>	<b>%</b>	Other sectors	5
Previous event	36	Student	3
Earlier events	31	Other not gainfully employed	2
First visit	45	<b>Size of company/organisation:</b>	<b>%</b>
<b>Average length of stay</b>	<b>2,0 days</b>	<b>Number of employees:</b>	
<b>Influence on purchasing/procurement decisions</b>	<b>%</b>	1- 4	20
Decisively	44	5- 9	13
Collectively	29	10- 49	17
In an advisory capacity	16	50- 199	12
No	8	200- 499	9
Student	4	500 - 999	7
Other not gainfully employed	1	1 000 and more	16
		Student	3
		Other not gainfully employed	2

Trade visitors' profile

<b>Area of responsibility</b>	%
Management	32
Research/development/design	6
Manufacturing, production, quality control	9
Buying/procurement	10
Finance/accounting, controlling	2
Information and communication technology	2
Personnel administration, administration	1
Sales	18
Marketing, advertising, PR	4
Logistics: storage, material management, transport	5
Maintenance/repairs	1
Other area	6
Student	4
Other not gainfully employed	1
<b>Position in the company/organisation</b>	%
Entrepreneur, co-owner, freelancer	36
Managing director, board member, head of an authority etc.	17
Area manager, works manager, plant manager, transport manager, head of public office	13
Department head, group head, team leader	13
Other salaried staff, civil servant, skilled worker	9
Lecturer, teacher	2
Trainee	2
Other position	4
Student	4
Other not gainfully employed	1
<b>Economic sector</b>	%
Fruit and vegetable growers	31
Importers, exporters	29
Own wholesale trade of retail grocery trade	7
Other wholesale trade	7
Retail trade (central buying)	3
Retail trade (distribution)	3
Hotel, catering trade	2
Industry	6
Packaging companies	6
Packaging machinery manufacturer	2
Freight forwarders, transport companies, logistics	7
Other service	8
Authority/public services	1
Association, society, institution, organisation	2
Research, apprenticeship, training	4
Other sectors	4
Student	4
Other not gainfully employed	1
<b>Size of company/organisation:</b>	
<b>Number of employees:</b>	%
1- 4	17
5- 9	14
10- 49	26
50- 199	17
200- 499	9
500 - 999	4
1 000 and more	9
Student	4
Other not gainfully employed	1

Conducted by: Gelszus Messe-Marktforschung GmbH, Dortmund

<b>Visitors (number of entries)</b>	<b>366 707</b>
<b>Proportion of trade visitors</b>	<b>23%</b>
<b>Germany (total)</b>	<b>95</b>
of which	
Nielsen 1	12
Bremen	-
Hamburg	1
Lower Saxony	8
Schleswig-Holstein	3
Nielsen 2	5
North Rhine-Westph.	5
Nielsen 3a	3
Hessen	2
Rhineland-Palatinate	1
Saarland	-
Nielsen 3b	3
Baden-Württemberg	3
<b>Foreign (total)</b>	<b>5</b>
of which	
EU	59
Other european countries	20
Other countries	22
<b>Distance to home</b>	%
up to 50 km	37
more than 50 km up to 100 km	8
more than 100 km up to 300 km	25
over 300 km	29
<b>Countries with the highest visitor shares</b>	%
Austria	15
Poland	11
Norway	6
Switzerland	6
United Kingdom	6
<b>Frequency of visits to trade fair</b>	%
Previous event	30
Earlier events	47
First visit	43
<b>Average length of stay</b>	<b>1,3 days</b>
<b>Influence on purchasing/procurement decisions</b>	%
Decisively	16
Collectively	19
In an advisory capacity	15
No	23
Student	21
Other not gainfully employed	6

<b>Area of responsibility</b>	%
Management	13
Research/development/design	3
Manufacturing, production, quality control	8
Buying/procurement	4
Finance/accounting, controlling	1
Information and communication technology	2
Personnel administration, administration	3
Sales	10
Marketing, advertising, PR	4
Logistics: storage, material management, transport	2
Maintenance/repairs	2
Other area	23
Student	21
Other not gainfully employed	6
<b>Position in the company/organisation</b>	%
Entrepreneur, co-owner, freelancer	19
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	7
Other salaried staff, civil servant, skilled worker	16
Lecturer, teacher	3
Trainee	16
Other position	5
Student	21
Other not gainfully employed	6
<b>Economic sector</b>	%
Agriculture/forestry	20
Horticulture, landscape gardening	6
Food industry	9
Retail trade	9
Wholesale/foreign trade	3
Hotel and restaurant trade, catering	11
School, technical college, university	6
Association, institution	6
Other sectors	14
Student	21
Other not gainfully employed	6
<b>Size of company/organisation:</b>	%
<b>Number of employees:</b>	
1- 4	20
5- 9	9
10- 49	15
50- 199	12
200- 499	6
500 - 999	3
1 000 and more	10
Student	21
Other not gainfully employed	6

Private visitors' profile

<b>Visitors (number of entries)</b>	<b>366 707</b>
<b>Proportion of private visitors</b>	<b>77%</b>
<b>Germany (total)</b>	<b>99</b>
of which	
Nielsen 1	7
Bremen	-
Hamburg	1
Lower Saxony	5
Schleswig-Holstein	2
Nielsen 2	2
North Rhine-Westph.	2
Nielsen 3a	2
Hessen	1
Rhineland-Palatinate	1
Saarland	-
Nielsen 3b	1
Baden-Württemberg	1
<b>Foreign (total)</b>	<b>1</b>
of which	
EU	52
Other european countries	25
Other countries	23
<b>Countries with the highest visitor shares</b>	%
Norway	10
Poland	7
Switzerland	5
Denmark	5
Italy	5
<b>Distance to home</b>	%
up to 50 km	45
more than 50 km up to 100 km	11
more than 100 km up to 300 km	28
over 300 km	16
<b>Frequency of visits to trade fair</b>	%
Previous event	44
Earlier events	63
First visit	26
<b>Sex</b>	%
Male	40
Female	60
<b>Size of household</b>	%
1 person	17
2 persons	49
3 persons	17
4 persons	11
5 persons and more	5
<b>Age</b>	%
up to 20 years	10
over 20 up to 30 years	17
over 30 up to 40 years	12
over 40 up to 50 years	17
over 50 up to 60 years	21
over 60 up to 70 years	18
over 70 years	6

<b>Position in the company/organisation</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	36
Lecturer, teacher	3
Trainee	3
Other position	6
Student	12
Housewife/man	3
Old-age pensioner	20
Other not gainfully employed	4
<b>Buying and ordering capacity</b>	%
Purchase or order made or intended at the exhibition	
yes	77
no	10
maybe	14
<b>Follow-up business</b>	%
Intend to buy at later date	
yes	24
no	28
maybe	48

Conducted by: INFO GmbH, Berlin

## InnoTrans → Berlin

## Trade visitors' profile

<b>Visitors (number of entries)</b>	<b>144 470</b>	<b>Area of responsibility</b>	<b>%</b>
<b>Proportion of trade visitors</b>	<b>95%</b>	Management	13
<b>Germany (total)</b>	<b>53</b>	Research/development/design	20
of which		Manufacturing, production, quality control	8
Nielsen 1	10	Buying/procurement	5
Bremen	-	Finance/accounting, controlling	1
Hamburg	2	Information and communication technology	6
Lower Saxony	7	Personnel administration, administration	2
Schleswig-Holstein	2	Sales	10
Nielsen 2	11	Marketing, advertising, PR	3
North Rhine-Westph.	11	Logistics: storage, material management, transport	3
Nielsen 3a	8	Maintenance/repairs	11
Hessen	5	Other area	10
Rhineland-Palatinate	2	Student	7
Saarland	-	Other not gainfully employed	1
Nielsen 3b	7	<b>Position in the company/organisation</b>	<b>%</b>
Baden-Württemberg	7	Entrepreneur, co-owner, freelancer	10
		Managing director, board member, head of an authority etc.	7
<b>Foreign (total)</b>	<b>47</b>	Area manager, works manager, plant manager, branch manager, head of public office	12
of which		Department head, group head, team leader	23
EU	61	Other salaried staff, civil servant, skilled worker	32
Other european countries	15	Lecturer, teacher	2
Africa	2	Trainee	1
North America	3	Other position	3
South and Central America	2	Student	7
Middle East	3	Other not gainfully employed	1
South-, East-, Central Asia	11	<b>Economic sector</b>	<b>%</b>
Australia	2	Industry	46
		Skilled trades	1
<b>Distance to home</b>	<b>%</b>	Retail trade	1
up to 50 km	15	Wholesale/foreign trade	1
more than 50 km up to 100 km	2	Service	29
more than 100 km up to 300 km	13	Politics, public administration	3
over 300 km	70	Association/guild/chamber	1
<b>Countries with the highest visitor shares</b>	<b>%</b>	Research/science	2
Switzerland	10	School, university, education	1
France	9	Media	2
Austria	6	Other sectors	5
Poland	5	Student	7
United Kingdom	5	Other not gainfully employed	1
<b>Frequency of visits to trade fair</b>	<b>%</b>	<b>Size of company/organisation:</b>	<b>%</b>
Previous event	41	<b>Number of employees:</b>	<b>%</b>
Earlier events	36	1- 4	7
First visit	43	5- 9	4
		10- 49	12
<b>Average length of stay</b>	<b>1,8 days</b>	50- 199	15
<b>Influence on purchasing/procurement decisions</b>	<b>%</b>	200- 499	11
Decisively	16	Other not gainfully employed	1
Collectively	33	<b>Conducted by: Gelszus Messe-Marktforschung GmbH, Dortmund</b>	
In an advisory capacity	28		
No	15		
Student	7		
Other not gainfully employed	1		

## ITB → Berlin

## Trade visitors' profile

<b>Visitors (number of entries)</b>	<b>139 211</b>	<b>Area of responsibility</b>	<b>%</b>
<b>Proportion of trade visitors</b>	<b>63%</b>	Management	14
<b>Germany (total)</b>	<b>61</b>	Research/development/design	2
of which		Manufacturing, production, quality control	1
Nielsen 1	16	Buying/procurement	4
Bremen	2	Finance/accounting, controlling	3
Hamburg	3	Information and communication technology	3
Lower Saxony	8	Personnel administration, administration	2
Schleswig-Holstein	3	Sales	17
Nielsen 2	12	Marketing, advertising, PR	13
North Rhine-Westph.	12	Logistics: storage, material management, transport	-
Nielsen 3a	10	Maintenance/repairs	-
Hessen	6	Other area	11
Rhineland-Palatinate	4	Student	30
Saarland	1	Other not gainfully employed	2
Nielsen 3b	9	<b>Position in the company/organisation</b>	<b>%</b>
Baden-Württemberg	9	Entrepreneur, co-owner, freelancer	21
		Managing director, board member, head of an authority etc.	8
<b>Foreign (total)</b>	<b>39</b>	Area manager, works manager, plant manager, branch manager, head of public office	6
of which		Department head, group head, team leader	9
EU	69	Other salaried staff, civil servant, skilled worker	13
Other european countries	13	Lecturer, teacher	2
Africa	4	Trainee	5
North America	2	Other position	3
South and Central America	2	Student	30
Middle East	3	Other not gainfully employed	2
South-, East-, Central Asia	7	<b>Economic sector</b>	<b>%</b>
Australia	-	Tourism organisations	3
<b>Distance to home</b>	<b>%</b>	Tour operator	18
up to 50 km	17	Travel agency	13
more than 50 km up to 100 km	2	Trade fair organizer/conference and congress organizer	1
more than 100 km up to 300 km	12	Hotel company	6
over 300 km	70	Business travel	3
<b>Countries with the highest visitor shares</b>	<b>%</b>	Transport carriers (bus, train, ship and air companies)	3
Austria	17	Travel technology, information and reservation systems	4
Poland	10	PR/advertising/consultancy	5
Switzerland	6	Leisure centre/leisure park	1
Netherlands	6	Publishing houses/press	5
United Kingdom	5	Research institute/educational institution	2
<b>Frequency of visits to trade fair</b>	<b>%</b>	Tourism federations/associations	5
Previous event	33	Telecommunication	1
Earlier events	35	Other sectors	11
First visit	47	Student	30
<b>Average length of stay</b>	<b>2,2 days</b>	Other not gainfully employed	2
<b>Influence on purchasing/procurement decisions</b>	<b>%</b>	<b>Size of company/organisation:</b>	<b>%</b>
Decisively	25	<b>Number of employees:</b>	<b>%</b>
Collectively	20	1- 4	20
In an advisory capacity	14	5- 9	9
No	9	10- 49	16
Student	30	50- 199	10
Other not gainfully employed	2	200- 499	5
		500 - 999	3
		1 000 and more	7
		Student	30
		Other not gainfully employed	2

## Private visitors' profile

<b>Visitors (number of entries)</b>	<b>139 211</b>	<b>Area of responsibility</b>	<b>%</b>
<b>Proportion of private visitors</b>	<b>37%</b>	Management	14
<b>Germany (total)</b>	<b>97</b>	Research/development/design	2
of which		Manufacturing, production, quality control	1
Nielsen 1	4	Buying/procurement	4
Bremen	-	Finance/accounting, controlling	3
Hamburg	1	Information and communication technology	3
Lower Saxony	3	Personnel administration, administration	2
Schleswig-Holstein	1	Sales	17
Nielsen 2	4	Marketing, advertising, PR	13
North Rhine-Westph.	4	Logistics: storage, material management, transport	-
Nielsen 3a	2	Maintenance/repairs	-
Hessen	1	Other area	11
Rhineland-Palatinate	1	Student	30
Saarland	-	Other not gainfully employed	2
Nielsen 3b	1	<b>Position in the company/organisation</b>	<b>%</b>
Baden-Württemberg	1	Entrepreneur, co-owner, freelancer	21
		Managing director, board member, head of an authority etc.	8
<b>Foreign (total)</b>	<b>4</b>	Area manager, works manager, plant manager, branch manager, head of public office	6
of which		Department head, group head, team leader	9
EU	89	Other salaried staff, civil servant, skilled worker	13
Other countries	11	Lecturer, teacher	2
		Trainee	5
		Other position	3
		Student	30
		Other not gainfully employed	2
<b>The country with the highest visitor share</b>	<b>%</b>	<b>Economic sector</b>	<b>%</b>
Poland	49	Tourism organisations	3
		Tour operator	18
<b>Distance to home</b>	<b>%</b>	Travel agency	13
up to 50 km	69	Trade fair organizer/conference and congress organizer	1
more than 50 km up to 100 km	5	Hotel company	6
more than 100 km up to 300 km	11	Business travel	3
over 300 km	15	Transport carriers (bus, train, ship and air companies)	3
<b>Frequency of visits to trade fair</b>	<b>%</b>	Travel technology, information and reservation systems	4
Previous event	37	PR/advertising/consultancy	5
Earlier events	50	Leisure centre/leisure park	1
First visit	33	Publishing houses/press	5
<b>Sex</b>	<b>%</b>	Research institute/educational institution	2
Male	45	Tourism federations/associations	5
Female	55	Telecommunication	1
		Other sectors	11
<b>Size of household</b>	<b>%</b>	Student	30
1 person	26	Other not gainfully employed	2
2 persons	47	<b>Size of company/organisation:</b>	<b>%</b>
3 persons	12	<b>Number of employees:</b>	<b>%</b>
4 persons	11	1- 4	20
5 persons and more	4	5- 9	9
		10- 49	16
		50- 199	10
		200- 499	5
		500 - 999	3
		1 000 and more	7
		Student	30
		Other not gainfully employed	2

## BOATFIT (2014) → Bremen

### Private visitors' profile

<b>Position in the company/organisation</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	35
Lecturer, teacher	3
Trainee	2
Other position	4
Student	13
Housewife/man	1
Old-age pensioner	22
Other not gainfully employed	3

Conducted by: Gelszus Messe-Marktforschung GmbH, Dortmund

<b>Visitors (number of entries)</b>	<b>9 585</b>
<b>Proportion of private visitors</b>	<b>91%</b>
<b>Germany (total)</b>	<b>99</b>
of which	
Nielsen 1	83
Bremen	27
Hamburg	5
Lower Saxony	47
Schleswig-Holstein	4
Nielsen 2	10
North Rhine-Westph.	10
Nielsen 3a	2
Hesse	1
Rhineland-Palatinate	-
Saarland	-
Nielsen 3b	1
Baden-Württemberg	1

<b>Foreign (total)</b>	<b>1</b>
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<b>Distance to home</b>	%
up to 50 km	48
more than 50 km up to 100 km	15
more than 100 km up to 300 km	28
over 300 km	9

<b>Frequency of visits to exhibition</b>	%
Previous event	30
Earlier events	38
First visit	41

<b>Sex</b>	%
Male	74
Female	26

<b>Size of household</b>	%
1 person	19
2 persons	49
3 persons	15
4 persons	9
5 persons and more	7

<b>Age</b>	%
up to 20 years	7
over 20 up to 30 years	7
over 30 up to 40 years	11
over 40 up to 50 years	26
over 50 up to 60 years	27
over 60 up to 70 years	18
over 70 years	5

<b>Position in the company/organisation</b>	%
Entrepreneur, co-owner, freelancer	17
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	11
Other salaried staff, civil servant, skilled worker	28
Lecturer, teacher	3
Trainee	2
Other position	3
Student	7
Housewife/man	2
Old-age pensioner	16
Other not gainfully employed	5

<b>Buying and ordering capacity</b>	%
Purchase or order made or intended at the exhibition	
yes	61
no	17
maybe	23

<b>Follow-up business</b>	%
Intend to buy at later date	
yes	38
no	14
maybe	48

Conducted by: Gelszus Messe-Marktforschung GmbH, Dortmund

## Bremen Classic Motorshow → Bremen

### Private visitors' profile

<b>Visitors (number of entries)</b>	<b>43 395</b>
<b>Proportion of private visitors</b>	<b>88%</b>
<b>Germany (total)</b>	<b>94</b>
of which	
Nielsen 1	87
Bremen	18
Hamburg	8
Lower Saxony	54
Schleswig-Holstein	7
Nielsen 2	8
North Rhine-Westph.	8
Nielsen 3a	1
Hessen	1
Rhineland-Palatinate	1
Saarland	-
Nielsen 3b	-
Baden-Württemberg	-

<b>Foreign (total)</b>	<b>6</b>
of which	
EU	84
Other countries	16

<b>Countries with the highest visitor shares</b>	%
Netherlands	35
Sweden	18
Denmark	15

<b>Distance to home</b>	%
up to 50 km	35
more than 50 km up to 100 km	21
more than 100 km up to 300 km	35
over 300 km	9

<b>Frequency of visits to trade fair</b>	%
Previous event	43
2014	41
2013	37
2012	29
2011	24
Earlier events	13
First visit	29

<b>Sex</b>	%
Male	83
Female	17

<b>Size of household</b>	%
1 person	15
2 persons	35
3 persons	19
4 persons	21
5 persons and more	10

<b>Age</b>	%
up to 20 years	14
over 20 up to 30 years	11
over 30 up to 40 years	10
over 40 up to 50 years	23
over 50 up to 60 years	25
over 60 up to 70 years	10
over 70 years	6

<b>Position in the company/organisation</b>	%
Entrepreneur, co-owner, freelancer	16
Managing director, board member, head of an authority etc.	5
Area manager, works manager, plant manager, branch manager, head of public office	4
Department head, group head, team leader	10
Other salaried staff, civil servant, skilled worker	26
Lecturer, teacher	4
Trainee	5
Other position	8
Student	9
Housewife/man	1
Old-age pensioner	9
Other not gainfully employed	3

<b>Buying and ordering capacity</b>	%
Purchase or order made or intended at the exhibition	
yes	27
no	30
maybe	43

<b>Follow-up business</b>	%
Intend to buy at later date	
yes	21
no	28
maybe	51

Conducted by: Honestly MT GmbH, Karlsruhe



## fish international (2014) → Bremen

## Trade visitors' profile

<b>Visitors (number of entries)</b>	<b>8 437</b>	<b>Area of responsibility</b>	<b>%</b>
<b>Proportion of trade visitors</b>	<b>89%</b>	Management	23
<b>Germany (total)</b>	<b>89</b>	Research/development/design	5
of which		Manufacturing, production, quality control	11
Nielsen 1	76	Buying/procurement	9
Bremen	22	Finance/accounting, controlling	1
Hamburg	3	Information and communication technology	1
Lower Saxony	44	Personnel administration, administration	1
Schleswig-Holstein	6	Sales	26
Nielsen 2	9	Marketing, advertising, PR	4
North Rhine-Westph.	9	Logistics: storage, material management, transport	2
Nielsen 3a	3	Maintenance/repairs	1
Hesse	2	Other area	11
Rhineland-Palatinate	1	Student	2
Saarland	-	Other not gainfully employed	2
Nielsen 3b	1	<b>Position in the company/organisation</b>	<b>%</b>
Baden-Württemberg	1	Entrepreneur, co-owner, freelancer	31
<b>Foreign (total)</b>	<b>12</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	10
EU	69	Department head, group head, team leader	17
Other european countries	24	Other salaried staff, civil servant, skilled worker	18
Other countries	7	Lecturer, teacher	3
<b>Distance to home</b>	<b>%</b>	Trainee	5
up to 50 km	31	Other position	6
more than 50 km up to 100 km	15	Student	2
more than 100 km up to 300 km	32	Other not gainfully employed	2
over 300 km	22	<b>Economic sector</b>	<b>%</b>
<b>Country with the highest visitor share</b>	<b>%</b>	Catering, communal catering	29
Netherlands	21	Industry	14
<b>Frequency of visits to trade fair</b>	<b>%</b>	Service	14
Previous event	23	Retail trade	17
Earlier events	31	Wholesale trade	12
First visit	50	Other sectors	10
<b>Average length of stay</b>	<b>1,2 days</b>	Student	2
<b>Influence on purchasing/procurement decisions</b>	<b>%</b>	Other not gainfully employed	2
Decisively	35	<b>Size of company/organisation:</b>	<b>%</b>
Collectively	33	<b>Number of employees</b>	<b>%</b>
In an advisory capacity	16	1- 4	21
No	12	5- 9	15
Student	2	10- 49	25
Other not gainfully employed	2	50- 199	18
		200- 499	5
		500 - 999	4
		1 000 and more	8
		Student	2
		Other not gainfully employed	2

Conducted by: Gelszus Messe-Marktforschung GmbH, Dortmund

## HanseLife → Bremen

## Private visitors' profile

<b>Visitors (number of entries)</b>	<b>68 556</b>	<b>Position in the company/organisation</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.	2
of which		Area manager, works manager, plant manager, branch manager, head of public office	2
Nielsen 1	98	Department head, group head, team leader	5
Bremen	51	Other salaried staff, civil servant, skilled worker	39
Hamburg	1	Lecturer, teacher	5
Lower Saxony	46	Trainee	3
Schleswig-Holstein	-	Other position	8
Nielsen 2	1	Student	10
North Rhine-Westph.	1	Housewife/man	4
Nielsen 3a	-	Old-age pensioner	13
Hessen	-	Other not gainfully employed	3
Rhineland-Palatinate	-	<b>Buying and ordering capacity</b>	<b>%</b>
Saarland	-	Purchase or order made or intended at the exhibition	37
Nielsen 3b	-	yes	21
Baden-Württemberg	-	no	42
		maybe	42
<b>Foreign (total)</b>	<b>1</b>	<b>Follow-up business</b>	<b>%</b>
<b>Distance to home</b>	<b>%</b>	Intend to buy at later date	27
up to 50 km	83	yes	21
more than 50 km up to 100 km	12	no	52
more than 100 km up to 300 km	4	maybe	52
over 300 km	1	<b>Conducted by: Honestly MT GmbH, Karlsruhe</b>	
<b>Frequency of visits to trade fair</b>	<b>%</b>		
Previous event	48		
2014	40		
2013	31		
2012	25		
Earlier events	28		
First visit	16		
<b>Sex</b>	<b>%</b>		
Male	30		
Female	70		
<b>Size of household</b>	<b>%</b>		
1 person	17		
2 persons	49		
3 persons	15		
4 persons	14		
5 persons and more	6		
<b>Age</b>	<b>%</b>		
up to 20 years	10		
over 20 up to 30 years	16		
over 30 up to 40 years	10		
over 40 up to 50 years	16		
over 50 up to 60 years	22		
over 60 up to 70 years	18		
over 70 years	9		

## ReiseLust

## Private visitors' profile

<b>Visitors (number of entries)</b>	<b>28 017*</b>	<b>Proportion of private visitors</b>	<b>93%</b>
<b>Germany (total)</b>	<b>97</b>	<b>Germany (total)</b>	<b>97</b>
of which		of which	
Nielsen 1	95	Nielsen 4	-
Bremen	31	Bavaria	-
Hamburg	1	Nielsen 5+6	2
Lower Saxony	62	Berlin	1
Schleswig-Holstein	1	Brandenburg	-
Nielsen 2	2	Mecklenburg-	-
North Rhine-Westph.	2	West Pommerania	-
Nielsen 3a	-	Saxony-Anhalt	-
Hessen	-	Nielsen 7	-
Rhineland-Palatinate	-	Saxony	-
Saarland	-	Thuringia	-
Nielsen 3b	-		
Baden-Württemberg	-		
<b>Foreign (total)</b>	<b>3</b>	<b>Distance to home</b>	<b>%</b>
<b>Distance to home</b>	<b>%</b>	up to 50 km	62
up to 50 km	62	more than 50 km up to 100 km	22
more than 50 km up to 100 km	22	more than 100 km up to 300 km	14
more than 100 km up to 300 km	14	over 300 km	2
over 300 km	2	<b>Frequency of visits to trade fair</b>	<b>%</b>
<b>Frequency of visits to trade fair</b>	<b>%</b>	Previous event	41
Previous event	41	Earlier events	17
Earlier events	17	First visit	42
First visit	42	<b>Sex</b>	<b>%</b>
<b>Sex</b>	<b>%</b>	Male	52
Male	52	Female	48
Female	48	<b>Size of household</b>	<b>%</b>
<b>Size of household</b>	<b>%</b>	1 person	12
1 person	12	2 persons	56
2 persons	56	3 persons	13
3 persons	13	4 persons	13
4 persons	13	5 persons and more	5
5 persons and more	5	<b>Age</b>	<b>%</b>
<b>Age</b>	<b>%</b>	up to 20 years	5
up to 20 years	5	over 20 up to 30 years	10
over 20 up to 30 years	10	over 30 up to 40 years	6
over 30 up to 40 years	6	over 40 up to 50 years	18
over 40 up to 50 years	18	over 50 up to 60 years	27
over 50 up to 60 years	27	over 60 up to 70 years	25
over 60 up to 70 years	25	over 70 years	9
over 70 years	9		

<b>Position in the company/organisation</b>	%
Entrepreneur, co-owner, freelancer	9
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	5
Other salaried staff, civil servant, skilled worker	38
Lecturer, teacher	4
Trainee	2
Other position	9
Student	5
Housewife/man	1
Old-age pensioner	21
Other not gainfully employed	2

<b>Buying and ordering capacity</b>	%
Purchase or order made or intended at the exhibition	
yes	11
no	43
maybe	46

<b>Follow-up business</b>	%
Intend to buy at later date	
yes	26
no	19
maybe	55

Conducted by: **Honestly MT GmbH, Karlsruhe**

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

**Private visitors' profile**

<b>Visitors (number of entries)</b>	<b>9 137</b>
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<b>Proportion of private visitors</b>	<b>85%</b>
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<b>Germany (total)</b>	<b>100</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	99
Rhineland-Palatinate	- Saxony	98
Saarland	- Thuringia	1
Nielsen 3b	-	-
Baden-Württemb.	-	-

<b>Distance to home</b>	%
up to 50 km	88
more than 50 km up to 100 km	11
more than 100 km up to 300 km	1
over 300 km	

<b>Frequency of visits to exhibition</b>	%
Previous event	35
Earlier events	21
First visit	44

<b>Sex</b>	%
Male	65
Female	35

<b>Size of household</b>	%
1 person	5
2 persons	53
3 persons	22
4 persons	14
5 persons and more	6

<b>Age</b>	%
up to 20 years	2
over 20 up to 30 years	13
over 30 up to 40 years	23
over 40 up to 50 years	22
over 50 up to 60 years	19
over 60 up to 70 years	16
over 70 years	5

<b>Position in the company/organisation</b>	%
Entrepreneur, co-owner, freelancer	15
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	45
Lecturer, teacher	2
Trainee	1
Other position	9
Student	2
Other not gainfully employed	15

<b>Buying and ordering capacity</b>	%
Purchase or order made or intended at the exhibition	
yes	8
no	69
maybe	23

<b>Follow-up business</b>	%
Intend to buy at later date	
yes	36
no	20
maybe	44

Conducted by: **C<sup>3</sup> Chemnitzer Veranstaltungszentren GmbH, Chemnitz**

**Trade visitors' profile**

<b>Visitors (number of entries)</b>	<b>1 396*</b>
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<b>Proportion of trade visitors</b>	<b>90%</b>
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<b>Germany (total)</b>	<b>92</b>	
of which		
Nielsen 1	3 Nielsen 4	5
Bremen	1 Bavaria	5
Hamburg	- Nielsen 5+6	10
Lower Saxony	2 Berlin	4
Schleswig-Holstein	- Brandenburg	2
Nielsen 2	4 Mecklenburg-	-
North Rhine-Westph.	4 West Pommern	1
Nielsen 3a	3 Saxony-Anhalt	3
Hessen	1 Nielsen 7	68
Rhineland-Palatinate	1 Saxony	64
Saarland	- Thuringia	5
Nielsen 3b	5	5
Baden-Württemberg	5	5

<b>Foreign (total)</b>	<b>8</b>
<b>Distance to home</b>	%
up to 50 km	46
more than 50 km up to 100 km	16
more than 100 km up to 300 km	17
over 300 km	14

<b>Frequency of visits to trade fair</b>	%
Previous event	11
Earlier events	8
First visit	81

<b>Average length of stay</b>	<b>1,3 days</b>
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<b>Influence on purchasing/procurement decisions</b>	%
Decisively	16
Collectively	26
In an advisory capacity	22
No	17
Student	16
Other not gainfully employed	2

<b>Area of responsibility</b>	%
Management	10
Research/development/design	38
Manufacturing, production, quality control	9
Buying/procurement	3
Finance/accounting, controlling	1
Information and communication technology	-
Personnel administration, administration	2
Sales	12
Marketing, advertising, PR	6
Logistics: storage, material management, transport	-
Maintenance/repairs	1
Other area	3
Student	16
Other not gainfully employed	2

<b>Position in the company/organisation</b>	%
Entrepreneur, co-owner, freelancer	9
Managing director, board member, head of an authority etc.	7
Area manager, works manager, plant manager, branch manager, head of public office	8
Department head, group head, team leader	20
Other salaried staff, civil servant, skilled worker	18
Lecturer, teacher	10
Trainee	3
Other position	4
Student	19
Other not gainfully employed	4

<b>Economic sector</b>	%
Service provider	11
Motor vehicle industry	3
Medical and nursing textiles	5
Manufacturer(s) of technical textiles	17
Manufacturer(s) of accessories (textile industry)	3
Fashion and sports textiles	5
Textile, plastics machines	5
Textile finishing	8
University, research facility	15
Processing technical textiles	9
Industrial services sector	8
Treating and processing new materials	5
Precision engineering and optics	1
Machine, apparatus, device, fixture and plant construction	13
Surface treatment, hardening	1
Steel, light metal construction	13
Toolmaking and mould-making	3
Subcontracting industry	5

<b>Size of company/organisation: Number of employees:</b>	%		
1- 4	8	500 - 999	6
5- 9	5	1 000 and more	13
10- 49	20	Student	16
50- 199	18	Other not gainfully employed	
200- 499	12	employed	2

Conducted by: **C<sup>3</sup> Chemnitzer Veranstaltungszentren GmbH, Chemnitz**

\*) ascertained by a representative poll

## SIT → Chemnitz

## Trade visitors' profile

<b>Visitors (number of entries)</b>	<b>1 769*</b>	<b>Area of responsibility</b>	<b>%</b>
<b>Proportion of trade visitors</b>	<b>89%</b>	Management	16
<b>Germany (total)</b>	<b>98</b>	Research/development/design	16
of which		Manufacturing, production, quality control	11
Nielsen 1	1 Nielsen 4	Buying/procurement	3
Bremen	1 Bavaria	Finance/accounting, controlling	1
Hamburg	- Nielsen 5+6	Information and communication technology	5
Lower Saxony	- Berlin	Personnel administration, administration	4
Schleswig-Holstein	- Brandenburg	Sales	19
Nielsen 2	- Mecklenburg-	Marketing, advertising, PR	3
North Rhine-Westph.	- West Pomerania	Logistics: storage, material management, transport	1
Nielsen 3a	1 Saxony-Anhalt	Maintenance/repairs	2
Hessen	1 Nielsen 7	Other area	4
Rhineland-Palatinate	- Saxony	Student	9
Saarland	- Thuringia	Other not gainfully employed	4
Nielsen 3b	-	<b>Position in the company/organisation</b>	<b>%</b>
Baden-Württemberg	-	Entrepreneur, co-owner, freelancer	14
<b>Foreign (total)</b>	<b>2</b>	Managing director, board member, head of an authority etc.	5
<b>Distance to home</b>	<b>%</b>	Area manager, works manager, plant manager, branch manager, head of public office	7
up to 50 km	66	Department head, group head, team leader	14
more than 50 km up to 100 km	22	Other salaried staff, civil servant, skilled worker	29
more than 100 km up to 300 km	8	Lecturer, teacher	5
over 300 km	3	Trainee	4
<b>Frequency of visits to trade fair</b>	<b>%</b>	Other position	3
Previous event	12	Student	12
Earlier events	22	Other not gainfully employed	7
First visit	66	<b>Economic sector</b>	<b>%</b>
<b>Average length of stay</b>	<b>1,4 days</b>	Training and further training	4
<b>Influence on purchasing/procurement decisions</b>	<b>%</b>	Services provided for companies, contract manufacturers, suppliers	11
Decisively	18	Electrical engineering/electronics	12
Collectively	22	Automobile construction	4
In an advisory capacity	27	Precision engineering	1
No	17	Trade	3
Student	11	Information and communication technology	12
Other not gainfully employed	4	Banking/insurance	2
		University, research facility	5
		Plastics processing and working trade	3
		Mechanical, appliance and plant engineering	14
		metal production and processing	14
		Surface treatment, thermal treatment	1
		Other sectors	13
		<b>Size of company/organisation:</b>	
		<b>Number of employees:</b>	<b>%</b>
		1- 4	7
		5- 9	6
		10- 49	20
		50- 199	24
			N/A
			18

Conducted by: C<sup>3</sup> Chemnitzer Veranstaltungszentren GmbH, Chemnitz

\*) ascertained by a representative poll

## InterTabac → Dortmund

## Trade visitors' profile

<b>Visitors (number of entries)</b>	<b>11 087</b>	<b>Area of responsibility</b>	<b>%</b>
<b>Proportion of trade visitors</b>	<b>93%</b>	Management	37
<b>Germany (total)</b>	<b>70</b>	Research/development/design	3
of which		Manufacturing, production, quality control	4
Nielsen 1	16 Nielsen 4	Buying/procurement	11
Bremen	1 Bavaria	Finance/accounting, controlling	1
Hamburg	3 Nielsen 5+6	Information and communication technology	1
Lower Saxony	11 Berlin	Personnel administration, administration	1
Schleswig-Holstein	2 Brandenburg	Sales	29
Nielsen 2	54 Mecklenburg-	Marketing, advertising, PR	4
North Rhine-Westph.	54 West Pomerania	Logistics: storage, material management, transport	1
Nielsen 3a	10 Saxony-Anhalt	Maintenance/repairs	-
Hessen	7 Nielsen 7	Other area	4
Rhineland-Palatinate	3 Saxony	Student	3
Saarland	1 Thuringia	Other not gainfully employed	2
Nielsen 3b	6	<b>Position in the company/organisation</b>	<b>%</b>
Baden-Württemberg	6	Entrepreneur, co-owner, freelancer	54
<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	9
EU	62	Department head, group head, team leader	7
Other european countries	15	Other salaried staff, civil servant, skilled worker	9
South and Central America	6	Lecturer, teacher	1
Middle East	5	Trainee	3
South-, East-, Central Asia	7	Other position	3
Other countries	5	Student	3
<b>Distance to home</b>	<b>%</b>	Other not gainfully employed	2
up to 50 km	22	<b>Economic sector</b>	<b>%</b>
more than 50 km up to 100 km	15	Retail trade	55
more than 100 km up to 300 km	19	Wholesale trade	16
over 300 km	45	Foreign trade	2
<b>Countries with the highest visitor shares</b>	<b>%</b>	Manufacture, industry	12
Netherlands	11	Skilled trades	5
France	7	Service	1
Spain	7	Authority/public services	1
Austria	6	Association, society, club, organisation	1
Switzerland	5	Other sectors	4
<b>Frequency of visits to trade fair</b>	<b>%</b>	Student	3
Previous event	49	Other not gainfully employed	2
Earlier events	43	<b>Size of company/organisation:</b>	<b>%</b>
First visit	35	<b>Number of employees:</b>	<b>%</b>
<b>Average length of stay</b>	<b>1,5 days</b>	1- 4	37
<b>Influence on purchasing/procurement decisions</b>	<b>%</b>	5- 9	21
Decisively	53	10- 49	17
Collectively	28	50- 199	8
In an advisory capacity	10	200- 499	5
No	5		Student
Student	3		Other not gainfully employed
Other not gainfully employed	2		2

Conducted by: Gelszus Messe-Marktforschung GmbH, Dortmund

## SACHSENBACK

## Trade visitors' profile

<b>Visitors (number of entries)</b>	<b>6 866</b>	<b>Area of responsibility</b>	<b>%</b>
<b>Proportion of trade visitors</b>	<b>94%</b>	Management	37
<b>Germany (total)</b>	<b>97</b>	Research/development/design	3
of which		Manufacturing, production, quality control	4
Nielsen 1	- Nielsen 4	Buying/procurement	11
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	29
Nielsen 2	1 Mecklenburg-	Marketing, advertising, PR	4
North Rhine-Westph.	1 West Pomerania	Logistics: storage, material management, transport	1
Nielsen 3a	1 Saxony-Anhalt	Maintenance/repairs	-
Hessen	- Nielsen 7	Other area	4
Rhineland-Palatinate	- Saxony	Student	3
Saarland	- Thuringia	Other not gainfully employed	2
Nielsen 3b	-	<b>Position in the company/organisation</b>	<b>%</b>
Baden-Württemberg	-	Entrepreneur, co-owner, freelancer	54
<b>Foreign (total)</b>	<b>3</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	9
EU	100	Department head, group head, team leader	7
<b>Distance to home</b>	<b>%</b>	Other salaried staff, civil servant, skilled worker	9
up to 50 km	33	Lecturer, teacher	1
more than 50 km up to 100 km	27	Trainee	3
more than 100 km up to 300 km	34	Other position	3
over 300 km	6	Student	3
<b>The country with the highest visitor share</b>	<b>%</b>	Other not gainfully employed	2
Austria	100	<b>Economic sector</b>	<b>%</b>
<b>Frequency of visits to trade fair</b>	<b>%</b>	Retail trade	55
Previous event	42	Wholesale trade	16
Earlier events	44	Foreign trade	2
First visit	36	Manufacture, industry	12
<b>Average length of stay</b>	<b>1,1 days</b>	Skilled trades	5
<b>Influence on purchasing/procurement decisions</b>	<b>%</b>	Service	1
Decisively	24	Authority/public services	1
Collectively	32	Association, society, club, organisation	1
In an advisory capacity	22	Other sectors	4
No	19	Student	3
Student	3	Other not gainfully employed	2

<b>Area of responsibility</b>	%
Management	25
Research/development/design	2
Manufacturing, production, quality control	46
Buying/procurement	2
Finance/accounting, controlling	1
Information and communication technology	-
Personnel administration, administration	2
Sales	13
Marketing, advertising, PR	-
Logistics: storage, material management, transport	1
Maintenance/repairs	1
Other area	5
Student	3
<b>Position in the company/organisation</b>	%
Entrepreneur, co-owner, freelancer	28
Managing director, board member, head of an authority etc.	2
Area manager, works manager, plant manager, branch manager, head of public office	8
Department head, group head, team leader	8
Other salaried staff, civil servant, skilled worker	24
Foreman, master craftsman	11
Lecturer, teacher	2
Trainee	13
Other position	2
Student	3
<b>Economic sector</b>	%
Pure baking craft	22
Pure confectioner craft	6
Baker's/confectioner's Trade	59
Bread, cake and pastry industry	8
Other industry	2
Café, ice cream parlours	11
Catering	6
Hotel	2
Fast food, snacks, petrol stations	2
Canteen, large-scale caterer, caterer	2
Food, delicatessen, beverages trade	2
Service and consulting	3
Colleges, universities, polytechnic, institutes	3
Other sectors	2
<b>Size of company/organisation:</b>	
<b>Number of employees:</b>	%
1- 4	11
5- 9	22
10- 49	32
50- 199	18
200 - 499	10
500 - 999	2
1 000 and more	2
Student	3
<b>Conducted by: Landesmesse Stuttgart GmbH, Stuttgart</b>	

Trade visitors' profile

<b>Visitors (number of entries)</b>	<b>24 373</b>	Finance/accounting, controlling	-
<b>Proportion of trade visitors</b>	<b>97%</b>	Information and communication technology	-
<b>Germany (total)</b>	<b>47</b>	Personnel administration, administration	-
of which		Sales	16
Nielsen 1	7	Nielsen 4	9
Bremen	1	Bavaria	9
Hamburg	-	Nielsen 5+6	6
Lower Saxony	5	Berlin	3
Schleswig-Holstein	1	Brandenburg	1
Nielsen 2	51	Mecklenburg-	
North Rhine-Westph.	51	West Pomerania	-
Nielsen 3a	11	Saxony-Anhalt	2
Hessen	5	Nielsen 7	3
Rhineland-Palatinate	5	Saxony	2
Saarland	1	Thuringia	1
Nielsen 3b	14		
Baden-Württemberg	14		
<b>Foreign (total)</b>	<b>53</b>	<b>Position in the company/organisation</b>	%
of which		Entrepreneur, co-owner, freelancer	14
EU	64	Managing director, board member, head of an authority etc.	12
Other european countries	15	Area manager, works manager, plant manager, branch manager, head of public office	20
North America	3	Department head, group head, team leader	22
South and Central America	3	Other salaried staff, civil servant, skilled worker	22
Middle East	3	Lecturer, teacher	1
South-, East-, Central Asia	9	Trainee	2
Other countries	3	Other position	2
		Student	3
		Other not gainfully employed	1
<b>Distance to home</b>	%	<b>Economic sector</b>	%
up to 50 km	12	Aluminium manufacturing industry	12
more than 50 km up to 100 km	9	Aluminium processing industry	12
more than 100 km up to 300 km	16	Supplier	21
over 300 km	63	OEM, end user	8
<b>Countries with the highest visitor shares</b>	%	Other industry	5
Austria	8	Skilled trades	2
Italy	8	Light metal trade	7
United Kingdom	7	Other trade	5
France	7	Logistics and transportation	1
Netherlands	7	Design (furniture etc.)	1
<b>Frequency of visits to trade fair</b>	%	Building, construction	5
Previous event	29	Media, press, publishing	1
Earlier events	25	Other service	5
First visit	57	Research institut, association, education	2
<b>Average length of stay</b>	<b>1,6 days</b>	Authority/public services	1
<b>Influence on purchasing/procurement decisions</b>	%	University/college/polytechnic	1
Decisively	28	Other sectors	7
Collectively	33	Student	3
In an advisory capacity	24	Other not gainfully employed	1
No	11	<b>Size of company/organisation:</b>	
Student	3	<b>Number of employees:</b>	%
Other not gainfully employed	1	1- 4	7
<b>Area of responsibility</b>	%	5- 9	6
Management	21	10- 49	16
Research/development/design	19	50- 199	21
Manufacturing, production, quality control	15	200- 499	15
Buying/procurement	14	500 - 999	8
		1 000 and more	22
		Student	3
		Other not gainfully employed	1
		<b>Conducted by: Wisler &amp; Partner, Basel</b>	

Trade visitors' profile

<b>Visitors (number of entries)</b>	<b>67 086</b>	<b>Area of responsibility</b>	%
<b>Proportion of trade visitors</b>	<b>93%</b>	Management	61
<b>Germany (total)</b>	<b>92</b>	Research/development/design	-
of which		Manufacturing, production, quality control	1
Nielsen 1	11	Buying/procurement	1
Bremen	-	Finance/accounting, controlling	-
Hamburg	1	Information and communication technology	-
Lower Saxony	8	Personnel administration, administration	4
Schleswig-Holstein	1	Sales	9
Nielsen 2	66	Marketing, advertising, PR	2
North Rhine-Westph.	66	Logistics: storage, material management, transport	-
Nielsen 3a	12	Maintenance/repairs	-
Hesse	6	Other area	17
Rhineland-Palatinate	5	Student	4
Saarland	1		
Nielsen 3b	3	<b>Position in the company/organisation</b>	%
Baden-Württemb.	3	Entrepreneur, co-owner, freelancer	2
		Managing director, board member, head of an authority etc.	2
		Area manager, works manager, plant manager, branch manager, head of public office	1
		Department head, group head, team leader	2
		Other salaried staff, civil servant, skilled worker	15
		Journeyman	1
		Lecturer, teacher	1
		Trainee	7
		Other position	1
		Student	4
<b>Foreign (total)</b>	<b>8</b>	<b>Economic sector</b>	%
of which		Cosmetics institute, cosmetics studio	39
EU	61	Nail studio	16
Other european countries	21	Foot care practice	12
Other countries	18	Hairdressing salon	8
		Doctor's practice, hospital, health professionals, physiotherapy	4
		Cosmetic school	4
		Perfumery, drugstore, pharmacy	3
		Beauty farm, wellness facilities, spa	3
		Industry	2
		Tanning studios, Fitness centres	1
		Other	9
<b>Distance to home</b>	%	<b>Size of company/organisation:</b>	
up to 50 km	37	<b>Number of employees</b>	%
more than 50 km up to 100 km	19	1- 4	63
more than 100 km up to 300 km	34	5- 9	10
over 300 km	10	10- 49	10
		50- 199	5
		200 - 499	2
		500 - 999	1
		1 000 and more	2
		Student	4
<b>Country with the highest visitor share</b>	%	<b>Conducted by: Wissler &amp; Partner, Basel</b>	
Netherlands	18		
<b>Frequency of visits to exhibition</b>	%		
Previous event	44		
Earlier events	63		
First visit	29		
<b>Average length of stay</b>	<b>1,3 days</b>		
<b>Influence on purchasing/procurement decisions</b>	%		
Decisively	65		
Collectively	13		
In an advisory capacity	9		
No	9		
Student	4		



## boot (2015) → Düsseldorf

## Private visitors' profile

<b>Visitors (number of entries)</b>	<b>236 790</b>	<b>Position in the company/organisation</b>	<b>%</b>
<b>Proportion of private visitors</b>	<b>85%</b>	Entrepreneur, co-owner, freelancer	15
<b>Germany (total)</b>	<b>87</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	6
Nielsen 1	7	Department head, group head, team leader	10
Bremen	-	Other salaried staff, civil servant, skilled worker	28
Hamburg	1	Lecturer, teacher	5
Lower Saxony	5	Trainee	2
Schleswig-Holstein	1	Other position	7
Nielsen 2	65	Student	9
North Rhine-Westph.	65	Housewife/man	2
Nielsen 3a	14	Old-age pensioner	11
Hesse	7	Other not gainfully employed	2
Rhineland-Palatinate	6	<b>Buying and ordering capacity</b>	<b>%</b>
Saarland	1	Purchase or order made or intended at the exhibition	
Nielsen 3b	6	yes	60
Baden-Württemberg	6	no	15
		maybe	26
<b>Foreign (total)</b>	<b>13</b>	<b>Follow-up business</b>	<b>%</b>
of which		Intend to buy at later date	
EU	75	yes	43
Other european countries	21	no	15
Other countries	3	maybe	42
<b>Countries with the highest visitor shares</b>	<b>%</b>	<b>Conducted by: Wissler &amp; Partner, Basel</b>	
Netherlands	26		
Belgium	20		
Switzerland	16		
Austria	8		
Luxembourg	4		
<b>Distance to home</b>	<b>%</b>		
up to 50 km	37		
more than 50 km up to 100 km	16		
more than 100 km up to 300 km	37		
over 300 km	11		
<b>Frequency of visits to exhibition</b>	<b>%</b>		
Previous event	48		
Earlier events	70		
First visit	22		
<b>Sex</b>	<b>%</b>		
Male	70		
Female	30		
<b>Size of household</b>	<b>%</b>		
1 person	16		
2 persons	41		
3 persons	15		
4 persons	20		
5 persons and more	8		
<b>Age</b>	<b>%</b>		
up to 20 years	6		
over 20 up to 30 years	11		
over 30 up to 40 years	14		
over 40 up to 50 years	27		
over 50 up to 60 years	27		
over 60 up to 70 years	11		
over 70 years	4		

## CARAVAN SALON → Düsseldorf

## Private visitors' profile

<b>Visitors (number of entries)</b>	<b>204 477</b>	<b>Position in the company/organisation</b>	<b>%</b>
<b>Proportion of private visitors</b>	<b>93%</b>	Entrepreneur, co-owner, freelancer	12
<b>Germany (total)</b>	<b>88</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	12	Department head, group head, team leader	10
Bremen	1	Other salaried staff, civil servant, skilled worker	32
Hamburg	1	Lecturer, teacher	3
Lower Saxony	9	Trainee	1
Schleswig-Holstein	2	Other position	8
Nielsen 2	61	Student	2
North Rhine-Westph.	61	Housewife/man	2
Nielsen 3a	16	Old-age pensioner	22
Hessen	8	Other not gainfully employed	2
Rhineland-Palatinate	7	<b>Buying and ordering capacity</b>	<b>%</b>
Saarland	1	Purchase or order made or intended at the exhibition	
Nielsen 3b	4	yes	36
Baden-Württemberg	4	no	23
		maybe	41
<b>Foreign (total)</b>	<b>12</b>	<b>Follow-up business</b>	<b>%</b>
of which		Intend to buy at later date	
EU	89	yes	32
Other european countries	8	no	12
Other countries	3	maybe	56
<b>Countries with the highest visitor shares</b>	<b>%</b>	<b>Conducted by: Wissler &amp; Partner, Basel</b>	
Netherlands	42		
Belgium	12		
Luxembourg	8		
United Kingdom	6		
Switzerland	6		
<b>Distance to home</b>	<b>%</b>		
up to 50 km	28		
more than 50 km up to 100 km	19		
more than 100 km up to 300 km	32		
over 300 km	21		
<b>Frequency of visits to trade fair</b>	<b>%</b>		
Previous event	38		
Earlier events	57		
First visit	34		
<b>Sex</b>	<b>%</b>		
Male	58		
Female	42		
<b>Size of household</b>	<b>%</b>		
1 person	8		
2 persons	54		
3 persons	15		
4 persons	18		
5 persons and more	5		
<b>Age</b>	<b>%</b>		
up to 20 years	1		
over 20 up to 30 years	5		
over 30 up to 40 years	10		
over 40 up to 50 years	27		
over 50 up to 60 years	33		
over 60 up to 70 years	20		
over 70 years	5		

## COMPOSITES EUROPE

## Trade visitors' profile

<b>Visitors (number of entries)</b>	<b>8 478</b>	<b>Proportion of trade visitors</b>	<b>99%</b>
<b>Germany (total)</b>	<b>52</b>	<b>Germany (total)</b>	<b>52</b>
of which		of which	
Nielsen 1	18	Nielsen 4	14
Bremen	2	Bavaria	14
Hamburg	2	Nielsen 5+6	4
Lower Saxony	13	Berlin	-
Schleswig-Holstein	1	Brandenburg	-
Nielsen 2	34	Mecklenburg-	-
North Rhine-Westph.	34	West Pomerania	-
Nielsen 3a	11	Saxony-Anhalt	-
Hessen	4	Nielsen 7	7
Rhineland-Palatinate	7	Saxony	5
Saarland	-	Thuringia	2
Nielsen 3b	12		
Baden-Württemberg	12		
<b>Foreign (total)</b>	<b>48</b>	<b>Distance to home</b>	<b>%</b>
of which		up to 50 km	9
EU	74	more than 50 km up to 100 km	7
Other european countries	8	more than 100 km up to 300 km	26
South-, East-, Central Asia	12	over 300 km	58
Other countries	6	<b>Countries with the highest visitor shares</b>	<b>%</b>
		Netherlands	24
		Italy	10
		United Kingdom	9
		Belgium	6
		France	5
		<b>Frequency of visits to trade fair</b>	<b>%</b>
		Previous event	17
		Earlier events	29
		First visit	60
		<b>Average length of stay</b>	<b>1,4 days</b>
		<b>Influence on purchasing/procurement decisions</b>	<b>%</b>
		Decisively	20
		Collectively	28
		In an advisory capacity	24
		No	10
		Student	18
		Other not gainfully employed	1

<b>Area of responsibility</b>	%
Management	14
Research/development/design	37
Manufacturing, production, quality control	9
Buying/procurement	4
Finance/accounting, controlling	-
Information and communication technology	-
Personnel administration, administration	-
Sales	11
Marketing, advertising, PR	3
Logistics: storage, material management, transport	-
Maintenance/repairs	-
Other area	3
Student	18
Other not gainfully employed	1
<b>Position in the company/organisation</b>	%
Entrepreneur, co-owner, freelancer	12
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	21
Other salaried staff, civil servant, skilled worker	19
Lecturer, teacher	3
Trainee	3
Other position	3
Student	18
Other not gainfully employed	1
<b>Economic sector</b>	%
Manufacturers, processor of materials for composites	29
Supplier	14
OEM, end user	7
Distributor	7
Institute, research	5
University	5
Mechanical engineering, technology suppliers	6
Publishers, media	1
Other sectors	10
Student	18
Other not gainfully employed	1
<b>Size of company/organisation:</b>	
<b>Number of employees:</b>	%
1- 4	9
5- 9	6
10- 49	13
50- 199	18
200- 499	9
500 - 999	9
1 000 and more	19
Student	18
Other not gainfully employed	1

**Conducted by: Wissler & Partner, Basel**

Trade visitors' profile

<b>Visitors (number of entries)</b>	<b>260 165</b>
<b>Proportion of trade visitors</b>	<b>98%</b>
<b>Germany (total)</b>	<b>24</b>
of which	
Nielsen 1	13
Nielsen 2	36
Nielsen 3a	13
Nielsen 3b	14
Nielsen 4	14
Nielsen 5+6	5
Nielsen 7	5
of which	
Nielsen 1	13
Nielsen 2	36
Nielsen 3a	13
Nielsen 3b	14
Nielsen 4	14
Nielsen 5+6	5
Nielsen 7	5
Foreign (total)	76
of which	
EU	48
Other european countries	9
Africa	6
North America	5
South and Central America	7
Middle East	6
South-, East-, Central Asia	17
Australia	3
<b>Distance to home</b>	%
up to 50 km	5
more than 50 km up to 100 km	6
more than 100 km up to 300 km	22
over 300 km	68
<b>Countries with the highest visitor shares</b>	%
India	7
Italy	6
Netherlands	5
France	5
United States of America	4
<b>Frequency of visits to trade fair</b>	%
Previous event	44
Earlier events	46
First visit	40
<b>Average length of stay</b>	<b>3,1 days</b>
<b>Influence on purchasing/procurement decisions</b>	%
Decisively	35
Collectively	30
In an advisory capacity	20
No	11
Student	4
Other not gainfully employed	1

<b>Area of responsibility</b>	%
Management	31
Research/development/design	12
Manufacturing, production, quality control	19
Buying/procurement	5
Finance/accounting, controlling	1
Information and communication technology	2
Personnel administration, administration	1
Sales	11
Marketing, advertising, PR	6
Logistics: storage, material management, transport	1
Maintenance/repairs	3
Other area	5
Student	4
Other not gainfully employed	1
<b>Position in the company/organisation</b>	%
Entrepreneur, co-owner, freelancer	24
Managing director, board member, head of an authority etc.	19
Area manager, works manager, plant manager, branch manager, head of public office	15
Department head, group head, team leader	18
Other salaried staff, civil servant, skilled worker	15
Lecturer, teacher	1
Trainee	2
Other position	2
Student	4
Other not gainfully employed	1
<b>Economic sector</b>	%
Printing industry	55
Packaging industry	11
Publishing and media industry	4
Consumer goods industry	2
Other industry	7
Trade	2
IT, software	2
Service/consulting	2
Other service	5
Other sectors	4
Student	4
Other not gainfully employed	1
<b>Size of company/organisation:</b>	
<b>Number of employees:</b>	%
1- 4	9
5- 9	8
10- 49	26
50- 199	21
200- 499	10
500 - 999	5
1 000 and more	14
Student	4
Other not gainfully employed	1

**Conducted by: Wissler & Partner, Basel**

Trade visitors' profile

<b>Visitors (number of entries)</b>	<b>1 813</b>
<b>Proportion of trade visitors</b>	<b>99%</b>
<b>Germany (total)</b>	<b>63</b>
of which	
Nielsen 1	11
Nielsen 2	42
Nielsen 3a	14
Nielsen 3b	11
Nielsen 4	12
Nielsen 5+6	8
Nielsen 7	2
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
Foreign (total)	37
of which	
EU	62
Other european countries	8
South and Central America	6
South-, East-, Central Asia	13
Other countries	10
<b>Distance to home</b>	%
up to 50 km	16
more than 50 km up to 100 km	9
more than 100 km up to 300 km	36
over 300 km	39
<b>Countries with the highest visitor shares</b>	%
Netherlands	10
France	9
United Kingdom	9
Belgium	6
Italy	6
<b>Frequency of visits to exhibition</b>	%
Previous event	13
Earlier events	8
First visit	81
<b>Average length of stay</b>	<b>1,7 days</b>
<b>Influence on purchasing/procurement decisions</b>	%
Decisively	27
Collectively	26
In an advisory capacity	29
No	12
Student	5

<b>Area of responsibility</b>	%
Management	24
Research/development/design	29
Manufacturing, production, quality control	2
Buying/procurement	2
Finance/accounting, controlling	1
Information and communication technology	1
Personnel administration, administration	1
Sales	15
Marketing, advertising, PR	5
Logistics: storage, material management, transport	-
Maintenance/repairs	2
Other area	13
Student	5
<b>Position in the company/organisation</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	12
Department head, group head, team leader	23
Other salaried staff, civil servant, skilled worker	27
Lecturer, teacher	3
Other position	3
Student	5
<b>Economic sector</b>	%
Manufacturer of energy storage	14
Manufacturer of accessories and component	10
Energy generator, energy provider, public utilities	10
Service, energy consulting	9
Project developer	8
Manufacturer of facilities production	8
renewable energies	6
Electrical energy storage dealer and wholesale	3
Skilled trades, solar installer	3
Energy user	2
Architects' /planning office	1
Institute, research and teaching	11
Local authorities, public institutions, ministries	7
Association, organisation	2
Other sectors	10
Student	5
<b>Size of company/organisation:</b>	
<b>Number of employees</b>	%
1- 4	13
5- 9	6
10- 49	18
50- 199	11
200 - 499	10
500 - 999	6
1 000 and more	29
Student	5

**Conducted by: Wissler & Partner, Basel**

## EuroCIS → Düsseldorf

## Trade visitors' profile

<b>Visitors (number of entries)</b>	<b>10 427</b>	<b>Area of responsibility</b>	<b>%</b>
<b>Proportion of trade visitors</b>	<b>98%</b>	Management	14
<b>Germany (total)</b>	<b>58</b>	Research/development/design	3
of which		Manufacturing, production, quality control	2
Nielsen 1	13 Nielsen 4	Buying/procurement	2
Bremen	- Bavaria	Finance/accounting, controlling	3
Hamburg	6 Nielsen 5+6	Information and communication technology	26
Lower Saxony	5 Berlin	Personnel administration, administration	1
Schleswig-Holstein	2 Brandenburg	Sales	15
Nielsen 2	51 Mecklenburg-	Marketing, advertising, PR	6
North Rhine-Westph.	51 West Pomerania	Logistics: storage, material management,	
Nielsen 3a	13 Saxony-Anhalt	transport	1
Hessen	7 Nielsen 7	Maintenance/repairs	2
Rhineland-Palatinate	5 Saxony	Other area	4
Saarland	1 Thuringia	E-Commerce	4
Nielsen 3b	9	Auditing, security	3
Baden-Württemberg	9	Business Development	9
		Shopfitting, shop furnishing, shop design	1
		Student	4
		Other not gainfully employed	1
<b>Foreign (total)</b>	<b>42</b>	<b>Position in the company/organisation</b>	<b>%</b>
of which		Entrepreneur, co-owner, freelancer	15
EU	76	Managing director, board member,	
Other european countries	12	head of an authority etc.	16
Other countries	12	Area manager, works manager, plant manager,	
		branch manager, head of public office	17
<b>Distance to home</b>	<b>%</b>	Department head, group head, team leader	26
up to 50 km	20	Other salaried staff, civil servant,	
more than 50 km up to 100 km	9	skilled worker	17
more than 100 km up to 300 km	37	Lecturer, teacher	-
over 300 km	34	Trainee	2
		Other position	1
<b>Countries with the highest visitor shares</b>	<b>%</b>	Student	4
Netherlands	19	Other not gainfully employed	1
Belgium	7		
United Kingdom	6	<b>Economic sector</b>	<b>%</b>
Switzerland	5	Food retail trade	14
Italy	5	Non-food retail	8
		Wholesale trade	5
<b>Frequency of visits to trade fair</b>	<b>%</b>	Fashion agency	4
Previous event	29	Other trade	6
Earlier events	36	IT and safety engineering	15
First visit	54	Other industry	9
		Services: IT, EDP	10
<b>Average length of stay</b>	<b>1,4 days</b>	Consulting, agency	6
		Other service	14
<b>Influence on purchasing/procurement decisions</b>	<b>%</b>	Association, public authority, institution	2
Decisively	26	Other sectors	4
Collectively	28	Student	4
In an advisory capacity	30	Other not gainfully employed	1
No	11		
Student	4	<b>Size of company/organisation:</b>	<b>%</b>
Other not gainfully employed	1	<b>Number of employees:</b>	<b>%</b>
		1- 4	10
		5- 9	6
		10- 49	19
		50- 199	18
		200- 499	8
		500 - 999	5
		1 000 and more	30
		Student	4
		Other not gainfully employed	1

Conducted by: Wissler &amp; Partner, Basel

## GDS (spring) (2015) → Düsseldorf

## Trade visitors' profile

<b>Visitors (number of entries)</b>	<b>16 302</b>	<b>Area of responsibility</b>	<b>%</b>
<b>Proportion of trade visitors</b>	<b>97%</b>	Owner	36
<b>Germany (total)</b>	<b>53</b>	Managing director	12
of which		Branch manager	4
Nielsen 1	15 Nielsen 4	Area manager, buying manager	3
Bremen	1 Bavaria	Central buyer	5
Hamburg	4 Nielsen 5+6	(Skilled-) Buyer	8
Lower Saxony	7 Berlin	(Skilled-) Salesperson	7
Schleswig-Holstein	3 Brandenburg	Designer	8
Nielsen 2	47 Mecklenburg-	Trainee, apprentice	2
North Rhine-Westph.	47 West Pomerania	Other area	13
Nielsen 3a	13 Saxony-Anhalt	Student	2
Hesse	7 Nielsen 7		
Rhineland-Palatinate	6 Saxony	<b>Economic sector</b>	<b>%</b>
Saarland	- Thuringia	Specialist shoe shop	32
Nielsen 3b	9	Fashion houses, department stores	8
Baden-Württemberg	9	Mail order, online retail	6
		Shoe retail chain	4
		Specialist leather goods	3
		Clothing chain stores, chain fashion-,	
		assortment houses	2
		Hypermarket, self-service department store,	
		department store	2
		Other retail	4
		Wholesale trade	8
		Designers, modellers	3
		Commercial agency	2
		Import, export	2
		Other sectors	20
		Trainee/apprentice	2
		Student	2
<b>Foreign (total)</b>	<b>47</b>	<b>Size of company/organisation:</b>	<b>%</b>
of which		<b>Number of employees</b>	<b>%</b>
EU	69	1- 4	29
Other european countries	10	5- 9	17
Africa	3	10- 49	18
North America	2	50- 199	13
Middle East	5	200 - 499	5
South-, East-, Central Asia	7	500 - 999	4
Other countries	3	1 000 and more	11
		Student	2
<b>Distance to home</b>	<b>%</b>	<b>Conducted by: Wissler &amp; Partner, Basel</b>	
up to 50 km	17		
more than 50 km up to 100 km	7		
more than 100 km up to 300 km	35		
over 300 km	40		
		<b>Countries with the highest visitor shares</b>	<b>%</b>
<b>Countries with the highest visitor shares</b>	<b>%</b>	Netherlands	16
Netherlands	16	United Kingdom	8
United Kingdom	8	Belgium	7
Belgium	7	Portugal	6
Portugal	6	France	6
France	6		
<b>Frequency of visits to exhibition</b>	<b>%</b>	<b>Frequency of visits to exhibition</b>	<b>%</b>
Previous event	46	Previous event	46
Earlier events	65	Earlier events	65
First visit	29	First visit	29
<b>Average length of stay</b>	<b>1,6 days</b>		
		<b>Influence on purchasing/procurement decisions</b>	<b>%</b>
<b>Influence on purchasing/procurement decisions</b>	<b>%</b>	Decisively	59
Decisively	59	Collectively	16
Collectively	16	In an advisory capacity	12
In an advisory capacity	12	No	10
No	10	Student	2
Student	2		

## GDS (autumn) (2015)

## Trade visitors' profile

<b>Visitors (number of entries)</b>	<b>15 324</b>	<b>Area of responsibility</b>	<b>%</b>
<b>Proportion of trade visitors</b>	<b>98%</b>	Owner	36
<b>Germany (total)</b>	<b>56</b>	Managing director	12
of which		Branch manager	4
Nielsen 1	11 Nielsen 4	Area manager, buying manager	3
Bremen	- Bavaria	Central buyer	5
Hamburg	5 Nielsen 5+6	(Skilled-) Buyer	8
Lower Saxony	6 Berlin	(Skilled-) Salesperson	7
Schleswig-Holstein	1 Brandenburg	Designer	8
Nielsen 2	48 Mecklenburg-	Trainee, apprentice	2
North Rhine-Westph.	48 West Pomerania	Other area	13
Nielsen 3a	13 Saxony-Anhalt	Student	2
Hesse	8 Nielsen 7		
Rhineland-Palatinate	4 Saxony	<b>Economic sector</b>	<b>%</b>
Saarland	1 Thuringia	Specialist shoe shop	32
Nielsen 3b	9	Fashion houses, department stores	8
Baden-Württemberg	9	Mail order, online retail	6
		Shoe retail chain	4
		Specialist leather goods	3
		Clothing chain stores, chain fashion-,	
		assortment houses	2
		Hypermarket, self-service department store,	
		department store	2
		Other retail	4
		Wholesale trade	8
		Designers, modellers	3
		Commercial agency	2
		Import, export	2
		Other sectors	20
		Trainee/apprentice	2
		Student	2
<b>Foreign (total)</b>	<b>44</b>	<b>Size of company/organisation:</b>	<b>%</b>
of which		<b>Number of employees</b>	<b>%</b>
EU	63	1- 4	29
Other european countries	12	5- 9	17
Africa	5	10- 49	18
Middle East	5	50- 199	13
South-, East-, Central Asia	10	200 - 499	5
Other countries	5	500 - 999	4
		1 000 and more	11
		Student	2
<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	7		
more than 100 km up to 300 km	34		
over 300 km	40		
		<b>Countries with the highest visitor shares</b>	<b>%</b>
<b>Countries with the highest visitor shares</b>	<b>%</b>	Netherlands	15
Netherlands	15	Belgium	8
Belgium	8	Portugal	6
Portugal	6	United Kingdom	5
United Kingdom	5	Switzerland	5
Switzerland	5		
<b>Frequency of visits to exhibition</b>	<b>%</b>	<b>Frequency of visits to exhibition</b>	<b>%</b>
Previous event	45	Previous event	45
Earlier events	61	Earlier events	61
First visit	34	First visit	34
<b>Average length of stay</b>	<b>1,6 days</b>		
		<b>Influence on purchasing/procurement decisions</b>	<b>%</b>
<b>Influence on purchasing/procurement decisions</b>	<b>%</b>	Decisively	61
Decisively	61	Collectively	16
Collectively	16	In an advisory capacity	11
In an advisory capacity	11	No	10
No	10	Student	2
Student	2		

<b>Position in the company/organisation</b>	%
Entrepreneur, co-owner, freelancer	37
Managing director, board member, head of an authority etc.	14
Area manager, works manager, plant manager, branch manager, head of public office	6
Department head, group head, team leader	4
Other salaried staff, civil servant, skilled worker	23
Lecturer, teacher	-
Other position	14
Student	2
<b>Economic sector</b>	%
Shoe and leather manufacturing	38
Shoe and leather retail chain	3
Fashion houses, department stores	8
Clothing chain stores, chain fashion-, assortment houses	2
Sports retailer	1
Department store	2
Mail order business, online shop, internet trade	7
Buying alliances, buying groups	1
Other retail	3
Commercial agency	1
Wholesale trade	7
Import, export	3
Shoe industry (manufacturers, pre-supplier)	9
Leather goods industry (manufacturers, pre-supplier)	3
Designers, modellers	2
Other sectors	9
Student	2
<b>Size of company/organisation:</b>	
<b>Number of employees</b>	%
1- 4	30
5- 9	14
10- 49	17
50- 199	14
200 - 499	6
500 - 999	4
1 000 and more	11
Student	2
<b>Conducted by: Wissler &amp; Partner, Basel</b>	

Trade visitors' profile

<b>Visitors (number of entries)</b>	<b>42 701</b>
<b>Proportion of trade visitors</b>	<b>97%</b>
<b>Germany (total)</b>	<b>37</b>
of which	
Nielsen 1	11
Bremen	-
Hamburg	1
Lower Saxony	8
Schleswig-Holstein	2
Nielsen 2	35
North Rhine-Westph.	35
Nielsen 3a	15
Hesse	7
Rhineland-Palatinate	7
Saarland	1
Nielsen 3b	11
Baden-Württemb.	11
<b>Foreign (total)</b>	<b>63</b>
of which	
EU	59
Other european countries	9
Africa	4
North America	7
South and Central America	5
Middle East	5
South-, East-, Central Asia	8
Australia	2
<b>Distance to home</b>	%
up to 50 km	6
more than 50 km up to 100 km	7
more than 100 km up to 300 km	18
over 300 km	69
<b>Countries with the highest visitor shares</b>	%
Netherlands	8
France	7
USA	6
Belgium	6
United Kingdom	6
<b>Frequency of visits to trade fair</b>	%
Previous event	40
Earlier events	46
First visit	41
<b>Average length of stay</b>	<b>1,9 days</b>
<b>Influence on purchasing/procurement decisions</b>	%
Decisively	36
Collectively	27
In an advisory capacity	23
No	10
Student	3
Other not gainfully employed	1

<b>Area of responsibility</b>	%
Management	28
Research/development/design	17
Manufacturing, production, quality control	18
Buying/procurement	6
Finance/accounting, controlling	1
Information and communication technology	1
Personnel administration, administration	-
Sales	14
Marketing, advertising, PR	3
Logistics: storage, material management, transport	1
Maintenance/repairs	3
Other area	5
Student	3
Other not gainfully employed	1
<b>Position in the company/organisation</b>	%
Entrepreneur, co-owner, freelancer	23
Managing director, board member, head of an authority etc.	17
Area manager, works manager, plant manager, branch manager, head of public office	17
Department head, group head, team leader	20
Other salaried staff, civil servant, skilled worker	14
Lecturer, teacher	1
Trainee	2
Other position	2
Student	3
Other not gainfully employed	1
<b>Economic sector</b>	%
Production, development, refining of glass	36
Machine and plant construction	13
Glass supply industry	9
Skilled trades	8
Trade	8
Architecture/construction	5
Window and facade	4
Solar industry	1
Environmental and Recycling	1
Research institutes, polytechnics and colleges	2
Other service	4
Other sectors	5
Student	3
Other not gainfully employed	1
<b>Size of company/organisation:</b>	
<b>Number of employees</b>	%
1- 4	14
5- 9	8
10- 49	21
50- 199	19
200- 499	13
500 - 999	5
1 000 and more	15
Student	3
Other not gainfully employed	1
<b>Conducted by: Wissler &amp; Partner, Basel</b>	

Trade visitors' profile

<b>Visitors (number of entries)</b>	<b>232 053</b>
<b>Proportion of trade visitors</b>	<b>96%</b>
<b>Germany (total)</b>	<b>28</b>
of which	
Nielsen 1	10
Bremen	-
Hamburg	2
Lower Saxony	7
Schleswig-Holstein	1
Nielsen 2	42
North Rhine-Westph.	42
Nielsen 3a	15
Hessen	7
Rhineland-Palatinate	7
Saarland	1
Nielsen 3b	12
Baden-Württemberg	12
<b>Foreign (total)</b>	<b>72</b>
of which	
EU	49
Other european countries	9
Africa	5
North America	6
South and Central America	7
Middle East	5
South-, East-, Central Asia	18
Australia	1
<b>Distance to home</b>	%
up to 50 km	6
more than 50 km up to 100 km	7
more than 100 km up to 300 km	23
over 300 km	64
<b>Countries with the highest visitor shares</b>	%
Italy	7
Netherlands	6
India	6
Turkey	4
France	4
<b>Frequency of visits to trade fair</b>	%
Previous event	38
Earlier events	37
First visit	47
<b>Average length of stay</b>	<b>2,6 days</b>
<b>Influence on purchasing/procurement decisions</b>	%
Decisively	29
Collectively	32
In an advisory capacity	21
No	11
Student	6
Other not gainfully employed	1

<b>Area of responsibility</b>	%
Management	24
Research/development/design	24
Manufacturing, production, quality control	15
Buying/procurement	6
Information and communication technology	1
Personnel administration, administration	1
Sales	10
Logistics: storage, material management, transport	1
Maintenance/repairs	2
Other area	4
Design	4
Student	6
Other not gainfully employed	1
<b>Position in the company/organisation</b>	%
Entrepreneur, co-owner, freelancer	16
Managing director, board member, head of an authority etc.	15
Area manager, works manager, plant manager, branch manager, head of public office	16
Department head, group head, team leader	21
Other salaried staff, civil servant, skilled worker	18
Lecturer, teacher	1
Trainee	3
Other position	3
Student	6
Other not gainfully employed	1
<b>Economic sector</b>	%
Manufacturer/Industry	69
Skilled trades	3
Technical retail trade	5
Other trade	3
Agriculture	1
Waste management, recycling	2
Logistics, distribution	2
Media, press, publishing	1
Other service	3
Public authority	1
University/college/polytechnic	2
Other sectors	4
Student	6
Other not gainfully employed	1
<b>Size of company/organisation:</b>	
<b>Number of employees:</b>	%
1- 4	5
5- 9	5
10- 49	17
50- 199	21
200- 499	13
500 - 999	8
1 000 and more	21
Student	6
Other not gainfully employed	1
employed	3
N/A	
<b>Conducted by: Wissler &amp; Partner, Basel</b>	



## MEDICA → Düsseldorf

### Trade visitors' profile

<b>Visitors (number of entries)</b>	<b>117 902</b>	<b>Position in the company/organisation</b>	<b>%</b>
<b>Proportion of trade visitors</b>	<b>97%</b>	Entrepreneur, co-owner, freelancer	24
<b>Germany (total)</b>	<b>28</b>	Managing director, board member, head of an authority etc.	20
of which		Area manager, works manager, plant manager, branch manager, head of public office	14
Nielsen 1	11	Nielsen 4	9
Bremen	1	Bavaria	9
Hamburg	2	Nielsen 5+6	7
Lower Saxony	7	Berlin	4
Schleswig-Holstein	3	Brandenburg	1
Nielsen 2	45	Mecklenburg-	
North Rhine-Westph.	45	West Pomerania	-
Nielsen 3a	15	Saxony-Anhalt	1
Hessen	7	Nielsen 7	3
Rhineland-Palatinate	6	Saxony	2
Saarland	2	Thuringia	1
Nielsen 3b	10		
Baden-Württemberg	10		
<b>Foreign (total)</b>	<b>72</b>	<b>Economic sector</b>	<b>%</b>
of which		Doctor's practice	6
EU	46	Surgery/medical laboratory/institute	4
Other european countries	10	Other practice	1
Africa	7	Medical laboratory/institute	5
North America	4	Hospital/university hospital/clinic	15
South and Central America	5	Medical care centre	3
Middle East	10	Rehabilitation and spa facilities	2
South-, East-, Central Asia	17	Nursing home, old peoples' home	1
Australia	2	Industry	17
<b>Distance to home</b>	<b>%</b>	Medical and healthcare suppliers, sales representatives	13
up to 50 km	7	Pharmacy	2
more than 50 km up to 100 km	6	Other trade	5
more than 100 km up to 300 km	20	Service	7
over 300 km	66	Other sectors	14
<b>Countries with the highest visitor shares</b>	<b>%</b>	Student	8
Netherlands	7	Other not gainfully employed	1
Italy	6	<b>Size of company/organisation:</b>	
China, People's Republic	6	<b>Number of employees:</b>	<b>%</b>
United Kingdom	4	1- 4	14
France	3	5- 9	11
		10- 49	27
		50- 199	14
		200- 499	7
		500 - 999	4
		1 000 and more	13
		Student	8
		Other not gainfully employed	1
		<b>Conducted by: Wissler &amp; Partner, Basel</b>	
<b>Frequency of visits to trade fair</b>	<b>%</b>		
Previous event	37		
Earlier events	49		
First visit	41		
<b>Average length of stay</b>	<b>2,3 days</b>		
<b>Influence on purchasing/procurement decisions</b>	<b>%</b>		
Decisively	36		
Collectively	28		
In an advisory capacity	20		
No	8		
Student	8		
Other not gainfully employed	1		

## METAV → Düsseldorf

### Trade visitors' profile

<b>Visitors (number of entries)</b>	<b>35 750</b>	<b>Area of responsibility</b>	<b>%</b>
<b>Proportion of trade visitors</b>	<b>96%</b>	Management	13
<b>Germany (total)</b>	<b>89</b>	Research/development/design	10
of which		Manufacturing, production, quality control	38
Nielsen 1	5	Buying/procurement	3
Bremen	-	Finance/accounting, controlling	-
Hamburg	1	Information and communication technology	1
Lower Saxony	4	Personnel administration, administration	1
Schleswig-Holstein	1	Sales	10
Nielsen 2	69	Marketing, advertising, PR	2
North Rhine-Westph.	69	Logistics: storage, material management, transport	-
Nielsen 3a	13	Maintenance/repairs	4
Hesse	5	Other area	5
Rhineland-Palatinate	7	Student	12
Saarland	1	Other not gainfully employed	2
Nielsen 3b	5		
Baden-Württemberg	5		
<b>Foreign (total)</b>	<b>11</b>	<b>Position in the company/organisation</b>	<b>%</b>
of which		Entrepreneur, co-owner, freelancer	14
EU	68	Managing director, board member, head of an authority etc.	5
Other european countries	13	Area manager, works manager, plant manager, branch manager, head of public office	10
South-, East-, Central Asia	10	Department head, group head, team leader	16
Other countries	10	Other salaried staff, civil servant, skilled worker	22
		Lecturer, teacher	3
		Trainee	12
		Other position	3
		Student	12
		Other not gainfully employed	2
<b>Distance to home</b>	<b>%</b>	<b>Economic sector</b>	<b>%</b>
up to 50 km	35	Manufacturer/Industry	57
more than 50 km up to 100 km	20	Skilled trades	9
more than 100 km up to 300 km	25	Technical retail trade	4
over 300 km	20	Other trade	1
<b>Countries with the highest visitor shares</b>	<b>%</b>	Media, press, publishing	1
Belgium	22	Other service	5
Netherlands	17	Public authority	2
Austria	11	University/college/polytechnic	3
		Other sectors	3
		Student	12
		Other not gainfully employed	2
<b>Frequency of visits to trade fair</b>	<b>%</b>	<b>Size of company/organisation:</b>	<b>%</b>
Previous event	30	<b>Number of employees:</b>	
Earlier events	40	1- 4	8
First visit	44	5- 9	6
		10- 49	19
		50- 199	21
		200- 499	11
		500 - 999	6
		1 000 and more	14
		Student	12
		Other not gainfully employed	2
<b>Average length of stay</b>	<b>1,3 days</b>	<b>Conducted by: Gelszus Messe-Marktforschung GmbH, Dortmund</b>	
<b>Influence on purchasing/procurement decisions</b>	<b>%</b>		
Decisively	17		
Collectively	28		
In an advisory capacity	20		
No	22		
Student	12		
Other not gainfully employed	2		

## ProWein

### Trade visitors' profile

<b>Visitors (number of entries)</b>	<b>55 729</b>	<b>Proportion of trade visitors</b>	<b>95%</b>
<b>Germany (total)</b>	<b>50</b>	<b>Germany (total)</b>	<b>50</b>
of which		of which	
Nielsen 1	8	Nielsen 4	7
Bremen	-	Bavaria	7
Hamburg	3	Nielsen 5+6	4
Lower Saxony	4	Berlin	-
Schleswig-Holstein	1	Brandenburg	-
Nielsen 2	36	Mecklenburg-	
North Rhine-Westph.	36	West Pomerania	-
Nielsen 3a	29	Saxony-Anhalt	-
Hesse	11	Nielsen 7	3
Rhineland-Palatinate	16	Saxony	-
Saarland	2	Thuringia	-
Nielsen 3b	13		
Baden-Württemberg	13		
<b>Foreign (total)</b>	<b>50</b>	<b>Foreign (total)</b>	<b>50</b>
of which		of which	
EU	73	EU	73
Other european countries	9	Other european countries	9
North America	8	North America	8
South and Central America	2	South and Central America	2
South-, East-, Central Asia	4	South-, East-, Central Asia	4
Other countries	4	Other countries	4
<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	7	more than 50 km up to 100 km	7
more than 100 km up to 300 km	23	more than 100 km up to 300 km	23
over 300 km	57	over 300 km	57
<b>Countries with the highest visitor shares</b>	<b>%</b>	<b>Countries with the highest visitor shares</b>	<b>%</b>
Netherlands	13	Netherlands	13
France	8	France	8
Belgium	7	Belgium	7
Italy	6	Italy	6
United Kingdom	5	United Kingdom	5
<b>Frequency of visits to trade fair</b>	<b>%</b>	<b>Frequency of visits to trade fair</b>	<b>%</b>
Previous event	45	Previous event	45
Earlier events	52	Earlier events	52
First visit	37	First visit	37
<b>Average length of stay</b>	<b>2,0 days</b>	<b>Average length of stay</b>	<b>2,0 days</b>
<b>Influence on purchasing/procurement decisions</b>	<b>%</b>	<b>Influence on purchasing/procurement decisions</b>	<b>%</b>
Decisively	42	Decisively	42
Collectively	25	Collectively	25
In an advisory capacity	17	In an advisory capacity	17
No	8	No	8
Student	8	Student	8
Other not gainfully employed	1	Other not gainfully employed	1

Trade visitors' profile

<b>Area of responsibility</b>	%
Management	29
Research/development/design	3
Manufacturing, production, quality control	6
Buying/procurement	14
Finance/accounting, controlling	1
Information and communication technology	1
Personnel administration, administration	1
Sales	22
Marketing, advertising, PR	8
Logistics: storage, material management, transport	1
Maintenance/repairs	-
Other area	6
Student	8
Other not gainfully employed	1
<b>Position in the company/organisation</b>	%
Entrepreneur, co-owner, freelancer	38
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	11
Other salaried staff, civil servant, skilled worker	9
Lecturer, teacher	2
Trainee	3
Other position	3
Student	8
Other not gainfully employed	1
<b>Economic sector</b>	%
Specialist Wine, sparkling wine, spirituous beverages	20
Retail trade	9
Wholesale/foreign trade	27
Catering	10
Hotel	5
Manufacturing sector	11
Media, press, publishing	2
Other service	3
Trade association, institution	1
University/college/polytechnic	1
Other sectors	4
Student	8
Other not gainfully employed	1
<b>Size of company/organisation:</b>	
<b>Number of employees:</b>	%
1- 4	31
5- 9	13
10- 49	21
50- 199	13
200- 499	5
500 - 999	1
1 000 and more	5
Student	8
Other not gainfully employed	1
	N/A

Conducted by: Wissler & Partner, Basel

<b>Visitors (number of entries)</b>	<b>16 810</b>
<b>Proportion of trade visitors</b>	<b>98%</b>
<b>Germany (total)</b>	<b>46</b>
of which	
Nielsen 1	12
Bremen	1
Hamburg	5
Lower Saxony	5
Schleswig-Holstein	1
Nielsen 2	38
North Rhine-Westph.	38
Nielsen 3a	17
Hessen	8
Rhineland-Palatinate	7
Saarland	2
Nielsen 3b	9
Baden-Württemberg	9
<b>Foreign (total)</b>	<b>54</b>
of which	
EU	73
Other european countries	15
South-, East-, Central Asia	5
Other countries	7
<b>Distance to home</b>	%
up to 50 km	14
more than 50 km up to 100 km	5
more than 100 km up to 300 km	24
over 300 km	58
<b>Countries with the highest visitor shares</b>	%
Netherlands	10
Belgium	9
France	6
Spain	5
Switzerland	4
<b>Frequency of visits to trade fair</b>	%
Previous event	43
Earlier events	38
First visit	33
<b>Average length of stay</b>	<b>1,9 days</b>
<b>Influence on purchasing/procurement decisions</b>	%
Decisively	47
Collectively	30
In an advisory capacity	12
No	7
Student	1
Other not gainfully employed	3

<b>Area of responsibility</b>	%
Management	38
Research/development/design	-
Manufacturing, production, quality control	1
Buying/procurement	17
Finance/accounting, controlling	-
Information and communication technology	1
Personnel administration, administration	1
Sales	24
Marketing, advertising, PR	12
Logistics: storage, material management, transport	1
Maintenance/repairs	-
Other area	2
Student	1
Other not gainfully employed	3
<b>Position in the company/organisation</b>	%
Entrepreneur, co-owner, freelancer	41
Managing director, board member, head of an authority etc.	16
Area manager, works manager, plant manager, branch manager, head of public office	8
Department head, group head, team leader	11
Other salaried staff, civil servant, skilled worker	13
Lecturer, teacher	1
Trainee	2
Other position	3
Student	1
Other not gainfully employed	3
<b>Economic sector</b>	%
Promotional products distributors	55
Manufacturers	12
Advertising agency	8
Textile finishing	4
Full-service agency	4
Printing works	3
Service provider, promotional labelling	2
Importer	2
Marketing agency	2
Other sectors	3
Student	1
Other not gainfully employed	3
<b>Size of company/organisation:</b>	
<b>Number of employees:</b>	%
1- 4	30
5- 9	21
10- 49	27
50- 199	9
200- 499	5
500 - 999	1
1 000 and more	3
Student	1
Other not gainfully employed	3

Conducted by: Wissler & Partner, Basel

Trade visitors' profile

<b>Visitors (number of entries)</b>	<b>48 642</b>
<b>Proportion of trade visitors</b>	<b>71%</b>
<b>Germany (total)</b>	<b>82</b>
of which	
Nielsen 1	10
Bremen	-
Hamburg	1
Lower Saxony	8
Schleswig-Holstein	1
Nielsen 2	66
North Rhine-Westph.	66
Nielsen 3a	10
Hessen	4
Rhineland-Palatinate	5
Saarland	1
Nielsen 3b	4
Baden-Württemberg	4
<b>Foreign (total)</b>	<b>18</b>
of which	
EU	65
Other european countries	17
Other countries	17
<b>Distance to home</b>	%
up to 50 km	34
more than 50 km up to 100 km	16
more than 100 km up to 300 km	20
over 300 km	30
<b>Countries with the highest visitor shares</b>	%
Netherlands	9
Switzerland	8
France	7
United Kingdom	7
Austria	7
<b>Frequency of visits to trade fair</b>	%
Previous event	29
Earlier events	51
First visit	42
<b>Average length of stay</b>	<b>1,4 days</b>
<b>Influence on purchasing/procurement decisions</b>	%
Decisively	16
Collectively	22
In an advisory capacity	28
No	25
Student	7
Other not gainfully employed	3
<b>Area of responsibility</b>	%
Management	12
Research/development/design	4
Manufacturing, production, quality control	3
Buying/procurement	5
Finance/accounting, controlling	1
Information and communication technology	3
Personnel administration, administration	5
Sales	10

Marketing, advertising, PR	2
Logistics: storage, material management, transport	1
Maintenance/repairs	2
Other area	43
Student	7
Other not gainfully employed	3
<b>Position in the company/organisation</b>	%
Entrepreneur, co-owner, freelancer	12
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	10
Other salaried staff, civil servant, skilled worker	32
Lecturer, teacher	4
Trainee	13
Other position	7
Student	7
Other not gainfully employed	3
<b>Economic sector</b>	%
Medicine and sanitary/medical specialist trade	13
Auxiliary materials	4
Other industry	3
Orthopaedic trade	4
Rehabilitation facilities	6
Special facility	6
In-patient/stationary care and nursing facilities	6
Out-patient nursing services	5
Medical technical service	1
Cost unit	3
Doctor's practice	1
Other practices (physiotherapy, ergotherapy, logopaedia)	7
Hospital/clinic	3
Architect's/planning office	1
Service	6
Association, organisation	2
Public authority	5
University/college/polytechnic	4
Media, press, publishing	1
Other sectors	11
Student	7
Other not gainfully employed	3
<b>Size of company/organisation:</b>	
<b>Number of employees:</b>	%
1- 4	9
5- 9	7
10- 49	24
50- 199	18
200- 499	9
500 - 999	5
1 000 and more	13
Student	7
Other not gainfully employed	3
	N/A

Conducted by: Wissler & Partner, Basel

## TourNatur → Düsseldorf

### Private visitors' profile

<b>Visitors (number of entries)</b>	<b>43 567*</b>	<b>Position in the company/organisation</b>	<b>%</b>
<b>Proportion of private visitors</b>	<b>93%</b>	Entrepreneur, co-owner, freelancer	8
<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	4
Nielsen 1	4	Nielsen 4	1
Bremen	-	Bavaria	1
Hamburg	-	Nielsen 5+6	-
Lower Saxony	-	Berlin	-
Schleswig-Holstein	-	Brandenburg	-
Nielsen 2	86	Mecklenburg-	-
North Rhine-Westph.	86	West Pomerania	-
Nielsen 3a	7	Saxony-Anhalt	-
Hessen	2	Nielsen 7	-
Rhineland-Palatinate	5	Saxony	-
Saarland	1	Thuringia	-
Nielsen 3b	2		
Baden-Württemberg	2		
<b>Foreign (total)</b>	<b>2</b>	<b>Buying and ordering capacity</b>	<b>%</b>
of which		Purchase or order made or intended at the exhibition	
EU	100	yes	47
		no	7
		maybe	46
<b>Distance to home</b>	<b>%</b>	<b>Follow-up business</b>	<b>%</b>
up to 50 km	64	Intend to buy at later date	
more than 50 km up to 100 km	14	yes	30
more than 100 km up to 300 km	17	no	8
over 300 km	5	maybe	63
<b>Frequency of visits to trade fair</b>	<b>%</b>	<b>Conducted by: Wissler &amp; Partner, Basel</b>	
Previous event	38		
Earlier events	50		
First visit	40		
<b>Sex</b>	<b>%</b>		
Male	58		
Female	42		
<b>Size of household</b>	<b>%</b>		
1 person	23		
2 persons	50		
3 persons	11		
4 persons	12		
5 persons and more	3		
<b>Age</b>	<b>%</b>		
up to 20 years	2		
over 20 up to 30 years	5		
over 30 up to 40 years	15		
over 40 up to 50 years	27		
over 50 up to 60 years	30		
over 60 up to 70 years	17		
over 70 years	4		

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

## TOP HAIR International (2015) → Düsseldorf

### Trade visitors' profile

<b>Visitors (number of entries)</b>	<b>30 972</b>	<b>Area of responsibility</b>	<b>%</b>
<b>Proportion of trade visitors</b>	<b>99%</b>	Management	51
<b>Germany (total)</b>	<b>93</b>	Research/development/design	-
of which		Manufacturing, production, quality control	3
Nielsen 1	18	Buying/procurement	-
Bremen	1	Finance/accounting, controlling	-
Hamburg	2	Information and communication technology	-
Lower Saxony	14	Personnel administration, administration	4
Schleswig-Holstein	1	Sales	13
Nielsen 2	42	Marketing, advertising, PR	-
North Rhine-Westph.	42	Logistics: storage, material management, transport	1
Nielsen 3a	15	Maintenance/repairs	-
Hesse	6	Other area	27
Rhineland-Palatinate	7	Student	1
Saarland	2		
Nielsen 3b	7	<b>Position in the company/organisation</b>	<b>%</b>
Baden-Württemberg	7	Entrepreneur, co-owner, freelancer	52
		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	29
		Foreman, master craftsman	4
		Journeyman	4
		Lecturer, teacher	1
		Trainee	6
		Other position	1
		Student	1
		<b>Economic sector</b>	<b>%</b>
		Hairdressers' trade	93
		Other skilled trades	1
		Industry	1
		Trade	1
		Service	3
		Other	2
<b>Foreign (total)</b>	<b>7</b>	<b>Size of company/organisation:</b>	
of which		<b>Number of employees</b>	<b>%</b>
EU	83	1- 4 49	200 - 499
Other european countries	14	5- 9 29	500 - 999
Other countries	3	10- 49 14	1 000 and more
		50- 199 4	Student
			1
<b>Distance to home</b>	<b>%</b>	<b>Conducted by: Wissler &amp; Partner, Basel</b>	
up to 50 km	22		
more than 50 km up to 100 km	13		
more than 100 km up to 300 km	50		
over 300 km	15		
<b>Country with the highest visitor share</b>	<b>%</b>		
Netherlands	31		
<b>Frequency of visits to exhibition</b>	<b>%</b>		
Previous event	40		
Earlier events	69		
First visit	24		
<b>Average length of stay</b>	<b>1,3 days</b>		
<b>Influence on purchasing/procurement decisions</b>	<b>%</b>		
Decisively	46		
Collectively	23		
In an advisory capacity	16		
No	13		
Student	1		

## Tube

### Trade visitors' profile

<b>Visitors (number of entries)</b>	<b>31 304*</b>	<b>Area of responsibility</b>	<b>%</b>
<b>Proportion of trade visitors</b>	<b>99%</b>	Management	51
<b>Germany (total)</b>	<b>38</b>	Research/development/design	-
of which		Manufacturing, production, quality control	3
Nielsen 1	9	Buying/procurement	-
Bremen	1	Finance/accounting, controlling	-
Hamburg	2	Information and communication technology	-
Lower Saxony	6	Personnel administration, administration	4
Schleswig-Holstein	-	Sales	13
Nielsen 2	53	Marketing, advertising, PR	-
North Rhine-Westph.	53	Logistics: storage, material management, transport	1
Nielsen 3a	10	Maintenance/repairs	-
Hessen	6	Other area	27
Rhineland-Palatinate	3	Student	1
Saarland	1		
Nielsen 3b	10	<b>Position in the company/organisation</b>	<b>%</b>
Baden-Württemberg	10	Entrepreneur, co-owner, freelancer	52
		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	29
		Foreman, master craftsman	4
		Journeyman	4
		Lecturer, teacher	1
		Trainee	6
		Other position	1
		Student	1
		<b>Economic sector</b>	<b>%</b>
		Hairdressers' trade	93
		Other skilled trades	1
		Industry	1
		Trade	1
		Service	3
		Other	2
<b>Foreign (total)</b>	<b>62</b>	<b>Size of company/organisation:</b>	
of which		<b>Number of employees</b>	<b>%</b>
EU	62	1- 4 49	200 - 499
Other european countries	12	5- 9 29	500 - 999
Africa	4	10- 49 14	1 000 and more
North America	3	50- 199 4	Student
South and Central America	3		1
Middle East	4		
South-, East-, Central Asia	11		
Australia	1		
<b>Distance to home</b>	<b>%</b>	<b>Conducted by: Wissler &amp; Partner, Basel</b>	
up to 50 km	11		
more than 50 km up to 100 km	7		
more than 100 km up to 300 km	16		
over 300 km	66		
<b>Countries with the highest visitor shares</b>	<b>%</b>		
Netherlands	8		
France	7		
Italy	6		
India	5		
Spain	5		
<b>Frequency of visits to trade fair</b>	<b>%</b>		
Previous event	41		
Earlier events	43		
First visit	43		
<b>Average length of stay</b>	<b>2,0 days</b>		
<b>Influence on purchasing/procurement decisions</b>	<b>%</b>		
Decisively	35		
Collectively	36		
In an advisory capacity	18		
No	9		
Student	1		

Trade visitors' profile

<b>Area of responsibility</b>	%
Management	23
Research/development/design	12
Manufacturing, production, quality control	20
Buying/procurement	20
Finance/accounting, controlling	1
Information and communication technology	1
Personnel administration, administration	-
Sales	16
Marketing, advertising, PR	2
Logistics: storage, material management, transport	1
Maintenance/repairs	1
Other area	2
Student	1
<b>Position in the company/organisation</b>	%
Entrepreneur, co-owner, freelancer	16
Managing director, board member, head of an authority etc.	17
Area manager, works manager, plant manager, branch manager, head of public office	18
Department head, group head, team leader	24
Other salaried staff, civil servant, skilled worker	20
Lecturer, teacher	1
Trainee	1
Other position	2
Student	1
<b>Economic sector</b>	%
Tube industry (manufacturers, users)	28
Iron, steel and non-ferrous metals industry	10
Motor vehicle industry incl. supply industry	8
Oil and gas industry	3
Construction industry	2
Chemical industry	2
Energy and water supply	2
Other industry	11
Trade	19
Service	5
Skilled trades	4
Other sectors	4
Student	1
<b>Size of company/organisation:</b>	%
<b>Number of employees:</b>	
1- 4	8
5- 9	5
10- 49	20
50- 199	25
200 - 499	12
500 - 999	7
1 000 and more	20
Student	1
<b>Conducted by: Wissler &amp; Partner, Basel</b>	
*) ascertained by a representative poll	

<b>Visitors (number of entries)</b>	<b>12 422</b>
<b>Proportion of trade visitors</b>	<b>99%</b>
<b>Germany (total)</b>	<b>32</b>
of which	
Nielsen 1	9
Bremen	1
Hamburg	3
Lower Saxony	5
Schleswig-Holstein	1
Nielsen 2	54
North Rhine-Westph.	54
Nielsen 3a	13
Hessen	8
Rhineland-Palatinate	3
Saarland	1
Nielsen 3b	12
Baden-Württemberg	12
<b>Foreign (total)</b>	<b>68</b>
of which	
EU	61
Other european countries	12
South and Central America	3
Middle East	6
South-, East-, Central Asia	15
Other countries	4
<b>Distance to home</b>	%
up to 50 km	11
more than 50 km up to 100 km	7
more than 100 km up to 300 km	25
over 300 km	57
<b>Countries with the highest visitor shares</b>	%
Italy	12
Netherlands	10
United Kingdom	7
China, People's Republic	7
France	5
<b>Frequency of visits to trade fair</b>	%
Previous event	32
Earlier events	28
First visit	57
<b>Average length of stay</b>	<b>1,7 days</b>
<b>Influence on purchasing/procurement decisions</b>	%
Decisively	33
Collectively	29
In an advisory capacity	24
No	12
Student	1
Other not gainfully employed	1

<b>Area of responsibility</b>	%
Management	24
Research/development/design	13
Manufacturing, production, quality control	7
Buying/procurement	11
Finance/accounting, controlling	1
Information and communication technology	1
Personnel administration, administration	-
Sales	25
Marketing, advertising, PR	4
Logistics: storage, material management, transport	-
Maintenance/repairs	3
Other area	3
Planning/work preparation	2
Design	3
Student	1
Other not gainfully employed	1
<b>Position in the company/organisation</b>	%
Entrepreneur, co-owner, freelancer	14
Managing director, board member, head of an authority etc.	17
Area manager, works manager, plant manager, branch manager, head of public office	15
Department head, group head, team leader	27
Other salaried staff, civil servant, skilled worker	18
Lecturer, teacher	-
Trainee	2
Other position	3
Student	1
Other not gainfully employed	1
<b>Economic sector</b>	%
Fittings manufacturers	26
End users of fittings, other industries, manufacturers	24
Skilled trades	1
Fittings trade	14
Other trade	6
Service	10
Association	1
Media, press, publishing	2
University/college/polytechnic	1
Other sectors	13
Student	1
Other not gainfully employed	1
<b>Size of company/organisation:</b>	%
<b>Number of employees:</b>	
1- 4	7
5- 9	9
10- 49	28
50- 199	18
200- 499	11
500 - 999	7
1 000 and more	18
Student	1
Other not gainfully employed	1
<b>Conducted by: Wissler &amp; Partner, Basel</b>	

Trade visitors' profile

<b>Visitors (number of entries)</b>	<b>38 255*</b>
<b>Proportion of trade visitors</b>	<b>99%</b>
<b>Germany (total)</b>	<b>35</b>
of which	
Nielsen 1	5
Bremen	1
Hamburg	-
Lower Saxony	3
Schleswig-Holstein	1
Nielsen 2	51
North Rhine-Westph.	51
Nielsen 3a	10
Hessen	5
Rhineland-Palatinate	2
Saarland	3
Nielsen 3b	13
Baden-Württemberg	13
<b>Foreign (total)</b>	<b>65</b>
of which	
EU	56
Other european countries	12
Africa	5
North America	4
South and Central America	4
Middle East	4
South-, East-, Central Asia	13
Australia	1
<b>Distance to home</b>	%
up to 50 km	9
more than 50 km up to 100 km	8
more than 100 km up to 300 km	12
over 300 km	71
<b>Countries with the highest visitor shares</b>	%
Italy	11
France	8
Belgium	6
India	5
United Kingdom	5
<b>Frequency of visits to trade fair</b>	%
Previous event	47
Earlier events	49
First visit	35
<b>Average length of stay</b>	<b>2,1 days</b>
<b>Influence on purchasing/procurement decisions</b>	%
Decisively	31
Collectively	36
In an advisory capacity	20
No	9
Student	1
Other not gainfully employed	1

<b>Area of responsibility</b>	%
Management	27
Research/development/design	16
Manufacturing, production, quality control	24
Buying/procurement	11
Finance/accounting, controlling	-
Information and communication technology	1
Personnel administration, administration	1
Sales	10
Marketing, advertising, PR	2
Logistics: storage, material management, transport	1
Maintenance/repairs	3
Other area	2
Student	1
Other not gainfully employed	1
<b>Position in the company/organisation</b>	%
Entrepreneur, co-owner, freelancer	15
Managing director, board member, head of an authority etc.	19
Area manager, works manager, plant manager, branch manager, head of public office	18
Department head, group head, team leader	24
Other salaried staff, civil servant, skilled worker	18
Lecturer, teacher	-
Trainee	2
Other position	1
Student	1
Other not gainfully employed	1
<b>Economic sector</b>	%
Wire industry	33
Iron, steel and non-ferrous metals industry	12
Cable industry	11
Motor vehicle industry incl. supply industry	9
Construction industry	2
Electrical industry	2
Chemical industry	2
Other industry	8
Trade	10
Service	3
Skilled trades	3
Other sectors	3
Student	1
Other not gainfully employed	1
<b>Size of company/organisation:</b>	%
<b>Number of employees:</b>	
1- 4	7
5- 9	5
10- 49	20
50- 199	23
200- 499	15
500 - 999	10
1 000 and more	15
Student	1
Other not gainfully employed	1
<b>Conducted by: Wissler &amp; Partner, Basel</b>	
*) ascertained by a representative poll	

## Grüne Tage Thüringen → Erfurt

## Private visitors' profile

<b>Visitors (number of entries)</b>	<b>30 857</b>	<b>Position in the company/organisation</b>	<b>%</b>
<b>Proportion of private visitors</b>	<b>87%</b>	Entrepreneur, co-owner, freelancer	7
<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	-
Nielsen 1	Nielsen 4	1	2
Bremen	Bavaria	1	2
Hamburg	Nielsen 5+6	2	52
Lower Saxony	Berlin	-	3
Schleswig-Holstein	Brandenburg	-	2
Nielsen 2	Mecklenburg-	1	2
North Rhine-Westph.	West Pomerania	-	7
Nielsen 3a	Saxony-Anhalt	1	1
Hessen	Nielsen 7	94	21
Rhineland-Palatinate	Saxony	1	1
Saarland	Thuringia	93	
Nielsen 3b	-	-	
Baden-Württemberg	-	-	
<b>Foreign (total)</b>	<b>0</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	55	yes	24
more than 50 km up to 100 km	33	no	32
more than 100 km up to 300 km	10	maybe	44
over 300 km	2	<b>Follow-up business</b>	<b>%</b>
<b>Frequency of visits to trade fair</b>	<b>%</b>	Intend to buy at later date	
Previous event	44	yes	25
Earlier events	25	no	35
First visit	31	maybe	40
<b>Sex</b>	<b>%</b>	<b>Conducted by: Honestly MT GmbH, Karlsruhe</b>	
Male	51		
Female	49		
<b>Size of household</b>	<b>%</b>		
1 person	7		
2 persons	44		
3 persons	23		
4 persons	17		
5 persons and more	8		
<b>Age</b>	<b>%</b>		
up to 20 years	7		
over 20 up to 30 years	9		
over 30 up to 40 years	16		
over 40 up to 50 years	22		
over 50 up to 60 years	19		
over 60 up to 70 years	19		
over 70 years	8		

## E-world energy &amp; water → Essen

## Trade visitors' profile

<b>Visitors (number of entries)</b>	<b>20 197</b>	<b>Area of responsibility</b>	<b>%</b>
<b>Proportion of trade visitors</b>	<b>99%</b>	Management	16
<b>Germany (total)</b>	<b>82</b>	Research/development/design	8
of which		Manufacturing, production, quality control	2
Nielsen 1	Nielsen 4	Buying/procurement	8
Bremen	Bavaria	Finance/accounting, controlling	3
Hamburg	Nielsen 5+6	Information and communication technology	12
Lower Saxony	Berlin	Personnel administration, administration	1
Schleswig-Holstein	Brandenburg	Sales	19
Nielsen 2	Mecklenburg-	Marketing, advertising, PR	4
North Rhine-Westph.	West Pomerania	Logistics: storage, material management, transport	1
Nielsen 3a	Saxony-Anhalt	Maintenance/repairs	2
Hessen	Nielsen 7	Other area	13
Rhineland-Palatinate	Saxony	Student	8
Saarland	Thuringia	Other not gainfully employed	2
Nielsen 3b	-	-	-
Baden-Württemberg	-	-	-
<b>Foreign (total)</b>	<b>18</b>	<b>Position in the company/organisation</b>	<b>%</b>
of which		Entrepreneur, co-owner, freelancer	9
EU	77	Managing director, board member, head of an authority etc.	7
Other european countries	14	Area manager, works manager, plant manager, branch manager, head of public office	13
Other countries	9	Department head, group head, team leader	24
<b>Distance to home</b>	<b>%</b>	Other salaried staff, civil servant, skilled worker	32
up to 50 km	23	Lecturer, teacher	1
more than 50 km up to 100 km	9	Trainee	1
more than 100 km up to 300 km	22	Other position	3
over 300 km	45	Student	8
<b>Countries with the highest visitor shares</b>	<b>%</b>	Other not gainfully employed	2
United Kingdom	16	<b>Economic sector</b>	<b>%</b>
Netherlands	15	Power supply company	31
Switzerland	10	Consultants, service providers	23
Italy	8	Public utilities, council representatives	9
Austria	8	Research, press, associations	3
<b>Frequency of visits to trade fair</b>	<b>%</b>	Business customers, industrial enterprises	15
Previous event	30	Other sectors	9
Earlier events	37	Student	8
First visit	44	Other not gainfully employed	2
<b>Average length of stay</b>	<b>1,4 days</b>	<b>Size of company/organisation:</b>	
<b>Influence on purchasing/procurement decisions</b>	<b>%</b>	<b>Number of employees:</b>	<b>%</b>
Decisively	18	1- 4	8
Collectively	32	5- 9	5
In an advisory capacity	25	10- 49	11
No	14	50- 199	17
Student	8	200- 499	12
Other not gainfully employed	2	500 - 999	7
		1 000 and more	31
		Student	8
		Other not gainfully employed	2
		<b>Conducted by: Gelszus Messe-Marktforschung GmbH, Dortmund</b>	

## IPM

## Trade visitors' profile

<b>Visitors (number of entries)</b>	<b>41 841</b>	<b>Visitors (number of entries)</b>	<b>41 841</b>
<b>Proportion of trade visitors</b>	<b>96%</b>	<b>Proportion of trade visitors</b>	<b>96%</b>
<b>Germany (total)</b>	<b>61</b>	<b>Germany (total)</b>	<b>61</b>
of which		of which	
Nielsen 1	20	Nielsen 4	11
Bremen	1	Bavaria	11
Hamburg	2	Nielsen 5+6	3
Lower Saxony	15	Berlin	1
Schleswig-Holstein	3	Brandenburg	1
Nielsen 2	42	Mecklenburg-	-
North Rhine-Westph.	42	West Pomerania	-
Nielsen 3a	13	Saxony-Anhalt	1
Hessen	7	Nielsen 7	2
Rhineland-Palatinate	6	Saxony	1
Saarland	-	Thuringia	1
Nielsen 3b	9	-	-
Baden-Württemberg	9	-	-
<b>Foreign (total)</b>	<b>39</b>	<b>Foreign (total)</b>	<b>39</b>
of which		of which	
EU	65	EU	65
Other european countries	15	Other european countries	15
North America	4	North America	4
Middle East	4	Middle East	4
South-, East-, Central Asia	7	South-, East-, Central Asia	7
Other countries	5	Other countries	5
<b>Distance to home</b>	<b>%</b>	<b>Distance to home</b>	<b>%</b>
up to 50 km	11	up to 50 km	11
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	31	more than 100 km up to 300 km	31
over 300 km	48	over 300 km	48
<b>Countries with the highest visitor shares</b>	<b>%</b>	<b>Countries with the highest visitor shares</b>	<b>%</b>
Netherlands	23	Netherlands	23
Switzerland	6	Switzerland	6
France	6	France	6
Italy	5	Italy	5
Belgium	5	Belgium	5
<b>Frequency of visits to trade fair</b>	<b>%</b>	<b>Frequency of visits to trade fair</b>	<b>%</b>
Previous event	31	Previous event	31
Earlier events	44	Earlier events	44
First visit	31	First visit	31
<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	36	Decisively	36
Collectively	23	Collectively	23
In an advisory capacity	17	In an advisory capacity	17
No	17	No	17
Student	5	Student	5
Other not gainfully employed	1	Other not gainfully employed	1

Trade visitors' profile

Trade visitors' profile

<b>Area of responsibility</b>	%
Management	30
Research/development/design	6
Manufacturing, production, quality control	11
Buying/procurement	7
Finance/accounting, controlling	-
Information and communication technology	2
Personnel administration, administration	1
Sales	17
Marketing, advertising, PR	2
Logistics: storage, material management, transport	1
Maintenance/repairs	2
Other area	15
Student	5
Other not gainfully employed	1
<b>Position in the company/organisation</b>	%
Entrepreneur, co-owner, freelancer	35
Managing director, board member, head of an authority etc.	7
Area manager, works manager, plant manager, branch manager, head of public office	7
Department head, group head, team leader	9
Other salaried staff, civil servant, skilled worker	13
Lecturer, teacher	3
Trainee	16
Other position	3
Student	5
Other not gainfully employed	1
<b>Economic sector</b>	%
Plant producer	19
Florist wholesale trade	5
Seed trade	2
End-sales outlet	6
Public authority, municipal garden department	3
Horticulture and landscape gardening	15
Landscape designer	2
Garden centre	3
Gardening company	6
Florist, specialist retailer	9
Fruit and vegetable growing	1
Cemetery gardeners	2
Substrate manufacturers	2
Nursery	6
Wholesale trade	4
Home improvement centre	1
Mail order	1
Other sectors	8
Student	5
Other not gainfully employed	1
<b>Size of company/organisation:</b>	
<b>Number of employees:</b>	%
1- 4	23
5- 9	19
10- 49	27
50- 199	13
200- 499	4
500 - 999	2
1 000 and more	5
Student	5
Other not gainfully employed	1

Conducted by: Gelszus Messe-Marktforschung GmbH, Dortmund

<b>Visitors (number of entries)</b>	<b>16 169</b>
<b>Proportion of trade visitors</b>	<b>98%</b>
<b>Germany (total)</b>	<b>45</b>
of which	
Nielsen 1	15
Bremen	1
Hamburg	1
Lower Saxony	11
Schleswig-Holstein	2
Nielsen 2	38
North Rhine-Westph.	38
Nielsen 3a	17
Hessen	9
Rhineland-Palatinate	8
Saarland	1
Nielsen 3b	14
Baden-Württemberg	14
<b>Foreign (total)</b>	<b>55</b>
of which	
EU	60
Other european countries	10
Middle East	5
South-, East-, Central Asia	15
Other countries	9
<b>Distance to home</b>	%
up to 50 km	7
more than 50 km up to 100 km	5
more than 100 km up to 300 km	23
over 300 km	64
<b>Countries with the highest visitor shares</b>	%
Netherlands	8
Belgium	6
France	6
China, People's Republic	6
United Kingdom	5
<b>Frequency of visits to trade fair</b>	%
Previous event	35
Earlier events	41
First visit	43
<b>Average length of stay</b>	<b>1,6 days</b>
<b>Influence on purchasing/procurement decisions</b>	%
Decisively	42
Collectively	29
In an advisory capacity	14
No	11
Student	2
Other not gainfully employed	2

<b>Area of responsibility</b>	%
Management	34
Research/development/design	5
Manufacturing, production, quality control	3
Buying/procurement	10
Finance/accounting, controlling	2
Information and communication technology	2
Personnel administration, administration	1
Sales	25
Marketing, advertising, PR	3
Logistics: storage, material management, transport	2
Maintenance/repairs	5
Other area	5
Student	2
Other not gainfully employed	2
<b>Position in the company/organisation</b>	%
Entrepreneur, co-owner, freelancer	37
Managing director, board member, head of an authority etc.	16
Area manager, works manager, plant manager, branch manager, head of public office	15
Department head, group head, team leader	10
Other salaried staff, civil servant, skilled worker	11
Lecturer, teacher	1
Trainee	3
Other position	3
Student	2
Other not gainfully employed	2
<b>Economic sector</b>	%
Tire service	31
Tire trade	29
Vulcanizing company	4
Motor vehicle workshop	5
Transport company	2
Tire trade, craftsman's company	4
Tire manufacturing technology	2
Tire manufacturing and design	2
Industry	7
Other sectors	12
Student	2
Other not gainfully employed	2
<b>Size of company/organisation:</b>	
<b>Number of employees:</b>	%
1- 4	25
5- 9	16
10- 49	22
50- 199	14
200- 499	6
500 - 999	4
1 000 and more	9
Student	2
Other not gainfully employed	2
<b>Conducted by: Gelszus Messe-Marktforschung GmbH, Dortmund</b>	

<b>Visitors (number of entries)</b>	<b>31 851</b>
<b>Proportion of trade visitors</b>	<b>99%</b>
<b>Germany (total)</b>	<b>68</b>
of which	
Nielsen 1	12
Bremen	1
Hamburg	2
Lower Saxony	7
Schleswig-Holstein	3
Nielsen 2	45
North Rhine-Westph.	45
Nielsen 3a	11
Hessen	7
Rhineland-Palatinate	4
Saarland	-
Nielsen 3b	9
Baden-Württemberg	9
<b>Foreign (total)</b>	<b>32</b>
of which	
EU	69
Other european countries	14
Africa	5
Middle East	4
South-, East-, Central Asia	7
Other countries	2
<b>Distance to home</b>	%
up to 50 km	17
more than 50 km up to 100 km	10
more than 100 km up to 300 km	22
over 300 km	51
<b>Countries with the highest visitor shares</b>	%
Netherlands	16
Belgium	8
United Kingdom	7
Austria	7
Switzerland	6
<b>Frequency of visits to trade fair</b>	%
Previous event	25
Earlier events	21
First visit	60
<b>Average length of stay</b>	<b>1,4 days</b>
<b>Influence on purchasing/procurement decisions</b>	%
Decisively	25
Collectively	30
In an advisory capacity	22
No	17
Student	4
Other not gainfully employed	2

<b>Area of responsibility</b>	%
Management	16
Research/development/design	7
Manufacturing, production, quality control	4
Buying/procurement	4
Finance/accounting, controlling	-
Information and communication technology	11
Personnel administration, administration	3
Sales	15
Marketing, advertising, PR	2
Logistics: storage, material management, transport	1
Maintenance/repairs	14
Other area	18
Student	4
Other not gainfully employed	2
<b>Position in the company/organisation</b>	%
Entrepreneur, co-owner, freelancer	18
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	19
Other salaried staff, civil servant, skilled worker	21
Lecturer, teacher	1
Trainee	12
Other position	4
Student	4
Other not gainfully employed	2
<b>Economic sector</b>	%
Fire brigade	2
Police	2
Other local government authorities	4
Public institutions	1
Architect's office	1
Banks, saving banks	2
Guards/surveillance sector	11
Retail trade	6
Wholesale trade	6
Skilled trades	17
Industry	18
Engineer's consultant's office	6
Insurance	1
Plant security	7
Other sectors	11
Student	4
Other not gainfully employed	2
<b>Size of company/organisation:</b>	
<b>Number of employees:</b>	%
1- 4	13
5- 9	11
10- 49	17
50- 199	13
200- 499	9
500 - 999	6
1 000 and more	25
Student	4
Other not gainfully employed	2

Conducted by: Gelszus Messe-Marktforschung GmbH, Dortmund

## SHK → Essen

## Trade visitors' profile

<b>Visitors (number of entries)</b>	<b>38 595</b>	<b>Area of responsibility</b>	<b>%</b>
<b>Proportion of trade visitors</b>	<b>94%</b>	Management	18
<b>Germany (total)</b>	<b>95</b>	Research/development/design	7
of which		Manufacturing, production, quality control	4
Nielsen 1	8	Buying/procurement	3
Bremen	-	Finance/accounting, controlling	1
Hamburg	1	Information and communication technology	1
Lower Saxony	7	Personnel administration, administration	2
Schleswig-Holstein	-	Sales	11
Nielsen 2	83	Marketing, advertising, PR	2
North Rhine-Westph.	83	Logistics: storage, material management, transport	1
Nielsen 3a	7	Maintenance/repairs	30
Hessen	2	Other area	14
Rhineland-Palatinate	5	Student	5
Saarland	-	Other not gainfully employed	2
Nielsen 3b	1		
Baden-Württemberg	1		
<b>Foreign (total)</b>	<b>5</b>	<b>Position in the company/organisation</b>	<b>%</b>
of which		Entrepreneur, co-owner, freelancer	21
EU	85	Managing director, board member, head of an authority etc.	4
Other european countries	15	Area manager, works manager, plant manager, branch manager, head of public office	3
Other countries	-	Department head, group head, team leader	8
<b>Distance to home</b>	<b>%</b>	Other salaried staff, civil servant, skilled worker	12
up to 50 km	34	Lecturer, teacher	2
more than 50 km up to 100 km	28	Trainee	30
more than 100 km up to 300 km	32	Other position	2
over 300 km	7	Skilled worker	13
<b>The country with the highest visitor share</b>	<b>%</b>	Student	5
Netherlands	44	Other not gainfully employed	2
<b>Frequency of visits to trade fair</b>	<b>%</b>	<b>Economic sector</b>	<b>%</b>
Previous event	32	Seeds-, plant protection-, fertilizer industry	48
Earlier events	35	Heating systems	20
First visit	44	Air conditioning and ventilation system construction	2
<b>Average length of stay</b>	<b>1,2 days</b>	Office technical building equipment – specialist planner, engineering, architecture	4
<b>Influence on purchasing/procurement decisions</b>	<b>%</b>	Wholesale trade	5
Decisively	22	Retail trade	1
Collectively	24	Industrial producer	4
In an advisory capacity	23	Institutions (hospitals etc.)	1
No	26	Building owner	1
Student	5	Housing industry	1
Other not gainfully employed	2	Energy consulting	1
		Other sectors	5
		Student	5
		Other not gainfully employed	2
		<b>Size of company/organisation:</b>	
		<b>Number of employees:</b>	<b>%</b>
		1- 4	23
		5- 9	19
		10- 49	25
		50- 199	11
		200- 499	5
		500 - 999	3
		1 000 and more	8
		Student	5
		Other not gainfully employed	2

Conducted by: Gelszus Messe-Marktforschung GmbH, Dortmund

## Ambiente → Frankfurt/Main

## Trade visitors' profile

<b>Visitors (number of entries)</b>	<b>135 988</b>	<b>Area of responsibility</b>	<b>%</b>
<b>Proportion of trade visitors</b>	<b>88%</b>	Management	35
<b>Germany (total)</b>	<b>42</b>	Research/development/design	4
of which		Manufacturing, production, quality control	4
Nielsen 1	9	Buying/procurement	18
Bremen	-	Finance/accounting, controlling	1
Hamburg	2	Information and communication technology	-
Lower Saxony	4	Personnel administration, administration	1
Schleswig-Holstein	3	Sales	16
Nielsen 2	17	Marketing, advertising, PR	7
North Rhine-Westph.	17	Logistics: storage, material management, transport	1
Nielsen 3a	40	Maintenance/repairs	-
Hessen	28	Other area	7
Rhineland-Palatinate	8	Student	4
Saarland	3	Other not gainfully employed	3
Nielsen 3b	14		
Baden-Württemberg	14		
<b>Foreign (total)</b>	<b>58</b>	<b>Position in the company/organisation</b>	<b>%</b>
of which		Entrepreneur, co-owner, freelancer	45
EU	58	Managing director, board member, etc.	13
Other european countries	13	Area manager, works manager, plant manager, branch manager	7
Africa	3	Department head, group head	11
North America	4	Other salaried staff, skilled workers	11
South and Central America	4	Lecturer, teacher	-
Middle East	4	Trainee	2
South-, East-, Central Asia	13	Other position	3
Australia	2	Student	4
<b>Distance to home</b>	<b>%</b>	Other not gainfully employed	3
up to 50 km	12	<b>Economic sector</b>	<b>%</b>
more than 50 km up to 100 km	5	Retail trade	43
more than 100 km up to 300 km	19	Wholesale/foreign trade	21
over 300 km	64	Service	14
<b>Countries with the highest visitor shares</b>	<b>%</b>	Industry	5
Netherlands	8	Skilled trades	3
Italy	8	Other sectors	7
France	8	Student	4
United Kingdom	6	Other not gainfully employed	3
Switzerland	6		
<b>Frequency of visits to trade fair</b>	<b>%</b>	<b>Size of company/organisation:</b>	<b>%</b>
Previous event	40	<b>Number of employees:</b>	
Earlier events	53	1- 4	33
First visit	37	5- 9	11
<b>Average length of stay</b>	<b>2,3 days</b>	10- 49	19
<b>Influence on purchasing/procurement decisions</b>	<b>%</b>	50- 199	12
Decisively	43	200- 499	5
Collectively	22	500 - 999	5
In an advisory capacity	15	1 000 and more	8
No	12	Student	4
Student	4	Other not gainfully employed	3
Other not gainfully employed	3		

Conducted by: Wissler & Partner, Basel

## Arbeitsschutz Aktuell (2014)

## Trade visitors' profile

<b>Visitors (number of entries)</b>	<b>10 666</b>	<b>Area of responsibility</b>	<b>%</b>
<b>Proportion of trade visitors</b>	<b>99%</b>	Management	35
<b>Germany (total)</b>	<b>72</b>	Research/development/design	4
of which		Manufacturing, production, quality control	4
Nielsen 1	6	Buying/procurement	18
Bremen	-	Finance/accounting, controlling	1
Hamburg	1	Information and communication technology	-
Lower Saxony	4	Personnel administration, administration	1
Schleswig-Holstein	1	Sales	16
Nielsen 2	15	Marketing, advertising, PR	7
North Rhine-Westph.	15	Logistics: storage, material management, transport	1
Nielsen 3a	42	Maintenance/repairs	-
Hesse	29	Other area	7
Rhineland-Palatinate	12	Student	4
Saarland	2	Other not gainfully employed	3
Nielsen 3b	14		
Baden-Württemberg	14		
<b>Foreign (total)</b>	<b>28</b>	<b>Position in the company/organisation</b>	<b>%</b>
of which		Entrepreneur, co-owner, freelancer	45
EU	36	Managing director, board member, etc.	13
Other european countries	10	Area manager, works manager, plant manager, branch manager	7
Africa	10	Department head, group head	11
South and Central America	25	Other salaried staff, skilled workers	11
South-, East-, Central Asia	11	Lecturer, teacher	-
Other countries	9	Trainee	2
<b>Distance to home</b>	<b>%</b>	Other position	3
up to 50 km	19	Student	4
more than 50 km up to 100 km	11	Other not gainfully employed	3
more than 100 km up to 300 km	28	<b>Economic sector</b>	<b>%</b>
over 300 km	43	Retail trade	43
<b>Frequency of visits to trade fair</b>	<b>%</b>	Wholesale/foreign trade	21
Previous event	13	Service	14
Earlier events	24	Industry	5
First visit	68	Skilled trades	3
<b>Average length of stay</b>	<b>1,6 days</b>	Other sectors	7
<b>Influence on purchasing/procurement decisions</b>	<b>%</b>	Student	4
Decisively	17	Other not gainfully employed	3
Collectively	35	<b>Size of company/organisation:</b>	<b>%</b>
In an advisory capacity	31	<b>Number of employees:</b>	
No	15	1- 4	33
Student	2	5- 9	11
Other not gainfully employed	1	10- 49	19
		50- 199	12
		200- 499	5
		500 - 999	5
		1 000 and more	8
		Student	4
		Other not gainfully employed	3

Trade visitors' profile

<b>Area of responsibility</b>	%
Management	8
Research/development/design	6
Manufacturing, production, quality control	8
Buying/procurement	2
Finance/accounting, controlling	-
Information and communication technology	1
Personnel administration, administration	4
Sales	4
Marketing, advertising, PR	2
Logistics: storage, material management, transport	2
Maintenance/repairs	4
Other area	6
Training, qualification	6
Work safety, security management	44
Student	2
Other not gainfully employed	1
<b>Position in the company/organisation</b>	%
Entrepreneur, co-owner, freelancer	11
Managing director, board member, head of an authority etc.	7
Area manager, works manager, plant manager, branch manager, head of public office	9
Department head, group head, team leader	22
Other salaried staff, civil servant, skilled worker	33
Lecturer, teacher	5
Trainee	1
Other position	11
Student	2
Other not gainfully employed	1
<b>Economic sector</b>	%
Industry	35
Waste disposal companies	2
Trade	5
Learned professions	4
Skilled trades	1
Research facility	3
Service	17
Administration (authorities, municipal authorities, public facilities)	15
Vocational school/polytechnic/university	4
Association/society	3
Other sectors	9
Student	2
Other not gainfully employed	1
<b>Size of company/organisation:</b>	%
<b>Number of employees</b>	
1- 4	8
5- 9	3
10- 49	8
50- 199	16
200- 499	14
500 - 999	12
1 000 and more	37
Student	2
Other not gainfully employed	1

Conducted by: Gelszus Messe-Marktforschung GmbH, Dortmund

<b>Visitors (number of entries)</b>	<b>132 944</b>
<b>Proportion of trade visitors</b>	<b>93%</b>
<b>Germany (total)</b>	<b>37</b>
of which	
Nielsen 1	9
Nielsen 2	16
Nielsen 3a	39
Nielsen 3b	20
Nielsen 4	11
Nielsen 5+6	3
Nielsen 7	3
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	-
Foreign (total)	63
of which	
EU	53
Other european countries	11
Africa	8
North America	2
South and Central America	6
Middle East	6
South-, East-, Central Asia	11
Australia	3
<b>Distance to home</b>	%
up to 50 km	7
more than 50 km up to 100 km	7
more than 100 km up to 300 km	17
over 300 km	69
<b>Countries with the highest visitor shares</b>	%
France	7
Italy	7
Netherlands	4
United Kingdom	3
India	3
<b>Frequency of visits to trade fair</b>	%
Previous event	43
Earlier events	47
First visit	39
<b>Average length of stay</b>	<b>2,3 days</b>
<b>Influence on purchasing/procurement decisions</b>	%
Decisively	34
Collectively	24
In an advisory capacity	17
No	20
Student	3
Other not gainfully employed	2

<b>Area of responsibility</b>	%
Management	32
Research/development/design	5
Manufacturing, production, quality control	4
Buying/procurement	11
Finance/accounting, controlling	1
Information and communication technology	1
Personnel administration, administration	1
Sales	16
Marketing, advertising, PR	3
Logistics: storage, material management, transport	1
Maintenance/repairs	12
Other area	8
Student	3
Other not gainfully employed	2
<b>Position in the company/organisation</b>	%
Entrepreneur, co-owner, freelancer	27
Managing director, board member, head of an authority etc.	18
Area manager, works manager, plant manager, branch manager, head of public office	13
Department head, group head, team leader	14
Other salaried staff, civil servant, skilled worker	14
Lecturer, teacher	2
Trainee	4
Other position	3
Student	3
Other not gainfully employed	2
<b>Economic sector</b>	%
Workshop, filling station	37
Trade	36
Industry	11
Service	7
Other sectors	4
Student	3
Other not gainfully employed	2
<b>Size of company/organisation:</b>	%
<b>Number of employees:</b>	
1- 4	19
5- 9	14
10- 49	24
50- 199	16
200- 499	5
500 - 999	4
1 000 and more	12
Student	3
Other not gainfully employed	2
Conducted by: Wissler & Partner, Basel	

Trade visitors' profile

<b>Visitors (number of entries)</b>	<b>39 398</b>
<b>Proportion of trade visitors</b>	<b>96%</b>
<b>Germany (total)</b>	<b>31</b>
of which	
Nielsen 1	11
Nielsen 2	18
Nielsen 3a	39
Nielsen 3b	13
Nielsen 4	13
Nielsen 5+6	3
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	-
Foreign (total)	69
of which	
EU	59
Other european countries	9
Africa	4
North America	4
South and Central America	5
Middle East	5
South-, East-, Central Asia	12
Australia	1
<b>Distance to home</b>	%
up to 50 km	9
more than 50 km up to 100 km	5
more than 100 km up to 300 km	15
over 300 km	72
<b>Countries with the highest visitor shares</b>	%
France	8
Italy	7
Romania	5
United Kingdom	4
India	4
<b>Frequency of visits to trade fair</b>	%
Previous event	39
Earlier events	45
First visit	36
<b>Average length of stay</b>	<b>2,0 days</b>
<b>Influence on purchasing/procurement decisions</b>	%
Decisively	40
Collectively	24
In an advisory capacity	13
No	14
Student	5
Other not gainfully employed	4

<b>Area of responsibility</b>	%
Management	32
Research/development/design	4
Manufacturing, production, quality control	5
Buying/procurement	15
Finance/accounting, controlling	1
Information and communication technology	1
Personnel administration, administration	2
Sales	18
Marketing, advertising, PR	6
Logistics: storage, material management, transport	-
Maintenance/repairs	-
Other area	6
Student	5
Other not gainfully employed	4
<b>Position in the company/organisation</b>	%
Entrepreneur, co-owner, freelancer	35
Managing director, board member, etc.	18
Area manager, works manager, plant manager, branch manager	9
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	4
<b>Economic sector</b>	%
Retail trade	30
Wholesale/foreign trade	23
Service	16
Industry	11
Skilled trades	2
Other sectors	9
Student	5
Other not gainfully employed	4
<b>Size of company/organisation:</b>	%
<b>Number of employees:</b>	
1- 4	23
5- 9	13
10- 49	24
50- 199	15
200- 499	6
500 - 999	3
1 000 and more	6
Student	5
Other not gainfully employed	4

Conducted by: Wissler & Partner, Basel

\*) ascertained by a representative poll



## Heimtextil → Frankfurt/Main

### Trade visitors' profile

<b>Visitors (number of entries)</b>	<b>68 277</b>	<b>Area of responsibility</b>	<b>%</b>
<b>Proportion of trade visitors</b>	<b>97%</b>	Management	34
<b>Germany (total)</b>	<b>31</b>	Research/development/design	7
of which		Manufacturing, production, quality control	7
Nielsen 1	11	Buying/procurement	13
Bremen	1	Finance/accounting, controlling	1
Hamburg	3	Information and communication technology	1
Lower Saxony	7	Personnel administration, administration	1
Schleswig-Holstein	1	Sales	17
Nielsen 2	21	Marketing, advertising, PR	5
North Rhine-Westph.	21	Logistics: storage, material management, transport	-
Nielsen 3a	27	Maintenance/repairs	1
Hessen	20	Other area	8
Rhineland-Palatinate	6	Student	4
Saarland	1	Other not gainfully employed	2
Nielsen 3b	20	<b>Position in the company/organisation</b>	<b>%</b>
Baden-Württemberg	20	Entrepreneur, co-owner, freelancer	34
		Managing director, board member, etc.	19
<b>Foreign (total)</b>	<b>69</b>	Area manager, works manager, plant manager, branch manager	11
of which		Department head, group head	13
EU	51	Other salaried staff, skilled workers	12
Other european countries	9	Lecturer, teacher	1
Africa	3	Trainee	3
North America	5	Other position	1
South and Central America	5	Student	4
Middle East	7	Other not gainfully employed	2
South-, East-, Central Asia	19	<b>Economic sector</b>	<b>%</b>
Australia	2	Retail trade	31
<b>Distance to home</b>	<b>%</b>	Wholesale/foreign trade	23
up to 50 km	6	Service	16
more than 50 km up to 100 km	4	Industry	15
more than 100 km up to 300 km	13	Skilled trades	6
over 300 km	78	Other sectors	3
<b>Countries with the highest visitor shares</b>	<b>%</b>	Student	4
India	8	Other not gainfully employed	2
United Kingdom	7	<b>Size of company/organisation:</b>	<b>%</b>
France	6	<b>Number of employees:</b>	
Spain	5	1- 4	24
Italy	5	5- 9	12
		10- 49	22
<b>Frequency of visits to trade fair</b>	<b>%</b>	50- 199	19
Previous event	40	200- 499	6
Earlier events	55	Other not gainfully employed	2
First visit	35	<b>Conducted by: Wissler &amp; Partner, Basel</b>	
<b>Average length of stay</b>	<b>2,3 days</b>		
<b>Influence on purchasing/procurement decisions</b>	<b>%</b>		
Decisively	37		
Collectively	27		
In an advisory capacity	16		
No	15		
Student	4		
Other not gainfully employed	2		

## IFFA → Frankfurt/Main

### Trade visitors' profile

<b>Visitors (number of entries)</b>	<b>62 440</b>	<b>Area of responsibility</b>	<b>%</b>
<b>Proportion of trade visitors</b>	<b>94%</b>	Management	30
<b>Germany (total)</b>	<b>32</b>	Research/development/design	10
of which		Manufacturing, production, quality control	16
Nielsen 1	10	Buying/procurement	6
Bremen	-	Finance/accounting, controlling	1
Hamburg	1	Information and communication technology	1
Lower Saxony	7	Personnel administration, administration	1
Schleswig-Holstein	2	Sales	16
Nielsen 2	17	Marketing, advertising, PR	2
North Rhine-Westph.	17	Logistics: storage, material management, transport	1
Nielsen 3a	33	Maintenance/repairs	4
Hessen	23	Other area	6
Rhineland-Palatinate	8	Student	4
Saarland	2	Other not gainfully employed	3
Nielsen 3b	15	<b>Position in the company/organisation</b>	<b>%</b>
Baden-Württemberg	15	Entrepreneur, co-owner, freelancer	25
		Managing director, board member, etc.	18
<b>Foreign (total)</b>	<b>68</b>	Area manager, works manager, plant manager, branch manager	14
of which		Department head, group head	14
EU	48	Other salaried staff, skilled workers	12
Other european countries	12	Lecturer, teacher	1
Africa	5	Trainee	7
North America	6	Other position	3
South and Central America	12	Student	4
Middle East	3	Other not gainfully employed	3
South-, East-, Central Asia	10	<b>Economic sector</b>	<b>%</b>
Australia	4	Retail trade	18
<b>Distance to home</b>	<b>%</b>	Wholesale/foreign trade	11
up to 50 km	5	Skilled trades	12
more than 50 km up to 100 km	5	Slaughterhouse operations	6
more than 100 km up to 300 km	15	Industry	40
over 300 km	75	Service	4
<b>Countries with the highest visitor shares</b>	<b>%</b>	Other sectors	2
Netherlands	6	Student	4
Italy	5	Other not gainfully employed	3
Spain	5	<b>Size of company/organisation:</b>	<b>%</b>
Austria	4	<b>Number of employees:</b>	
Switzerland	4	1- 4	9
		5- 9	10
<b>Frequency of visits to trade fair</b>	<b>%</b>	10- 49	25
Previous event	37	50- 99	20
Earlier events	36	200- 499	12
First visit	49	Other not gainfully employed	3
<b>Average length of stay</b>	<b>2,5 days</b>	<b>Conducted by: Wissler &amp; Partner, Basel</b>	
<b>Influence on purchasing/procurement decisions</b>	<b>%</b>		
Decisively	33		
Collectively	25		
In an advisory capacity	18		
No	19		
Student	4		
Other not gainfully employed	3		

## Light+Building

### Trade visitors' profile

<b>Visitors (number of entries)</b>	<b>216 610</b>	<b>Area of responsibility</b>	<b>%</b>
<b>Proportion of trade visitors</b>	<b>95%</b>	Management	30
<b>Germany (total)</b>	<b>50</b>	Research/development/design	10
of which		Manufacturing, production, quality control	16
Nielsen 1	7	Buying/procurement	6
Bremen	-	Finance/accounting, controlling	1
Hamburg	2	Information and communication technology	1
Lower Saxony	4	Personnel administration, administration	1
Schleswig-Holstein	1	Sales	16
Nielsen 2	17	Marketing, advertising, PR	2
North Rhine-Westph.	17	Logistics: storage, material management, transport	1
Nielsen 3a	40	Maintenance/repairs	4
Hessen	25	Other area	6
Rhineland-Palatinate	13	Student	4
Saarland	3	Other not gainfully employed	3
Nielsen 3b	16	<b>Position in the company/organisation</b>	<b>%</b>
Baden-Württemberg	16	Entrepreneur, co-owner, freelancer	25
		Managing director, board member, etc.	18
<b>Foreign (total)</b>	<b>50</b>	Area manager, works manager, plant manager, branch manager	14
of which		Department head, group head	14
EU	57	Other salaried staff, skilled workers	12
Other european countries	11	Lecturer, teacher	1
Africa	4	Trainee	7
North America	3	Other position	3
South and Central America	4	Student	4
Middle East	8	Other not gainfully employed	3
South-, East-, Central Asia	12	<b>Economic sector</b>	<b>%</b>
Australia	2	Retail trade	18
<b>Distance to home</b>	<b>%</b>	Wholesale/foreign trade	11
up to 50 km	10	Skilled trades	12
more than 50 km up to 100 km	8	Slaughterhouse operations	6
more than 100 km up to 300 km	25	Industry	40
over 300 km	57	Service	4
<b>Countries with the highest visitor shares</b>	<b>%</b>	Other sectors	2
France	6	Student	4
Belgium	6	Other not gainfully employed	3
Italy	6	<b>Size of company/organisation:</b>	<b>%</b>
Switzerland	6	<b>Number of employees:</b>	
Netherlands	5	1- 4	9
		5- 9	10
<b>Frequency of visits to trade fair</b>	<b>%</b>	10- 49	25
Previous event	45	50- 99	20
Earlier events	45	200- 499	12
First visit	41	Other not gainfully employed	3
<b>Average length of stay</b>	<b>2,2 days</b>	<b>Conducted by: Wissler &amp; Partner, Basel</b>	
<b>Influence on purchasing/procurement decisions</b>	<b>%</b>		
Decisively	29		
Collectively	24		
In an advisory capacity	21		
No	18		
Student	6		
Other not gainfully employed	2		

Trade visitors' profile

<b>Area of responsibility</b>	%
Management	25
Research/development/design	12
Manufacturing, production, quality control	5
Buying/procurement	6
Finance/accounting, controlling	1
Information and communication technology	4
Personnel administration, administration	1
Sales	15
Marketing, advertising, PR	3
Logistics: storage, material management, transport	1
Maintenance/repairs	10
Other area	12
Student	6
Other not gainfully employed	2
<b>Position in the company/organisation</b>	%
Entrepreneur, co-owner, freelancer	27
Managing director, board member, etc.	12
Area manager, works manager, plant manager, branch manager	11
Department head, group head	13
Other salaried staff, skilled workers	21
Lecturer, teacher	2
Trainee	5
Other position	2
Student	6
Other not gainfully employed	2
<b>Economic sector</b>	%
Skilled trades	20
Industry	22
Retail trade	6
Wholesale/foreign trade	10
Service	27
Other sectors	7
Student	6
Other not gainfully employed	2
<b>Size of company/organisation:</b>	
<b>Number of employees:</b>	%
1- 4	20
5- 9	12
10- 49	21
50- 199	14
200- 499	8
500 - 999	6
1 000 and more	12
Student	6
Other not gainfully employed	2
<b>Conducted by: Wissler &amp; Partner, Basel</b>	

<b>Visitors (number of entries)</b>	<b>62 100*</b>
<b>Proportion of trade visitors</b>	<b>48%</b>
<b>Germany (total)</b>	<b>63</b>
of which	
Nielsen 1	6
Bremen	-
Hamburg	2
Lower Saxony	3
Schleswig-Holstein	1
Nielsen 2	16
North Rhine-Westph.	16
Nielsen 3a	38
Hessen	28
Rhineland-Palatinate	8
Saarland	2
Nielsen 3b	17
Baden-Württemberg	17
<b>Foreign (total)</b>	<b>37</b>
of which	
EU	68
Other european countries	17
North America	6
Other countries	9
<b>Distance to home</b>	%
up to 50 km	16
more than 50 km up to 100 km	8
more than 100 km up to 300 km	27
over 300 km	49
<b>Countries with the highest visitor shares</b>	%
Belgium	9
Netherlands	9
Switzerland	8
Italy	8
Austria	6
<b>Frequency of visits to trade fair</b>	%
Previous event	34
Earlier events	58
First visit	33
<b>Average length of stay</b>	<b>1,8 days</b>
<b>Influence on purchasing/procurement decisions</b>	%
Decisively	27
Collectively	18
In an advisory capacity	17
No	19
Student	19

<b>Area of responsibility</b>	%
Management	18
Research/development/design	3
Manufacturing, production, quality control	6
Buying/procurement	4
Finance/accounting, controlling	1
Information and communication technology	4
Personnel administration, administration	1
Sales	7
Marketing, advertising, PR	3
Logistics: storage, material management, transport	1
Maintenance/repairs	3
Other area	31
Student	19
<b>Position in the company/organisation</b>	%
Entrepreneur, co-owner, freelancer	25
Managing director, board member, etc.	5
Area manager, works manager, plant manager, branch manager	2
Department head, group head	5
Other salaried staff, skilled workers	9
Lecturer, teacher	25
Trainee	2
Other position	8
Student	19
<b>Economic sector</b>	%
Retail trade	11
Wholesale/foreign trade	4
Skilled trades	5
Industry	6
Educational institution	45
Services/free-lance	12
Event venue	1
Media	8
Other sectors	8
<b>Size of company/organisation:</b>	
<b>Number of employees:</b>	%
1- 4	37
5- 9	7
10- 49	13
50- 199	9
200 - 499	3
500 - 999	2
1 000 and more	9
Student	19
<b>Conducted by: Wissler &amp; Partner, Basel</b>	
*) ascertained by a representative poll	

Trade visitors' profile

<b>Visitors (number of entries)</b>	<b>34 033*</b>
<b>Proportion of trade visitors</b>	<b>92%</b>
<b>Germany (total)</b>	<b>38</b>
of which	
Nielsen 1	9
Bremen	1
Hamburg	2
Lower Saxony	4
Schleswig-Holstein	2
Nielsen 2	16
North Rhine-Westph.	16
Nielsen 3a	26
Hessen	18
Rhineland-Palatinate	6
Saarland	2
Nielsen 3b	18
Baden-Württemberg	18
<b>Foreign (total)</b>	<b>62</b>
of which	
EU	74
Other european countries	7
North America	6
South and Central America	2
Middle East	2
South-, East-, Central Asia	8
Other countries	1
<b>Distance to home</b>	%
up to 50 km	7
more than 50 km up to 100 km	5
more than 100 km up to 300 km	18
over 300 km	69
<b>Countries with the highest visitor shares</b>	%
Italy	17
France	12
United Kingdom	6
Netherlands	6
United States of America	5
<b>Frequency of visits to trade fair</b>	%
Previous event	40
Earlier events	39
First visit	42
<b>Average length of stay</b>	<b>2,0 days</b>
<b>Influence on purchasing/procurement decisions</b>	%
Decisively	39
Collectively	26
In an advisory capacity	15
No	13
Student	3
Other not gainfully employed	5

<b>Area of responsibility</b>	%
Management	32
Research/development/design	4
Manufacturing, production, quality control	3
Buying/procurement	16
Finance/accounting, controlling	1
Information and communication technology	1
Personnel administration, administration	1
Sales	15
Marketing, advertising, PR	9
Logistics: storage, material management, transport	1
Maintenance/repairs	-
Other area	10
Student	3
Other not gainfully employed	5
<b>Position in the company/organisation</b>	%
Entrepreneur, co-owner, freelancer	41
Managing director, board member, etc.	13
Area manager, works manager, plant manager, branch manager	9
Department head, group head	11
Other salaried staff, skilled workers	12
Lecturer, teacher	1
Trainee	2
Other position	5
Student	3
Other not gainfully employed	5
<b>Economic sector</b>	%
Retail trade	44
Wholesale/foreign trade	15
Service	21
Industry	3
Skilled trades	2
Other sectors	7
Student	3
Other not gainfully employed	5
<b>Size of company/organisation:</b>	
<b>Number of employees:</b>	%
1- 4	30
5- 9	14
10- 49	19
50- 199	14
200- 499	5
500 - 999	3
1 000 and more	7
Student	3
Other not gainfully employed	5
<b>Conducted by: Wissler &amp; Partner, Basel</b>	
*) ascertained by a representative poll	

## Prolight + Sound → Frankfurt/Main

### Trade visitors' profile

<b>Visitors (number of entries)</b>	<b>43 796*</b>	<b>Area of responsibility</b>	<b>%</b>
<b>Proportion of trade visitors</b>	<b>80%</b>	Management	31
<b>Germany (total)</b>	<b>43</b>	Research/development/design	6
of which		Manufacturing, production, quality control	4
Nielsen 1	12	Buying/procurement	5
Bremen	2	Finance/accounting, controlling	1
Hamburg	2	Information and communication technology	5
Lower Saxony	8	Personnel administration, administration	1
Schleswig-Holstein	1	Sales	11
Nielsen 2	15	Marketing, advertising, PR	5
North Rhine-Westph.	15	Logistics: storage, material management, transport	3
Nielsen 3a	28	Maintenance/repairs	3
Hessen	20	Other area	24
Rhineland-Palatinate	7	Student	3
Saarland	1		
Nielsen 3b	21	<b>Position in the company/organisation</b>	<b>%</b>
Baden-Württemberg	21	Entrepreneur, co-owner, freelancer	39
		Managing director, board member, etc.	11
		Area manager, works manager, plant manager, branch manager	6
		Department head, group head	9
		Other salaried staff, skilled workers	12
		Lecturer, teacher	9
		Trainee	4
		Other position	8
		Student	3
		<b>Economic sector</b>	<b>%</b>
		Retail trade	11
		Wholesale/foreign trade	9
		Skilled trades	4
		Industry	6
		Educational institution	13
		Services/free-lance	28
		Event venue	11
		Media	9
		Other sectors	9
		<b>Size of company/organisation:</b>	<b>%</b>
		<b>Number of employees:</b>	<b>%</b>
		1- 4	37
		5- 9	12
		10- 49	22
		50- 199	11
		200 - 499	5
		500 - 999	4
		1 000 and more	7
		Student	3
		<b>Conducted by: Wissler &amp; Partner, Basel</b>	
		*) ascertained by a representative poll	
<b>Foreign (total)</b>	<b>57</b>	<b>Distance to home</b>	<b>%</b>
of which		up to 50 km	8
EU	65	more than 50 km up to 100 km	5
Other european countries	13	more than 100 km up to 300 km	17
Africa	4	over 300 km	70
South and Central America	2		
South-, East-, Central Asia	10	<b>Countries with the highest visitor shares</b>	<b>%</b>
Australia	2	Netherlands	11
Other countries	3	United Kingdom	7
		Belgium	7
		Italy	5
		Switzerland	4
		<b>Frequency of visits to trade fair</b>	<b>%</b>
		Previous event	46
		Earlier events	58
		First visit	29
		<b>Average length of stay</b>	<b>2,1 days</b>
		<b>Influence on purchasing/procurement decisions</b>	<b>%</b>
		Decisively	33
		Collectively	28
		In an advisory capacity	20
		No	16
		Student	3

## Tendence → Frankfurt/Main

### Trade visitors' profile

<b>Visitors (number of entries)</b>	<b>22 742</b>	<b>Area of responsibility</b>	<b>%</b>
<b>Proportion of trade visitors</b>	<b>91%</b>	Management	42
<b>Germany (total)</b>	<b>81</b>	Research/development/design	2
of which		Manufacturing, production, quality control	3
Nielsen 1	8	Buying/procurement	13
Bremen	-	Finance/accounting, controlling	1
Hamburg	1	Information and communication technology	1
Lower Saxony	5	Personnel administration, administration	2
Schleswig-Holstein	1	Sales	19
Nielsen 2	16	Marketing, advertising, PR	7
North Rhine-Westph.	16	Logistics: storage, material management, transport	-
Nielsen 3a	45	Maintenance/repairs	-
Hessen	34	Other area	8
Rhineland-Palatinate	10	Student	1
Saarland	1	Other not gainfully employed	1
Nielsen 3b	18	<b>Position in the company/organisation</b>	<b>%</b>
Baden-Württemberg	18	Entrepreneur, co-owner, freelancer	62
		Managing director, board member, head of an authority etc.	11
		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	10
		Lecturer, teacher	-
		Trainee	3
		Other position	2
		Student	1
		Other not gainfully employed	1
		<b>Economic sector</b>	<b>%</b>
		Retail trade	63
		Wholesale/foreign trade	6
		Skilled trades	4
		Service	15
		Industry	4
		Other sectors	6
		Student	1
		Other not gainfully employed	1
		<b>Size of company/organisation:</b>	<b>%</b>
		<b>Number of employees:</b>	<b>%</b>
		1- 4	59
		5- 9	13
		10- 49	12
		50- 199	4
		200- 499	3
		500 - 999	2
		1 000 and more	4
		Student	1
		Other not gainfully employed	1
		<b>Conducted by: Wissler &amp; Partner, Basel</b>	
<b>Foreign (total)</b>	<b>19</b>	<b>Average length of stay</b>	<b>1,4 days</b>
of which		<b>Influence on purchasing/procurement decisions</b>	<b>%</b>
EU	64	Decisively	52
Other european countries	24	Collectively	23
South-, East-, Central Asia	8	In an advisory capacity	14
Other countries	4	No	9
		Student	1
		Other not gainfully employed	1

## Texcare International

### Trade visitors' profile

<b>Visitors (number of entries)</b>	<b>15 648</b>	<b>Area of responsibility</b>	<b>%</b>
<b>Proportion of trade visitors</b>	<b>97%</b>	Management	42
<b>Germany (total)</b>	<b>43</b>	Research/development/design	2
of which		Manufacturing, production, quality control	3
Nielsen 1	16	Buying/procurement	13
Bremen	1	Finance/accounting, controlling	1
Hamburg	1	Information and communication technology	1
Lower Saxony	11	Personnel administration, administration	2
Schleswig-Holstein	3	Sales	19
Nielsen 2	24	Marketing, advertising, PR	7
North Rhine-Westph.	24	Logistics: storage, material management, transport	-
Nielsen 3a	19	Maintenance/repairs	-
Hessen	10	Other area	8
Rhineland-Palatinate	8	Student	1
Saarland	1	Other not gainfully employed	1
Nielsen 3b	17	<b>Position in the company/organisation</b>	<b>%</b>
Baden-Württemberg	17	Entrepreneur, co-owner, freelancer	62
		Managing director, board member, head of an authority etc.	11
		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	10
		Lecturer, teacher	-
		Trainee	3
		Other position	2
		Student	1
		Other not gainfully employed	1
		<b>Economic sector</b>	<b>%</b>
		Retail trade	63
		Wholesale/foreign trade	6
		Skilled trades	4
		Service	15
		Industry	4
		Other sectors	6
		Student	1
		Other not gainfully employed	1
		<b>Size of company/organisation:</b>	<b>%</b>
		<b>Number of employees:</b>	<b>%</b>
		1- 4	59
		5- 9	13
		10- 49	12
		50- 199	4
		200- 499	3
		500 - 999	2
		1 000 and more	4
		Student	1
		Other not gainfully employed	1
		<b>Conducted by: Wissler &amp; Partner, Basel</b>	
<b>Foreign (total)</b>	<b>57</b>	<b>Average length of stay</b>	<b>1,8 days</b>
of which		<b>Influence on purchasing/procurement decisions</b>	<b>%</b>
EU	65	Decisively	39
Other european countries	18	Collectively	28
Africa	3	In an advisory capacity	19
North America	3	No	11
South and Central America	4	Student	2
Middle East	3	Other not gainfully employed	2
South-, East-, Central Asia	3		
Australia	2		

Trade visitors' profile

<b>Area of responsibility</b>	%
Management	47
Research/development/design	4
Manufacturing, production, quality control	11
Buying/procurement	3
Finance/accounting, controlling	1
Information and communication technology	1
Personnel administration, administration	2
Sales	11
Marketing, advertising, PR	1
Logistics: storage, material management, transport	1
Maintenance/repairs	8
Other area	7
Student	2
Other not gainfully employed	2
<b>Position in the company/organisation</b>	%
Entrepreneur, co-owner, freelancer	35
Managing director, board member, etc.	18
Area manager, works manager, plant manager, branch manager	17
Department head, group head	12
Other salaried staff, skilled workers	12
Lecturer, teacher	1
Trainee	1
Other position	2
Student	2
Other not gainfully employed	2
<b>Economic sector</b>	%
Laundry	25
Textile cleaning	23
Work clothes service	5
Hospital, nursing home, sanatorium	5
Hotels/restaurants	2
Other service	3
Industry	17
Wholesale/foreign trade	8
Other sectors	8
Student	2
Other not gainfully employed	2
<b>Size of company/organisation:</b>	
<b>Number of employees:</b>	%
1- 4	11
5- 9	12
10- 49	28
50- 199	23
200- 499	9
500 - 999	3
1 000 and more	11
Student	2
Other not gainfully employed	2

Conducted by: Wissler & Partner, Basel

<b>Visitors (number of entries)</b>	<b>8 349</b>
<b>Proportion of trade visitors</b>	<b>98%</b>
<b>Germany (total)</b>	<b>81</b>
of which	
Nielsen 1	7
Nielsen 2	18
Nielsen 3a	37
Nielsen 3b	14
Nielsen 4	15
Nielsen 5+6	4
Nielsen 7	5
Nielsen 8	2
Nielsen 9	1
Other not gainfully employed	1
<b>Foreign (total)</b>	<b>19</b>
of which	
EU	81
Other european countries	11
Other countries	8
<b>Distance to home</b>	%
up to 50 km	18
more than 50 km up to 100 km	11
more than 100 km up to 300 km	35
over 300 km	37
<b>The country with the highest visitor share</b>	%
Austria	13
<b>Frequency of visits to trade fair</b>	%
Previous event	28
Earlier events	46
First visit	41
<b>Average length of stay</b>	<b>1,3 days</b>
<b>Influence on purchasing/procurement decisions</b>	%
Decisively	40
Collectively	27
In an advisory capacity	23
No	8
Student	2
Other not gainfully employed	1
<b>Area of responsibility</b>	%
Management	41
Research/development/design	3
Manufacturing, production, quality control	9
Buying/procurement	3
Finance/accounting, controlling	1
Information and communication technology	2
Personnel administration, administration	-
Sales	14
Marketing, advertising, PR	17
Logistics: storage, material management, transport	-
Maintenance/repairs	1
Other area	6
Student	2
Other not gainfully employed	1
<b>Position in the company/organisation</b>	%
Entrepreneur, co-owner, freelancer	41
Managing director, board member, head of an authority etc.	10
Area manager, works manager, plant manager, branch manager, head of public office	4
Department head, group head, team leader	12
Other salaried staff, civil servant, skilled worker	19
Lecturer, teacher	1
Trainee	6
Other position	2
Student	2
Other not gainfully employed	1
<b>Economic sector</b>	%
Advertising	46
Publishing/printing	7
Other service	12
Wholesale trade	7
Retail trade	2
Information-/communication Industry	3
Other industry	7
Other sectors	14
Student	2
Other not gainfully employed	1
<b>Size of company/organisation:</b>	
<b>Number of employees:</b>	%
1- 4	38
5- 9	13
10- 49	16
50- 199	14
200- 499	4
500 - 999	3
1 000 and more	9
Student	2
Other not gainfully employed	1

Conducted by: Wissler & Partner, Basel

Trade visitors' profile

<b>Visitors (number of entries)</b>	<b>41 152</b>
<b>Proportion of trade visitors</b>	<b>90%</b>
<b>Germany (total)</b>	<b>98</b>
of which	
Nielsen 1	89
Nielsen 2	2
Nielsen 3a	2
Nielsen 3b	-
Nielsen 4	-
Nielsen 5+6	7
Nielsen 7	1
Nielsen 8	1
Nielsen 9	-
Other not gainfully employed	-
<b>Foreign (total)</b>	<b>2</b>
of which	
EU	51
Other countries	49
<b>Distance to home</b>	%
up to 50 km	38
more than 50 km up to 100 km	25
more than 100 km up to 300 km	31
over 300 km	6
<b>Frequency of visits to trade fair</b>	%
Previous event	38
Earlier events	38
First visit	44
<b>Average length of stay</b>	<b>1,2 days</b>
<b>Influence on purchasing/procurement decisions</b>	%
Decisively	20
Collectively	36
In an advisory capacity	18
No	23
Student	2
Other not gainfully employed	1
<b>Area of responsibility</b>	%
Management	19
Research/development/design	3
Manufacturing, production, quality control	8
Buying/procurement	3
Finance/accounting, controlling	1
Information and communication technology	3
Personnel administration, administration	2
Sales	9
Marketing, advertising, PR	1
Logistics: storage, material management, transport	2
Maintenance/repairs	29
Other area	18
Student	2
Other not gainfully employed	1

<b>Position in the company/organisation</b>	%
Entrepreneur, co-owner, freelancer	20
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	11
Other salaried staff, civil servant, skilled worker	13
Journeyman, skilled worker	14
Lecturer, teacher	2
Trainee	27
Other position	2
Student	2
Other not gainfully employed	1
<b>Economic sector</b>	%
Skilled trades company (incl. commercial part/office)	54
Engineer's and planning office	8
Trade (retail and wholesale trade)	6
Industrial company	4
Service companies	4
Energy suppliers, energy systems	3
Public institutions, authorities, local construction authorities	3
Developers, construction companies and building restoration companies	3
University, vocational-, polytechnic school, college	2
Municipal utility (public services, water supply companies)	2
Hospitals, social institutions	2
Architect's office	1
Housing business, property management	1
Facility management	1
Other sectors	3
Student	2
Other not gainfully employed	1
<b>Size of company/organisation:</b>	
<b>Number of employees:</b>	%
1- 4	20
5- 9	15
10- 49	26
50- 199	16
200- 499	7
500 - 999	5
1 000 and more	8
Student	2
Other not gainfully employed	1

Conducted by: Gelszus Messe-Marktforschung GmbH, Dortmund

## hanseboot → Hamburg

## Private visitors' profile

<b>Visitors (number of entries)</b>	<b>62 821</b>	<b>Position in the company/organisation</b>	<b>%</b>
<b>Proportion of private visitors</b>	<b>87%</b>	Entrepreneur, co-owner, freelancer	19
<b>Germany (total)</b>	<b>97</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	4
Nielsen 1	77	Nielsen 4	2
Bremen	2	Bavaria	2
Hamburg	27	Nielsen 5+6	10
Lower Saxony	22	Berlin	2
Schleswig-Holstein	26	Brandenburg	1
Nielsen 2	5	Mecklenburg-	
North Rhine-Westph.	5	West Pommernania	6
Nielsen 3a	3	Saxony-Anhalt	1
Hessen	2	Nielsen 7	1
Rhineland-Palatinate	1	Saxony	1
Saarland	-	Thuringia	-
Nielsen 3b	2		
Baden-Württemberg	2		
<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	41	yes	49
more than 50 km up to 100 km	14	no	18
more than 100 km up to 300 km	29	maybe	33
over 300 km	16	<b>Follow-up business</b>	<b>%</b>
<b>Frequency of visits to trade fair</b>	<b>%</b>	Intend to buy at later date	
Previous event	38	yes	33
Earlier events	63	no	20
First visit	27	maybe	47
<b>Sex</b>	<b>%</b>	<b>Conducted by: Gelszus Messe-Marktforschung GmbH, Dortmund</b>	
Male	77		
Female	23		
<b>Size of household</b>	<b>%</b>		
1 person	16		
2 persons	45		
3 persons	15		
4 persons	17		
5 persons and more	7		
<b>Age</b>	<b>%</b>		
up to 20 years	5		
over 20 up to 30 years	13		
over 30 up to 40 years	14		
over 40 up to 50 years	25		
over 50 up to 60 years	26		
over 60 up to 70 years	12		
over 70 years	5		

## HansePferd → Hamburg

## Private visitors' profile

<b>Visitors (number of entries)</b>	<b>53 496</b>	<b>Position in the company/organisation</b>	<b>%</b>
<b>Proportion of private visitors</b>	<b>88%</b>	Entrepreneur, co-owner, freelancer	5
<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	2
Nielsen 1	92	Nielsen 4	-
Bremen	1	Bavaria	-
Hamburg	24	Nielsen 5+6	6
Lower Saxony	20	Berlin	1
Schleswig-Holstein	47	Brandenburg	1
Nielsen 2	1	Mecklenburg-	
North Rhine-Westph.	1	West Pommernania	4
Nielsen 3a	1	Saxony-Anhalt	-
Hessen	1	Nielsen 7	-
Rhineland-Palatinate	-	Saxony	-
Saarland	-	Thuringia	-
Nielsen 3b	-		
Baden-Württemberg	-		
<b>Foreign (total)</b>	<b>2</b>	<b>Buying and ordering capacity</b>	<b>%</b>
of which		Purchase or order made or intended at the exhibition	
EU	60	yes	85
Other countries	40	no	4
		maybe	11
<b>Distance to home</b>	<b>%</b>	<b>Follow-up business</b>	<b>%</b>
up to 50 km	48	Intend to buy at later date	
more than 50 km up to 100 km	25	yes	34
more than 100 km up to 300 km	22	no	21
over 300 km	5	maybe	45
<b>Frequency of visits to trade fair</b>	<b>%</b>	<b>Conducted by: Gelszus Messe-Marktforschung GmbH, Dortmund</b>	
2014	51		
2012	41		
Earlier events	37		
First visit	30		
<b>Sex</b>	<b>%</b>		
Male	9		
Female	91		
<b>Size of household</b>	<b>%</b>		
1 person	11		
2 persons	28		
3 persons	21		
4 persons	29		
5 persons and more	11		
<b>Age</b>	<b>%</b>		
up to 20 years	41		
over 20 up to 30 years	27		
over 30 up to 40 years	12		
over 40 up to 50 years	13		
over 50 up to 60 years	6		
over 60 up to 70 years	1		
over 70 years	-		

## INTERGEO

## Trade visitors' profile

<b>Visitors (number of entries)</b>	<b>17 601</b>	<b>Position in the company/organisation</b>	<b>%</b>
<b>Proportion of trade visitors</b>	<b>99%</b>	Entrepreneur, co-owner, freelancer	5
<b>Germany (total)</b>	<b>58</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	33	Nielsen 4	6
Bremen	2	Bavaria	6
Hamburg	11	Nielsen 5+6	16
Lower Saxony	14	Berlin	4
Schleswig-Holstein	7	Brandenburg	3
Nielsen 2	15	Mecklenburg-	
North Rhine-Westph.	15	West Pommernania	7
Nielsen 3a	13	Saxony-Anhalt	3
Hessen	7	Nielsen 7	5
Rhineland-Palatinate	5	Saxony	3
Saarland	1	Thuringia	2
Nielsen 3b	11		
Baden-Württemberg	11		
<b>Foreign (total)</b>	<b>43</b>	<b>Buying and ordering capacity</b>	<b>%</b>
of which		Purchase or order made or intended at the exhibition	
EU	57	yes	85
Other european countries	11	no	4
Africa	5	maybe	11
South and Central America	6	<b>Follow-up business</b>	<b>%</b>
Middle East	5	Intend to buy at later date	
South-, East-, Central Asia	11	yes	34
Other countries	6	no	21
		maybe	45
<b>Distance to home</b>	<b>%</b>	<b>Conducted by: Gelszus Messe-Marktforschung GmbH, Dortmund</b>	
up to 50 km	8		
more than 50 km up to 100 km	5		
more than 100 km up to 300 km	16		
over 300 km	70		
<b>Countries with the highest visitor shares</b>	<b>%</b>		
Netherlands	7		
United Kingdom	6		
Croatia	5		
Austria	5		
Poland	5		
<b>Frequency of visits to trade fair</b>	<b>%</b>		
Previous event	27		
Earlier events	52		
First visit	41		
<b>Average length of stay</b>	<b>1,7 days</b>		
<b>Influence on purchasing/procurement decisions</b>	<b>%</b>		
Decisively	23		
Collectively	28		
In an advisory capacity	20		
No	14		
Student	12		
Other not gainfully employed	2		

Trade visitors' profile

<b>Area of responsibility</b>	%
Management	12
Research/development/design	8
Manufacturing, production, quality control	3
Buying/procurement	1
Finance/accounting, controlling	-
Information and communication technology	5
Personnel administration, administration	1
Sales	7
Marketing, advertising, PR	1
Logistics: storage, material management, transport	-
Maintenance/repairs	1
Other area	5
Training/further training	4
Measurement	38
Student	12
Other not gainfully employed	2
<b>Position in the company/organisation</b>	%
Entrepreneur, co-owner, freelancer	15
Managing director, board member, head of an authority etc.	9
Area manager, works manager, plant manager, branch manager, head of public office	9
Department head, group head, team leader	17
Other salaried staff, civil servant, skilled worker	27
Lecturer, teacher	3
Trainee	4
Other position	3
Student	12
Other not gainfully employed	2
<b>Economic sector</b>	%
Industrial company	8
Energy supply	3
Water supplies	2
Wholesale/foreign trade	2
Retail trade	1
Skilled trades	1
Engineer's office	17
Research	4
Telecommunication	1
Architecture/construction	6
Other service company	5
Professional, specialist association	2
Authority/public services	23
Vocational school/polytechnic/university	2
IT, software, hardware	4
Other sectors	6
Student	12
Other not gainfully employed	2
<b>Size of company/organisation:</b>	
<b>Number of employees:</b>	%
1- 4	10
5- 9	10
10- 49	21
50- 199	17
200- 499	11
500 - 999	5
1 000 and more	13
Student	12
Other not gainfully employed	2

Conducted by: Gelszus Messe-Marktforschung GmbH, Dortmund

<b>Visitors (number of entries)</b>	<b>93 174</b>
<b>Proportion of trade visitors</b>	<b>92%</b>
<b>Germany (total)</b>	<b>94</b>
of which	
Nielsen 1	57
Bremen	3
Hamburg	15
Lower Saxony	26
Schleswig-Holstein	13
Nielsen 2	14
North Rhine-Westph.	14
Nielsen 3a	6
Hesse	4
Rhineland-Palatinate	2
Saarland	-
Nielsen 3b	3
Baden-Württemb.	3
<b>Foreign (total)</b>	<b>6</b>
of which	
EU	70
Other european countries	12
Other countries	18
<b>Distance to home</b>	%
up to 50 km	23
more than 50 km up to 100 km	10
more than 100 km up to 300 km	31
over 300 km	36
<b>Countries with the highest visitor shares</b>	%
Austria	16
Italy	11
<b>Frequency of visits to exhibition</b>	%
Previous event	41
Earlier events	51
First visit	30
<b>Average length of stay</b>	<b>1,3 days</b>
<b>Influence on purchasing/procurement decisions</b>	%
Decisively	33
Collectively	33
In an advisory capacity	19
No	10
Student	4
Other not gainfully employed	1

<b>Area of responsibility</b>	%
Management	33
Research/development/design	1
Kitchen, Production	22
Buying/procurement	4
Finance/accounting, controlling	2
Information and communication technology	1
Personnel administration, administration	2
Sales	13
Marketing, advertising, PR	3
Logistics: storage, material management, transport	1
Maintenance/repairs	1
Bakery	7
Other area	5
Student	4
Other not gainfully employed	1
<b>Position in the company/organisation</b>	%
Entrepreneur, co-owner, freelancer	30
Managing director, board member, head of an authority etc.	7
Area manager, works manager, plant manager, branch manager, head of public office	9
Department head, group head, team leader	17
Other salaried staff, civil servant, skilled worker	17
Lecturer, teacher	2
Trainee	8
Other position	5
Student	4
Other not gainfully employed	1
<b>Economic sector</b>	%
Restaurant	22
Hotels/guest house	15
Bakery, confectioners, café	13
Franchise restaurant	5
Industrie (food, nonfood)	5
Catering	4
Large-scale canteens	4
Large-scale hospitals, homes	3
Large-scale schools	3
Large kitchen specialist trade	2
Coffee shop	2
Planning, architecture, interior furnishings, design offices	2
Retail grocery trade	2
Snack bars, filling stations	1
Discotheque, night club, bar	1
Beverage wholesale	1
Butcher	1
Other sectors	9
Student	4
Other not gainfully employed	1
<b>Size of company/organisation:</b>	
<b>Number of employees</b>	%
1- 4	15
5- 9	14
10- 49	28
50- 199	19
200- 499	6
500 - 999	4
1 000 and more	9
Student	4
Other not gainfully employed	1

Conducted by: Gelszus Messe-Marktforschung GmbH, Dortmund

Trade visitors' profile

<b>Visitors (number of entries)</b>	<b>12 198</b>
<b>Proportion of trade visitors</b>	<b>94%</b>
<b>Germany (total)</b>	<b>97</b>
of which	
Nielsen 1	83
Bremen	3
Hamburg	29
Lower Saxony	19
Schleswig-Holstein	32
Nielsen 2	6
North Rhine-Westph.	6
Nielsen 3a	1
Hessen	1
Rhineland-Palatinate	-
Saarland	-
Nielsen 3b	1
Baden-Württemberg	1
<b>Foreign (total)</b>	<b>3</b>
of which	
EU	71
Other european countries	8
Other countries	21
<b>Distance to home</b>	%
up to 50 km	50
more than 50 km up to 100 km	20
more than 100 km up to 300 km	19
over 300 km	11
<b>Frequency of visits to trade fair</b>	%
Previous event	28
Earlier events	28
First visit	55
<b>Average length of stay</b>	<b>1,2 days</b>
<b>Influence on purchasing/procurement decisions</b>	%
Decisively	21
Collectively	35
In an advisory capacity	21
No	15
Student	7
Other not gainfully employed	1

<b>Area of responsibility</b>	%
Management	14
Research/development/design	12
Manufacturing, production, quality control	32
Buying/procurement	4
Finance/accounting, controlling	1
Information and communication technology	1
Personnel administration, administration	1
Sales	15
Marketing, advertising, PR	1
Logistics: storage, material management, transport	1
Maintenance/repairs	6
Other area	7
Student	7
Other not gainfully employed	1
<b>Position in the company/organisation</b>	%
Entrepreneur, co-owner, freelancer	12
Managing director, board member, head of an authority etc.	6
Area manager, works manager, plant manager, branch manager, head of public office	8
Department head, group head, team leader	19
Other salaried staff, civil servant, skilled worker	31
Lecturer, teacher	3
Trainee	12
Other position	1
Student	7
Other not gainfully employed	1
<b>Economic sector</b>	%
Industry	52
Skilled trades	14
Service company	8
Trade	5
Vocational school/polytechnic/university	4
Authority/public services	3
Association/society	1
Other sectors	5
Student	7
Other not gainfully employed	1
<b>Size of company/organisation:</b>	
<b>Number of employees:</b>	%
1- 4	8
5- 9	8
10- 49	18
50- 199	25
200- 499	11
500 - 999	8
1 000 and more	14
Student	7
Other not gainfully employed	1

Conducted by: Gelszus Messe-Marktforschung GmbH, Dortmund

## REISEN HAMBURG → Hamburg

## Private visitors' profile

<b>Visitors (number of entries)</b>	<b>77 842</b>	<b>Position in the company/organisation</b>	<b>%</b>
<b>Proportion of private visitors</b>	<b>93%</b>	Entrepreneur, co-owner, freelancer	7
<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	2
Nielsen 1	96	Department head, group head, team leader	8
Bremen	-	Other salaried staff, civil servant, skilled worker	36
Hamburg	41	Lecturer, teacher	2
Lower Saxony	16	Trainee	2
Schleswig-Holstein	39	Other position	6
Nielsen 2	-	Student	5
North Rhine-Westph.	-	Housewife/man	2
Nielsen 3a	-	Old-age pensioner	28
Hessen	-	Other not gainfully employed	2
Rhineland-Palatinate	-		
Saarland	-	<b>Buying and ordering capacity</b>	<b>%</b>
Nielsen 3b	-	Purchase or order made or intended at the exhibition	
Baden-Württemberg	-	yes	26
		no	34
		maybe	40
<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	
up to 50 km	69	yes	28
more than 50 km up to 100 km	18	no	19
more than 100 km up to 300 km	9	maybe	53
over 300 km	4		
<b>Frequency of visits to trade fair</b>	<b>%</b>	<b>Conducted by: Gelszus Messe-Marktforschung GmbH, Dortmund</b>	
Previous event	30		
Earlier events	59		
First visit	31		
<b>Sex</b>	<b>%</b>		
Male	45		
Female	55		
<b>Size of household</b>	<b>%</b>		
1 person	16		
2 persons	57		
3 persons	12		
4 persons	11		
5 persons and more	4		
<b>Age</b>	<b>%</b>		
up to 20 years	4		
over 20 up to 30 years	12		
over 30 up to 40 years	9		
over 40 up to 50 years	18		
over 50 up to 60 years	26		
over 60 up to 70 years	20		
over 70 years	11		

## SMM → Hamburg

## Trade visitors' profile

<b>Visitors (number of entries)</b>	<b>47 286</b>	<b>Area of responsibility</b>	<b>%</b>
<b>Proportion of trade visitors</b>	<b>95%</b>	Management	27
<b>Germany (total)</b>	<b>54</b>	Research/development/design	13
of which		Manufacturing, production, quality control	6
Nielsen 1	72	Buying/procurement	6
Bremen	7	Finance/accounting, controlling	1
Hamburg	29	Information and communication technology	3
Lower Saxony	18	Personnel administration, administration	2
Schleswig-Holstein	18	Sales	14
Nielsen 2	6	Marketing, advertising, PR	3
North Rhine-Westph.	6	Logistics: storage, material management, transport	1
Nielsen 3a	2	Maintenance/repairs	7
Hessen	1	Seafaring and navigation	5
Rhineland-Palatinate	1	Other area	4
Saarland	-	Student	6
Nielsen 3b	4	Other not gainfully employed	2
Baden-Württemberg	4		
<b>Foreign (total)</b>	<b>46</b>	<b>Position in the company/organisation</b>	<b>%</b>
of which		Entrepreneur, co-owner, freelancer	14
EU	62	Managing director, board member, head of an authority etc.	11
Other european countries	12	Area manager, works manager, plant manager, branch manager, head of public office	13
North America	5	Department head, group head, team leader	23
South and Central America	4	Other salaried staff, civil servant, skilled worker	21
Asia	14	Lecturer, teacher	1
Other countries	2	Trainee	4
		Other position	5
<b>Distance to home</b>	<b>%</b>	Student	6
up to 50 km	21	Other not gainfully employed	2
more than 50 km up to 100 km	7		
more than 100 km up to 300 km	16	<b>Economic sector</b>	<b>%</b>
over 300 km	56	Shipping and shipping companies	20
<b>Countries with the highest visitor shares</b>	<b>%</b>	Machine and plant construction	11
Denmark	10	Shipyard, shipyard companies	10
United Kingdom	9	Electrical engineering/electronics	9
Netherlands	8	Ship outfitters	7
Italy	5	Engineer's office	5
Poland	5	Offshore industry	5
<b>Frequency of visits to trade fair</b>	<b>%</b>	Research, science, educational institution	4
Previous event	40	Metal production and processing	3
Earlier events	40	Public authority, flag state institution	2
First visit	43	Coast guard, maritime defence	2
<b>Average length of stay</b>	<b>1,7 days</b>	Port, forwarder, transport, logistics	1
		Ship broker	1
<b>Influence on purchasing/procurement decisions</b>	<b>%</b>	Classification company	1
Decisively	26	Bank, finance sector	1
Collectively	35	Other sectors	10
In an advisory capacity	19	Student	6
No	12	Other not gainfully employed	2
Student	6		
Other not gainfully employed	2	<b>Size of company/organisation: Number of employees:</b>	<b>%</b>
		1- 4	9
		5- 9	7
		10- 49	21
		50- 199	15
		200- 499	11
		500 - 999	7
		1 000 and more	22
		Student	6
		Other not gainfully employed	2

Conducted by: Gelszus Messe-Marktforschung GmbH, Dortmund

## WindEnergy

## Trade visitors' profile

<b>Visitors (number of entries)</b>	<b>35 086</b>	<b>Proportion of trade visitors</b>	<b>95%</b>
<b>Germany (total)</b>	<b>62</b>	<b>Germany (total)</b>	<b>62</b>
of which		of which	
Nielsen 1	60	Nielsen 4	4
Bremen	5	Bavaria	4
Hamburg	24	Nielsen 5+6	12
Lower Saxony	15	Berlin	5
Schleswig-Holstein	16	Brandenburg	2
Nielsen 2	12	Mecklenburg-	
North Rhine-Westph.	12	West Pommern	4
Nielsen 3a	6	Saxony-Anhalt	1
Hessen	3	Nielsen 7	2
Rhineland-Palatinate	2	Saxony	1
Saarland	1	Thuringia	1
Nielsen 3b	4		
Baden-Württemberg	4		
<b>Foreign (total)</b>	<b>38</b>	<b>Foreign (total)</b>	<b>38</b>
of which		of which	
EU	81	EU	81
Other european countries	7	Other european countries	7
North America	2	North America	2
Asia	7	Asia	7
Other countries	3	Other countries	3
<b>Distance to home</b>	<b>%</b>	<b>Distance to home</b>	<b>%</b>
up to 50 km	19	up to 50 km	19
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	20	more than 100 km up to 300 km	20
over 300 km	54	over 300 km	54
<b>Countries with the highest visitor shares</b>	<b>%</b>	<b>Countries with the highest visitor shares</b>	<b>%</b>
Denmark	18	Denmark	18
Netherlands	14	Netherlands	14
United Kingdom	12	United Kingdom	12
France	7	France	7
Spain	5	Spain	5
<b>Frequency of visits to trade fair</b>	<b>%</b>	<b>Frequency of visits to trade fair</b>	<b>%</b>
Previous event	32	Previous event	32
First visit	68	First visit	68
<b>Average length of stay</b>	<b>1,6 days</b>	<b>Average length of stay</b>	<b>1,6 days</b>
<b>Influence on purchasing/procurement decisions</b>	<b>%</b>	<b>Influence on purchasing/procurement decisions</b>	<b>%</b>
Decisively	19	Decisively	19
Collectively	33	Collectively	33
In an advisory capacity	21	In an advisory capacity	21
No	15	No	15
Student	10	Student	10
Other not gainfully employed	1	Other not gainfully employed	1

<b>Area of responsibility</b>	%		
Management	23		
Research/development/design	17		
Manufacturing, production, quality control	5		
Buying/procurement	3		
Finance/accounting, controlling	3		
Information and communication technology	2		
Personnel administration, administration	1		
Sales	14		
Marketing, advertising, PR	2		
Logistics: storage, material management, transport	2		
Maintenance/repairs	7		
Other area	10		
Student	10		
Other not gainfully employed	1		
<b>Position in the company/organisation</b>	%		
Entrepreneur, co-owner, freelancer	15		
Managing director, board member, head of an authority etc.	8		
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	27		
Lecturer, teacher	1		
Trainee	2		
Other position	4		
Student	10		
Other not gainfully employed	1		
<b>Economic sector</b>	%		
Manufacture of wind installations and components	17		
Planner, engineering office	11		
Manufacturing machines of wind installations and components	9		
Technical services	8		
Operations and maintenance	8		
Research and development	5		
Offshore Logistics	3		
Provider, municipal utilities, network operator	3		
Insurance and finance sector	3		
Systems integration, installation	2		
Lawyers, technical experts	2		
Operator, operating companies	2		
Energy trade	2		
Human resource management, training and further training	2		
Public administration	1		
Media	1		
Other sectors	9		
Student	10		
Other not gainfully employed	1		
<b>Size of company/organisation:</b>	%		
<b>Number of employees:</b>			
1- 4	11	500 - 999	5
5- 9	6	1 000 and more	27
10- 49	16	Student	
50- 199	14	Other not gainfully employed	1
200- 499	10		10

Conducted by: Gelszus Messe-Marktforschung GmbH, Dortmund

Private visitors' profile

<b>Visitors (number of entries)</b>	<b>76 514</b>	<b>Position in the company/organisation</b>	%
<b>Proportion of private visitors</b>	<b>98%</b>	Entrepreneur, co-owner, freelancer	7
<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	2
Nielsen 1	94	Nielsen 4	-
Bremen	-	Bavaria	-
Hamburg	-	Nielsen 5+6	1
Lower Saxony	93	Berlin	-
Schleswig-Holstein	1	Brandenburg	-
Nielsen 2	4	Mecklenburg-	
North Rhine-Westph.	4	West Pommern	-
Nielsen 3a	1	Saxony-Anhalt	1
Hesse	1	Nielsen 7	-
Rhineland-Palatinate	-	Saxony	-
Saarland	-	Thuringia	-
Nielsen 3b	-		
Baden-Württemberg	-	<b>Buying and ordering capacity</b>	%
		Purchase or order made or intended at the exhibition	
<b>Distance to home</b>	%	yes	57
up to 50 km	64	no	16
more than 50 km up to 100 km	28	maybe	27
more than 100 km up to 300 km	8		
over 300 km	1	<b>Follow-up business</b>	%
<b>Frequency of visits to trade fair</b>	%	Intend to buy at later date	
Previous event	27	yes	26
Earlier events	63	no	21
First visit	18	maybe	53
<b>Sex</b>	%	<b>Conducted by: Gelszus Messe-Marktforschung GmbH, Dortmund</b>	
Male	48		
Female	52		
<b>Size of household</b>	%		
1 person	13		
2 persons	56		
3 persons	14		
4 persons	13		
5 persons and more	5		
<b>Age</b>	%		
up to 20 years	3		
over 20 up to 30 years	10		
over 30 up to 40 years	10		
over 40 up to 50 years	19		
over 50 up to 60 years	29		
over 60 up to 70 years	23		
over 70 years	7		

Trade visitors' profile

<b>Visitors (number of entries)</b>	<b>28 094</b>	<b>Position in the company/organisation</b>	%
<b>Proportion of trade visitors</b>	<b>99%</b>	Entrepreneur, co-owner, freelancer	7
<b>Germany (total)</b>	<b>99</b>	Managing director, board member, home director etc.	8
of which		Chief administrator	2
Nielsen 1	59	Nielsen 4	2
Bremen	1	Bavaria	2
Hamburg	3	Nielsen 5+6	8
Lower Saxony	50	Berlin	2
Schleswig-Holstein	6	Brandenburg	1
Nielsen 2	21	Mecklenburg-	
North Rhine-Westph.	21	West Pommern	2
Nielsen 3a	7	Saxony-Anhalt	4
Hesse	4	Nielsen 7	3
Rhineland-Palatinate	2	Saxony	1
Saarland	-	Thuringia	1
Nielsen 3b	1		
Baden-Württemberg	1	<b>Position in the company/organisation</b>	%
		Entrepreneur, co-owner, freelancer	7
<b>Foreign (total)</b>	<b>1</b>	Managing director, board member, home director etc.	8
of which		Chief administrator	2
EU	77	Household manager	2
Other countries	23	Kitchen manager	1
<b>Distance to home</b>	%	Other salaried staff, civil servant with managerial responsibility	3
up to 50 km	22	Head of nursing service	12
more than 50 km up to 100 km	20	Ward sister	4
more than 100 km up to 300 km	42	Salaried staff, civil servant	3
over 300 km	17	Geriatric nurse, nurse/male nurse	19
<b>Frequency of visits to trade fair</b>	%	Assistant geriatric nurse, nurse	4
Previous event	8	Lecturer, teacher	3
Earlier events	50	Skilled domestic worker	1
First visit	41	Trainee	17
<b>Average length of stay</b>	<b>1,1 days</b>	Other position	5
<b>Influence on purchasing/procurement decisions</b>	%	Student	8
Decisively	13	Other not gainfully employed	1
Collectively	31	<b>Economic sector</b>	%
In an advisory capacity	26	Old peoples' home	14
No	21	Nursing home	31
Student	8	Day care/short-term nursing facilities	2
Other not gainfully employed	1	Facility for the disabled	3
<b>Area of responsibility</b>	%	Social ward	2
Management	9	Out-patient nursing services	14
Research/development/design	1	Hospital	2
Manufacturing, production, quality control	1	Rehabilitation clinic	1
Buying/procurement	2	Welfare association	3
Finance/accounting, controlling	1	Sponsor	1
Information and communication technology	1	Public authority	1
Personnel administration, administration	2	School, educational institution	5
Sales	2	Old peoples' home	2
Marketing, advertising, PR	1	Shared residence	1
Logistics: storage, material management, transport	-	Therapeutic facility	1
Maintenance/repairs	2	Medical supplies retailer	1
Management of a home	7	Industrial producer	1
Nursing service	40	(Interior) architect/decorator	1
Care, supervision	7	Other sectors	7
Therapy	2	Student	8
		Other not gainfully employed	1
		<b>Size of company/organisation:</b>	
		<b>Number of employees</b>	%
		1- 4	4
		5- 9	4
		10- 49	23
		50- 199	28
		200- 499	11
		500 - 999	7
		1 000 and more	13
		Student	8
		Other not gainfully employed	1

Conducted by: Gelszus Messe-Marktforschung GmbH, Dortmund



## B.I.G. (2015) → Hannover

## Private visitors' profile

<b>Visitors (number of entries)</b>	<b>17 416</b>	<b>Position in the company/organisation</b>	<b>%</b>
<b>Proportion of private visitors</b>	<b>94%</b>	Entrepreneur, co-owner, freelancer	9
<b>Germany (total)</b>	<b>100</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	3
Nielsen 1	97	Nielsen 4	-
Bremen	-	Bavaria	-
Hamburg	-	Nielsen 5+6	1
Lower Saxony	97	Berlin	1
Schleswig-Holstein	-	Brandenburg	-
Nielsen 2	1	Mecklenburg-	-
North Rhine-Westph.	1	West Pomerania	-
Nielsen 3a	1	Saxony-Anhalt	-
Hesse	1	Nielsen 7	-
Rhineland-Palatinate	-	Saxony	-
Saarland	-	Thuringia	-
Nielsen 3b	-		
Baden-Württemb.	-		
<b>Distance to home</b>	<b>%</b>	<b>Buying and ordering capacity</b>	<b>%</b>
up to 50 km	81	Purchase or order made or intended at the exhibition	
more than 50 km up to 100 km	14	yes	36
more than 100 km up to 300 km	4	no	24
over 300 km	1	maybe	41
<b>Frequency of visits to exhibition</b>	<b>%</b>	<b>Follow-up business</b>	<b>%</b>
First event		Intend to buy at later date	
<b>Sex</b>	<b>%</b>	yes	32
Male	45	no	18
Female	55	maybe	50
<b>Size of household</b>	<b>%</b>	<b>Conducted by: Gelszus Messe-Marktforschung GmbH, Dortmund</b>	
1 person	7		
2 persons	61		
3 persons	15		
4 persons	13		
5 persons and more	4		
<b>Age</b>	<b>%</b>		
up to 20 years	1		
over 20 up to 30 years	9		
over 30 up to 40 years	13		
over 40 up to 50 years	19		
over 50 up to 60 years	26		
over 60 up to 70 years	23		
over 70 years	9		

## CeBIT → Hannover

## Trade visitors' profile

<b>Visitors (number of entries)</b>	<b>176 795</b>	<b>Area of responsibility</b>	<b>%</b>
<b>Proportion of trade visitors</b>	<b>88%</b>	Management	10
<b>Germany (total)</b>	<b>78</b>	Research/development/design	7
of which		Manufacturing, production, quality control	3
Nielsen 1	42	Buying/procurement	2
Bremen	2	Finance/accounting, controlling	3
Hamburg	5	Information and communication technology	37
Lower Saxony	32	Personnel administration, administration	2
Schleswig-Holstein	4	Sales	8
Nielsen 2	19	Marketing, advertising, PR	4
North Rhine-Westph.	19	Logistics: storage, material management, transport	1
Nielsen 3a	9	Maintenance/repairs	2
Hessen	7	Other area	5
Rhineland-Palatinate	2	Student	16
Saarland	-	Other not gainfully employed	1
Nielsen 3b	7		
Baden-Württemberg	7	<b>Position in the company/organisation</b>	<b>%</b>
<b>Foreign (total)</b>	<b>22</b>	Entrepreneur, co-owner, freelancer	15
of which		Managing director, board member, head of an authority etc.	10
EU	62	Area manager, works manager, plant manager, branch manager, head of public office	8
Other european countries	11	Department head, group head, team leader	14
Africa	3	Other salaried staff, civil servant, skilled worker	29
North America	2	Lecturer, teacher	2
South and Central America	3	Trainee	5
Middle East	9	Student	16
South-, East-, Central Asia	10	Other not gainfully employed	1
<b>Distance to home</b>	<b>%</b>	<b>Economic sector</b>	<b>%</b>
up to 50 km	14	Hardware manufacturer	7
more than 50 km up to 100 km	9	Software and IT systems specialists	23
more than 100 km up to 300 km	31	Trade	10
over 300 km	47	Services provided by companies and freelancers	24
<b>Countries with the highest visitor shares</b>	<b>%</b>	Power industry	4
Netherlands	12	Manufacturing sector	8
Poland	7	Authority/public services	13
Belgium	7	Skilled trades	2
Austria	6	Building trade	2
Switzerland	5	Traffic and logistic	4
<b>Frequency of visits to trade fair</b>	<b>%</b>	Travel and tourism	1
Previous event	34	Banking, finance and insurance	5
Earlier events	59	Health system and medical systems	4
First visit	35	Other sectors	2
<b>Average length of stay</b>	<b>1,5 days</b>	Student	16
<b>Influence on purchasing/procurement decisions</b>	<b>%</b>	Other not gainfully employed	1
Decisively	27	<b>Size of company/organisation:</b>	<b>%</b>
Collectively	24	<b>Number of employees:</b>	
In an advisory capacity	20	1- 4	13
No	12	5- 9	7
Student	16	10- 49	15
Other not gainfully employed	1	50- 199	14
		200- 499	9
		500 - 999	6
		1 000 and more	19
		Student	16
		Other not gainfully employed	1
		<b>Conducted by: Wissler &amp; Partner, Basel</b>	

## CeMAT

## Trade visitors' profile

<b>Visitors (number of entries)</b>	<b>35 636</b>	<b>Visitors (number of entries)</b>	<b>35 636</b>
<b>Proportion of trade visitors</b>	<b>98%</b>	<b>Proportion of trade visitors</b>	<b>98%</b>
<b>Germany (total)</b>	<b>63</b>	<b>Germany (total)</b>	<b>63</b>
of which		of which	
Nielsen 1	47	Nielsen 4	8
Bremen	3	Bavaria	8
Hamburg	9	Nielsen 5+6	7
Lower Saxony	31	Berlin	3
Schleswig-Holstein	3	Brandenburg	1
Nielsen 2	21	Mecklenburg-	-
North Rhine-Westph.	21	West Pomerania	1
Nielsen 3a	9	Saxony-Anhalt	2
Hessen	7	Nielsen 7	4
Rhineland-Palatinate	2	Saxony	-
Saarland	1	Thuringia	-
Nielsen 3b	4		
Baden-Württemberg	4		
<b>Foreign (total)</b>	<b>37</b>	<b>Foreign (total)</b>	<b>37</b>
of which		of which	
EU	61	EU	61
Other european countries	8	Other european countries	8
Africa	2	Africa	2
North America	3	North America	3
South and Central America	5	South and Central America	5
Middle East	4	Middle East	4
South-, East-, Central Asia	15	South-, East-, Central Asia	15
Australia	1	Australia	1
<b>Distance to home</b>	<b>%</b>	<b>Distance to home</b>	<b>%</b>
up to 50 km	11	up to 50 km	11
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	30	more than 100 km up to 300 km	30
over 300 km	52	over 300 km	52
<b>Countries with the highest visitor shares</b>	<b>%</b>	<b>Countries with the highest visitor shares</b>	<b>%</b>
Netherlands	7	Netherlands	7
France	7	France	7
China, People's Republic	6	China, People's Republic	6
Poland	5	Poland	5
Spain	5	Spain	5
<b>Frequency of visits to trade fair</b>	<b>%</b>	<b>Frequency of visits to trade fair</b>	<b>%</b>
Previous event	29	Previous event	29
Earlier events	25	Earlier events	25
First visit	61	First visit	61
<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	25	Decisively	25
Collectively	31	Collectively	31
In an advisory capacity	21	In an advisory capacity	21
No	14	No	14
Student	9	Student	9
Other not gainfully employed	1	Other not gainfully employed	1

Trade visitors' profile

<b>Area of responsibility</b>	%
Management	11
Research/development/design	7
Manufacturing, production, quality control	8
Buying/procurement	6
Finance/accounting, controlling	2
Information and communication technology	2
Personnel administration, administration	-
Sales	14
Marketing, advertising, PR	3
Logistics: storage, material management, transport	32
Maintenance/repairs	4
Other area	2
Student	9
Other not gainfully employed	1
<b>Position in the company/organisation</b>	%
Entrepreneur, co-owner, freelancer	8
Managing director, board member, head of an authority etc.	12
Area manager, works manager, plant manager, branch manager, head of public office	15
Department head, group head, team leader	24
Other salaried staff, civil servant, skilled worker	23
Lecturer, teacher	2
Trainee	7
Student	9
Other not gainfully employed	1
<b>Economic sector</b>	%
Manufacturing sector	37
Port operations, port cargo handling systems	3
Building trade	4
Skilled trades	4
Trade	21
Services provided by companies and freelancers	22
Power industry	3
Authority/public services	3
Other sectors	3
Student	9
Other not gainfully employed	1
<b>Size of company/organisation:</b>	%
<b>Number of employees:</b>	
1- 4	4
5- 9	4
10- 49	17
50- 199	21
200- 499	12
500 - 999	10
1 000 and more	22
Student	9
Other not gainfully employed	1
<b>Conducted by: Wissler &amp; Partner, Basel</b>	

<b>Visitors (number of entries)</b>	<b>45 248</b>
<b>Proportion of trade visitors</b>	<b>97%</b>
<b>Germany (total)</b>	<b>40</b>
of which	
Nielsen 1	36
Bremen	1
Hamburg	5
Lower Saxony	26
Schleswig-Holstein	4
Nielsen 2	24
North Rhine-Westph.	24
Nielsen 3a	12
Hessen	7
Rhineland-Palatinate	4
Saarland	1
Nielsen 3b	8
Baden-Württemberg	8
<b>Foreign (total)</b>	<b>60</b>
of which	
EU	49
Other european countries	14
Africa	3
North America	5
South and Central America	3
Middle East	7
South-, East-, Central Asia	16
Australia	2
<b>Distance to home</b>	%
up to 50 km	5
more than 50 km up to 100 km	3
more than 100 km up to 300 km	16
over 300 km	75
<b>Countries with the highest visitor shares</b>	%
United Kingdom	10
India	9
Turkey	7
Netherlands	6
Belgium	5
<b>Frequency of visits to trade fair</b>	%
Previous event	46
Earlier events	62
First visit	30
<b>Average length of stay</b>	<b>1,9 days</b>
<b>Influence on purchasing/procurement decisions</b>	%
Decisively	54
Collectively	20
In an advisory capacity	15
No	8
Student	1

<b>Area of responsibility</b>	%
Management	40
Research/development/design	8
Manufacturing, production, quality control	7
Buying/procurement	10
Finance/accounting, controlling	1
Information and communication technology	-
Personnel administration, administration	-
Sales	24
Marketing, advertising, PR	4
Logistics: storage, material management, transport	1
Maintenance/repairs	1
Other area	4
Student	1
<b>Position in the company/organisation</b>	%
Entrepreneur, co-owner, freelancer	36
Managing director, board member, head of an authority etc.	24
Area manager, works manager, plant manager, branch manager, head of public office	10
Department head, group head, team leader	13
Other salaried staff, civil servant, skilled worker	13
Lecturer, teacher	-
Trainee	1
Other position	2
Student	1
<b>Economic sector</b>	%
Furnishing/furniture stores	8
Department stores, mail order, DIY stores	3
Timber trade	12
Other Specialist retail trade	9
Wholesale trade	25
Interior decorator	7
Parquet and floor layer	15
Painter	3
Other skilled trades	1
Architect/interior designer, contract furnisher	8
Industry	25
Other sectors	6
Student	1
<b>Size of company/organisation:</b>	%
<b>Number of employees:</b>	
1- 4	22
5- 9	14
10- 49	26
50- 199	17
200 - 499	7
500 - 999	4
1 000 and more	8
Student	1
<b>Conducted by: Wissler &amp; Partner, Basel</b>	

Trade visitors' profile

<b>Visitors (number of entries)</b>	<b>31 217</b>
<b>Proportion of trade visitors</b>	<b>95%</b>
<b>Germany (total)</b>	<b>85</b>
of which	
Nielsen 1	43
Bremen	1
Hamburg	-
Lower Saxony	37
Schleswig-Holstein	5
Nielsen 2	14
North Rhine-Westph.	14
Nielsen 3a	11
Hessen	8
Rhineland-Palatinate	3
Saarland	-
Nielsen 3b	7
Baden-Württemberg	7
<b>Foreign (total)</b>	<b>15</b>
of which	
EU	52
Other european countries	16
Other countries	33
<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	37
over 300 km	42
<b>Frequency of visits to trade fair</b>	%
Previous event	62
Earlier events	58
First visit	26
<b>Average length of stay</b>	<b>1,4 days</b>
<b>Influence on purchasing/procurement decisions</b>	%
Decisively	35
Collectively	31
In an advisory capacity	19
No	10
Student	5
Other not gainfully employed	1

<b>Area of responsibility</b>	%
Management	50
Research/development/design	6
Manufacturing, production, quality control	6
Buying/procurement	1
Finance/accounting, controlling	1
Information and communication technology	-
Personnel administration, administration	2
Sales	7
Marketing, advertising, PR	2
Logistics: storage, material management, transport	3
Maintenance/repairs	7
Other area	10
Student	5
Other not gainfully employed	1
<b>Position in the company/organisation</b>	%
Entrepreneur, co-owner, freelancer	46
Managing director, board member, head of an authority etc.	13
Area manager, works manager, plant manager, branch manager, head of public office	5
Department head, group head, team leader	5
Other salaried staff, civil servant, skilled worker	14
Lecturer, teacher	1
Trainee	7
Other position	4
Student	5
Other not gainfully employed	1
<b>Economic sector</b>	%
Agricultural company	63
Forestry business	1
Contractors, industrial equipment hire companies	5
Industry	8
Trade/sales	2
Engineer's and planning office	3
Service providers for the renewable energies industry	2
Other services	5
Other sectors	6
Student	5
Other not gainfully employed	1
<b>Size of company/organisation:</b>	%
<b>Number of employees:</b>	
1- 4	46
5- 9	13
10- 49	14
50- 199	9
200- 499	3
500 - 999	2
1 000 and more	4
Student	5
Other not gainfully employed	1
	N/A
	3
<b>Conducted by: Wissler &amp; Partner, Basel</b>	

## EuroBLECH → Hannover

## Trade visitors' profile

<b>Visitors (number of entries)</b>	<b>60 636</b>	<b>Area of responsibility</b>	<b>%</b>
<b>Proportion of trade visitors</b>	<b>99%</b>	Management	18
<b>Germany (total)</b>	<b>60</b>	Research/development/design	19
of which		Manufacturing, production, quality control	30
Nielsen 1	26	Buying/procurement	8
Bremen	1	Finance/accounting, controlling	1
Hamburg	2	Information and communication technology	1
Lower Saxony	21	Personnel administration, administration	-
Schleswig-Holstein	2	Sales	12
Nielsen 2	27	Marketing, advertising, PR	1
North Rhine-Westph.	27	Logistics: storage, material management, transport	1
Nielsen 3a	10	Maintenance/repairs	4
Hessen	6	Other area	2
Rhineland-Palatinate	3	Student	4
Saarland	1	<b>Position in the company/organisation</b>	<b>%</b>
Nielsen 3b	12	Entrepreneur, co-owner, freelancer	10
Baden-Württemberg	12	Managing director, board member, head of an authority etc.	17
<b>Foreign (total)</b>	<b>40</b>	Area manager, works manager, plant manager, branch manager, head of public office	15
of which		Department head, group head, team leader	20
EU	64	Other salaried staff, civil servant, skilled worker	29
Other european countries	13	Lecturer, teacher	1
Africa	3	Trainee	3
North America	3	Student	4
South and Central America	3	<b>Economic sector</b>	<b>%</b>
Middle East	3	Industry	79
South-, East-, Central Asia	9	Wholesale/foreign trade	5
Australia	3	Retail trade	2
<b>Distance to home</b>	<b>%</b>	Skilled trades	12
up to 50 km	6	Service	7
more than 50 km up to 100 km	5	Authority/public services	1
more than 100 km up to 300 km	21	University/college/polytechnic	2
over 300 km	68	Other sectors	2
<b>Countries with the highest visitor shares</b>	<b>%</b>	Student	4
Netherlands	9	<b>Size of company/organisation:</b>	<b>%</b>
Italy	6	<b>Number of employees:</b>	
France	4	1- 4	5
Spain	4	5- 9	5
Sweden	4	10- 49	22
<b>Frequency of visits to trade fair</b>	<b>%</b>	50- 199	27
Previous event	38	1 000 and more	15
Earlier events	42	Student	4
First visit	47	<b>Conducted by: Wissler &amp; Partner, Basel</b>	
<b>Average length of stay</b>	<b>1,6 days</b>		
<b>Influence on purchasing/procurement decisions</b>	<b>%</b>		
Decisively	33		
Collectively	32		
In an advisory capacity	20		
No	12		
Student	4		

## EuroTier → Hannover

## Trade visitors' profile

<b>Visitors (number of entries)</b>	<b>162 729</b>	<b>Area of responsibility</b>	<b>%</b>
<b>Proportion of trade visitors</b>	<b>94%</b>	Management	45
<b>Germany (total)</b>	<b>75</b>	Research/development/design	6
of which		Manufacturing, production, quality control	8
Nielsen 1	39	Buying/procurement	3
Bremen	1	Finance/accounting, controlling	2
Hamburg	1	Information and communication technology	1
Lower Saxony	33	Personnel administration, administration	2
Schleswig-Holstein	6	Sales	9
Nielsen 2	17	Marketing, advertising, PR	2
North Rhine-Westph.	17	Logistics: storage, material management, transport	2
Nielsen 3a	11	Maintenance/repairs	4
Hessen	8	Other area	13
Rhineland-Palatinate	3	Student	4
Saarland	-	Other not gainfully employed	1
Nielsen 3b	8	<b>Position in the company/organisation</b>	<b>%</b>
Baden-Württemberg	8	Entrepreneur, co-owner, freelancer	46
<b>Foreign (total)</b>	<b>25</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	5
EU	57	Department head, group head, team leader	5
Other european countries	13	Other salaried staff, civil servant, skilled worker	15
Africa	1	Lecturer, teacher	2
North America	2	Trainee	2
South and Central America	3	Student	12
Middle East	12	<b>Economic sector</b>	<b>%</b>
South-, East-, Central Asia	12	Agricultural business, company	59
Australia	-	Forestry business	1
<b>Distance to home</b>	<b>%</b>	Contractors, industrial equipment hire companies	5
up to 50 km	8	Industry	11
more than 50 km up to 100 km	8	Netherlands	5
more than 100 km up to 300 km	35	Trade/sales	5
over 300 km	50	Veterinary surgeon	2
<b>Countries with the highest visitor shares</b>	<b>%</b>	Engineer's and planning office	1
Netherlands	14	Other service	5
China, People's Republic	7	Universities and polytechnics, science	2
Poland	5	Other sectors	4
Russia	5	Student	4
Austria	4	Other not gainfully employed	1
<b>Frequency of visits to trade fair</b>	<b>%</b>	<b>Size of company/organisation:</b>	<b>%</b>
Previous event	56	<b>Number of employees:</b>	
Earlier events	54	1- 4	47
First visit	28	5- 9	10
<b>Average length of stay</b>	<b>1,5 days</b>	10- 49	15
<b>Influence on purchasing/procurement decisions</b>	<b>%</b>	50- 199	9
Decisively	32	200- 499	3
Collectively	27	1 000 and more	4
In an advisory capacity	20	Student	4
No	16	Other not gainfully employed	1
Student	4	employed	4
Other not gainfully employed	1	N/A	4
		<b>Conducted by: Wissler &amp; Partner, Basel</b>	

## HANNOVER MESSE

## Trade visitors' profile

<b>Visitors (number of entries)</b>	<b>190 885</b>	<b>Area of responsibility</b>	<b>%</b>
<b>Proportion of trade visitors</b>	<b>95%</b>	Management	45
<b>Germany (total)</b>	<b>72</b>	Research/development/design	6
of which		Manufacturing, production, quality control	8
Nielsen 1	43	Buying/procurement	3
Bremen	3	Finance/accounting, controlling	2
Hamburg	4	Information and communication technology	1
Lower Saxony	33	Personnel administration, administration	2
Schleswig-Holstein	4	Sales	9
Nielsen 2	22	Marketing, advertising, PR	2
North Rhine-Westph.	22	Logistics: storage, material management, transport	2
Nielsen 3a	7	Maintenance/repairs	4
Hessen	5	Other area	13
Rhineland-Palatinate	2	Student	4
Saarland	-	Other not gainfully employed	1
Nielsen 3b	8	<b>Position in the company/organisation</b>	<b>%</b>
Baden-Württemberg	8	Entrepreneur, co-owner, freelancer	46
<b>Foreign (total)</b>	<b>28</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	5
EU	47	Department head, group head, team leader	5
Other european countries	10	Other salaried staff, civil servant, skilled worker	15
Africa	2	Lecturer, teacher	2
North America	7	Trainee	2
South and Central America	6	Student	12
Middle East	4	<b>Economic sector</b>	<b>%</b>
South-, East-, Central Asia	25	Agricultural business, company	59
Australia	1	Forestry business	1
<b>Distance to home</b>	<b>%</b>	Contractors, industrial equipment hire companies	5
up to 50 km	14	Industry	11
more than 50 km up to 100 km	9	Netherlands	5
more than 100 km up to 300 km	28	Trade/sales	5
over 300 km	49	Veterinary surgeon	2
<b>Countries with the highest visitor shares</b>	<b>%</b>	Engineer's and planning office	1
China, People's Republic	11	Other service	5
Netherlands	9	Universities and polytechnics, science	2
India	6	Other sectors	4
United States of America	6	Student	4
Belgium	4	Other not gainfully employed	1
<b>Frequency of visits to trade fair</b>	<b>%</b>	<b>Size of company/organisation:</b>	<b>%</b>
Previous event	32	<b>Number of employees:</b>	
Earlier events	47	1- 4	47
First visit	44	5- 9	10
<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	9
Decisively	21	200- 499	3
Collectively	24	1 000 and more	4
In an advisory capacity	20	Student	4
No	12	Other not gainfully employed	1
Student	22	employed	4
Other not gainfully employed	2	N/A	4
		<b>Conducted by: Wissler &amp; Partner, Basel</b>	

Trade visitors' profile

<b>Area of responsibility</b>	%
Management	11
Research/development/design	20
Manufacturing, production, quality control	13
Buying/procurement	4
Finance/accounting, controlling	1
Information and communication technology	4
Personnel administration, administration	1
Sales	9
Marketing, advertising, PR	3
Logistics: storage, material management, transport	1
Maintenance/repairs	4
Other area	5
Student	22
Other not gainfully employed	2
<b>Position in the company/organisation</b>	%
Entrepreneur, co-owner, freelancer	11
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	16
Other salaried staff, civil servant, skilled worker	27
Lecturer, teacher	3
Trainee	3
Other position	1
Student	22
Other not gainfully employed	2
<b>Economic sector</b>	%
Power industry	14
Environmental management	3
Manufacturing sector	36
Building trade	3
Skilled trades	3
Trade	5
Telecommunication	3
Services provided by companies and freelancers	12
Authority/public services	5
Research institutes, industrial research	6
Investor, financing	1
Other sectors	1
Student	22
Other not gainfully employed	2
<b>Size of company/organisation:</b>	
<b>Number of employees:</b>	%
1- 4	7
5- 9	5
10- 49	14
50- 199	16
200- 499	9
500 - 999	7
1 000 and more	20
Student	22
Other not gainfully employed	2
<b>Conducted by: Wissler &amp; Partner, Basel</b>	

<b>Visitors (number of entries)</b>	<b>86 471*</b>
<b>Proportion of trade visitors</b>	<b>95%</b>
<b>Germany (total)</b>	<b>68</b>
of which	
Nielsen 1	39
Hamburg	3
Bremen	2
Lower Saxony	30
Schleswig-Holstein	3
Nielsen 2	22
North Rhine-Westph.	22
Nielsen 3a	7
Hesse	5
Rhineland-Palatinate	2
Saarland	-
Nielsen 3b	9
Baden-Württemberg	9
Nielsen 4	10
Bavaria	10
Nielsen 5+6	8
Berlin	5
Brandenburg	1
Mecklenburg-	
West Pomerania	-
Saxony-Anhalt	2
Nielsen 7	5
Saxony	3
Thuringia	2
<b>Foreign (total)</b>	<b>32</b>
of which	
EU	47
Other european countries	10
North America	8
South and Central America	5
Middle East	2
South-, East-, Central Asia	27
Other countries	2
<b>Distance to home</b>	%
up to 50 km	11
more than 50 km up to 100 km	8
more than 100 km up to 300 km	26
over 300 km	55
<b>Countries with the highest visitor shares</b>	%
China, People's Republic	13
Netherlands	10
United States of America	7
India	5
Turkey	4
<b>Frequency of visits to trade fair</b>	%
Previous event	29
Earlier events	41
First visit	50
<b>Average length of stay</b>	<b>1,7 days</b>
<b>Influence on purchasing/procurement decisions</b>	%
Decisively	20
Collectively	24
In an advisory capacity	21
No	11
Student	22
Other not gainfully employed	1

<b>Area of responsibility</b>	%
Management	12
Research/development/design	20
Manufacturing, production, quality control	13
Buying/procurement	3
Finance/accounting, controlling	1
Information and communication technology	8
Personnel administration, administration	1
Sales	7
Marketing, advertising, PR	4
Logistics: storage, material management, transport	1
Maintenance/repairs	2
Other area	4
Student	22
Other not gainfully employed	1
<b>Position in the company/organisation</b>	%
Entrepreneur, co-owner, freelancer	11
Managing director, board member, head of an authority etc.	8
Area manager, works manager, plant manager, branch manager, head of public office	10
Department head, group head, team leader	16
Other salaried staff, civil servant, skilled worker	25
Lecturer, teacher	3
Trainee	3
Student	22
Other not gainfully employed	1
<b>Economic sector</b>	%
Power industry	9
Environmental management	2
Manufacturing sector	35
Building trade	3
Skilled trades	2
Trade	4
Telecommunication	5
Services provided by companies and freelancers	15
Authority/public services	6
Research institutes, industrial research	8
Investor, financing	1
Other sectors	2
Student	22
Other not gainfully employed	1
<b>Size of company/organisation:</b>	
<b>Number of employees:</b>	%
1- 4	6
5- 9	4
10- 49	11
50- 199	15
200- 499	8
500 - 999	6
1 000 and more	26
Student	22
Other not gainfully employed	1
<b>Conducted by: Wissler &amp; Partner, Basel</b>	

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

Trade visitors' profile

<b>Visitors (number of entries)</b>	<b>96 588*</b>
<b>Proportion of trade visitors</b>	<b>95%</b>
<b>Germany (total)</b>	<b>66</b>
of which	
Nielsen 1	44
Bremen	3
Hamburg	4
Lower Saxony	33
Schleswig-Holstein	4
Nielsen 2	20
North Rhine-Westph.	20
Nielsen 3a	7
Hessen	5
Rhineland-Palatinate	2
Saarland	-
Nielsen 3b	7
Baden-Württemberg	7
Nielsen 4	9
Bavaria	9
Nielsen 5+6	8
Berlin	4
Brandenburg	1
Mecklenburg-	
West Pomerania	1
Saxony-Anhalt	2
Nielsen 7	5
Saxony	4
Thuringia	2
<b>Foreign (total)</b>	<b>34</b>
of which	
EU	44
Other european countries	11
Africa	2
North America	8
South and Central America	8
Middle East	4
South-, East-, Central Asia	23
Australia	1
<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	25
over 300 km	54
<b>Countries with the highest visitor shares</b>	%
China, People's Republic	11
Netherlands	7
United States of America	7
India	5
France	4
<b>Frequency of visits to trade fair</b>	%
Previous event	32
Earlier events	47
First visit	44
<b>Average length of stay</b>	<b>1,8 days</b>
<b>Influence on purchasing/procurement decisions</b>	%
Decisively	22
Collectively	24
In an advisory capacity	20
No	11
Student	21
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	14
Research/development/design	19
Manufacturing, production, quality control	11
Buying/procurement	3
Finance/accounting, controlling	2
Information and communication technology	3
Personnel administration, administration	1
Sales	11
Marketing, advertising, PR	3
Logistics: storage, material management, transport	1
Maintenance/repairs	4
Other area	7
Student	21
Other not gainfully employed	2
<b>Position in the company/organisation</b>	%
Entrepreneur, co-owner, freelancer	12
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	15
Other salaried staff, civil servant, skilled worker	26
Lecturer, teacher	3
Trainee	2
Student	21
Other not gainfully employed	2
<b>Economic sector</b>	%
Power industry	28
Environmental management	4
Manufacturing sector	27
Building trade	4
Skilled trades	3
Trade	5
Telecommunication	3
Services provided by companies and freelancers	11
Authority/public services	6
Research institutes, industrial research	6
Investor, financing	2
Other sectors	1
Student	21
Other not gainfully employed	2
<b>Size of company/organisation:</b>	
<b>Number of employees:</b>	%
1- 4	8
5- 9	5
10- 49	15
50- 199	15
200- 499	9
500 - 999	6
1 000 and more	19
Student	21
Other not gainfully employed	2
<b>Conducted by: Wissler &amp; Partner, Basel</b>	

## Industrial Automation → Hannover Messe

### Trade visitors' profile

<b>Visitors (number of entries)</b>	<b>148 318*</b>	<b>Area of responsibility</b>	<b>%</b>
<b>Proportion of trade visitors</b>	<b>97%</b>	Management	12
<b>Germany (total)</b>	<b>68</b>	Research/development/design	20
of which		Manufacturing, production, quality control	14
Nielsen 1	41	Buying/procurement	3
Bremen	2	Finance/accounting, controlling	1
Hamburg	3	Information and communication technology	5
Lower Saxony	32	Personnel administration, administration	1
Schleswig-Holstein	4	Sales	9
Nielsen 2	23	Marketing, advertising, PR	3
North Rhine-Westph.	23	Logistics: storage, material management, transport	1
Nielsen 3a	7	Maintenance/repairs	5
Hessen	5	Other area	4
Rhineland-Palatinate	2	Student	21
Saarland	-	Other not gainfully employed	1
Nielsen 3b	8	<b>Position in the company/organisation</b>	<b>%</b>
Baden-Württemberg	8	Entrepreneur, co-owner, freelancer	11
		Managing director, board member, head of an authority etc.	9
<b>Foreign (total)</b>	<b>32</b>	Area manager, works manager, plant manager, branch manager, head of public office	9
of which		Department head, group head, team leader	16
EU	42	Other salaried staff, civil servant, skilled worker	27
Other european countries	10	Lecturer, teacher	3
Africa	2	Trainee	3
North America	9	Other position	1
South and Central America	6	Student	21
Middle East	4	Other not gainfully employed	1
South-, East-, Central Asia	27	<b>Economic sector</b>	<b>%</b>
Australia	1	Power industry	10
<b>Distance to home</b>	<b>%</b>	Environmental management	3
up to 50 km	12	Manufacturing sector	41
more than 50 km up to 100 km	9	Building trade	4
more than 100 km up to 300 km	26	Skilled trades	3
over 300 km	53	Trade	5
<b>Countries with the highest visitor shares</b>	<b>13</b>	Telecommunication	4
China, People's Republic	13	Services provided by companies and freelancers	12
Netherlands	8	Authority/public services	5
United States of America	8	Research institutes, industrial research	6
India	6	Investor, financing	1
Turkey	3	Other sectors	2
<b>Frequency of visits to trade fair</b>	<b>%</b>	Student	21
Previous event	30	Other not gainfully employed	1
Earlier events	47	<b>Size of company/organisation:</b>	<b>%</b>
First visit	45	<b>Number of employees:</b>	<b>%</b>
<b>Average length of stay</b>	<b>1,7 days</b>	1- 4	6
<b>Influence on purchasing/procurement decisions</b>	<b>%</b>	5- 9	5
Decisively	21	10- 49	13
Collectively	25	50- 199	16
In an advisory capacity	19	200- 499	9
No	13	500 - 999	6
Student	21	1 000 and more	22
Other not gainfully employed	1	Student	21
		Other not gainfully employed	1

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

## Industrial Supply → Hannover Messe

### Trade visitors' profile

<b>Visitors (number of entries)</b>	<b>92 007*</b>	<b>Area of responsibility</b>	<b>%</b>
<b>Proportion of trade visitors</b>	<b>96%</b>	Management	13
<b>Germany (total)</b>	<b>62</b>	Research/development/design	19
of which		Manufacturing, production, quality control	13
Nielsen 1	40	Buying/procurement	7
Bremen	2	Finance/accounting, controlling	3
Hamburg	4	Information and communication technology	1
Lower Saxony	31	Personnel administration, administration	1
Schleswig-Holstein	3	Sales	11
Nielsen 2	24	Marketing, advertising, PR	3
North Rhine-Westph.	24	Logistics: storage, material management, transport	1
Nielsen 3a	5	Maintenance/repairs	3
Hessen	4	Other area	4
Rhineland-Palatinate	1	Student	20
Saarland	-	Other not gainfully employed	2
Nielsen 3b	10	<b>Position in the company/organisation</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>38</b>	Area manager, works manager, plant manager, branch manager, head of public office	10
of which		Department head, group head, team leader	16
EU	47	Other salaried staff, civil servant, skilled worker	26
Other european countries	11	Lecturer, teacher	2
North America	7	Trainee	3
South and Central America	5	Other position	1
Middle East	3	Student	20
South-, East-, Central Asia	25	Other not gainfully employed	2
Other countries	2	<b>Economic sector</b>	<b>%</b>
<b>Distance to home</b>	<b>%</b>	Power industry	11
up to 50 km	11	Environmental management	3
more than 50 km up to 100 km	7	Manufacturing sector	41
more than 100 km up to 300 km	26	Building trade	5
over 300 km	56	Skilled trades	3
<b>Countries with the highest visitor shares</b>	<b>%</b>	Trade	7
China, People's Republic	10	Telecommunication	3
Netherlands	8	Services provided by companies and freelancers	11
India	6	Authority/public services	5
United States of America	6	Research institutes, industrial research	5
Turkey	5	Investor, financing	1
<b>Frequency of visits to trade fair</b>	<b>%</b>	Other sectors	2
Previous event	31	Student	20
Earlier events	44	Other not gainfully employed	2
First visit	47	<b>Size of company/organisation:</b>	<b>%</b>
<b>Average length of stay</b>	<b>1,8 days</b>	<b>Number of employees:</b>	<b>%</b>
<b>Influence on purchasing/procurement decisions</b>	<b>%</b>	1- 4	7
Decisively	24	5- 9	5
Collectively	25	10- 49	15
In an advisory capacity	19	50- 199	18
No	11	200- 499	9
Student	20	500 - 999	7
Other not gainfully employed	2	1 000 and more	18
		Student	20
		Other not gainfully employed	2

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

## Research & Technology

### Trade visitors' profile

<b>Visitors (number of entries)</b>	<b>69 291*</b>	<b>Area of responsibility</b>	<b>%</b>
<b>Proportion of trade visitors</b>	<b>94%</b>	Management	13
<b>Germany (total)</b>	<b>70</b>	Research/development/design	19
of which		Manufacturing, production, quality control	13
Nielsen 1	45	Buying/procurement	7
Bremen	3	Finance/accounting, controlling	3
Hamburg	3	Information and communication technology	1
Lower Saxony	35	Personnel administration, administration	1
Schleswig-Holstein	20	Sales	11
Nielsen 2	20	Marketing, advertising, PR	3
North Rhine-Westph.	20	Logistics: storage, material management, transport	1
Nielsen 3a	6	Maintenance/repairs	3
Hessen	4	Other area	4
Rhineland-Palatinate	2	Student	20
Saarland	-	Other not gainfully employed	2
Nielsen 3b	9	<b>Position in the company/organisation</b>	<b>%</b>
Baden-Württemberg	9	Entrepreneur, co-owner, freelancer	13
		Managing director, board member, head of an authority etc.	10
<b>Foreign (total)</b>	<b>30</b>	Area manager, works manager, plant manager, branch manager, head of public office	10
of which		Department head, group head, team leader	16
EU	48	Other salaried staff, civil servant, skilled worker	26
Other european countries	10	Lecturer, teacher	2
North America	9	Trainee	3
South and Central America	5	Other position	1
Middle East	2	Student	20
South-, East-, Central Asia	23	Other not gainfully employed	2
Other countries	2	<b>Economic sector</b>	<b>%</b>
<b>Distance to home</b>	<b>%</b>	Power industry	11
up to 50 km	14	Environmental management	3
more than 50 km up to 100 km	9	Manufacturing sector	41
more than 100 km up to 300 km	27	Building trade	5
over 300 km	50	Skilled trades	3
<b>Countries with the highest visitor shares</b>	<b>%</b>	Trade	7
Netherlands	13	Telecommunication	3
China, People's Republic	10	Services provided by companies and freelancers	11
United States of America	8	Authority/public services	5
Turkey	5	Research institutes, industrial research	5
India	5	Investor, financing	1
<b>Frequency of visits to trade fair</b>	<b>%</b>	Other sectors	2
Previous event	31	Student	20
Earlier events	41	Other not gainfully employed	2
First visit	49	<b>Size of company/organisation:</b>	<b>%</b>
<b>Average length of stay</b>	<b>1,7 days</b>	<b>Number of employees:</b>	<b>%</b>
<b>Influence on purchasing/procurement decisions</b>	<b>%</b>	1- 4	7
Decisively	19	5- 9	5
Collectively	21	10- 49	15
In an advisory capacity	20	50- 199	18
No	11	200- 499	9
Student	26	500 - 999	7
Other not gainfully employed	2	1 000 and more	18
		Student	20
		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	9
Research/development/design	28
Manufacturing, production, quality control	8
Buying/procurement	3
Finance/accounting, controlling	4
Information and communication technology	1
Personnel administration, administration	1
Sales	6
Marketing, advertising, PR	3
Logistics: storage, material management, transport	1
Maintenance/repairs	2
Other area	5
Student	26
Other not gainfully employed	2
<b>Position in the company/organisation</b>	%
Entrepreneur, co-owner, freelancer	10
Managing director, board member, head of an authority etc.	7
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	26
Lecturer, teacher	5
Trainee	2
Student	26
Other not gainfully employed	2
<b>Economic sector</b>	%
Power industry	11
Environmental management	2
Manufacturing sector	30
Building trade	3
Skilled trades	2
Trade	4
Telecommunication	4
Services provided by companies and freelancers	12
Authority/public services	7
Research institutes, industrial research	12
Investor, financing	1
Other sectors	1
Student	26
Other not gainfully employed	2
<b>Size of company/organisation:</b>	
<b>Number of employees:</b>	%
1- 4	7
5- 9	4
10- 49	12
50- 199	14
200- 499	8
500 - 999	6
1 000 and more	20
Student	26
Other not gainfully employed	2

Conducted by: Wissler & Partner, Basel

Private visitors' profile

<b>Visitors (number of entries)</b>	<b>177 353</b>
<b>Proportion of private visitors</b>	<b>100%</b>
<b>Germany (total)</b>	<b>100</b>
of which	
Nielsen 1	93
Bremen	-
Hamburg	-
Lower Saxony	92
Schleswig-Holstein	-
Nielsen 2	4
North Rhine-Westph.	4
Nielsen 3a	1
Hesse	-
Rhineland-Palatinate	-
Saarland	-
Nielsen 3b	-
Baden-Württemb.	-
<b>Distance to home</b>	%
up to 50 km	66
more than 50 km up to 100 km	25
more than 100 km up to 300 km	8
over 300 km	2
<b>Frequency of visits to exhibition</b>	%
Previous event	42
Earlier events	67
First visit	14
<b>Sex</b>	%
Male	19
Female	81
<b>Size of household</b>	%
1 person	13
2 persons	46
3 persons	18
4 persons	17
5 persons and more	6
<b>Age</b>	%
up to 20 years	4
over 20 up to 30 years	15
over 30 up to 40 years	13
over 40 up to 50 years	24
over 50 up to 60 years	24
over 60 up to 70 years	15
over 70 years	5

<b>Position in the company/organisation</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	38
Lecturer, teacher	2
Trainee	2
Other position	8
Student	5
Housewife/man	8
Old-age pensioner	17
Other not gainfully employed	4
<b>Buying and ordering capacity</b>	%
Purchase or order made or intended at the exhibition	
yes	90
no	2
maybe	7
<b>Follow-up business</b>	%
Intend to buy at later date	
yes	22
no	24
maybe	55

Conducted by: Gelszus Messe-Marktforschung GmbH, Dortmund

Private visitors' profile

<b>Visitors (number of entries)</b>	<b>91 792</b>
<b>Proportion of private visitors</b>	<b>94%</b>
<b>Germany (total)</b>	<b>100</b>
of which	
Nielsen 1	82
Bremen	1
Hamburg	1
Lower Saxony	77
Schleswig-Holstein	3
Nielsen 2	8
North Rhine-Westph.	8
Nielsen 3a	4
Hesse	3
Rhineland-Palatinate	-
Saarland	-
Nielsen 3b	1
Baden-Württemb.	1
<b>Distance to home</b>	%
up to 50 km	30
more than 50 km up to 100 km	34
more than 100 km up to 300 km	31
over 300 km	5
<b>Frequency of visits to exhibition</b>	%
Previous event	44
Earlier events	59
First visit	20
<b>Sex</b>	%
Male	39
Female	61
<b>Size of household</b>	%
1 person	10
2 persons	35
3 persons	19
4 persons	23
5 persons and more	12
<b>Age</b>	%
up to 20 years	19
over 20 up to 30 years	25
over 30 up to 40 years	14
over 40 up to 50 years	22
over 50 up to 60 years	14
over 60 up to 70 years	5
over 70 years	2

<b>Position in the company/organisation</b>	%
Entrepreneur, co-owner, freelancer	13
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	7
Other salaried staff, civil servant, skilled worker	28
Lecturer, teacher	3
Trainee	6
Other position	6
Housewife/man	3
Old-age pensioner	7
Student	19
Other not gainfully employed	4
<b>Buying and ordering capacity</b>	%
Purchase or order made or intended at the exhibition	
yes	90
no	4
maybe	6
<b>Follow-up business</b>	%
Intend to buy at later date	
yes	39
no	21
maybe	40

Conducted by: Gelszus Messe-Marktforschung GmbH, Dortmund

## DLG-Feldtage → Haßfurt (Unterfranken)

## Trade visitors' profile

<b>Visitors (number of entries)</b>	<b>21 632</b>	<b>Area of responsibility</b>	<b>%</b>
<b>Proportion of trade visitors</b>	<b>96%</b>	Management	56
<b>Germany (total)</b>	<b>90</b>	Research/development/design	5
of which		Manufacturing, production, quality control	9
Nielsen 1	8	Buying/procurement	3
Bremen	-	Finance/accounting, controlling	1
Hamburg	-	Information and communication technology	-
Lower Saxony	6	Personnel administration, administration	1
Schleswig-Holstein	2	Sales	8
Nielsen 2	5	Marketing, advertising, PR	2
North Rhine-Westph.	5	Logistics: storage, material management, transport	1
Nielsen 3a	13	Maintenance/repairs	1
Hessen	7	Other area	8
Rhineland-Palatinate	6	Student	5
Saarland	-	Other not gainfully employed	1
Nielsen 3b	16	<b>Position in the company/organisation</b>	<b>%</b>
Baden-Württemberg	16	Entrepreneur, co-owner, freelancer	48
		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	5
of which		Department head, group head, team leader	6
EU	71	Other salaried staff, civil servant, skilled worker	17
Other european countries	25	Lecturer, teacher	1
Other countries	4	Trainee	4
<b>Distance to home</b>	<b>%</b>	Other position	3
up to 50 km	-	Student	5
more than 50 km up to 100 km	27	Other not gainfully employed	1
more than 100 km up to 300 km	43	<b>Economic sector</b>	<b>%</b>
over 300 km	30	Agricultural business, company	64
<b>Countries with the highest visitor shares</b>	<b>%</b>	Contractors, industrial equipment hire companies	3
Austria	23	Agricultural trade, agricultural technology trading	8
Switzerland	12	Seeds-, plant protection-, fertilizer industry	5
<b>Frequency of visits to trade fair</b>	<b>%</b>	Other industry	2
Previous event	31	Consultancy	3
Earlier events	51	Authority/public services	3
First visit	42	University/college/polytechnic	2
<b>Average length of stay</b>	<b>1,2 days</b>	Other sectors	3
<b>Influence on purchasing/procurement decisions</b>	<b>%</b>	Student	5
Decisively	52	Other not gainfully employed	1
Collectively	23	<b>Size of company/organisation:</b>	<b>%</b>
In an advisory capacity	11	<b>Number of employees:</b>	
No	8	1- 4	55
Student	5	5- 9	9
Other not gainfully employed	1	10- 49	14
		50- 199	8
		200- 499	3
		500 - 999	1
		1 000 and more	5
		Student	5
		Other not gainfully employed	1

Conducted by: Wissler &amp; Partner, Basel

## Nord Gastro &amp; Hotel → Husum

## Trade visitors' profile

<b>Visitors (number of entries)</b>	<b>4 865</b>	<b>Area of responsibility</b>	<b>%</b>
<b>Proportion of trade visitors</b>	<b>84%</b>	Management	20
<b>Germany (total)</b>	<b>100</b>	Research/development/design	11
of which		Manufacturing, production, quality control	15
Nielsen 1	99	Buying/procurement	11
Bremen	-	Finance/accounting, controlling	5
Hamburg	4	Information and communication technology	3
Lower Saxony	1	Personnel administration, administration	9
Schleswig-Holstein	94	Sales	4
Nielsen 2	1	Marketing, advertising, PR	3
North Rhine-Westph.	1	Logistics: storage, material management, transport	7
Nielsen 3a	1	Maintenance/repairs	2
Hessen	-	Other area	4
Rhineland-Palatinate	-	Student	3
Saarland	-	Other not gainfully employed	2
Nielsen 3b	-	<b>Position in the company/organisation</b>	<b>%</b>
Baden-Württemberg	-	Entrepreneur, co-owner, freelancer	33
		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	71	Department head, group head, team leader	11
more than 50 km up to 100 km	16	Other salaried staff, civil servant, skilled worker	29
more than 100 km up to 300 km	11	Lecturer, teacher	1
over 300 km	1	Trainee	4
<b>Frequency of visits to trade fair</b>	<b>%</b>	Other position	2
Previous event	25	Student	3
Earlier events	63	Other not gainfully employed	2
First visit	12	<b>Economic sector</b>	<b>%</b>
<b>Average length of stay</b>	<b>1,3 days</b>	Communal catering	10
<b>Influence on purchasing/procurement decisions</b>	<b>%</b>	Bakery, butcher	2
Decisively	36	Hotel	12
Collectively	25	Restaurants, cafés	42
In an advisory capacity	12	Bars, pubs	17
No	22	Other sectors	12
Student	3	Student	3
Other not gainfully employed	2	Other not gainfully employed	2
<b>Size of company/organisation:</b>	<b>%</b>	<b>Size of company/organisation:</b>	<b>%</b>
<b>Number of employees:</b>		<b>Number of employees:</b>	
1- 4	20	1- 4	20
5- 9	19	5- 9	19
10- 49	29	10- 49	29
50- 199	8	50- 199	8
200- 499	4	200- 499	4
500 - 999	2	500 - 999	2
1 000 and more	2	1 000 and more	2
Student	3	Student	3
Other not gainfully employed	2	Other not gainfully employed	2
employed	11	employed	11
N/A	11	N/A	11

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

## IT-TRANS

## Trade visitors' profile

<b>Visitors (number of entries)</b>	<b>3 459</b>	<b>Area of responsibility</b>	<b>%</b>
<b>Proportion of trade visitors</b>	<b>98%</b>	Management	20
<b>Germany (total)</b>	<b>68</b>	Research/development/design	11
of which		Manufacturing, production, quality control	15
Nielsen 1	10	Buying/procurement	11
Bremen	-	Finance/accounting, controlling	5
Hamburg	5	Information and communication technology	3
Lower Saxony	3	Personnel administration, administration	9
Schleswig-Holstein	2	Sales	4
Nielsen 2	12	Marketing, advertising, PR	3
North Rhine-Westph.	12	Logistics: storage, material management, transport	7
Nielsen 3a	16	Maintenance/repairs	2
Hessen	11	Other area	4
Rhineland-Palatinate	4	Student	3
Saarland	1	Other not gainfully employed	2
Nielsen 3b	38	<b>Position in the company/organisation</b>	<b>%</b>
Baden-Württemberg	38	Entrepreneur, co-owner, freelancer	33
		Managing director, board member, head of an authority etc.	8
<b>Foreign (total)</b>	<b>32</b>	Area manager, works manager, plant manager, branch manager, head of public office	7
of which		Department head, group head, team leader	11
EU	64	Other salaried staff, civil servant, skilled worker	29
Other european countries	20	Lecturer, teacher	1
South-, East-, Central Asia	9	Trainee	4
Other countries	6	Other position	2
<b>Distance to home</b>	<b>%</b>	Student	3
up to 50 km	16	Other not gainfully employed	2
more than 50 km up to 100 km	10	<b>Economic sector</b>	<b>%</b>
more than 100 km up to 300 km	18	Communal catering	10
over 300 km	57	Bakery, butcher	2
<b>Countries with the highest visitor shares</b>	<b>%</b>	Hotel	12
Switzerland	14	Restaurants, cafés	42
Netherlands	8	Bars, pubs	17
Sweden	7	Other sectors	12
<b>Frequency of visits to trade fair</b>	<b>%</b>	Student	3
Previous event	21	Other not gainfully employed	2
Earlier events	19	<b>Size of company/organisation:</b>	<b>%</b>
First visit	70	<b>Number of employees:</b>	
<b>Average length of stay</b>	<b>1,5 days</b>	1- 4	20
<b>Influence on purchasing/procurement decisions</b>	<b>%</b>	5- 9	19
Decisively	14	10- 49	29
Collectively	42	50- 199	8
In an advisory capacity	28	200- 499	4
No	10	500 - 999	2
Student	5	1 000 and more	2
Other not gainfully employed	1	Student	3
		Other not gainfully employed	2
		employed	11
		N/A	11

<b>Area of responsibility</b>	%		
Management	11		
Research/development/design	8		
Manufacturing, production, quality control	3		
Buying/procurement	1		
Finance/accounting, controlling	2		
Information and communication technology	15		
Personnel administration, administration	1		
Sales	14		
Marketing, advertising, PR	3		
Logistics: storage, material management, transport	-		
Maintenance/repairs	1		
Other area	6		
Project manager	19		
Training	1		
Consulting	4		
Traffic, fleetplanning	5		
Student	5		
Other not gainfully employed	1		
<b>Position in the company/organisation</b>	%		
Entrepreneur, co-owner, freelancer	8		
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	26		
Other salaried staff, civil servant, skilled worker	32		
Lecturer, teacher	1		
Trainee	1		
Other position	3		
Scientific employee	1		
Student	5		
Other not gainfully employed	1		
<b>Economic sector</b>	%		
Traffic - Street	25		
Traffic - Rail	18		
Other traffic	3		
IT, software, hardware	18		
Public authority/administration	5		
Manufacturer/Industry	6		
Trade/sales	1		
Educational facility	2		
Research/teaching	1		
Consultancy	4		
Service	5		
Association	2		
Publishers, media	2		
Other sectors	3		
Student	5		
Other not gainfully employed	1		
<b>Size of company/organisation:</b>	%		
<b>Number of employees:</b>			
1- 4	6	500 - 999	11
5- 9	8	1 000 and more	25
10- 49	17	Student	5
50- 199	16	Other not gainfully employed	
200- 499	12		1

Conducted by: Gelszus Messe-Marktforschung GmbH, Dortmund

Trade visitors' profile

<b>Visitors (number of entries)</b>	<b>6 111</b>		
<b>Proportion of trade visitors</b>	<b>99%</b>		
<b>Germany (total)</b>	<b>93</b>		
of which			
Nielsen 1	8	Nielsen 4	15
Bremen	-	Bavaria	15
Hamburg	2	Nielsen 5+6	4
Lower Saxony	4	Berlin	3
Schleswig-Holstein	1	Brandenburg	-
Nielsen 2	11	Mecklenburg-	
North Rhine-Westph.	11	West Pommern	-
Nielsen 3a	20	Saxony-Anhalt	-
Hessen	12	Nielsen 7	1
Rhineland-Palatinate	7	Saxony	1
Saarland	2	Thuringia	-
Nielsen 3b	43		
Baden-Württemberg	43		
<b>Foreign (total)</b>	<b>7</b>		
of which			
EU	51		
Other european countries	46		
Other countries	3		
<b>Distance to home</b>	%		
up to 50 km	18		
more than 50 km up to 100 km	18		
more than 100 km up to 300 km	33		
over 300 km	31		
<b>The country with the highest visitor share</b>	%		
Switzerland	37		
<b>Frequency of visits to trade fair</b>	%		
Previous event	23		
Earlier events	33		
First visit	57		
<b>Average length of stay</b>	<b>1,3 days</b>		
<b>Influence on purchasing/procurement decisions</b>	%		
Decisively	17		
Collectively	39		
In an advisory capacity	28		
No	8		
Student	7		
Other not gainfully employed	1		

<b>Area of responsibility</b>	%		
Management	9		
Research/development/design	5		
Manufacturing, production, quality control	1		
Buying/procurement	-		
Finance/accounting, controlling	1		
Information and communication technology	5		
Personnel administration, administration	8		
Sales	4		
Marketing, advertising, PR	5		
Logistics: storage, material management, transport	-		
Maintenance/repairs	-		
Other area	2		
EDP	6		
Training/further training	29		
Training, education	15		
Consulting	3		
Student	7		
Other not gainfully employed	1		
<b>Position in the company/organisation</b>	%		
Entrepreneur, co-owner, freelancer	15		
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	19		
Other salaried staff, civil servant, skilled worker	31		
Lecturer, teacher	14		
Trainee	1		
Other position	4		
Student	7		
Other not gainfully employed	1		
<b>Economic sector</b>	%		
Educational facility	23		
Research/teaching	7		
Public authority/administration	4		
Industry	12		
Trade/sales	6		
Banks, insurance companies	4		
Transport, tourism, hotel sector	2		
Medicine	1		
Publishing house	1		
Consulting	7		
IT, software	9		
Training	5		
Multimedia	2		
Service	6		
Other sectors	3		
Student	7		
Other not gainfully employed	1		
<b>Size of company/organisation:</b>	%		
<b>Number of employees:</b>			
1- 4	10	500 - 999	8
5- 9	5	1 000 and more	35
10- 49	14	Student	7
50- 199	13	Other not gainfully employed	
200- 499	8		1

Conducted by: Wissler & Partner, Basel

Private visitors' profile

<b>Visitors (number of entries)</b>	<b>33 081</b>		
<b>Proportion of private visitors</b>	<b>95%</b>		
<b>Germany (total)</b>	<b>96</b>		
of which			
Nielsen 1	1	Nielsen 4	2
Bremen	-	Bavaria	2
Hamburg	-	Nielsen 5+6	-
Lower Saxony	1	Berlin	-
Schleswig-Holstein	1	Brandenburg	-
Nielsen 2	1	Mecklenburg-	
North Rhine-Westph.	1	West Pommern	-
Nielsen 3a	18	Saxony-Anhalt	-
Hessen	3	Nielsen 7	-
Rhineland-Palatinate	14	Saxony	-
Saarland	1	Thuringia	-
Nielsen 3b	79		
Baden-Württemberg	79		
<b>Foreign (total)</b>	<b>4</b>		
of which			
EU	80		
Other countries	20		
<b>The country with the highest visitor share</b>	%		
France	67		
<b>Distance to home</b>	%		
up to 50 km	69		
more than 50 km up to 100 km	17		
more than 100 km up to 300 km	12		
over 300 km	2		
<b>Frequency of visits to trade fair</b>	%		
Previous event	40		
Earlier events	28		
First visit	42		
<b>Sex</b>	%		
Male	29		
Female	71		
<b>Size of household</b>	%		
1 person	12		
2 persons	45		
3 persons	17		
4 persons	17		
5 persons and more	9		
<b>Age</b>	%		
up to 20 years	8		
over 20 up to 30 years	24		
over 30 up to 40 years	19		
over 40 up to 50 years	26		
over 50 up to 60 years	17		
over 60 up to 70 years	6		
over 70 years	1		

<b>Position in the company/organisation</b>	%
Entrepreneur, co-owner, freelancer	8
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	8
Other salaried staff, civil servant, skilled worker	38
Lecturer, teacher	3
Trainee	5
Other position	7
Veterinary assistants	1
Student	9
Housewife/man	7
Old-age pensioner	7
Other not gainfully employed	5
<b>Buying and ordering capacity</b>	%
Purchase or order made or intended at the exhibition	
yes	73
no	11
maybe	16
<b>Follow-up business</b>	%
Intend to buy at later date	
yes	29
no	24
maybe	48

Conducted by: Gelszus Messe-Marktforschung GmbH, Dortmund



## didacta → Köln

## Trade visitors' profile

<b>Visitors (number of entries)</b>	<b>98 187</b>	<b>Area of responsibility</b>	<b>%</b>
<b>Proportion of trade visitors</b>	<b>98%</b>	Management	1
<b>Germany (total)</b>	<b>97</b>	Research/development/design	1
of which		Manufacturing, production, quality control	-
Nielsen 1	6 Nielsen 4	Buying/procurement	-
Bremen	1 Bavaria	Finance/accounting, controlling	-
Hamburg	1 Nielsen 5+6	Information and communication technology	1
Lower Saxony	5 Berlin	Personnel administration, administration	2
Schleswig-Holstein	- Brandenburg	Sales	1
Nielsen 2	69 Mecklenburg-	Marketing, advertising, PR	1
North Rhine-Westph.	69 West Pomerania	Logistics: storage, material management, transport	-
Nielsen 3a	15 Saxony-Anhalt	Maintenance/repairs	-
Hessen	7 Nielsen 7	Other area	79
Rhineland-Palatinate	7 Saxony	Student	13
Saarland	1 Thuringia	Other not gainfully employed	1
Nielsen 3b	3	<b>Position in the company/organisation</b>	<b>%</b>
Baden-Württemberg	3	Entrepreneur, co-owner, freelancer	5
		Managing director, board member, head of an authority etc.	2
<b>Foreign (total)</b>	<b>3</b>	Area manager, works manager, plant manager, branch manager, head of public office	2
of which		Department head, group head, team leader	9
EU	84	Other salaried staff, civil servant, skilled worker	16
Other countries	16	Lecturer, teacher	41
<b>Distance to home</b>	<b>%</b>	Trainee	9
up to 50 km	38	Other position	4
more than 50 km up to 100 km	21	Student	13
more than 100 km up to 300 km	27	Other not gainfully employed	1
over 300 km	14	<b>Economic sector</b>	<b>%</b>
<b>Frequency of visits to trade fair</b>	<b>%</b>	General education system	40
Previous event	12	Authority/public services	8
Earlier events	54	Vocational education system	7
First visit	43	Services, training, consulting	3
<b>Average length of stay</b>	<b>1,1 days</b>	Adult education	3
<b>Influence on purchasing/procurement decisions</b>	<b>%</b>	Trade	1
Decisively	15	Higher education system	1
Collectively	37	Industry	2
In an advisory capacity	24	University, research	1
No	11	Association, organisation, institution	3
Student	13	Printed products, specialist literature	3
Other not gainfully employed	1	Further education	1
		Preschool, kindergarten	12
		Further education	1
		Other sectors	4
		Student	13
		Other not gainfully employed	1
		<b>Size of company/organisation:</b>	
		<b>Number of employees:</b>	<b>%</b>
		1- 4	5
		5- 9	6
		10- 49	33
		50- 199	28
		200- 499	4
		500 - 999	3
		1 000 and more	7
		Student	13
		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>51 348</b>	<b>Area of responsibility</b>	<b>%</b>
<b>Proportion of trade visitors</b>	<b>99%</b>	Management	16
<b>Germany (total)</b>	<b>76</b>	Research/development/design	3
of which		Manufacturing, production, quality control	1
Nielsen 1	15 Nielsen 4	Buying/procurement	1
Bremen	- Bavaria	Finance/accounting, controlling	1
Hamburg	9 Nielsen 5+6	Information and communication technology	9
Lower Saxony	3 Berlin	Personnel administration, administration	1
Schleswig-Holstein	3 Brandenburg	Sales	12
Nielsen 2	39 Mecklenburg-	Marketing, advertising, PR	50
North Rhine-Westph.	39 West Pomerania	Logistics: storage, material management, transport	-
Nielsen 3a	11 Saxony-Anhalt	Maintenance/repairs	-
Hessen	7 Nielsen 7	Other area	3
Rhineland-Palatinate	3 Saxony	Student	5
Saarland	1 Thuringia	<b>Position in the company/organisation</b>	<b>%</b>
Nielsen 3b	9	Entrepreneur, co-owner, freelancer	17
Baden-Württemberg	9	Managing director, board member, head of an authority etc.	8
		Area manager, works manager, plant manager, branch manager, head of public office	7
<b>Foreign (total)</b>	<b>24</b>	Department head, group head, team leader	28
of which		Other salaried staff, civil servant, skilled worker	32
EU	67	Lecturer, teacher	-
Other european countries	14	Trainee	2
North America	5	Other position	2
Middle East	9	Student	5
Other countries	5	<b>Economic sector</b>	<b>%</b>
<b>Distance to home</b>	<b>%</b>	Industry	7
up to 50 km	21	Trade	12
more than 50 km up to 100 km	6	Service	35
more than 100 km up to 300 km	18	Media	30
over 300 km	56	University, research	1
<b>Countries with the highest visitor shares</b>	<b>%</b>	Association, organisation	1
United Kingdom	12	Authority/public services	1
Austria	11	Other sectors	8
Netherlands	10	Student	5
Israel	7	<b>Size of company/organisation:</b>	
Poland	6	<b>Number of employees:</b>	<b>%</b>
<b>Frequency of visits to trade fair</b>	<b>%</b>	1- 4	9
Previous event	33	5- 9	8
Earlier events	32	10- 49	23
First visit	56	50- 199	20
<b>Average length of stay</b>	<b>1,6 days</b>	200 - 499	11
<b>Influence on purchasing/procurement decisions</b>	<b>%</b>	500 - 999	7
Decisively	26	1 000 and more	18
Collectively	40	Student	5
In an advisory capacity	24		
No	5		
Student	5		

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

## FIBO

## Trade visitors' profile

<b>Visitors (number of entries)</b>	<b>153 902</b>	<b>Area of responsibility</b>	<b>%</b>
<b>Proportion of trade visitors</b>	<b>46%</b>	Management	16
<b>Germany (total)</b>	<b>84</b>	Research/development/design	3
of which		Manufacturing, production, quality control	1
Nielsen 1	11 Nielsen 4	Buying/procurement	1
Bremen	1 Bavaria	Finance/accounting, controlling	1
Hamburg	3 Nielsen 5+6	Information and communication technology	9
Lower Saxony	5 Berlin	Personnel administration, administration	1
Schleswig-Holstein	3 Brandenburg	Sales	12
Nielsen 2	38 Mecklenburg-	Marketing, advertising, PR	50
North Rhine-Westph.	38 West Pomerania	Logistics: storage, material management, transport	-
Nielsen 3a	19 Saxony-Anhalt	Maintenance/repairs	-
Hessen	9 Nielsen 7	Other area	3
Rhineland-Palatinate	7 Saxony	Student	5
Saarland	2 Thuringia	<b>Position in the company/organisation</b>	<b>%</b>
Nielsen 3b	13	Entrepreneur, co-owner, freelancer	17
Baden-Württemberg	13	Managing director, board member, head of an authority etc.	8
		Area manager, works manager, plant manager, branch manager, head of public office	7
<b>Foreign (total)</b>	<b>16</b>	Department head, group head, team leader	28
of which		Other salaried staff, civil servant, skilled worker	32
EU	70	Lecturer, teacher	-
Other european countries	21	Trainee	2
Other countries	9	Other position	2
<b>Distance to home</b>	<b>%</b>	Student	5
up to 50 km	18	<b>Economic sector</b>	<b>%</b>
more than 50 km up to 100 km	11	Industry	7
more than 100 km up to 300 km	27	Trade	12
over 300 km	44	Service	35
<b>Countries with the highest visitor shares</b>	<b>%</b>	Media	30
Belgium	15	University, research	1
Switzerland	14	Association, organisation	1
Netherlands	13	Authority/public services	1
Austria	11	Other sectors	8
<b>Frequency of visits to trade fair</b>	<b>%</b>	Student	5
Previous event	39	<b>Size of company/organisation:</b>	
Earlier events	39	<b>Number of employees:</b>	<b>%</b>
First visit	43	1- 4	9
<b>Average length of stay</b>	<b>1,6 days</b>	5- 9	8
<b>Influence on purchasing/procurement decisions</b>	<b>%</b>	10- 49	23
Decisively	22	50- 199	20
Collectively	18	200 - 499	11
In an advisory capacity	19	500 - 999	7
No	16	1 000 and more	18
Student	20	Student	5
Other not gainfully employed	5		

**Private visitors' profile**

<b>Area of responsibility</b>	%
Management	24
Research/development/design	2
Manufacturing, production, quality control	1
Buying/procurement	3
Finance/accounting, controlling	1
Information and communication technology	1
Personnel administration, administration	4
Sales	9
Marketing, advertising, PR	4
Logistics: storage, material management, transport	1
Maintenance/repairs	1
Other area	26
Student	20
Other not gainfully employed	45
<b>Position in the company/organisation</b>	%
Entrepreneur, co-owner, freelancer	41
Managing director, board member, head of an authority etc.	3
Area manager, works manager, plant manager, branch manager, head of public office	3
Department head, group head, team leader	6
Other salaried staff, civil servant, skilled worker	8
Lecturer, teacher	2
Trainee	8
Other position	5
Student	20
Other not gainfully employed	5
<b>Economic sector</b>	%
Fitness studio	31
Physiotherapy	8
Sports association/club	3
Health care center	3
Sport retail trade	2
Rehabilitation centre	2
Hotel	2
Hospitals, rehabilitation	1
Sporting goods industry	1
Management consultancy	1
Multifunctional system	1
Doctor's practice	1
Company/authority with sports facilities	1
Wellness institute, health facility, day spa	1
Tanning studios	1
Public administration	1
Architect's office, engineer's office, interior designers	1
Banks, insurance companies	1
Other sectors	15
Student	20
Other not gainfully employed	5
<b>Size of company/organisation:</b>	
<b>Number of employees:</b>	%
1- 4	18
5- 9	16
10- 49	22
50- 199	7
200- 499	4
500 - 999	2
1 000 and more	7
Student	20
Other not gainfully employed	5

<b>Visitors (number of entries)</b>	<b>153 902</b>
<b>Proportion of private visitors</b>	<b>54%</b>
<b>Germany (total)</b>	<b>95</b>
of which	
Nielsen 1	13
Nielsen 4	8
Bremen	-
Bavaria	8
Hamburg	2
Nielsen 5+6	3
Lower Saxony	9
Berlin	-
Schleswig-Holstein	2
Brandenburg	-
Nielsen 2	43
Mecklenburg-North Rhine-Westph.	43
West Pomerania	-
Nielsen 3a	19
Saxony-Anhalt	-
Hessen	9
Nielsen 7	2
Rhineland-Palatinate	9
Saxony	-
Saarland	1
Thuringia	-
Nielsen 3b	12
Baden-Württemberg	12
<b>Foreign (total)</b>	<b>5</b>
of which	
EU	73
Other european countries	23
Other countries	3
<b>Countries with the highest visitor shares</b>	%
Austria	36
Switzerland	18
<b>Distance to home</b>	%
up to 50 km	22
more than 50 km up to 100 km	14
more than 100 km up to 300 km	32
over 300 km	32
<b>Frequency of visits to trade fair</b>	%
Previous event	26
Earlier events	20
First visit	64
<b>Sex</b>	%
Male	60
Female	40
<b>Age</b>	%
up to 20 years	29
over 20 up to 30 years	49
over 30 up to 40 years	10
over 40 up to 50 years	6
over 50 up to 60 years	3
over 60 up to 70 years	1
over 70 years	2

<b>Position in the company/organisation</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	5
Other salaried staff, civil servant, skilled worker	20
Lecturer, teacher	2
Trainee	12
Other position	8
Student	32
Housewife/man	1
Old-age pensioner	1
Other not gainfully employed	7
<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	36
no	21
maybe	43
<b>Conducted by: Wissler &amp; Partner, Basel</b>	

**Trade visitors' profile**

<b>Visitors (number of entries)</b>	<b>14 872</b>
<b>Proportion of trade visitors</b>	<b>94%</b>
<b>Germany (total)</b>	<b>74</b>
of which	
Nielsen 1	11
Nielsen 4	9
Bremen	1
Bavaria	9
Hamburg	1
Nielsen 5+6	2
Lower Saxony	8
Berlin	1
Schleswig-Holstein	1
Brandenburg	1
Nielsen 2	49
Mecklenburg-North Rhine-Westph.	49
West Pomerania	1
Nielsen 3a	15
Saxony-Anhalt	1
Hessen	8
Nielsen 7	3
Rhineland-Palatinate	7
Saxony	1
Saarland	-
Thuringia	1
Nielsen 3b	11
Baden-Württemberg	11
<b>Foreign (total)</b>	<b>27</b>
of which	
EU	72
Other european countries	16
Other countries	12
<b>Distance to home</b>	%
up to 50 km	21
more than 50 km up to 100 km	12
more than 100 km up to 300 km	24
over 300 km	43
<b>Countries with the highest visitor shares</b>	%
Netherlands	21
Belgium	10
Switzerland	10
Austria	7
<b>Frequency of visits to trade fair</b>	%
Previous event	49
Earlier events	54
First visit	34
<b>Average length of stay</b>	<b>1,4 days</b>
<b>Influence on purchasing/procurement decisions</b>	%
Decisively	60
Collectively	19
In an advisory capacity	15
No	4
Student	1
Other not gainfully employed	2

<b>Area of responsibility</b>	%
Management	38
Research/development/design	2
Manufacturing, production, quality control	11
Buying/procurement	13
Information and communication technology	-
Personnel administration, administration	1
Sales	17
Marketing, advertising, PR	5
Logistics: storage, material management, transport	-
Maintenance/repairs	1
Other area	9
Student	1
Other not gainfully employed	2
Finance/accounting, controlling	1
<b>Position in the company/organisation</b>	%
Entrepreneur, co-owner, freelancer	69
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	5
Other salaried staff, civil servant, skilled worker	8
Lecturer, teacher	4
Trainee	2
Other position	3
Student	1
Other not gainfully employed	2
<b>Economic sector</b>	%
Industry	3
Retail trade	56
Wholesale/foreign trade	7
Commercial agent	1
Skilled trades	18
Service	6
Social institution, public institution, school	2
University, research	1
Other sectors	5
Student	1
Other not gainfully employed	2
<b>Size of company/organisation:</b>	
<b>Number of employees:</b>	%
1- 4	71
500 - 999	1
5- 9	9
1 000 and more	2
10- 49	8
Student	1
50- 199	5
Other not gainfully employed	2
200- 499	3
<b>Conducted by: factx Gesellschaft für Markt- und Sozialforschung, Köln</b>	

## IEX Europe → Köln

## Trade visitors' profile

<b>Visitors (number of entries)</b>	<b>5 649</b>	<b>Area of responsibility</b>	<b>%</b>
<b>Proportion of trade visitors</b>	<b>99%</b>	Management	39
<b>Germany (total)</b>	<b>59</b>	Research/development/design	13
of which		Manufacturing, production, quality control	7
Nielsen 1	9	Buying/procurement	6
Bremen	-	Finance/accounting, controlling	-
Hamburg	1	Information and communication technology	-
Lower Saxony	7	Personnel administration, administration	1
Schleswig-Holstein	1	Sales	18
Nielsen 2	34	Marketing, advertising, PR	4
North Rhine-Westph.	34	Logistics: storage, material management, transport	1
Nielsen 3a	18	Maintenance/repairs	4
Hessen	9	Other area	6
Rhineland-Palatinate	8	Student	1
Saarland	1	Other not gainfully employed	1
Nielsen 3b	10	<b>Position in the company/organisation</b>	<b>%</b>
Baden-Württemberg	10	Entrepreneur, co-owner, freelancer	25
		Managing director, board member, head of an authority etc.	16
<b>Foreign (total)</b>	<b>41</b>	Area manager, works manager, plant manager, branch manager, head of public office	15
of which		Department head, group head, team leader	18
EU	81	Other salaried staff, civil servant, skilled worker	18
Other european countries	7	Lecturer, teacher	1
Other countries	13	Trainee	2
<b>Distance to home</b>	<b>%</b>	Other position	4
up to 50 km	9	Student	1
more than 50 km up to 100 km	9	Other not gainfully employed	1
more than 100 km up to 300 km	23	<b>Economic sector</b>	<b>%</b>
over 300 km	59	Processor, user	34
<b>Countries with the highest visitor shares</b>	<b>%</b>	Plant constructor, architect, planner, engineer	8
Netherlands	13	Plant operator, facility manager etc.	3
Italy	9	Manufacturers	25
United Kingdom	9	Service provider	11
Denmark	8	Researcher, scientist	6
<b>Frequency of visits to trade fair</b>	<b>%</b>	Dealer, importer, sales/marketing company	10
Previous event	33	Other sectors	2
Earlier events	32	Student	1
First visit	52	Other not gainfully employed	1
<b>Average length of stay</b>	<b>1,3 days</b>	<b>Size of company/organisation:</b>	
<b>Influence on purchasing/procurement decisions</b>	<b>%</b>	<b>Number of employees:</b>	<b>%</b>
Decisively	36	1- 4	13
Collectively	34	5- 9	15
In an advisory capacity	11	10- 49	21
No	16	50- 199	16
Student	1	200- 499	8
Other not gainfully employed	1	500 - 999	7
		1 000 and more	19
		Student	1
		Other not gainfully employed	1
		<b>Conducted by: Wissler &amp; Partner, Basel</b>	

## imm cologne → Köln

## Trade visitors' profile

<b>Visitors (number of entries)</b>	<b>113 993</b>	<b>Area of responsibility</b>	<b>%</b>
<b>Proportion of trade visitors</b>	<b>74%</b>	Management	21
<b>Germany (total)</b>	<b>64</b>	Research/development/design	9
of which		Manufacturing, production, quality control	10
Nielsen 1	11	Buying/procurement	9
Bremen	1	Finance/accounting, controlling	1
Hamburg	3	Information and communication technology	-
Lower Saxony	6	Personnel administration, administration	-
Schleswig-Holstein	2	Sales	17
Nielsen 2	51	Marketing, advertising, PR	7
North Rhine-Westph.	51	Logistics: storage, material management, transport	1
Nielsen 3a	13	Maintenance/repairs	1
Hessen	7	Other area	8
Rhineland-Palatinate	5	Student	15
Saarland	1	Other not gainfully employed	1
Nielsen 3b	10	<b>Position in the company/organisation</b>	<b>%</b>
Baden-Württemberg	10	Entrepreneur, co-owner, freelancer	29
		Managing director, board member, head of an authority etc.	9
<b>Foreign (total)</b>	<b>36</b>	Area manager, works manager, plant manager, branch manager, head of public office	8
of which		Department head, group head, team leader	10
EU	64	Other salaried staff, civil servant, skilled worker	13
Other european countries	14	Lecturer, teacher	11
Africa	2	Trainee	11
North America	2	Other position	4
South and Central America	2	Student	15
Middle East	3	Other not gainfully employed	1
South-, East-, Central Asia	12	Lecturer, teacher	1
Australia	1	<b>Economic sector</b>	<b>%</b>
<b>Distance to home</b>	<b>%</b>	Processor, user	20
up to 50 km	16	Industry	20
more than 50 km up to 100 km	9	Trade	28
more than 100 km up to 300 km	24	Skilled trades	15
over 300 km	52	Service	14
<b>Countries with the highest visitor shares</b>	<b>%</b>	Authority/public services	2
Netherlands	11	Other sectors	4
Austria	9	Student	15
Belgium	7	Other not gainfully employed	1
France	5	University, research	1
United Kingdom	5	<b>Size of company/organisation:</b>	
<b>Frequency of visits to trade fair</b>	<b>%</b>	<b>Number of employees:</b>	<b>%</b>
Previous event	38	1- 4	21
Earlier events	49	5- 9	10
First visit	43	10- 49	18
<b>Average length of stay</b>	<b>1,8 days</b>	50- 199	15
<b>Influence on purchasing/procurement decisions</b>	<b>%</b>	200- 499	6
Decisively	26	500 - 999	4
Collectively	24	1 000 and more	11
In an advisory capacity	22	Student	15
No	13	Other not gainfully employed	1
Student	15	<b>Conducted by: factx Gesellschaft für Markt- und Sozialforschung, Köln</b>	
Other not gainfully employed	1		

## INTERNATIONALE

## Trade visitors' profile

<b>Visitors (number of entries)</b>	<b>43 014</b>	<b>Area of responsibility</b>	<b>%</b>
<b>Proportion of trade visitors</b>	<b>97%</b>	Management	21
<b>Germany (total)</b>	<b>44</b>	Research/development/design	9
of which		Manufacturing, production, quality control	10
Nielsen 1	6	Buying/procurement	9
Bremen	1	Finance/accounting, controlling	1
Hamburg	1	Information and communication technology	-
Lower Saxony	4	Personnel administration, administration	-
Schleswig-Holstein	1	Sales	17
Nielsen 2	57	Marketing, advertising, PR	7
North Rhine-Westph.	57	Logistics: storage, material management, transport	1
Nielsen 3a	15	Maintenance/repairs	1
Hessen	5	Other area	8
Rhineland-Palatinate	9	Student	15
Saarland	1	Other not gainfully employed	1
Nielsen 3b	9	<b>Position in the company/organisation</b>	<b>%</b>
Baden-Württemberg	9	Entrepreneur, co-owner, freelancer	29
		Managing director, board member, head of an authority etc.	9
<b>Foreign (total)</b>	<b>56</b>	Area manager, works manager, plant manager, branch manager, head of public office	8
of which		Department head, group head, team leader	10
EU	54	Other salaried staff, civil servant, skilled worker	13
Other european countries	12	Lecturer, teacher	11
Africa	2	Trainee	11
North America	6	Other position	4
South and Central America	3	Student	15
Middle East	8	Other not gainfully employed	1
South-, East-, Central Asia	14	Lecturer, teacher	1
Australia	2	<b>Economic sector</b>	<b>%</b>
<b>Distance to home</b>	<b>%</b>	Processor, user	20
up to 50 km	14	Industry	20
more than 50 km up to 100 km	11	Trade	28
more than 100 km up to 300 km	12	Skilled trades	15
over 300 km	63	Service	14
<b>Countries with the highest visitor shares</b>	<b>%</b>	Authority/public services	2
United Kingdom	8	Other sectors	4
Netherlands	6	Student	15
China, People's Republic	5	Other not gainfully employed	1
Switzerland	5	University, research	1
Italy	5	<b>Size of company/organisation:</b>	
<b>Frequency of visits to trade fair</b>	<b>%</b>	<b>Number of employees:</b>	<b>%</b>
Previous event	37	1- 4	21
Earlier events	47	5- 9	10
First visit	44	10- 49	18
<b>Average length of stay</b>	<b>1,8 days</b>	50- 199	15
<b>Influence on purchasing/procurement decisions</b>	<b>%</b>	200- 499	6
Decisively	42	500 - 999	4
Collectively	31	1 000 and more	11
In an advisory capacity	17	Student	15
No	7	Other not gainfully employed	1
Student	3	<b>Conducted by: factx Gesellschaft für Markt- und Sozialforschung, Köln</b>	
Other not gainfully employed	1		

<b>Area of responsibility</b>	%
Management	30
Research/development/design	6
Manufacturing, production, quality control	5
Buying/procurement	22
Finance/accounting, controlling	-
Information and communication technology	1
Personnel administration, administration	1
Sales	18
Marketing, advertising, PR	6
Logistics: storage, material management, transport	1
Maintenance/repairs	3
Other area	4
Marketing, sales	3
Other not gainfully employed	1

<b>Position in the company/organisation</b>	%
Entrepreneur, co-owner, freelancer	30
Managing director, board member, head of an authority etc.	15
Area manager, works manager, plant manager, branch manager, head of public office	13
Department head, group head, team leader	16
Other salaried staff, civil servant, skilled worker	14
Lecturer, teacher	-
Trainee	4
Other position	4
Student	3
Other not gainfully employed	1

<b>Economic sector</b>	%
Industry	33
Retail trade	16
Wholesale/foreign trade	30
Mail order, online retail	2
Skilled trades	4
Service	7
Authority/public services	1
Other sectors	2
Student	3
Other not gainfully employed	1

<b>Size of company/organisation:</b>	
<b>Number of employees:</b>	%
1- 4	15
5- 9	12
10- 49	25
50- 199	18
200- 499	8
500 - 999	6
1 000 and more	13
Student	3
Other not gainfully employed	1

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

## Trade visitors' profile

<b>Visitors (number of entries)</b>	<b>40 331</b>
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<b>Proportion of trade visitors</b>	<b>97%</b>
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<b>Germany (total)</b>	<b>42</b>
of which	
Nielsen 1	11
Nielsen 2	56
Nielsen 3a	10
Nielsen 3b	8
Nielsen 4	10
Nielsen 5+6	3
Nielsen 7	2
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
Nielsen 18	1
Nielsen 19	1
Nielsen 20	1
Nielsen 21	1
Nielsen 22	1
Nielsen 23	1
Nielsen 24	1
Nielsen 25	1
Nielsen 26	1
Nielsen 27	1
Nielsen 28	1
Nielsen 29	1
Nielsen 30	1
Nielsen 31	1
Nielsen 32	1
Nielsen 33	1
Nielsen 34	1
Nielsen 35	1
Nielsen 36	1
Nielsen 37	1
Nielsen 38	1
Nielsen 39	1
Nielsen 40	1
Nielsen 41	1
Nielsen 42	1
Nielsen 43	1
Nielsen 44	1
Nielsen 45	1
Nielsen 46	1
Nielsen 47	1
Nielsen 48	1
Nielsen 49	1
Nielsen 50	1
Nielsen 51	1
Nielsen 52	1
Nielsen 53	1
Nielsen 54	1
Nielsen 55	1
Nielsen 56	1
Nielsen 57	1
Nielsen 58	1
Nielsen 59	1
Nielsen 60	1
Nielsen 61	1
Nielsen 62	1
Nielsen 63	1
Nielsen 64	1
Nielsen 65	1
Nielsen 66	1
Nielsen 67	1
Nielsen 68	1
Nielsen 69	1
Nielsen 70	1
Nielsen 71	1
Nielsen 72	1
Nielsen 73	1
Nielsen 74	1
Nielsen 75	1
Nielsen 76	1
Nielsen 77	1
Nielsen 78	1
Nielsen 79	1
Nielsen 80	1
Nielsen 81	1
Nielsen 82	1
Nielsen 83	1
Nielsen 84	1
Nielsen 85	1
Nielsen 86	1
Nielsen 87	1
Nielsen 88	1
Nielsen 89	1
Nielsen 90	1
Nielsen 91	1
Nielsen 92	1
Nielsen 93	1
Nielsen 94	1
Nielsen 95	1
Nielsen 96	1
Nielsen 97	1
Nielsen 98	1
Nielsen 99	1
Nielsen 100	1

<b>Foreign (total)</b>	<b>58</b>
of which	
EU	57
Other european countries	11
Africa	3
North America	5
South and Central America	4
Middle East	7
South-, East-, Central Asia	13
Australia	1

<b>Distance to home</b>	%
up to 50 km	14
more than 50 km up to 100 km	7
more than 100 km up to 300 km	16
over 300 km	64

<b>Countries with the highest visitor shares</b>	%
United Kingdom	10
Netherlands	9
Belgium	6
Italy	5
France	5

<b>Frequency of visits to trade fair</b>	%
Previous event	32
Earlier events	41
First visit	51

<b>Average length of stay</b>	<b>1,9 days</b>
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<b>Influence on purchasing/procurement decisions</b>	%
Decisively	29
Collectively	30
In an advisory capacity	22
No	13
Student	6
Other not gainfully employed	1

<b>Area of responsibility</b>	%
Management	26
Research/development/design	8
Manufacturing, production, quality control	8
Buying/procurement	13
Finance/accounting, controlling	-
Information and communication technology	1
Personnel administration, administration	1
Sales	20
Marketing, advertising, PR	12
Logistics: storage, material management, transport	1
Maintenance/repairs	1
Other area	4
Student	6
Other not gainfully employed	1

<b>Position in the company/organisation</b>	%
Entrepreneur, co-owner, freelancer	22
Managing director, board member, head of an authority etc.	11
Area manager, works manager, plant manager, branch manager, head of public office	15
Department head, group head, team leader	18
Other salaried staff, civil servant, skilled worker	17
Lecturer, teacher	1
Trainee	5
Other position	5
Student	6
Other not gainfully employed	1

<b>Economic sector</b>	%
Industry	34
Wholesale/foreign trade	21
Retail trade	18
Skilled trades	3
Service	7
Catering	3
Authority/public services	1
Other sectors	7
Student	6
Other not gainfully employed	1

<b>Size of company/organisation:</b>	
<b>Number of employees:</b>	%
1- 4	12
5- 9	7
10- 49	18
50- 199	21
200- 499	11
500 - 999	7
1 000 and more	18
Student	6
Other not gainfully employed	1

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

## Trade visitors' profile

<b>Visitors (number of entries)</b>	<b>21 998</b>
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<b>Proportion of trade visitors</b>	<b>96%</b>
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<b>Germany (total)</b>	<b>31</b>
of which	
Nielsen 1	9
Nielsen 2	38
Nielsen 3a	11
Nielsen 3b	16
Nielsen 4	13
Nielsen 5+6	7
Nielsen 7	6
Nielsen 8	2
Nielsen 9	4
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
Nielsen 21	1
Nielsen 22	1
Nielsen 23	1
Nielsen 24	1
Nielsen 25	1
Nielsen 26	1
Nielsen 27	1
Nielsen 28	1
Nielsen 29	1
Nielsen 30	1
Nielsen 31	1
Nielsen 32	1
Nielsen 33	1
Nielsen 34	1
Nielsen 35	1
Nielsen 36	1
Nielsen 37	1
Nielsen 38	1
Nielsen 39	1
Nielsen 40	1
Nielsen 41	1
Nielsen 42	1
Nielsen 43	1
Nielsen 44	1
Nielsen 45	1
Nielsen 46	1
Nielsen 47	1
Nielsen 48	1
Nielsen 49	1
Nielsen 50	1
Nielsen 51	1
Nielsen 52	1
Nielsen 53	1
Nielsen 54	1
Nielsen 55	1
Nielsen 56	1
Nielsen 57	1
Nielsen 58	1
Nielsen 59	1
Nielsen 60	1
Nielsen 61	1
Nielsen 62	1
Nielsen 63	1
Nielsen 64	1
Nielsen 65	1
Nielsen 66	1
Nielsen 67	1
Nielsen 68	1
Nielsen 69	1
Nielsen 70	1
Nielsen 71	1
Nielsen 72	1
Nielsen 73	1
Nielsen 74	1
Nielsen 75	1
Nielsen 76	1
Nielsen 77	1
Nielsen 78	1
Nielsen 79	1
Nielsen 80	1
Nielsen 81	1
Nielsen 82	1
Nielsen 83	1
Nielsen 84	1
Nielsen 85	1
Nielsen 86	1
Nielsen 87	1
Nielsen 88	1
Nielsen 89	1
Nielsen 90	1
Nielsen 91	1
Nielsen 92	1
Nielsen 93	1
Nielsen 94	1
Nielsen 95	1
Nielsen 96	1
Nielsen 97	1
Nielsen 98	1
Nielsen 99	1
Nielsen 100	1

<b>Foreign (total)</b>	<b>69</b>
of which	
EU	61
Other european countries	6
North America	3
Middle East	5
South-, East-, Central Asia	19
Other countries	5

<b>Distance to home</b>	%
up to 50 km	8
more than 50 km up to 100 km	3
more than 100 km up to 300 km	11
over 300 km	78

<b>Countries with the highest visitor shares</b>	%
United Kingdom	11
China, People's Republic	10
Netherlands	8
Spain	6
Italy	6

<b>Frequency of visits to trade fair</b>	%
Previous event	37
Earlier events	39
First visit	49

<b>Average length of stay</b>	<b>2,1 days</b>
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<b>Influence on purchasing/procurement decisions</b>	%
Decisively	47
Collectively	26
In an advisory capacity	17
No	8
Student	2

<b>Area of responsibility</b>	%
Management	35
Research/development/design	6
Manufacturing, production, quality control	4
Buying/procurement	15
Finance/accounting, controlling	1
Information and communication technology	1
Personnel administration, administration	-
Sales	21
Marketing, advertising, PR	9
Logistics: storage, material management, transport	1
Maintenance/repairs	-
Other area	7
Student	2

<b>Position in the company/organisation</b>	%
Entrepreneur, co-owner, freelancer	44
Managing director, board member, head of an authority etc.	15
Area manager, works manager, plant manager, branch manager, head of public office	5
Department head, group head, team leader	12
Other salaried staff, civil servant, skilled worker	15
Lecturer, teacher	-
Trainee	1
Other position	7
Student	2

<b>Economic sector</b>	%
Manufacturer/Industry	17
Wholesale trade	18
Specialist retail trade	16
Buying association	1
Mail order company	1
Chain store	2
Department store, hypermarket, drug store	6
Online shop	12
Other retail	1
Commercial agent	2
Import/export	5
Service	7
Media, press, publishing	5
Other sectors	5
Student	2

<b>Size of company/organisation:</b>	
<b>Number of employees:</b>	%
1- 4	30
5- 9	15
10- 49	21
50- 199	13
200 - 499	7
500 - 999	3
1 000 and more	9
Student	2

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

## ORGATEC → Köln

## Trade visitors' profile

<b>Visitors (number of entries)</b>	<b>54 946</b>	<b>Area of responsibility</b>	<b>%</b>
<b>Proportion of trade visitors</b>	<b>98%</b>	Management	24
<b>Germany (total)</b>	<b>52</b>	Research/development/design	13
of which		Manufacturing, production, quality control	4
Nielsen 1	12	Buying/procurement	6
Bremen	-	Finance/accounting, controlling	1
Hamburg	2	Information and communication technology	1
Lower Saxony	8	Personnel administration, administration	3
Schleswig-Holstein	2	Sales	18
Nielsen 2	41	Marketing, advertising, PR	7
North Rhine-Westph.	41	Logistics: storage, material management, transport	1
Nielsen 3a	14	Maintenance/repairs	1
Hessen	10	Other area	15
Rhineland-Palatinate	3	Student	4
Saarland	1	Other not gainfully employed	1
Nielsen 3b	14	<b>Position in the company/organisation</b>	<b>%</b>
Baden-Württemberg	14	Entrepreneur, co-owner, freelancer	27
		Managing director, board member, head of an authority etc.	14
<b>Foreign (total)</b>	<b>48</b>	Area manager, works manager, plant manager, branch manager, head of public office	10
of which		Department head, group head, team leader	15
EU	59	Other salaried staff, civil servant, skilled worker	19
Other european countries	8	Lecturer, teacher	1
Africa	4	Trainee	5
North America	5	Other position	5
Middle East	6	Student	4
South-, East-, Central Asia	15	Other not gainfully employed	1
Other countries	4	<b>Economic sector</b>	<b>%</b>
<b>Distance to home</b>	<b>%</b>	Industry	31
up to 50 km	12	Trade	21
more than 50 km up to 100 km	6	Skilled trades	5
more than 100 km up to 300 km	21	Service	24
over 300 km	61	Bank and insurance	2
<b>Countries with the highest visitor shares</b>	<b>%</b>	Authority/public services	4
Netherlands	9	University, research	2
Belgium	8	Other sectors	6
Italy	7	Student	4
United Kingdom	7	Other not gainfully employed	1
France	5	<b>Size of company/organisation:</b>	
<b>Frequency of visits to trade fair</b>	<b>%</b>	<b>Number of employees:</b>	<b>%</b>
Previous event	37	1- 4	17
Earlier events	36	500 - 999	8
First visit	50	5- 9	13
<b>Average length of stay</b>	<b>1,9 days</b>	1 000 and more	13
<b>Influence on purchasing/procurement decisions</b>	<b>%</b>	10- 49	20
Decisively	31	Student	4
Collectively	32	50- 199	17
In an advisory capacity	22	Other not gainfully employed	1
No	11	200- 499	8
Student	4	<b>Conducted by: factx Gesellschaft für Markt- und Sozialforschung, Köln</b>	
Other not gainfully employed	1		

## ProSweets Cologne (2015) → Köln

## Trade visitors' profile

<b>Visitors (number of entries)</b>	<b>17 362</b>	<b>Area of responsibility</b>	<b>%</b>
<b>Proportion of trade visitors</b>	<b>96%</b>	Management	28
<b>Germany (total)</b>	<b>46</b>	Research/development/design	18
of which		Manufacturing, production, quality control	12
Nielsen 1	16	Buying/procurement	7
Bremen	1	Finance/accounting, controlling	1
Hamburg	5	Information and communication technology	-
Lower Saxony	9	Personnel administration, administration	1
Schleswig-Holstein	2	Sales	15
Nielsen 2	45	Marketing, advertising, PR	7
North Rhine-Westph.	45	Logistics: storage, material management, transport	-
Nielsen 3a	13	Maintenance/repairs	1
Hesse	6	Other area	3
Rhineland-Palatinate	6	Student	7
Saarland	-	Other not gainfully employed	1
Nielsen 3b	11	<b>Position in the company/organisation</b>	<b>%</b>
Baden-Württemberg	11	Entrepreneur, co-owner, freelancer	31
		Managing director, board member, head of an authority etc.	12
<b>Foreign (total)</b>	<b>54</b>	Area manager, works manager, plant manager, branch manager, head of public office	10
of which		Department head, group head, team leader	13
EU	61	Other salaried staff, civil servant, skilled worker	15
Other european countries	12	Lecturer, teacher	2
Middle East	6	Trainee	5
South-, East-, Central Asia	12	Other position	6
Other countries	9	Student	7
<b>Distance to home</b>	<b>%</b>	Other not gainfully employed	1
up to 50 km	12	<b>Economic sector</b>	<b>%</b>
more than 50 km up to 100 km	9	Industry	55
more than 100 km up to 300 km	16	Trade	19
over 300 km	63	Skilled trades	6
<b>Countries with the highest visitor shares</b>	<b>%</b>	Service	7
Netherlands	13	Authority/public services	1
United Kingdom	8	University, research	1
Belgium	7	Other sectors	4
France	6	Student	7
Italy	6	Other not gainfully employed	1
<b>Frequency of visits to exhibition</b>	<b>%</b>	<b>Size of company/organisation:</b>	
Previous event	29	<b>Number of employees</b>	<b>%</b>
Earlier events	35	1- 4	14
First visit	56	500 - 999	9
<b>Average length of stay</b>	<b>1,7 days</b>	5- 9	10
<b>Influence on purchasing/procurement decisions</b>	<b>%</b>	1 000 and more	16
Decisively	27	10- 49	17
Collectively	32	Student	7
In an advisory capacity	21	50- 199	18
No	13	Other not gainfully employed	1
Student	7	200- 499	9
Other not gainfully employed	1	<b>Conducted by: factx Gesellschaft für Markt- und Sozialforschung, Köln</b>	

## spoga horse (spring)

## Trade visitors' profile

<b>Visitors (number of entries)</b>	<b>3 908</b>	<b>Area of responsibility</b>	<b>%</b>
<b>Proportion of trade visitors</b>	<b>91%</b>	Management	28
<b>Germany (total)</b>	<b>46</b>	Research/development/design	18
of which		Manufacturing, production, quality control	12
Nielsen 1	20	Buying/procurement	7
Bremen	-	Finance/accounting, controlling	1
Hamburg	5	Information and communication technology	-
Lower Saxony	14	Personnel administration, administration	1
Schleswig-Holstein	2	Sales	15
Nielsen 2	48	Marketing, advertising, PR	7
North Rhine-Westph.	48	Logistics: storage, material management, transport	-
Nielsen 3a	17	Maintenance/repairs	1
Hessen	7	Other area	3
Rhineland-Palatinate	9	Student	7
Saarland	1	Other not gainfully employed	1
Nielsen 3b	5	<b>Position in the company/organisation</b>	<b>%</b>
Baden-Württemberg	5	Entrepreneur, co-owner, freelancer	31
		Managing director, board member, head of an authority etc.	12
<b>Foreign (total)</b>	<b>54</b>	Area manager, works manager, plant manager, branch manager, head of public office	10
of which		Department head, group head, team leader	13
EU	79	Other salaried staff, civil servant, skilled worker	15
Other countries	21	Lecturer, teacher	2
<b>Distance to home</b>	<b>%</b>	Trainee	5
up to 50 km	10	Other position	6
more than 50 km up to 100 km	9	Student	7
more than 100 km up to 300 km	26	Other not gainfully employed	1
over 300 km	55	<b>Economic sector</b>	<b>%</b>
<b>Countries with the highest visitor shares</b>	<b>%</b>	Industry	55
Netherlands	19	Trade	19
Belgium	11	Skilled trades	6
United Kingdom	9	Service	7
Ireland	8	Authority/public services	1
<b>Frequency of visits to trade fair</b>	<b>%</b>	University, research	1
Previous event	44	Other sectors	4
Earlier events	44	Student	7
First visit	36	Other not gainfully employed	1
<b>Average length of stay</b>	<b>1,5 days</b>	<b>Size of company/organisation:</b>	
<b>Influence on purchasing/procurement decisions</b>	<b>%</b>	<b>Number of employees</b>	<b>%</b>
Decisively	45	1- 4	14
Collectively	29	500 - 999	9
In an advisory capacity	16	5- 9	10
No	7	1 000 and more	16
Student	3	10- 49	17
		Student	7
		50- 199	18
		Other not gainfully employed	1
		200- 499	9
		<b>Conducted by: factx Gesellschaft für Markt- und Sozialforschung, Köln</b>	

Trade visitors' profile

Area of responsibility	%
Management	36
Research/development/design	6
Manufacturing, production, quality control	4
Buying/procurement	10
Finance/accounting, controlling	-
Information and communication technology	-
Personnel administration, administration	1
Sales	27
Marketing, advertising, PR	9
Logistics: storage, material management, transport	1
Maintenance/repairs	-
Other area	4
Student	3

Position in the company/organisation	%
Entrepreneur, co-owner, freelancer	52
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	9
Other salaried staff, civil servant, skilled worker	9
Lecturer, teacher	1
Trainee	1
Other position	3
Student	3

Economic sector	%
Industry	15
Trade	53
Skilled trades	4
Service	15
University research	1
Other sectors	9
Student	3

Size of company/organisation:	
Number of employees:	%
1- 4	48
5- 9	16
10- 49	14
50- 199	11
200 - 499	3
500 - 999	-
1 000 and more	4
Student	3

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

Visitors (number of entries)	39 275
Proportion of trade visitors	96%
Germany (total)	38
of which	
Nielsen 1	9
Nielsen 2	58
Nielsen 3a	13
Nielsen 3b	7
Nielsen 3c	7
Nielsen 4	9
Nielsen 5+6	3
Nielsen 7	1
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
Nielsen 18	1
Nielsen 19	1
Nielsen 20	1
Nielsen 21	1
Nielsen 22	1
Nielsen 23	1
Nielsen 24	1
Nielsen 25	1
Nielsen 26	1
Nielsen 27	1
Nielsen 28	1
Nielsen 29	1
Nielsen 30	1
Nielsen 31	1
Nielsen 32	1
Nielsen 33	1
Nielsen 34	1
Nielsen 35	1
Nielsen 36	1
Nielsen 37	1
Nielsen 38	1
Nielsen 39	1
Nielsen 40	1
Nielsen 41	1
Nielsen 42	1
Nielsen 43	1
Nielsen 44	1
Nielsen 45	1
Nielsen 46	1
Nielsen 47	1
Nielsen 48	1
Nielsen 49	1
Nielsen 50	1
Nielsen 51	1
Nielsen 52	1
Nielsen 53	1
Nielsen 54	1
Nielsen 55	1
Nielsen 56	1
Nielsen 57	1
Nielsen 58	1
Nielsen 59	1
Nielsen 60	1
Nielsen 61	1
Nielsen 62	1
Nielsen 63	1
Nielsen 64	1
Nielsen 65	1
Nielsen 66	1
Nielsen 67	1
Nielsen 68	1
Nielsen 69	1
Nielsen 70	1
Nielsen 71	1
Nielsen 72	1
Nielsen 73	1
Nielsen 74	1
Nielsen 75	1
Nielsen 76	1
Nielsen 77	1
Nielsen 78	1
Nielsen 79	1
Nielsen 80	1
Nielsen 81	1
Nielsen 82	1
Nielsen 83	1
Nielsen 84	1
Nielsen 85	1
Nielsen 86	1
Nielsen 87	1
Nielsen 88	1
Nielsen 89	1
Nielsen 90	1
Nielsen 91	1
Nielsen 92	1
Nielsen 93	1
Nielsen 94	1
Nielsen 95	1
Nielsen 96	1
Nielsen 97	1
Nielsen 98	1
Nielsen 99	1
Nielsen 100	1

Foreign (total)	62
of which	
EU	62
Other european countries	7
North America	5
Middle East	4
South-, East-, Central Asia	16
Australia	4
Other countries	2

Distance to home	%
up to 50 km	12
more than 50 km up to 100 km	8
more than 100 km up to 300 km	14
over 300 km	65

Countries with the highest visitor shares	%
Netherlands	10
United Kingdom	9
China, People's Republic	7
Italy	6
France	5

Frequency of visits to trade fair	%
Previous event	36
Earlier events	48
First visit	43

Average length of stay	1,8 days
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Influence on purchasing/procurement decisions	%
Decisively	40
Collectively	31
In an advisory capacity	19
No	7
Student	1
Other not gainfully employed	2

Area of responsibility	%
Management	30
Research/development/design	5
Manufacturing, production, quality control	6
Buying/procurement	22
Finance/accounting, controlling	1
Information and communication technology	-
Personnel administration, administration	1
Sales	16
Marketing, advertising, PR	10
Logistics: storage, material management, transport	2
Maintenance/repairs	-
Other area	4
Student	1
Other not gainfully employed	2

Position in the company/organisation	%
Entrepreneur, co-owner, freelancer	35
Managing director, board member, head of an authority etc.	14
Area manager, works manager, plant manager, branch manager, head of public office	14
Department head, group head, team leader	16
Other salaried staff, civil servant, skilled worker	11
Lecturer, teacher	1
Trainee	1
Other position	5
Student	1
Other not gainfully employed	2

Economic sector	%
Industry	18
Trade	59
Skilled trades	2
Service	13
Other sectors	5
Student	1
Other not gainfully employed	2

Size of company/organisation:	
Number of employees:	%
1- 4	23
5- 9	11
10- 49	23
50- 199	16
200- 499	10
500 - 999	4
1 000 and more	11
Student	1
Other not gainfully employed	2

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

Trade visitors' profile

Visitors (number of entries)	7 035
Proportion of trade visitors	91%
Germany (total)	98
of which	
Nielsen 1	3
Nielsen 2	1
Nielsen 3a	1
Nielsen 3b	1
Nielsen 3c	1
Nielsen 4	3
Nielsen 5+6	32
Nielsen 7	60
Nielsen 8	46
Nielsen 9	15
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
Nielsen 21	1
Nielsen 22	1
Nielsen 23	1
Nielsen 24	1
Nielsen 25	1
Nielsen 26	1
Nielsen 27	1
Nielsen 28	1
Nielsen 29	1
Nielsen 30	1
Nielsen 31	1
Nielsen 32	1
Nielsen 33	1
Nielsen 34	1
Nielsen 35	1
Nielsen 36	1
Nielsen 37	1
Nielsen 38	1
Nielsen 39	1
Nielsen 40	1
Nielsen 41	1
Nielsen 42	1
Nielsen 43	1
Nielsen 44	1
Nielsen 45	1
Nielsen 46	1
Nielsen 47	1
Nielsen 48	1
Nielsen 49	1
Nielsen 50	1
Nielsen 51	1
Nielsen 52	1
Nielsen 53	1
Nielsen 54	1
Nielsen 55	1
Nielsen 56	1
Nielsen 57	1
Nielsen 58	1
Nielsen 59	1
Nielsen 60	1
Nielsen 61	1
Nielsen 62	1
Nielsen 63	1
Nielsen 64	1
Nielsen 65	1
Nielsen 66	1
Nielsen 67	1
Nielsen 68	1
Nielsen 69	1
Nielsen 70	1
Nielsen 71	1
Nielsen 72	1
Nielsen 73	1
Nielsen 74	1
Nielsen 75	1
Nielsen 76	1
Nielsen 77	1
Nielsen 78	1
Nielsen 79	1
Nielsen 80	1
Nielsen 81	1
Nielsen 82	1
Nielsen 83	1
Nielsen 84	1
Nielsen 85	1
Nielsen 86	1
Nielsen 87	1
Nielsen 88	1
Nielsen 89	1
Nielsen 90	1
Nielsen 91	1
Nielsen 92	1
Nielsen 93	1
Nielsen 94	1
Nielsen 95	1
Nielsen 96	1
Nielsen 97	1
Nielsen 98	1
Nielsen 99	1
Nielsen 100	1

Foreign (total)	2
Distance to home	%
up to 50 km	20
more than 50 km up to 100 km	26
more than 100 km up to 300 km	48
over 300 km	6

Frequency of visits to exhibition	%
Previous event	52
Earlier events	60
First visit	33

Average length of stay	1,1 days
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Influence on purchasing/procurement decisions	%
Decisively	48
Collectively	26
In an advisory capacity	16
No	7
Student	2
Other not gainfully employed	1

Area of responsibility	%
Management	40
Research/development/design	1
Manufacturing, production, quality control	7
Buying/procurement	14
Finance/accounting, controlling	1
Information and communication technology	1
Personnel administration, administration	-
Sales	24
Marketing, advertising, PR	2
Logistics: storage, material management, transport	1
Maintenance/repairs	-
Other area	7
Student	2
Other not gainfully employed	1

Position in the company/organisation	%
Entrepreneur, co-owner, freelancer	67
Managing director, board member, head of an authority etc.	3
Area manager, works manager, plant manager, branch manager, head of public office	3
Department head, group head, team leader	3
Other salaried staff, civil servant, skilled worker	14
Lecturer, teacher	1
Trainee	6
Other position	1
Student	2
Other not gainfully employed	1

Economic sector	%
Retail trade	57
Skilled trades	28
Wholesale/foreign trade	5
Industry	2
Catering/hotels	2
Association, organisation, institution	1
Other sectors	3
Student	2
Other not gainfully employed	1

Size of company/organisation:	
Number of employees	%
1- 4	68
5- 9	11
10- 49	9
50- 199	4
200- 499	2
500 - 999	2
1 000 and more	1
Student	2
Other not gainfully employed	1

Conducted by: Gelszus Messe-Marktforschung GmbH, Dortmund

## denkmal → Leipzig

## Trade visitors' profile

<b>Visitors (number of entries)</b>	<b>11 328</b>	<b>Area of responsibility</b>	<b>%</b>
<b>Proportion of trade visitors</b>	<b>84%</b>	Management	24
<b>Germany (total)</b>	<b>88</b>	Research/development/design	7
of which		Manufacturing, production, quality control	9
Nielsen 1	8 Nielsen 4	Buying/procurement	2
Bremen	- Bavaria	Finance/accounting, controlling	2
Hamburg	3 Nielsen 5+6	Information and communication technology	1
Lower Saxony	5 Berlin	Personnel administration, administration	2
Schleswig-Holstein	1 Brandenburg	Sales	3
Nielsen 2	7 Mecklenburg-	Marketing, advertising, PR	2
North Rhine-Westph.	7 West Pomerania	Logistics: storage, material management,	
Nielsen 3a	10 Saxony-Anhalt	transport	1
Hessen	7 Nielsen 7	Maintenance/repairs	4
Rhineland-Palatinate	3 Saxony	Other area	23
Saarland	1 Thuringia	Student	20
Nielsen 3b	5	Other not gainfully employed	2
Baden-Württemberg	5	<b>Position in the company/organisation</b>	<b>%</b>
<b>Foreign (total)</b>	<b>12</b>	Entrepreneur, co-owner, freelancer	30
of which		Managing director, board member,	
EU	80	head of an authority etc.	4
Other european countries	17	Area manager, works manager, plant manager,	
Other countries	3	branch manager, head of public office	2
<b>Distance to home</b>	<b>%</b>	Department head, group head, team leader	5
up to 50 km	15	Other salaried staff, civil servant,	
more than 50 km up to 100 km	11	skilled worker	18
more than 100 km up to 300 km	39	Lecturer, teacher	3
over 300 km	35	Trainee	7
<b>Countries with the highest visitor shares</b>	<b>%</b>	Other position	9
Poland	19	Student	20
Russia	9	Other not gainfully employed	2
Sweden	9	<b>Economic sector</b>	<b>%</b>
Belgium	8	Industry	4
Austria	8	Specialist trade	2
<b>Frequency of visits to trade fair</b>	<b>%</b>	Skilled trades, Building trade	25
Previous event	25	Restorer	10
Earlier events	33	Restorer in Skilled trades	6
First visit	58	Service (internet, multimedia, documentation,	
<b>Average length of stay</b>	<b>1,3 days</b>	databases)	1
<b>Influence on purchasing/procurement decisions</b>	<b>%</b>	Service (architecture, engineer's and	
Decisively	18	planning office)	10
Collectively	21	Other service	1
In an advisory capacity	24	Public office, Authority, public services,	
No	15	foundation	11
Student	20	Research and development	1
Other not gainfully employed	2	Training and further training	4
		Other sectors	3
		Student	20
		Other not gainfully employed	2
		<b>Size of company/organisation:</b>	
		<b>Number of employees:</b>	<b>%</b>
		1- 4	31
		5- 9	12
		10- 49	17
		50- 199	8
		200- 499	3
		500 - 999	3
		1 000 and more	4
		Student	20
		Other not gainfully employed	2

Durchführung: IMK Institut für angewandte Marketing- und Kommunikationsforschung GmbH, Erfurt

## FACHDENTAL → Leipzig

## Trade visitors' profile

<b>Visitors (number of entries)</b>	<b>4 201</b>	<b>Position in the company/organisation</b>	<b>%</b>
<b>Proportion of trade visitors</b>	<b>99%</b>	Entrepreneur, co-owner, freelancer	37
<b>Germany (total)</b>	<b>99</b>	Managing director, board member,	
of which		head of an authority etc.	1
Nielsen 1	3 Nielsen 4	Area manager, works manager, plant manager,	
Bremen	- Bavaria	branch manager, head of public office	1
Hamburg	- Nielsen 5+6	Department head, group head, team leader	4
Lower Saxony	- Berlin	Other salaried staff, civil servant,	
Schleswig-Holstein	- Brandenburg	skilled worker	39
Nielsen 2	- Mecklenburg-	Lecturer, teacher	-
North Rhine-Westph.	- West Pomerania	Trainee	7
Nielsen 3a	2 Saxony-Anhalt	Other position	5
Hessen	- Nielsen 7	Student	5
Rhineland-Palatinate	- Saxony	<b>Economic sector</b>	<b>%</b>
Saarland	- Thuringia	Practice	60
Nielsen 3b	1	Group practice	21
Baden-Württemberg	-	Clinic	1
		Surgery-laboratory	5
		Dental technology laboratory	10
		Dental trade	1
		Training/consulting	1
		Service	3
		University, polytechnic, vocational school	5
		Other	1
		<b>Size of company/organisation:</b>	
		<b>Number of employees:</b>	<b>%</b>
		1- 4	38
		5- 9	39
		10- 49	13
		50- 199	3
		200 - 499	-
		500 - 999	-
		1 000 and more	1
		Student	5
		<b>Conducted by: Landesmesse Stuttgart GmbH, Stuttgart</b>	
<b>Distance to home</b>	<b>%</b>	<b>Average length of stay</b>	<b>1,0 days</b>
up to 50 km	28	<b>Influence on purchasing/procurement decisions</b>	<b>%</b>
more than 50 km up to 100 km	32	Decisively	33
more than 100 km up to 300 km	37	Collectively	31
over 300 km	3	In an advisory capacity	20
<b>Frequency of visits to trade fair</b>	<b>%</b>	No	10
Previous event	35	Student	5
Earlier events	59		
First visit	25		

## HAUS-GARTEN-FREIZEIT

## Private visitors' profile

<b>Visitors (number of entries)</b>	<b>182 503</b>	<b>Proportion of private visitors</b>	<b>86%</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	- Saxony-Anhalt	Nielsen 3a	- Saxony-Anhalt
Hesse	- Nielsen 7	Hesse	- 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	54	up to 50 km	54
more than 50 km up to 100 km	30	more than 50 km up to 100 km	30
more than 100 km up to 300 km	15	more than 100 km up to 300 km	15
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	51	Previous event	51
Earlier events	62	Earlier events	62
First visit	25	First visit	25
<b>Sex</b>	<b>%</b>	<b>Sex</b>	<b>%</b>
Male	44	Male	44
Female	56	Female	56
<b>Age</b>	<b>%</b>	<b>Age</b>	<b>%</b>
up to 20 years	9	up to 20 years	9
over 20 up to 30 years	17	over 20 up to 30 years	17
over 30 up to 40 years	12	over 30 up to 40 years	12
over 40 up to 50 years	24	over 40 up to 50 years	24
over 50 up to 60 years	20	over 50 up to 60 years	20
over 60 up to 70 years	14	over 60 up to 70 years	14
over 70 years	4	over 70 years	4

## (2014) → Leipzig

<b>Position in the company/organisation</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	7
Other salaried staff, civil servant, skilled worker	44
Lecturer, teacher	2
Trainee	2
Other position	6
Student	10
Housewife/man	2
Old-age pensioner	15
Other not gainfully employed	3
<b>Buying and ordering capacity</b>	%
Purchase or order made or intended at the exhibition	
yes	74
no	6
maybe	21
<b>Follow-up business</b>	%
Intend to buy at later date	
yes	32
no	12
maybe	56

Conducted by: FGM GmbH, Leipzig

## Leipziger Tierärztekongress (2014) → Leipzig

### Trade visitors' profile

<b>Visitors (number of entries)</b>	<b>10 837</b>	<b>Area of responsibility</b>	%
<b>Proportion of trade visitors</b>	<b>100%</b>	Management	-
<b>Germany (total)</b>	<b>94</b>	Research/development/design	-
of which		Manufacturing, production, quality control	-
Nielsen 1	14	Buying/procurement	-
Bremen	-	Finance/accounting, controlling	-
Hamburg	1	Information and communication technology	-
Lower Saxony	10	Personnel administration, administration	-
Schleswig-Holstein	3	Sales	-
Nielsen 2	9	Marketing, advertising, PR	-
North Rhine-Westph.	9	Logistics: storage, material management, transport	-
Nielsen 3a	8	Maintenance/repairs	-
Hesse	6	Practice owner	41
Rhineland-Palatinate	2	Employee Vet	46
Saarland	-	Civil servant Vet	6
Nielsen 3b	4	Qualified veterinary employee	3
Baden-Württemberg	4	Other job	4
<b>Foreign (total)</b>	<b>6</b>	<b>Position in the company/organisation</b>	%
of which		Entrepreneur, co-owner, freelancer	34
EU	68	Managing director, board member, head of an authority etc.	3
Other countries	32	Area manager, works manager, plant manager, branch manager, head of public office	-
<b>Distance to home</b>	%	Department head, group head, team leader	4
up to 50 km	16	Other salaried staff, civil servant, skilled worker	34
more than 50 km up to 100 km	7	Lecturer, teacher	3
more than 100 km up to 300 km	31	Trainee	1
over 300 km	45	Other position	3
<b>Frequency of visits to trade fair</b>	%	Student	17
Previous event	49	Other not gainfully employed	2
Earlier events	45	<b>Economic sector</b>	%
First visit	37	Small animal veterinary practice	26
<b>Average length of stay</b>	<b>2,6 days</b>	Mixed practice	15
<b>Influence on purchasing/procurement decisions</b>	%	University/college	10
Decisively	27	Equine veterinary practice	10
Collectively	21	Public veterinary administrative service	7
In an advisory capacity	21	Livestock veterinary practice	7
No	13	Other Institutions	4
Student	17	Testing facility, Federal Agency/Institute, Animal Disease Fund, Animal Health Agency/Service	2
Other not gainfully employed	2	Industrial company	1
<b>Size of company/organisation:</b>		Student	17
<b>Number of employees</b>	%	Other not gainfully employed	2
1- 4	32		
5- 9	14	<b>Size of company/organisation:</b>	
10- 49	22	<b>Number of employees</b>	%
50- 199	5	1- 4	32
200- 499	3	5- 9	14
		10- 49	22
		50- 199	5
		200- 499	3
		500 - 999	2
		1 000 and more	3
		Student	17
		Other not gainfully employed	2

Conducted by: FGM GmbH, Leipzig

## MIDORA → Leipzig

### Trade visitors' profile

<b>Visitors (number of entries)</b>	<b>1 505</b>	<b>Area of responsibility</b>	%
<b>Proportion of trade visitors</b>	<b>92%</b>	Management	48
<b>Germany (total)</b>	<b>99</b>	Research/development/design	-
of which		Manufacturing, production, quality control	7
Nielsen 1	9	Buying/procurement	11
Bremen	1	Finance/accounting, controlling	1
Hamburg	1	Information and communication technology	1
Lower Saxony	8	Personnel administration, administration	-
Schleswig-Holstein	1	Sales	21
Nielsen 2	1	Marketing, advertising, PR	3
North Rhine-Westph.	1	Logistics: storage, material management, transport	1
Nielsen 3a	1	Maintenance/repairs	1
Hessen	1	Other area	4
Rhineland-Palatinate	-	Student	3
Saarland	-	<b>Position in the company/organisation</b>	%
Nielsen 3b	3	Entrepreneur, co-owner, freelancer	73
Baden-Württemberg	3	Managing director, board member, head of an authority etc.	4
<b>Foreign (total)</b>	<b>1</b>	Area manager, works manager, plant manager, branch manager, head of public office	1
<b>Distance to home</b>	%	Department head, group head, team leader	4
up to 50 km	19	Other salaried staff, civil servant, skilled worker	11
more than 50 km up to 100 km	17	Lecturer, teacher	1
more than 100 km up to 300 km	47	Trainee	3
over 300 km	17	Other position	2
<b>Frequency of visits to trade fair</b>	%	Student	3
Previous event	53	<b>Economic sector</b>	%
Earlier events	76	Specialist trade watches and jewellery	56
First visit	18	Gold and silversmith, design sector	22
<b>Average length of stay</b>	<b>1,1 days</b>	Other service	5
<b>Influence on purchasing/procurement decisions</b>	%	Commercial agent	4
Decisively	58	Boutique, piercing studio, hair salon, cosmetic studio, drugstore	3
Collectively	22	Industry	3
In an advisory capacity	15	Chain, department store, mail order, wholesale	2
No	3	Association, organisation, institution	1
Student	3	Other sectors	1
		Student	3
		<b>Size of company/organisation:</b>	
		<b>Number of employees:</b>	%
		1- 4	72
		5- 9	10
		10- 49	11
		50- 199	3
		200 - 499	1
		500 - 999	-
		1 000 and more	1
		Student	3

Conducted by: Gelszus Messe-Marktforschung GmbH, Dortmund



## modell-hobby-spiel → Leipzig

## Private visitors' profile

<b>Visitors (number of entries)</b>	<b>95 729</b>	<b>Position in the company/organisation</b>	<b>%</b>
<b>Proportion of private visitors</b>	<b>95%</b>	Entrepreneur, co-owner, freelancer	5
<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	2
Nielsen 1	4	Nielsen 4	3
Bremen	-	Bavaria	3
Hamburg	1	Nielsen 5+6	27
Lower Saxony	2	Berlin	2
Schleswig-Holstein	1	Brandenburg	4
Nielsen 2	1	Mecklenburg-	
North Rhine-Westph.	1	West Pommernania	1
Nielsen 3a	2	Saxony-Anhalt	20
Hessen	2	Nielsen 7	62
Rhineland-Palatinate	-	Saxony	52
Saarland	-	Thuringia	10
Nielsen 3b	2		
Baden-Württemberg	2		
<b>Foreign (total)</b>	<b>2</b>	<b>Buying and ordering capacity</b>	<b>%</b>
of which		Purchase or order made or intended at the exhibition	
EU	63	yes	76
Other european countries	21	no	4
Other countries	17	maybe	19
<b>Countries with the highest visitor shares</b>	<b>%</b>	<b>Follow-up business</b>	<b>%</b>
Czechia	21	Intend to buy at later date	
Austria	17	yes	38
		no	11
		maybe	51
<b>Distance to home</b>	<b>%</b>	<b>Durchführung: IMK Institut für angewandte Marketing- und Kommunikationsforschung GmbH, Erfurt</b>	
up to 50 km	35		
more than 50 km up to 100 km	24		
more than 100 km up to 300 km	32		
over 300 km	9		
<b>Frequency of visits to trade fair</b>	<b>%</b>		
Previous event	50		
First visit	71		
Earlier events	23		
<b>Sex</b>	<b>%</b>		
Male	57		
Female	43		
<b>Size of household</b>	<b>%</b>		
1 person	17		
2 persons	38		
3 persons	20		
4 persons	17		
5 persons and more	8		
<b>Age</b>	<b>%</b>		
up to 20 years	19		
over 20 up to 30 years	18		
over 30 up to 40 years	17		
over 40 up to 50 years	17		
over 50 up to 60 years	15		
over 60 up to 70 years	11		
over 70 years	2		

## OTWorld → Leipzig

## Trade visitors' profile

<b>Visitors (number of entries)</b>	<b>21 259</b>	<b>Area of responsibility</b>	<b>%</b>
<b>Proportion of trade visitors</b>	<b>94%</b>	Management	19
<b>Germany (total)</b>	<b>64</b>	Research/development/design	6
of which		Manufacturing, production, quality control	33
Nielsen 1	18	Buying/procurement	5
Bremen	1	Finance/accounting, controlling	1
Hamburg	3	Nielsen 4	14
Lower Saxony	12	Bavaria	14
Schleswig-Holstein	2	Nielsen 5+6	15
Nielsen 2	10	Berlin	4
North Rhine-Westph.	10	Brandenburg	4
Nielsen 3a	9	Mecklenburg-	
Hessen	4	West Pommernania	1
Rhineland-Palatinate	4	Saxony-Anhalt	5
Saarland	1	Nielsen 7	26
Nielsen 3b	8	Saxony	18
Baden-Württemberg	8	Thuringia	8
<b>Foreign (total)</b>	<b>36</b>	<b>Position in the company/organisation</b>	<b>%</b>
of which		Entrepreneur, co-owner, freelancer	16
EU	57	Managing director, board member, head of an authority etc.	6
Other european countries	15	Area manager, works manager, plant manager, branch manager, head of public office	8
Africa	5	Department head, group head, team leader	15
Middle East	8	Other salaried staff, civil servant, skilled worker	28
South-, East-, Central Asia	9	Lecturer, teacher	2
Other countries	7	Trainee	13
		Other position	3
<b>Distance to home</b>	<b>%</b>	Student	9
up to 50 km	8	Other not gainfully employed	2
more than 50 km up to 100 km	6		
more than 100 km up to 300 km	24		
over 300 km	62		
<b>Countries with the highest visitor shares</b>	<b>%</b>	<b>Economic sector</b>	<b>%</b>
Belgium	9	Orthopaedic companies	56
Netherlands	6	University/academy/ polytechnic	7
Spain	5	Orthopaedic shoe companies	7
Poland	5	Sanitary specialist trade	5
Italy	5	Therapeutical practice	3
		Hospital	3
<b>Frequency of visits to trade fair</b>	<b>%</b>	Vocational school/technical college	2
Previous event	40	Social services	2
Earlier events	39	Rehabilitation systems companies	2
First visit	46	Medical technical specialised trade	2
<b>Average length of stay</b>	<b>2,0 days</b>	Association, society, self-help group	1
		Doctor's practice	1
		Prophylaxis and rehabilitation facilities	1
		Other	9
<b>Influence on purchasing/procurement decisions</b>	<b>%</b>	<b>Size of company/organisation:</b>	
Decisively	18	<b>Number of employees:</b>	<b>%</b>
Collectively	25	1- 4	8
In an advisory capacity	27	5- 9	12
No	20	10- 49	25
Student	9	50- 199	26
Other not gainfully employed	2	200- 499	9
		500 - 999	4
		1 000 and more	7
		Student	9
		Other not gainfully employed	2

Durchführung: IMK Institut für angewandte Marketing- und Kommunikationsforschung GmbH, Erfurt

## analytica

## Trade visitors' profile

<b>Visitors (number of entries)</b>	<b>35 002</b>	<b>Area of responsibility</b>	<b>%</b>
<b>Proportion of trade visitors</b>	<b>99%</b>	Management	19
<b>Germany (total)</b>	<b>63</b>	Research/development/design	6
of which		Manufacturing, production, quality control	33
Nielsen 1	5	Buying/procurement	5
Bremen	-	Finance/accounting, controlling	1
Hamburg	1	Nielsen 4	14
Lower Saxony	2	Bavaria	14
Schleswig-Holstein	1	Nielsen 5+6	15
Nielsen 2	7	Berlin	4
North Rhine-Westph.	7	Brandenburg	4
Nielsen 3a	6	Mecklenburg-	
Hessen	4	West Pommernania	1
Rhineland-Palatinate	2	Saxony-Anhalt	1
Saarland	1	Nielsen 7	3
Nielsen 3b	17	Saxony	2
Baden-Württemberg	17	Thuringia	2
<b>Foreign (total)</b>	<b>37</b>	<b>Position in the company/organisation</b>	<b>%</b>
of which		Entrepreneur, co-owner, freelancer	16
EU	56	Managing director, board member, head of an authority etc.	6
Other european countries	18	Area manager, works manager, plant manager, branch manager, head of public office	8
Africa	4	Department head, group head, team leader	15
North America	4	Other salaried staff, civil servant, skilled worker	28
South-, East-, Central Asia	11	Lecturer, teacher	2
Other countries	6	Trainee	13
		Other position	3
<b>Distance to home</b>	<b>%</b>	Student	9
up to 50 km	22	Other not gainfully employed	2
more than 50 km up to 100 km	8		
more than 100 km up to 300 km	19		
over 300 km	51		
<b>Countries with the highest visitor shares</b>	<b>%</b>	<b>Economic sector</b>	<b>%</b>
Austria	12	Orthopaedic companies	56
Switzerland	9	University/academy/ polytechnic	7
Italy	7	Orthopaedic shoe companies	7
United Kingdom	6	Sanitary specialist trade	5
United States of America	4	Therapeutical practice	3
		Hospital	3
<b>Frequency of visits to trade fair</b>	<b>%</b>	Vocational school/technical college	2
Previous event	36	Social services	2
Earlier events	34	Rehabilitation systems companies	2
First visit	51	Medical technical specialised trade	2
<b>Average length of stay</b>	<b>1,6 days</b>	Association, society, self-help group	1
		Doctor's practice	1
		Prophylaxis and rehabilitation facilities	1
		Other	9
<b>Influence on purchasing/procurement decisions</b>	<b>%</b>	<b>Size of company/organisation:</b>	
Decisively	18	<b>Number of employees:</b>	<b>%</b>
Collectively	29	1- 4	8
In an advisory capacity	27	5- 9	12
No	13	10- 49	25
Student	12	50- 199	26
Other not gainfully employed	1	200- 499	9
		500 - 999	4
		1 000 and more	7
		Student	9
		Other not gainfully employed	2

Durchführung: IMK Institut für angewandte Marketing- und Kommunikationsforschung GmbH, Erfurt

Trade visitors' profile

<b>Area of responsibility</b>	%
Management	11
Research/development/design	38
Manufacturing, production, quality control	12
Buying/procurement	2
Finance/accounting, controlling	-
Information and communication technology	-
Personnel administration, administration	-
Sales	10
Marketing, advertising, PR	3
Logistics: storage, material management, transport	-
Maintenance/repairs	2
Other area	6
Product management	2
Student	12
Other not gainfully employed	1
<b>Position in the company/organisation</b>	%
Entrepreneur, co-owner, freelancer	5
Managing director, board member, head of an authority etc.	10
Area manager, works manager, plant manager, branch manager, head of public office	4
Department head, group head, team leader	17
Other salaried staff, civil servant, skilled worker	27
Lecturer, teacher	10
Trainee	4
Other position	4
Project manager with personal and budget responsibility	5
Student	12
Other not gainfully employed	1
<b>Economic sector</b>	%
User of instrumental analytics	33
Manufacturer of instrumental analytics	10
Dealer in instrumental analytics	13
Service/consulting in connection with instrumental analytics	6
Research and development, industry	9
Research and development, universities and polytechnics	9
Research and development, other sectors	4
Authority/public services	3
Student	12
Other not gainfully employed	1
<b>Size of company/organisation:</b>	
<b>Number of employees:</b>	%
1- 9	13
10- 49	19
50- 199	15
200- 499	10
500 - 999	6
1 000 and more	24
Student	12
Other not gainfully employed	1

Conducted by: Gelszus Messe-Marktforschung GmbH, Dortmund

<b>Visitors (number of entries)</b>	<b>43 052</b>
<b>Proportion of trade visitors</b>	<b>98%</b>
<b>Germany (total)</b>	<b>64</b>
of which	
Nielsen 1	3
Nielsen 2	5
Nielsen 3a	7
Nielsen 3b	20
Baden-Württemberg	20
<b>Foreign (total)</b>	<b>36</b>
of which	
EU	62
Other european countries	14
South-, East-, Central Asia	18
Other countries	8
<b>Distance to home</b>	%
up to 50 km	17
more than 50 km up to 100 km	11
more than 100 km up to 300 km	24
over 300 km	48
<b>Countries with the highest visitor shares</b>	%
Austria	11
Italy	11
China, People's Republic	9
Switzerland	7
Czechia	6
<b>Frequency of visits to trade fair</b>	%
Previous event	30
Earlier events	25
First visit	59
<b>Average length of stay</b>	<b>1,4 days</b>
<b>Influence on purchasing/procurement decisions</b>	%
Decisively	16
Collectively	30
In an advisory capacity	25
No	16
Student	13
Other not gainfully employed	1

<b>Area of responsibility</b>	%
Management	9
Research/development/design	29
Manufacturing, production, quality control	19
Buying/procurement	2
Finance/accounting, controlling	1
Information and communication technology	-
Personnel administration, administration	1
Sales	7
Marketing, advertising, PR	2
Logistics: storage, material management, transport	1
Maintenance/repairs	5
Other area	5
Planning, production management	8
Student	13
Other not gainfully employed	1
<b>Position in the company/organisation</b>	%
Entrepreneur, co-owner, freelancer	8
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	20
Other salaried staff, civil servant, skilled worker	31
Foreman, master craftsman	3
Lecturer, teacher	6
Trainee	4
Other position	2
Student	13
Other not gainfully employed	1
<b>Economic sector</b>	%
Automobile manufacture, OEM and supplier	34
Construction industry	2
Chemical industry	2
Electrical engineering/electronics industry	20
Food and beverage industry	2
Timber processing industry	1
Information-/communication Industry	4
Plastics and rubber industry	3
Logistics industry	1
Aerospace industry	3
Metalworking industry	15
Paper and printing industry	1
Pharmaceuticals, cosmetics, medical technology	4
Solar technology and energy storage industry	2
Packaging industry	2
End user of service robotics	2
Other sectors	14
Student	13
Other not gainfully employed	2
<b>Size of company/organisation:</b>	
<b>Number of employees:</b>	%
1- 4	5
5- 9	5
10- 49	11
50- 199	15
200- 499	13
500 - 999	8
1 000 and more	31
Student	13
Other not gainfully employed	1

Conducted by: Gelszus Messe-Marktforschung GmbH, Dortmund

Trade visitors' profile

<b>Visitors (number of entries)</b>	<b>583 736</b>
<b>Proportion of trade visitors</b>	<b>85%</b>
<b>Germany (total)</b>	<b>56</b>
of which	
Nielsen 1	5
Nielsen 2	7
Nielsen 3a	9
Nielsen 3b	23
Baden-Württemberg	23
<b>Foreign (total)</b>	<b>44</b>
of which	
EU	61
Other european countries	19
Africa	2
North America	3
South and Central America	3
Middle East	4
South-, East-, Central Asia	8
Australia	1
<b>Distance to home</b>	%
up to 50 km	8
more than 50 km up to 100 km	8
more than 100 km up to 300 km	25
over 300 km	58
<b>Countries with the highest visitor shares</b>	%
Austria	16
Switzerland	10
Italy	9
France	4
Netherlands	4
<b>Frequency of visits to trade fair</b>	%
Previous event	43
Earlier events	37
First visit	42
<b>Average length of stay</b>	<b>1,9 days</b>
<b>Influence on purchasing/procurement decisions</b>	%
Decisively	23
Collectively	26
In an advisory capacity	25
No	18
Student	8
Other not gainfully employed	1

<b>Area of responsibility</b>	%
Management	19
Research/development/design	8
Manufacturing, production, quality control	9
Buying/procurement	3
Finance/accounting, controlling	1
Information and communication technology	1
Sales	7
Personnel administration, administration	1
Marketing, advertising, PR	2
Logistics: storage, material management, transport	4
Maintenance/repairs	6
Other area	5
Building management	13
Mechanical department, building machine, equipment department	10
Planning/work preparation	3
Student	8
Other not gainfully employed	1
<b>Position in the company/organisation</b>	%
Entrepreneur, co-owner, freelancer	19
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	8
Other salaried staff, civil servant, skilled worker	15
Lecturer, teacher	1
Trainee	4
Other position	2
Project manager with managerial responsibility	7
Master craftsman, building foreman, head mason	6
Construction machine operator	9
Building worker	4
Student	8
Other not gainfully employed	1
<b>Economic sector</b>	%
Manufacturer/Industry	33
Processing trade, building trade, skilled trades	31
Service	18
Trade	7
Public authority, administration	3
Universities and polytechnics, institutes, science, research	3
Other sectors	6
Student	8
Other not gainfully employed	1
<b>Size of company/organisation:</b>	
<b>Number of employees:</b>	%
1- 4	13
5- 9	9
10- 49	22
50- 249	19
250- 499	7
500 - 999	5
1 000 and more	17
Student	8
Other not employed	1

Conducted by: Gelszus Messe-Marktforschung GmbH, Dortmund

## electronica → München

### Trade visitors' profile

<b>Visitors (number of entries)</b>	<b>73 451</b>	<b>Area of responsibility</b>	<b>%</b>
<b>Proportion of trade visitors</b>	<b>98%</b>	Management	12
<b>Germany (total)</b>	<b>48</b>	Research/development/design	32
of which		Manufacturing, production, quality control	7
Nielsen 1	5	Buying/procurement	11
Bremen	-	Finance/accounting, controlling	-
Hamburg	1	Information and communication technology	1
Lower Saxony	2	Personnel administration, administration	-
Schleswig-Holstein	2	Sales	12
Nielsen 2	6	Marketing, advertising, PR	3
North Rhine-Westph.	6	Logistics: storage, material management, transport	1
Nielsen 3a	6	Maintenance/repairs	1
Hessen	4	Other area	3
Rhineland-Palatinate	2	Design	6
Saarland	1	Consulting	2
Nielsen 3b	24	Student	8
Baden-Württemberg	24	Other not gainfully employed	1
<b>Foreign (total)</b>	<b>52</b>	<b>Position in the company/organisation</b>	<b>%</b>
of which		Entrepreneur, co-owner, freelancer	11
EU	66	Managing director, board member, head of an authority etc.	10
Other european countries	14	Area manager, works manager, plant manager, branch manager, head of public office	9
Africa	1	Department head, group head, team leader	13
North America	4	Other salaried staff, civil servant, skilled worker	30
Middle East	4	Lecturer, teacher	4
South-, East-, Central Asia	10	Trainee	2
Other countries	1	Other position	2
<b>Distance to home</b>	<b>%</b>	Project manager with personal and budget responsibility	10
up to 50 km	15	Student	8
more than 50 km up to 100 km	5	Other not gainfully employed	1
more than 100 km up to 300 km	16	<b>Economic sector</b>	<b>%</b>
over 300 km	64	Application, use of electronic components, assembly group sub-systems	19
<b>Countries with the highest visitor shares</b>	<b>%</b>	Manufacture of electronic components	16
Italy	14	Manufacture of electronic assembly groups, sub-systems	17
Austria	8	Trade in electronic components, assembly groups, sub-systems	11
United Kingdom	6	Service	8
France	6	Research and development	17
Switzerland	5	Teaching and training	3
<b>Frequency of visits to trade fair</b>	<b>%</b>	Public authority/Ministry	1
Previous event	46	Student	8
Earlier events	39	Other not gainfully employed	1
First visit	43	<b>Size of company/organisation:</b>	<b>%</b>
<b>Average length of stay</b>	<b>1,8 days</b>	<b>Number of employees:</b>	<b>%</b>
<b>Influence on purchasing/procurement decisions</b>	<b>%</b>	1- 9	15
Decisively	25	10- 49	19
Collectively	33	50- 199	17
In an advisory capacity	23	200- 499	8
No	10	500 - 999	7
Student	8	1 000 and more	25
Other not gainfully employed	1	Student	8
		Other not gainfully employed	1

Conducted by: Gelszus Messe-Marktforschung GmbH, Dortmund

## f.re.e → München

### Private visitors' profile

<b>Visitors (number of entries)</b>	<b>126 339</b>	<b>Position in the company/organisation</b>	<b>%</b>
<b>Proportion of private visitors</b>	<b>89%</b>	Entrepreneur, co-owner, freelancer	9
<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	2
Nielsen 1	-	Department head, group head, team leader	10
Bremen	-	Other salaried staff, civil servant, skilled worker	40
Hamburg	1	Lecturer, teacher	3
Lower Saxony	-	Trainee	2
Schleswig-Holstein	1	Other position	7
Nielsen 2	-	Student	10
North Rhine-Westph.	-	Nielsen 3a	1
Nielsen 3a	1	Saxony-Anhalt	-
Hessen	-	Nielsen 7	-
Rhineland-Palatinate	-	Saxony	-
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	33
<b>Foreign (total)</b>	<b>1</b>	yes	27
of which		no	40
EU	94	maybe	40
Other countries	6	<b>Follow-up business</b>	<b>%</b>
<b>The country with the highest visitor share</b>	<b>%</b>	Intend to buy at later date	26
Austria	86	yes	11
<b>Distance to home</b>	<b>%</b>	no	63
up to 50 km	62	maybe	63
more than 50 km up to 100 km	25	<b>Conducted by: Gelszus Messe-Marktforschung GmbH, Dortmund</b>	
more than 100 km up to 300 km	10		
over 300 km	3		
<b>Frequency of visits to trade fair</b>	<b>%</b>		
Previous event	41		
Earlier events	57		
First visit	32		
<b>Sex</b>	<b>%</b>		
Male	50		
Female	50		
<b>Size of household</b>	<b>%</b>		
1 person	20		
2 persons	47		
3 persons	13		
4 persons	14		
5 persons and more	6		
<b>Age</b>	<b>%</b>		
up to 20 years	7		
over 20 up to 30 years	21		
over 30 up to 40 years	17		
over 40 up to 50 years	18		
over 50 up to 60 years	22		
over 60 up to 70 years	11		
over 70 years	3		

## FARBE

### Trade visitors' profile

<b>Visitors (number of entries)</b>	<b>41 435</b>	<b>Proportion of trade visitors</b>	<b>96%</b>
<b>Germany (total)</b>	<b>86</b>	<b>Germany (total)</b>	<b>86</b>
of which		of which	
Nielsen 1	4	Nielsen 4	40
Bremen	-	Bavaria	40
Hamburg	-	Nielsen 5+6	2
Lower Saxony	2	Berlin	1
Schleswig-Holstein	1	Brandenburg	1
Nielsen 2	8	Mecklenburg-	
North Rhine-Westph.	8	West Pomerania	-
Nielsen 3a	15	Saxony-Anhalt	-
Hessen	9	Nielsen 7	3
Rhineland-Palatinate	5	Saxony	2
Saarland	2	Thuringia	2
Nielsen 3b	29	<b>Foreign (total)</b>	<b>14</b>
Baden-Württemberg	29	of which	
<b>Foreign (total)</b>	<b>14</b>	EU	73
of which		Other european countries	16
EU	73	Other countries	11
Other european countries	16	<b>Distance to home</b>	<b>%</b>
Other countries	11	up to 50 km	10
<b>Distance to home</b>	<b>%</b>	more than 50 km up to 100 km	11
up to 50 km	10	more than 100 km up to 300 km	33
more than 50 km up to 100 km	11	over 300 km	46
more than 100 km up to 300 km	33	<b>Countries with the highest visitor shares</b>	<b>%</b>
over 300 km	46	Austria	23
<b>Countries with the highest visitor shares</b>	<b>%</b>	Italy	12
Austria	23	Switzerland	8
Italy	12	Czechia	6
Switzerland	8	<b>Frequency of visits to trade fair</b>	<b>%</b>
Czechia	6	Previous event	32
<b>Frequency of visits to trade fair</b>	<b>%</b>	Earlier events	43
Previous event	32	First visit	42
Earlier events	43	<b>Average length of stay</b>	<b>1,3 days</b>
First visit	42	<b>Influence on purchasing/procurement decisions</b>	<b>%</b>
<b>Average length of stay</b>	<b>1,3 days</b>	Decisively	30
<b>Influence on purchasing/procurement decisions</b>	<b>%</b>	Collectively	29
Decisively	30	In an advisory capacity	22
Collectively	29	No	16
In an advisory capacity	22	Student	3
No	16	Other not gainfully employed	1
Student	3		
Other not gainfully employed	1		

Trade visitors' profile

<b>Area of responsibility</b>	%
Management	22
Research/development/design	2
Manufacturing, production, quality control	2
Buying/procurement	2
Finance/accounting, controlling	2
Information and communication technology	-
Personnel administration, administration	1
Sales	7
Marketing, advertising, PR	2
Logistics: storage, material management, transport	1
Maintenance/repairs	2
Other area	3
Construction, processing	25
Planning/work preparation	3
Design	17
Training, education	7
Student	3
Other not gainfully employed	1
<b>Position in the company/organisation</b>	%
Entrepreneur, co-owner, freelancer	35
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	6
Other salaried staff, civil servant, skilled worker	21
Foreman, master craftsman	11
Lecturer, teacher	2
Trainee	12
Other position	2
Student	3
Other not gainfully employed	1
<b>Economic sector</b>	%
Skilled trades	71
Industry	6
Trade, wholesale trade	9
Property developers, building contractors	2
Real estate industry	1
Architect/interior designer	1
Consulting, other services	1
Authority/public services	1
Research, apprenticeship, training	1
Media, press, publishing	1
Other sectors	2
Student	3
Other not gainfully employed	1
<b>Size of company/organisation:</b>	
<b>Number of employees:</b>	%
1- 4	31
5- 9	22
10- 49	23
50- 199	9
200- 499	3
500 - 999	2
1 000 and more	6
Student	3
Other not gainfully employed	1

Conducted by: Gelszus Messe-Marktforschung GmbH, Dortmund

<b>Visitors (number of entries)</b>	<b>136 885</b>
<b>Proportion of trade visitors</b>	<b>99%</b>
<b>Germany (total)</b>	<b>52</b>
of which	
Nielsen 1	8
Nielsen 4	39
Bremen	1
Bavaria	39
Hamburg	1
Nielsen 5+6	5
Lower Saxony	5
Berlin	2
Schleswig-Holstein	1
Brandenburg	2
Nielsen 2	11
Mecklenburg-	
North Rhine-Westph.	11
West Pomerania	1
Nielsen 3a	14
Saxony-Anhalt	1
Hessen	8
Nielsen 7	7
Rhineland-Palatinate	6
Saxony	4
Saarland	1
Thuringia	3
Nielsen 3b	17
Baden-Württemberg	17
<b>Foreign (total)</b>	<b>48</b>
of which	
EU	59
Other european countries	17
Africa	2
North America	2
South and Central America	4
Middle East	5
South-, East-, Central Asia	9
Australia	1
<b>Distance to home</b>	%
up to 50 km	6
more than 50 km up to 100 km	5
more than 100 km up to 300 km	19
over 300 km	70
<b>Countries with the highest visitor shares</b>	%
Austria	9
Italy	7
Switzerland	6
China, People's Republic	4
Netherlands	4
<b>Frequency of visits to trade fair</b>	%
Previous event	42
Earlier events	40
First visit	44
<b>Average length of stay</b>	<b>1,9 days</b>
<b>Influence on purchasing/procurement decisions</b>	%
Decisively	24
Collectively	31
In an advisory capacity	29
No	9
Student	7
Other not gainfully employed	1
<b>Area of responsibility</b>	%
Management	22
Research/development/design	6
Manufacturing, production, quality control	5
Buying/procurement	4
Finance/accounting, controlling	1
Information and communication technology	1
Personnel administration, administration	1
Sales	10
Marketing, advertising, PR	2
Logistics: storage, material management, transport	2
Maintenance/repairs	7
Other area	4
Planning/work preparation	10
Application/process engineering	8
Environmental protection	13
Student	7
Other not gainfully employed	1
<b>Position in the company/organisation</b>	%
Entrepreneur, co-owner, freelancer	14
Managing director, board member, head of an authority etc.	16
Area manager, works manager, plant manager, branch manager, head of public office	12
Department head, group head, team leader	17
Other salaried staff, civil servant, skilled worker	24
Foreman, master craftsman	7
Lecturer, teacher	2
Trainee	1
Other position	1
Student	7
Other not gainfully employed	1
<b>Economic sector</b>	%
Industry, manufacturing sector	23
Municipal supplying and disposal companies	31
Private supplying and disposal companies and operators	9
Engineer's consultant's office	12
Service	5
Trade	6
Local authorities, public institutions	4
Association	1
Student	7
Other not gainfully employed	1
<b>Size of company/organisation:</b>	
<b>Number of employees:</b>	%
1- 4	11
5- 9	10
10- 49	27
50- 199	19
200- 499	10
500 - 999	5
1 000 and more	10
Student	7
Other not gainfully employed	1
<b>Conducted by: Gelszus Messe-Marktforschung GmbH, Dortmund</b>	

Conducted by: Gelszus Messe-Marktforschung GmbH, Dortmund

Trade visitors' profile

<b>Visitors (number of entries)</b>	<b>26 387</b>
<b>Proportion of trade visitors</b>	<b>93%</b>
<b>Germany (total)</b>	<b>67</b>
of which	
Nielsen 1	12
Nielsen 4	33
Bremen	1
Bavaria	33
Hamburg	4
Nielsen 5+6	10
Lower Saxony	5
Berlin	5
Schleswig-Holstein	2
Brandenburg	2
Nielsen 2	7
Mecklenburg-	
North Rhine-Westph.	7
West Pomerania	2
Nielsen 3a	14
Saxony-Anhalt	1
Hesse	6
Nielsen 7	5
Rhineland-Palatinate	5
Saxony	3
Saarland	3
Thuringia	2
Nielsen 3b	19
Baden-Württemb.	19
<b>Foreign (total)</b>	<b>33</b>
of which	
EU	83
Other european countries	14
Asia	2
Other countries	1
<b>Distance to home</b>	%
up to 50 km	7
more than 50 km up to 100 km	10
more than 100 km up to 300 km	18
over 300 km	65
<b>Countries with the highest visitor shares</b>	%
Austria	24
Switzerland	8
Netherlands	8
Italy	7
France	7
<b>Frequency of visits to exhibition</b>	%
2014	49
2013	45
2012	33
2011	29
2010	28
Earlier events	26
First visit	26
<b>Average length of stay</b>	<b>1,7 days</b>
<b>Influence on purchasing/procurement decisions</b>	%
Decisively	34
Collectively	30
In an advisory capacity	18
No	12
Student	5
Other not gainfully employed	1
<b>Area of responsibility</b>	%
Management	26
Research/development/design	3
Manufacturing, production, quality control	9

Buying/procurement	9
Finance/accounting, controlling	2
Information and communication technology	1
Personnel administration, administration	2
Sales	11
Marketing, advertising, PR	5
Logistics: storage, material management, transport	2
Maintenance/repairs	2
Product development/design	14
Other area	9
Student	5
Other not gainfully employed	1
<b>Position in the company/organisation</b>	%
Entrepreneur, co-owner, freelancer	36
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	7
Other salaried staff, civil servant, skilled worker	16
Foreman, master craftsman	5
Lecturer, teacher	2
Trainee	11
Other position	4
Student	5
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	8
Other retail	7
Department store	3
Wholesale and foreign trade in fashion jewellery, watches and gemstones	4
Other wholesale trade	2
Commercial agent	2
Mail order business, TV/internet-shopping	2
Gold/silversmith without retail outlet	12
Watchmaker without retail outlet	2
Producer	5
Supplying company belonging to the sector	1
Designer	8
Gallery	2
Polytechnics	2
Other sectors	7
Student	5
Other not gainfully employed	1
<b>Size of company/organisation:</b>	
<b>Number of employees</b>	%
1- 4	36
5- 9	14
10- 49	16
50- 199	13
200- 499	7
500 - 999	5
1 000 and more	3
Student	5
Other not gainfully employed	1
<b>Conducted by: Gelszus Messe-Marktforschung GmbH, Dortmund</b>	

Conducted by: Gelszus Messe-Marktforschung GmbH, Dortmund

## INTERNATIONALE HANDWERKSMESSE → München

## Private visitors' profile

<b>Visitors (number of entries)</b>	<b>130 527</b>	<b>Position in the company/organisation</b>	<b>%</b>
<b>Proportion of private visitors</b>	<b>74%</b>	Entrepreneur, co-owner, freelancer	8
<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	- Nielsen 4	Department head, group head, team leader	6
Bremen	- Bavaria	Other salaried staff, civil servant, skilled worker	27
Hamburg	- Nielsen 5+6	Foreman, master craftsman	3
Lower Saxony	- Berlin	Lecturer, teacher	2
Schleswig-Holstein	- Brandenburg	Trainee	1
Nielsen 2	- Mecklenburg-	Other position	4
North Rhine-Westph.	- West Pomerania	Student	5
Nielsen 3a	- Saxony-Anhalt	Housewife/man	7
Hessen	- Nielsen 7	Old-age pensioner	32
Rhineland-Palatinate	- Saxony	Other not gainfully employed	3
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	
		yes	58
<b>Foreign (total)</b>	<b>1</b>	no	12
of which		maybe	30
EU	73	<b>Follow-up business</b>	<b>%</b>
Other countries	27	Intend to buy at later date	
		yes	23
<b>The country with the highest visitor share</b>	<b>%</b>	no	21
Austria	42	maybe	56
<b>Distance to home</b>	<b>%</b>	<b>Conducted by: Gelszus Messe-Marktforschung GmbH, Dortmund</b>	
up to 50 km	68		
more than 50 km up to 100 km	20		
more than 100 km up to 300 km	10		
over 300 km	3		
<b>Frequency of visits to trade fair</b>	<b>%</b>		
Previous event	44		
Earlier events	60		
First visit	21		
<b>Sex</b>	<b>%</b>		
Male	38		
Female	62		
<b>Size of household</b>	<b>%</b>		
1 person	14		
2 persons	54		
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	9		
over 30 up to 40 years	9		
over 40 up to 50 years	16		
over 50 up to 60 years	25		
over 60 up to 70 years	25		
over 70 years	12		

## BIOFACH + VIVANESS → Nürnberg

## Trade visitors' profile

<b>Visitors (number of entries)</b>	<b>48 533</b>	<b>Area of responsibility</b>	<b>%</b>
<b>Proportion of trade visitors</b>	<b>93%</b>	Management	30
<b>Germany (total)</b>	<b>56</b>	Research/development/design	5
of which		Manufacturing, production, quality control	9
Nielsen 1	10 Nielsen 4	Buying/procurement	9
Bremen	- Bavaria	Finance/accounting, controlling	1
Hamburg	4 Nielsen 5+6	Information and communication technology	1
Lower Saxony	4 Berlin	Personnel administration, administration	2
Schleswig-Holstein	2 Brandenburg	Sales	19
Nielsen 2	6 Mecklenburg-	Marketing, advertising, PR	7
North Rhine-Westph.	6 West Pomerania	Logistics: storage, material management, transport	1
Nielsen 3a	10 Saxony-Anhalt	Maintenance/repairs	-
Hessen	8 Nielsen 7	Other area	8
Rhineland-Palatinate	2 Saxony	Student	8
Saarland	1 Thuringia	Other not gainfully employed	1
Nielsen 3b	14	<b>Position in the company/organisation</b>	<b>%</b>
Baden-Württemberg	14	Entrepreneur, co-owner, freelancer	38
		Managing director, board member, head of an authority etc.	8
<b>Foreign (total)</b>	<b>44</b>	Area manager, works manager, plant manager, branch manager, head of public office	8
of which		Department head, group head, team leader	10
EU	69	Other salaried staff, civil servant, skilled worker	14
Other european countries	11	Lecturer, teacher	2
Africa	7	Trainee	2
North America	5	Other position	4
South and Central America	3	Category Manager	6
Middle East	2	Student	8
South-, East-, Central Asia	2	Other not gainfully employed	1
Australia	1	<b>Economic sector</b>	<b>%</b>
<b>Distance to home</b>	<b>%</b>	Retail trade	23
up to 50 km	12	Wholesale, import, export	19
more than 50 km up to 100 km	7	Manufacturers	19
more than 100 km up to 300 km	25	Agriculture and fisheries	11
over 300 km	57	Service	14
<b>Countries with the highest visitor shares</b>	<b>%</b>	Other sectors	6
Austria	10	Student	8
Italy	8	Other not gainfully employed	1
France	8	<b>Size of company/organisation:</b>	
Spain	5	<b>Number of employees:</b>	<b>%</b>
Switzerland	5	1- 4	31
<b>Frequency of visits to trade fair</b>	<b>%</b>	5- 9	12
Previous event	36	10- 49	22
Earlier events	42	50- 199	12
First visit	44	200- 499	7
<b>Average length of stay</b>	<b>1,7 days</b>	500 - 999	2
<b>Influence on purchasing/procurement decisions</b>	<b>%</b>	1 000 and more	6
Decisively	41	Student	8
Collectively	26	Other not gainfully employed	1
In an advisory capacity	15	<b>Conducted by: Gelszus Messe-Marktforschung GmbH, Dortmund</b>	
No	9		
Student	8		
Other not gainfully employed	1		

## BrauBeviale

## Trade visitors' profile

<b>Visitors (number of entries)</b>	<b>37 923</b>	<b>Visitors (number of entries)</b>	<b>37 923</b>
<b>Proportion of trade visitors</b>	<b>93%</b>	<b>Proportion of trade visitors</b>	<b>93%</b>
<b>Germany (total)</b>	<b>56</b>	<b>Germany (total)</b>	<b>56</b>
of which		of which	
Nielsen 1	5 Nielsen 4	Nielsen 1	5
Bremen	- Bavaria	Bremen	- Bavaria
Hamburg	- Nielsen 5+6	Hamburg	- Nielsen 5+6
Lower Saxony	3 Berlin	Lower Saxony	3 Berlin
Schleswig-Holstein	1 Brandenburg	Schleswig-Holstein	1 Brandenburg
Nielsen 2	9 Mecklenburg-	Nielsen 2	9 Mecklenburg-
North Rhine-Westph.	9 West Pomerania	North Rhine-Westph.	9 West Pomerania
Nielsen 3a	11 Saxony-Anhalt	Nielsen 3a	11 Saxony-Anhalt
Hessen	6 Nielsen 7	Hessen	6 Nielsen 7
Rhineland-Palatinate	4 Saxony	Rhineland-Palatinate	4 Saxony
Saarland	1 Thuringia	Saarland	1 Thuringia
Nielsen 3b	12	Nielsen 3b	12
Baden-Württemberg	12	Baden-Württemberg	12
<b>Foreign (total)</b>	<b>44</b>	<b>Foreign (total)</b>	<b>44</b>
of which		of which	
EU	60	EU	60
Other european countries	20	Other european countries	20
South and Central America	6	South and Central America	6
South-, East-, Central Asia	8	South-, East-, Central Asia	8
Other countries	7	Other countries	7
<b>Distance to home</b>	<b>%</b>	<b>Distance to home</b>	<b>%</b>
up to 50 km	9	up to 50 km	9
more than 50 km up to 100 km	9	more than 50 km up to 100 km	9
more than 100 km up to 300 km	25	more than 100 km up to 300 km	25
over 300 km	57	over 300 km	57
<b>Countries with the highest visitor shares</b>	<b>%</b>	<b>Countries with the highest visitor shares</b>	<b>%</b>
Italy	8	Italy	8
Switzerland	6	Switzerland	6
Czechia	6	Czechia	6
Russia	5	Russia	5
Spain	5	Spain	5
<b>Frequency of visits to trade fair</b>	<b>%</b>	<b>Frequency of visits to trade fair</b>	<b>%</b>
Previous event	35	Previous event	35
Earlier events	38	Earlier events	38
First visit	39	First visit	39
<b>Average length of stay</b>	<b>1,6 days</b>	<b>Average length of stay</b>	<b>1,6 days</b>
<b>Influence on purchasing/procurement decisions</b>	<b>%</b>	<b>Influence on purchasing/procurement decisions</b>	<b>%</b>
Decisively	32	Decisively	32
Collectively	30	Collectively	30
In an advisory capacity	16	In an advisory capacity	16
No	10	No	10
Student	10	Student	10
Other not gainfully employed	1	Other not gainfully employed	1

Trade visitors' profile

<b>Area of responsibility</b>	%
Management	24
Research/development/design	9
Manufacturing, production, quality control	24
Buying/procurement	5
Finance/accounting, controlling	1
Information and communication technology	1
Personnel administration, administration	1
Sales	12
Marketing, advertising, PR	2
Logistics: storage, material management, transport	1
Maintenance/repairs	6
Other area	4
Student	10
Other not gainfully employed	1
<b>Position in the company/organisation</b>	%
Entrepreneur, co-owner, freelancer	27
Managing director, board member, head of an authority etc.	8
Area manager, works manager, plant manager, branch manager, head of public office	12
Department head, group head, team leader	20
Other salaried staff, civil servant, skilled worker	15
Lecturer, teacher	1
Trainee	4
Other position	3
Student	10
Other not gainfully employed	1
<b>Economic sector</b>	%
Industry	60
Trade	8
Service	9
Agriculture	2
Hotels and restaurants	5
Other sectors	5
Student	10
Other not gainfully employed	1
<b>Size of company/organisation:</b>	
<b>Number of employees:</b>	%
1- 4 21	500 - 999 8
5- 9 8	1 000 and more 13
10- 49 19	Student 10
50- 199 15	Other not gainfully employed 1
200- 499 8	

Conducted by: Gelszus Messe-Marktforschung GmbH, Dortmund

<b>Visitors (number of entries)</b>	<b>32 206</b>
<b>Proportion of trade visitors</b>	<b>99%</b>
<b>Germany (total)</b>	<b>52</b>
of which	
Nielsen 1	5 Nielsen 4 36
Bremen	- Bavaria 36
Hamburg	1 Nielsen 5+6 4
Lower Saxony	3 Berlin 1
Schleswig-Holstein	1 Brandenburg 2
Nielsen 2	7 Mecklenburg-transport 1
North Rhine-Westph.	7 West Pommerania 1
Nielsen 3a	16 Saxony-Anhalt 2
Hessen	11 Nielsen 7 5
Rhineland-Palatinate	5 Saxony 4
Saarland	1 Thuringia 1
Nielsen 3b	27
Baden-Württemberg	27
<b>Foreign (total)</b>	<b>48</b>
of which	
EU	58
Other european countries	15
South and Central America	6
Middle East	3
South-, East-, Central Asia	13
Other countries	6
<b>Distance to home</b>	%
up to 50 km	5
more than 50 km up to 100 km	7
more than 100 km up to 300 km	29
over 300 km	59
<b>Countries with the highest visitor shares</b>	%
Italy	8
Czechia	6
Poland	5
China, People's Republic	5
Austria	5
<b>Frequency of visits to trade fair</b>	%
Previous event	39
Earlier events	35
First visit	44
<b>Average length of stay</b>	<b>1,6 days</b>

<b>Influence on purchasing/procurement decisions</b>	%
Decisively	31
Collectively	29
In an advisory capacity	18
No	17
Student	4
Other not gainfully employed	2

<b>Area of responsibility</b>	%
Management	18
Research/development/design	13
Manufacturing, production, quality control	12
Buying/procurement	5
Finance/accounting, controlling	-
Information and communication technology	1
Personnel administration, administration	2
Sales	11
Marketing, advertising, PR	3
Logistics: storage, material management, transport	1
Maintenance/repairs	23
Other area	6
Student	4
Other not gainfully employed	2
<b>Position in the company/organisation</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	12
Department head, group head, team leader	16
Other salaried staff, civil servant, skilled worker	22
Lecturer, teacher	2
Trainee	12
Other position	3
Student	4
Other not gainfully employed	2
<b>Economic sector</b>	%
Specialist refrigeration company	50
Specialist air-conditioning company	11
Thermal pump specialists	2
Specialist sanitary, heating, air-conditioning	3
Electrical specialist firms	2
Facility management	3
Specialist trade, wholesale trade	3
Plant operator	3
Manufacturers	11
Architect	1
Specialist planner (Technical building equipment)	2
Other sectors	4
Student	4
Other not gainfully employed	2
<b>Size of company/organisation:</b>	
<b>Number of employees:</b>	%
1- 4 10	500 - 999 5
5- 9 12	1 000 and more 16
10- 49 25	Student 4
50- 199 16	Other not gainfully employed 2
200- 499 9	

Conducted by: Gelszus Messe-Marktforschung GmbH, Dortmund

Trade visitors' profile

<b>Visitors (number of entries)</b>	<b>5 555</b>
<b>Proportion of trade visitors</b>	<b>99%</b>
<b>Germany (total)</b>	<b>95</b>
of which	
Nielsen 1	6 Nielsen 4 54
Bremen	- Bavaria 54
Hamburg	3 Nielsen 5+6 4
Lower Saxony	3 Berlin 3
Schleswig-Holstein	- Brandenburg -
Nielsen 2	11 Mecklenburg-transport 1
North Rhine-Westph.	11 West Pommerania -
Nielsen 3a	8 Saxony-Anhalt -
Hessen	4 Nielsen 7 4
Rhineland-Palatinate	3 Saxony 4
Saarland	- Thuringia -
Nielsen 3b	15
Baden-Württemberg	15
<b>Foreign (total)</b>	<b>5</b>
of which	
EU	76
Other european countries	24
<b>Distance to home</b>	%
up to 50 km	22
more than 50 km up to 100 km	15
more than 100 km up to 300 km	34
over 300 km	30
<b>Frequency of visits to trade fair</b>	%
Previous event	33
Earlier events	40
First visit	44
<b>Average length of stay</b>	<b>1,3 days</b>
<b>Influence on purchasing/procurement decisions</b>	%
Decisively	21
Collectively	42
In an advisory capacity	24
No	8
Student	5
Other not gainfully employed	1

<b>Area of responsibility</b>	%
Management	11
Research/development/design	-
Manufacturing, production, quality control	3
Buying/procurement	4
Finance/accounting, controlling	1
Information and communication technology	3
Personnel administration, administration	1
Sales	16
Marketing, advertising, PR	53
Logistics: storage, material management, transport	1
Maintenance/repairs	-
Other area	3
Student	5
Other not gainfully employed	1
<b>Position in the company/organisation</b>	%
Entrepreneur, co-owner, freelancer	12
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	27
Other salaried staff, civil servant, skilled worker	38
Lecturer, teacher	-
Trainee	5
Other position	1
Student	5
Other not gainfully employed	1
<b>Economic sector</b>	%
Industry	12
Trade	15
Publisher/press/media	24
Service	34
Public administration	3
Teaching, research	1
Other sectors	6
Student	5
Other not gainfully employed	1
<b>Size of company/organisation:</b>	
<b>Number of employees:</b>	%
1- 4 10	500 - 999 6
5- 9 5	1 000 and more 22
10- 49 22	Student 5
50- 199 19	Other not gainfully employed 1
200- 499 11	

Conducted by: Gelszus Messe-Marktforschung GmbH, Dortmund

## embedded world → Nürnberg

### Trade visitors' profile

<b>Visitors (number of entries)</b>	<b>30 063</b>	<b>Area of responsibility</b>	<b>%</b>
<b>Proportion of trade visitors</b>	<b>97%</b>	Management	6
<b>Germany (total)</b>	<b>62</b>	Research/development/design	50
of which		Manufacturing, production, quality control	3
Nielsen 1	6	Buying/procurement	1
Bremen	-	Finance/accounting, controlling	-
Hamburg	3	Information and communication technology	8
Lower Saxony	3	Personnel administration, administration	3
Schleswig-Holstein	1	Sales	-
Nielsen 2	7	Marketing, advertising, PR	2
North Rhine-Westph.	7	Logistics: storage, material management, transport	1
Nielsen 3a	10	Maintenance/repairs	1
Hessen	7	Other area	2
Rhineland-Palatinate	3	Student	23
Saarland	-	Other not gainfully employed	1
Nielsen 3b	22	<b>Position in the company/organisation</b>	<b>%</b>
Baden-Württemberg	22	Entrepreneur, co-owner, freelancer	11
		Managing director, board member, head of an authority etc.	5
<b>Foreign (total)</b>	<b>38</b>	Area manager, works manager, plant manager, branch manager, head of public office	5
of which		Department head, group head, team leader	15
EU	73	Other salaried staff, civil servant, skilled worker	32
Other european countries	12	Lecturer, teacher	2
North America	4	Trainee	2
South-, East-, Central Asia	6	Other position	4
Other countries	5	Student	23
<b>Distance to home</b>	<b>%</b>	Other not gainfully employed	1
up to 50 km	8	<b>Economic sector</b>	<b>%</b>
more than 50 km up to 100 km	6	Industry	54
more than 100 km up to 300 km	34	Trade	3
over 300 km	52	Import/export	1
<b>Countries with the highest visitor shares</b>	<b>%</b>	Service	9
Austria	14	Public administration	1
Czechia	9	Teaching, research	7
Italy	7	Other sectors	2
Poland	5	Student	23
Slovenia	5	Other not gainfully employed	1
<b>Frequency of visits to trade fair</b>	<b>%</b>	<b>Size of company/organisation:</b>	<b>%</b>
Previous event	27	<b>Number of employees:</b>	
Earlier events	35	1- 4 9	500 - 999
First visit	53	5- 9 5	1 000 and more
<b>Average length of stay</b>	<b>1,4 days</b>	10- 49 11	Student
<b>Influence on purchasing/procurement decisions</b>	<b>%</b>	50- 199 12	Other not gainfully employed
Decisively	23	200- 499 8	employed
Collectively	27	<b>Conducted by: Gelszus Messe-Marktforschung GmbH, Dortmund</b>	
In an advisory capacity	19		
No	8		
Student	23		
Other not gainfully employed	1		

## Enforce Tac → Nürnberg

### Trade visitors' profile

<b>Visitors (number of entries)</b>	<b>2 759</b>	<b>Area of responsibility</b>	<b>%</b>
<b>Proportion of trade visitors</b>	<b>100%</b>	Management	8
<b>Germany (total)</b>	<b>66</b>	Research/development/design	7
of which		Manufacturing, production, quality control	2
Nielsen 1	12	Buying/procurement	7
Bremen	1	Finance/accounting, controlling	-
Hamburg	4	Information and communication technology	2
Lower Saxony	6	Personnel administration, administration	2
Schleswig-Holstein	1	Sales	7
Nielsen 2	12	Marketing, advertising, PR	2
North Rhine-Westph.	12	Logistics: storage, material management, transport	2
Nielsen 3a	21	Maintenance/repairs	3
Hessen	12	Other area	15
Rhineland-Palatinate	6	Agency management	3
Saarland	3	Training	27
Nielsen 3b	10	Utilisation	9
Baden-Württemberg	10	Other not gainfully employed	2
		<b>Position in the company/organisation</b>	<b>%</b>
<b>Foreign (total)</b>	<b>34</b>	Entrepreneur, co-owner, freelancer	7
of which		Managing director, board member, head of an authority etc.	6
EU	72	Area manager, works manager, plant manager, branch manager, head of public office	8
Other european countries	19	Department head, group head, team leader	22
Other countries	9	Other salaried staff, civil servant, skilled worker	32
<b>Distance to home</b>	<b>%</b>	Lecturer, teacher	10
up to 50 km	7	Trainee	2
more than 50 km up to 100 km	6	Other position	10
more than 100 km up to 300 km	22	Other not gainfully employed	2
over 300 km	64	<b>Economic sector</b>	<b>%</b>
<b>Countries with the highest visitor shares</b>	<b>%</b>	Police	46
Switzerland	14	Justice	3
Czechia	13	Armed forces, troops	26
<b>Frequency of visits to trade fair</b>	<b>%</b>	Customs	4
Previous event	29	Other Specialist authorities,- facilities	18
Earlier events	29	Other not gainfully employed	2
First visit	60	<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 7	500 - 999
Decisively	14	5- 9 5	1 000 and more
Collectively	28	10- 49 8	Other not gainfully employed
In an advisory capacity	36	50- 199 14	employed
No	20	200- 499 9	
Other not gainfully employed	2	<b>Conducted by: Gelszus Messe-Marktforschung GmbH, Dortmund</b>	

## EUROGUSS → Nürnberg

### Trade visitors' profile

<b>Visitors (number of entries)</b>	<b>12 032</b>	<b>Area of responsibility</b>	<b>%</b>
<b>Proportion of trade visitors</b>	<b>99%</b>	Management	8
<b>Germany (total)</b>	<b>68</b>	Research/development/design	7
of which		Manufacturing, production, quality control	2
Nielsen 1	3	Buying/procurement	7
Bremen	-	Finance/accounting, controlling	-
Hamburg	1	Information and communication technology	2
Lower Saxony	2	Personnel administration, administration	2
Schleswig-Holstein	-	Sales	7
Nielsen 2	9	Marketing, advertising, PR	2
North Rhine-Westph.	9	Logistics: storage, material management, transport	2
Nielsen 3a	9	Maintenance/repairs	3
Hessen	6	Other area	15
Rhineland-Palatinate	2	Agency management	3
Saarland	2	Training	27
Nielsen 3b	24	Utilisation	9
Baden-Württemberg	24	Other not gainfully employed	2
		<b>Position in the company/organisation</b>	<b>%</b>
<b>Foreign (total)</b>	<b>32</b>	Entrepreneur, co-owner, freelancer	7
of which		Managing director, board member, head of an authority etc.	6
EU	70	Area manager, works manager, plant manager, branch manager, head of public office	8
Other european countries	13	Department head, group head, team leader	22
North America	7	Other salaried staff, civil servant, skilled worker	32
South-, East-, Central Asia	8	Lecturer, teacher	10
Other countries	2	Trainee	2
<b>Distance to home</b>	<b>%</b>	Other position	10
up to 50 km	11	Other not gainfully employed	2
more than 50 km up to 100 km	8	<b>Economic sector</b>	<b>%</b>
more than 100 km up to 300 km	37	Police	46
over 300 km	45	Justice	3
<b>Countries with the highest visitor shares</b>	<b>%</b>	Armed forces, troops	26
Poland	8	Customs	4
Italy	7	Other Specialist authorities,- facilities	18
Austria	7	Other not gainfully employed	2
Czechia	7	<b>Size of company/organisation:</b>	
France	6	<b>Number of employees:</b>	<b>%</b>
<b>Frequency of visits to trade fair</b>	<b>%</b>	1- 4 7	500 - 999
Previous event	30	5- 9 5	1 000 and more
Earlier events	28	10- 49 8	Other not gainfully employed
First visit	57	50- 199 14	employed
<b>Average length of stay</b>	<b>1,4 days</b>	200- 499 9	
<b>Influence on purchasing/procurement decisions</b>	<b>%</b>	<b>Conducted by: Gelszus Messe-Marktforschung GmbH, Dortmund</b>	
Decisively	21		
Collectively	41		
In an advisory capacity	21		
No	11		
Student	5		
Other not gainfully employed	1		

## FachPack Nürnberg

### Trade visitors' profile

<b>Area of responsibility</b>	%
Management	12
Research/development/design	18
Manufacturing, production, quality control	23
Buying/procurement	16
Finance/accounting, controlling	-
Information and communication technology	-
Personnel administration, administration	-
Sales	14
Marketing, advertising, PR	1
Logistics: storage, material management, transport	1
Maintenance/repairs	5
Other area	3
Student	5
Other not gainfully employed	1
<b>Position in the company/organisation</b>	%
Entrepreneur, co-owner, freelancer	11
Managing director, board member, head of an authority etc.	6
Area manager, works manager, plant manager, branch manager, head of public office	10
Department head, group head, team leader	26
Other salaried staff, civil servant, skilled worker	33
Lecturer, teacher	1
Trainee	6
Other position	2
Student	5
Other not gainfully employed	1
<b>Economic sector</b>	%
Industry	79
Trade	5
Import/export	2
Service	7
Teaching, research	1
Other sectors	1
Student	5
Other not gainfully employed	1
<b>Size of company/organisation:</b>	
<b>Number of employees:</b>	%
1- 4	6
5- 9	3
10- 49	11
50- 199	16
200- 499	17
500 - 999	11
1 000 and more	31
Student	5
Other not gainfully employed	1
<b>Conducted by: Gelszus Messe-Marktforschung GmbH, Dortmund</b>	

<b>Visitors (number of entries)</b>	<b>41 014</b>
<b>Proportion of trade visitors</b>	<b>99%</b>
<b>Germany (total)</b>	<b>77</b>
of which	
Nielsen 1	7
Nielsen 2	10
Nielsen 3a	11
Nielsen 3b	17
Nielsen 4	46
Nielsen 5+6	3
Bremen	-
Hamburg	1
Lower Saxony	5
Schleswig-Holstein	1
Mecklenburg-transport	10
West Pommern	10
Saxony-Anhalt	11
Hessen	7
Rhineland-Palatinate	4
Saxony	4
Thuringia	3
Baden-Württemberg	17
<b>Foreign (total)</b>	<b>23</b>
of which	
EU	85
Other european countries	9
Other countries	6
<b>Distance to home</b>	%
up to 50 km	14
more than 50 km up to 100 km	10
more than 100 km up to 300 km	35
over 300 km	42
<b>Countries with the highest visitor shares</b>	%
Czechia	15
Austria	15
Italy	7
Poland	7
Netherlands	7
<b>Frequency of visits to trade fair</b>	%
Previous event	33
Earlier events	32
First visit	49
<b>Average length of stay</b>	<b>1,2 days</b>
<b>Influence on purchasing/procurement decisions</b>	%
Decisively	24
Collectively	37
In an advisory capacity	20
No	12
Student	6
Other not gainfully employed	1

<b>Area of responsibility</b>	%
Management	13
Research/development/design	10
Manufacturing, production, quality control	15
Buying/procurement	13
Finance/accounting, controlling	-
Information and communication technology	1
Personnel administration, administration	-
Sales	15
Marketing, advertising, PR	4
Logistics: storage, material management, transport	15
Maintenance/repairs	4
Other area	4
Student	6
Other not gainfully employed	1
<b>Position in the company/organisation</b>	%
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	12
Department head, group head, team leader	22
Other salaried staff, civil servant, skilled worker	26
Lecturer, teacher	1
Trainee	10
Other position	2
Student	6
Other not gainfully employed	1
<b>Economic sector</b>	%
Industry	58
Skilled trades	3
Retail trade	4
Wholesale trade	11
Mail order	3
Advertising business	2
Other service	5
Organisation/association/society	1
Public authority/administration	1
Other sectors	5
Student	6
Other not gainfully employed	1
<b>Size of company/organisation:</b>	
<b>Number of employees:</b>	%
1- 4	6
5- 9	5
10- 49	14
50- 199	21
200- 499	15
500 - 999	9
1 000 and more	23
Student	6
Other not gainfully employed	1
<b>Conducted by: Gelszus Messe-Marktforschung GmbH, Dortmund</b>	

## FeuerTRUTZ Nürnberg

### Trade visitors' profile

<b>Visitors (number of entries)</b>	<b>6 397</b>
<b>Proportion of trade visitors</b>	<b>99%</b>
<b>Germany (total)</b>	<b>96</b>
of which	
Nielsen 1	8
Nielsen 2	7
Nielsen 3a	19
Nielsen 3b	10
Nielsen 3b	10
Nielsen 4	47
Nielsen 5+6	4
Bremen	-
Hamburg	1
Lower Saxony	5
Schleswig-Holstein	2
Mecklenburg-transport	7
West Pommern	7
Saxony-Anhalt	19
Hessen	10
Rhineland-Palatinate	7
Saxony	3
Thuringia	2
Baden-Württemberg	10
<b>Foreign (total)</b>	<b>4</b>
of which	
EU	92
Other european countries	8
<b>Distance to home</b>	%
up to 50 km	17
more than 50 km up to 100 km	10
more than 100 km up to 300 km	41
over 300 km	31
<b>Frequency of visits to trade fair</b>	%
Previous event	36
Earlier events	36
First visit	50
<b>Average length of stay</b>	<b>1,4 days</b>
<b>Influence on purchasing/procurement decisions</b>	%
Decisively	26
Collectively	38
In an advisory capacity	25
No	10
Student	2
Other not gainfully employed	1

<b>Area of responsibility</b>	%
Management	17
Research/development/design	8
Manufacturing, production, quality control	8
Buying/procurement	2
Finance/accounting, controlling	1
Information and communication technology	2
Personnel administration, administration	2
Sales	8
Marketing, advertising, PR	1
Logistics: storage, material management, transport	-
Maintenance/repairs	21
Other area	30
Student	2
Other not gainfully employed	1
<b>Position in the company/organisation</b>	%
Entrepreneur, co-owner, freelancer	23
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	21
Other salaried staff, civil servant, skilled worker	39
Lecturer, teacher	1
Trainee	3
Other position	3
Student	2
Other not gainfully employed	1
<b>Economic sector</b>	%
Technical planner, surveyor	20
Architect, construction engineer, general contractor	11
Government agency representatives, fire protection authorities	13
Facility manager, operator for special constructions	5
Construction company	2
Workman (drywall builder, carpenter, insulation installer, metal worker, roofer)	5
Installer (electrician, fire alarms, extinguishing and ventilation systems)	7
Provider of fire protection products, service	13
Professional and factory firefighters	2
Fire prevention officer	9
Other sectors	9
Student	2
Other not gainfully employed	1
<b>Size of company/organisation:</b>	
<b>Number of employees:</b>	%
1- 4	18
5- 9	12
10- 49	14
50- 199	10
200- 499	10
500 - 999	6
1 000 and more	28
Student	2
Other not gainfully employed	1
<b>Conducted by: Gelszus Messe-Marktforschung GmbH, Dortmund</b>	



## GaLaBau → Nürnberg

## Trade visitors' profile

<b>Visitors (number of entries)</b>	<b>64 138</b>	<b>Area of responsibility</b>	<b>%</b>
<b>Proportion of trade visitors</b>	<b>94%</b>	Management	30
<b>Germany (total)</b>	<b>87</b>	Research/development/design	2
of which		Manufacturing, production, quality control	9
Nielsen 1	7 Nielsen 4	Buying/procurement	5
Bremen	- Bavaria	Finance/accounting, controlling	2
Hamburg	1 Nielsen 5+6	Information and communication technology	1
Lower Saxony	5 Berlin	Personnel administration, administration	1
Schleswig-Holstein	1 Brandenburg	Sales	8
Nielsen 2	14 Mecklenburg-	Marketing, advertising, PR	2
North Rhine-Westph.	14 West Pomerania	Logistics: storage, material management,	
Nielsen 3a	14 Saxony-Anhalt	transport	2
Hessen	9 Nielsen 7	Maintenance/repairs	8
Rhineland-Palatinate	5 Saxony	Other area	23
Saarland	- Thuringia	Student	5
Nielsen 3b	20	Other not gainfully employed	3
Baden-Württemberg	20	<b>Position in the company/organisation</b>	<b>%</b>
<b>Foreign (total)</b>	<b>13</b>	Entrepreneur, co-owner, freelancer	32
of which		Managing director, board member,	
EU	68	head of an authority etc.	6
Other european countries	15	Area manager, works manager, plant manager,	
Other countries	17	branch manager, head of public office	7
<b>Distance to home</b>	<b>%</b>	Department head, group head, team leader	12
up to 50 km	8	Other salaried staff, civil servant,	
more than 50 km up to 100 km	10	skilled worker	17
more than 100 km up to 300 km	39	Lecturer, teacher	1
over 300 km	42	Trainee	12
<b>Countries with the highest visitor shares</b>	<b>%</b>	Other position	5
Austria	17	Student	5
Poland	10	Other not gainfully employed	3
Italy	7	<b>Economic sector</b>	<b>%</b>
Switzerland	7	Green area /outdoor area construction	
<b>Frequency of visits to trade fair</b>	<b>%</b>	companies	35
Previous event	41	Other construction companies	12
Earlier events	43	Architect	4
First visit	35	Specialist planner	4
<b>Average length of stay</b>	<b>1,3 days</b>	Leisure facility operators	1
<b>Influence on purchasing/procurement</b>	<b>%</b>	Cemetery management and maintenance	4
Decisively	33	Private sector clients	8
Collectively	26	Specialist authorities, public sector clients	8
In an advisory capacity	16	Golf course construction, maintenance	
No	17	and management	3
Student	5	Suppliers of motorised equipment and	
Other not gainfully employed	3	agricultural machinery	8
		Other sectors	15
		Student	5
		Other not gainfully employed	3
		<b>Size of company/organisation:</b>	<b>%</b>
		<b>Number of employees:</b>	<b>%</b>
		1- 4	25
		5- 9	18
		10- 49	27
		50- 199	10
		200- 499	4
		500 - 999	3
		1 000 and more	5
		Student	5
		Other not gainfully employed	3

Conducted by: Gelszus Messe-Markt-  
forschung GmbH, Dortmund

## HOLZ-HANDWERK → Nürnberg

## Trade visitors' profile

<b>Visitors (number of entries)</b>	<b>110 581</b>	<b>Area of responsibility</b>	<b>%</b>
<b>Proportion of trade visitors</b>	<b>92%</b>	Management	24
<b>Germany (total)</b>	<b>85</b>	Research/development/design	6
of which		Manufacturing, production, quality control	30
Nielsen 1	5 Nielsen 4	Buying/procurement	4
Bremen	- Bavaria	Finance/accounting, controlling	1
Hamburg	1 Nielsen 5+6	Information and communication technology	1
Lower Saxony	3 Berlin	Personnel administration, administration	1
Schleswig-Holstein	1 Brandenburg	Sales	8
Nielsen 2	7 Mecklenburg-	Marketing, advertising, PR	1
North Rhine-Westph.	7 West Pomerania	Logistics: storage, material management,	
Nielsen 3a	10 Saxony-Anhalt	transport	1
Hessen	6 Nielsen 7	Maintenance/repairs	4
Rhineland-Palatinate	4 Saxony	Other area	11
Saarland	1 Thuringia	Student	6
Nielsen 3b	23	Other not gainfully employed	2
Baden-Württemberg	23	<b>Position in the company/organisation</b>	<b>%</b>
<b>Foreign (total)</b>	<b>15</b>	Entrepreneur, co-owner, freelancer	31
of which		Managing director, board member,	
EU	58	head of an authority etc.	5
Other european countries	21	Area manager, works manager, plant manager,	
Africa	4	branch manager, head of public office	7
South-, East-, Central Asia	5	Department head, group head, team leader	9
Australia	4	Other salaried staff, civil servant,	
Other countries	8	skilled worker	16
<b>Distance to home</b>	<b>%</b>	Lecturer, teacher	3
up to 50 km	8	Trainee	19
more than 50 km up to 100 km	13	Other position	3
more than 100 km up to 300 km	43	Student	6
over 300 km	36	Other not gainfully employed	2
<b>Countries with the highest visitor shares</b>	<b>%</b>	<b>Economic sector</b>	<b>%</b>
Austria	13	Industry	19
Italy	8	Skilled trades	57
Czechia	6	Trade	7
Switzerland	6	Service	5
<b>Frequency of visits to trade fair</b>	<b>%</b>	Authority/public services	2
Previous event	38	Other sectors	3
Earlier events	39	Student	6
First visit	40	Other not gainfully employed	2
<b>Average length of stay</b>	<b>1,3 days</b>	<b>Size of company/organisation:</b>	<b>%</b>
<b>Influence on purchasing/procurement</b>	<b>%</b>	<b>Number of employees:</b>	<b>%</b>
Decisively	32	1- 4	28
Collectively	24	5- 9	16
In an advisory capacity	16	10- 49	21
No	21	50- 199	11
Student	6	200- 499	6
Other not gainfully employed	2	500 - 999	4
		1 000 and more	7
		Student	6
		Other not gainfully employed	2

Conducted by: Gelszus Messe-Markt-  
forschung GmbH, Dortmund

## IFH/Intherm

## Trade visitors' profile

<b>Visitors (number of entries)</b>	<b>42 622</b>	<b>Area of responsibility</b>	<b>%</b>
<b>Proportion of trade visitors</b>	<b>95%</b>	Management	24
<b>Germany (total)</b>	<b>99</b>	Research/development/design	6
of which		Manufacturing, production, quality control	30
Nielsen 1	- Nielsen 4	Buying/procurement	4
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	8
Nielsen 2	1 Mecklenburg-	Marketing, advertising, PR	1
North Rhine-Westph.	1 West Pomerania	Logistics: storage, material management,	
Nielsen 3a	3 Saxony-Anhalt	transport	1
Hessen	2 Nielsen 7	Maintenance/repairs	4
Rhineland-Palatinate	1 Saxony	Other area	11
Saarland	- Thuringia	Student	6
Nielsen 3b	26	Other not gainfully employed	2
Baden-Württemberg	26	<b>Position in the company/organisation</b>	<b>%</b>
<b>Foreign (total)</b>	<b>1</b>	Entrepreneur, co-owner, freelancer	31
<b>Distance to home</b>	<b>%</b>	Managing director, board member,	
up to 50 km	17	head of an authority etc.	5
more than 50 km up to 100 km	17	Area manager, works manager, plant manager,	
more than 100 km up to 300 km	58	branch manager, head of public office	7
over 300 km	8	Department head, group head, team leader	9
<b>Frequency of visits to trade fair</b>	<b>%</b>	Other salaried staff, civil servant,	
Previous event	51	skilled worker	16
Earlier events	51	Lecturer, teacher	3
First visit	26	Trainee	19
<b>Average length of stay</b>	<b>1,1 days</b>	Other position	3
<b>Influence on purchasing/procurement</b>	<b>%</b>	Student	6
Decisively	30	Other not gainfully employed	2
Collectively	27	<b>Economic sector</b>	<b>%</b>
In an advisory capacity	23	Industry	19
No	17	Skilled trades	57
Student	3	Trade	7
Other not gainfully employed	1	Service	5
		Authority/public services	2
		Other sectors	3
		Student	6
		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	-
Personnel administration, administration	1
Sales	10
Marketing, advertising, PR	1
Logistics: storage, material management, transport	1
Maintenance/repairs	15
Other area	4
Field-assembly work, after-sales service	26
Planning/work preparation	9
Student	3
Other not gainfully employed	1
<b>Position in the company/organisation</b>	%
Entrepreneur, co-owner, freelancer	30
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	9
Other salaried staff, civil servant, skilled worker	27
Foreman, master craftsman	11
Lecturer, teacher	2
Trainee	10
Other position	1
Student	3
Other not gainfully employed	1
<b>Economic sector</b>	%
Skilled trades	67
Industry	6
Wholesale/foreign trade	8
Engineering, planning office, architects	5
Energy consulting	1
Housing industry	2
Service sector	3
Polytechnic, college	2
Other sectors	2
Student	3
Other not gainfully employed	1
<b>Size of company/organisation:</b>	
<b>Number of employees:</b>	%
1- 4	33
5- 9	19
10- 49	22
50- 199	10
200- 499	4
500 - 999	3
1 000 and more	6
Student	3
Other not gainfully employed	1

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Trade visitors' profile

<b>Visitors (number of entries)</b>	<b>39 075</b>
<b>Proportion of trade visitors</b>	<b>97%</b>
<b>Germany (total)</b>	<b>29</b>
of which	
Nielsen 1	15
Nielsen 2	14
Nielsen 3a	10
Nielsen 3b	14
Nielsen 4	36
Bavaria	36
Nielsen 5+6	6
Berlin	2
Brandenburg	1
Mecklenburg- West Pomerania	1
Saxony-Anhalt	2
Nielsen 7	5
Saxony	3
Thuringia	1
Baden-Württemberg	14
<b>Foreign (total)</b>	<b>71</b>
of which	
EU	57
Other european countries	11
Africa	2
North America	4
South and Central America	4
Middle East	3
South-, East-, Central Asia	20
Australia	1
<b>Distance to home</b>	%
up to 50 km	3
more than 50 km up to 100 km	2
more than 100 km up to 300 km	15
over 300 km	80
<b>Countries with the highest visitor shares</b>	%
United Kingdom	7
Italy	6
Czechia	5
Poland	5
Netherlands	4
<b>Frequency of visits to trade fair</b>	%
Previous event	40
Earlier events	44
First visit	40
<b>Average length of stay</b>	<b>2,1 days</b>
<b>Influence on purchasing/procurement decisions</b>	%
Decisively	60
Collectively	24
In an advisory capacity	8
No	5
Student	2
Other not gainfully employed	2

<b>Area of responsibility</b>	%
Management	39
Research/development/design	4
Manufacturing, production, quality control	5
Buying/procurement	11
Finance/accounting, controlling	-
Information and communication technology	-
Personnel administration, administration	1
Sales	25
Marketing, advertising, PR	4
Logistics: storage, material management, transport	1
Maintenance/repairs	1
Other area	2
Student	2
Other not gainfully employed	2
<b>Position in the company/organisation</b>	%
Entrepreneur, co-owner, freelancer	51
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	8
Other salaried staff, civil servant, skilled worker	10
Lecturer, teacher	-
Trainee	1
Other position	2
Student	2
Other not gainfully employed	2
<b>Economic sector</b>	%
Industry	16
Skilled trades	4
Retail trade	36
Wholesale/foreign trade	28
Service	7
Teaching (polytechnic/university/college)	1
Research	1
Other sectors	4
Student	2
Other not gainfully employed	2
<b>Size of company/organisation:</b>	
<b>Number of employees:</b>	%
1- 4	35
5- 9	17
10- 49	22
50- 199	9
200- 499	5
500 - 999	3
1 000 and more	6
Student	2
Other not gainfully employed	2
<b>Conducted by: Gelszus Messe-Marktforschung GmbH, Dortmund</b>	

Trade visitors' profile

<b>Visitors (number of entries)</b>	<b>10 181</b>
<b>Proportion of trade visitors</b>	<b>99%</b>
<b>Germany (total)</b>	<b>94</b>
of which	
Nielsen 1	2
Nielsen 2	9
Nielsen 3a	9
Nielsen 3b	15
Nielsen 4	57
Bavaria	57
Nielsen 5+6	4
Berlin	3
Brandenburg	1
Mecklenburg- West Pomerania	1
Saxony-Anhalt	-
Nielsen 7	4
Saxony	3
Thuringia	1
Baden-Württemberg	15
<b>Foreign (total)</b>	<b>6</b>
of which	
EU	69
Other countries	31
<b>Distance to home</b>	%
up to 50 km	21
more than 50 km up to 100 km	13
more than 100 km up to 300 km	40
over 300 km	25
<b>The country with the highest visitor share</b>	%
Austria	38
<b>Frequency of visits to trade fair</b>	%
Previous event	32
Earlier events	34
First visit	54
<b>Average length of stay</b>	<b>1,2 days</b>
<b>Influence on purchasing/procurement decisions</b>	%
Decisively	23
Collectively	32
In an advisory capacity	26
No	12
Student	6
Other not gainfully employed	1
<b>Area of responsibility</b>	%
Management	10
Research/development/design	5
Manufacturing, production, quality control	1
Buying/procurement	-
Finance/accounting, controlling	1
Information and communication technology	54
Personnel administration, administration	1
Sales	8
Marketing, advertising, PR	2
Logistics: storage, material management, transport	1
Maintenance/repairs	5
Other area	6

Student	6
Other not gainfully employed	1
<b>Position in the company/organisation</b>	%
Entrepreneur, co-owner, freelancer	11
Managing director, board member, head of an authority etc.	4
Area manager, works manager, plant manager, branch manager, head of public office	7
Department head, group head, team leader	23
Other salaried staff, civil servant, skilled worker	33
Lecturer, teacher	1
Trainee	11
Other position	2
Student	6
Other not gainfully employed	1
<b>Economic sector</b>	%
Software and hardware provider	7
Software and hardware manufacturer	7
Reseller, wholesale trade	1
IT systems specialist	9
Distributor	1
Computer centre	4
IT consulting, outsourcing	12
Production, industry	10
Energy-supply companies	3
Public authority, municipal administration	7
Trade/services	2
University/college, research	3
Health service	5
Bank, finance sector	2
Insurance	2
Transport, traffic	3
Media	2
Telecommunication	3
Consulting (business, companies)	1
Police, armed forces	4
Other sectors	7
Student	6
Other not gainfully employed	1
<b>Size of company/organisation:</b>	
<b>Number of employees:</b>	%
1- 4	8
5- 9	4
10- 49	11
50- 199	12
200- 499	12
500 - 999	8
1 000 and more	37
Student	6
Other not gainfully employed	1

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## Perimeter Protection → Nürnberg

### Trade visitors' profile

<b>Visitors (number of entries)</b>	<b>2 771</b>	<b>Area of responsibility</b>	<b>%</b>
<b>Proportion of trade visitors</b>	<b>98%</b>	Management	29
<b>Germany (total)</b>	<b>79</b>	Research/development/design	6
of which		Manufacturing, production, quality control	8
Nielsen 1	6	Buying/procurement	7
Bremen	-	Finance/accounting, controlling	2
Hamburg	1	Information and communication technology	5
Lower Saxony	5	Personnel administration, administration	2
Schleswig-Holstein	1	Sales	23
Nielsen 2	16	Marketing, advertising, PR	2
North Rhine-Westph.	16	Logistics: storage, material management, transport	-
Nielsen 3a	12	Maintenance/repairs	7
Hessen	10	Other area	9
Rhineland-Palatinate	2	<b>Position in the company/organisation</b>	<b>%</b>
Saarland	1	Entrepreneur, co-owner, freelancer	34
Nielsen 3b	17	Managing director, board member, head of an authority etc.	10
Baden-Württemberg	17	Area manager, works manager, plant manager, branch manager, head of public office	14
<b>Foreign (total)</b>	<b>21</b>	Department head, group head, team leader	16
of which		Other salaried staff, civil servant, skilled worker	19
EU	83	Lecturer, teacher	1
Other countries	17	Trainee	3
<b>Distance to home</b>	<b>%</b>	Other position	2
up to 50 km	9	<b>Economic sector</b>	<b>%</b>
more than 50 km up to 100 km	8	Industry	22
more than 100 km up to 300 km	35	Manufacturers	18
over 300 km	48	Skilled trades	25
<b>Frequency of visits to trade fair</b>	<b>%</b>	Retail trade	3
Previous event	34	Wholesale/foreign trade	5
Earlier events	28	Import/export	2
First visit	57	Service	16
<b>Average length of stay</b>	<b>1,2 days</b>	Public authority/administration	5
<b>Influence on purchasing/procurement decisions</b>	<b>%</b>	Other sectors	3
Decisively	46	<b>Size of company/organisation:</b>	<b>%</b>
Collectively	35	<b>Number of employees:</b>	<b>%</b>
In an advisory capacity	13	1- 4	21
No	5	5- 9	17
		10- 49	23
		50- 199	13
		200 - 499	7
		500 - 999	1
		1 000 and more	17

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## POWTECH → Nürnberg

### Trade visitors' profile

<b>Visitors (number of entries)</b>	<b>16 284</b>	<b>Area of responsibility</b>	<b>%</b>
<b>Proportion of trade visitors</b>	<b>100%</b>	Management	13
<b>Germany (total)</b>	<b>68</b>	Research/development/design	28
of which		Manufacturing, production, quality control	22
Nielsen 1	10	Buying/procurement	3
Bremen	-	Finance/accounting, controlling	-
Hamburg	3	Information and communication technology	-
Lower Saxony	6	Personnel administration, administration	-
Schleswig-Holstein	1	Sales	10
Nielsen 2	11	Marketing, advertising, PR	2
North Rhine-Westph.	11	Logistics: storage, material management, transport	1
Nielsen 3a	15	Maintenance/repairs	7
Hesse	9	Other area	4
Rhineland-Palatinate	5	Student	8
Saarland	-	Other not gainfully employed	1
Nielsen 3b	22	<b>Position in the company/organisation</b>	<b>%</b>
Baden-Württemberg	22	Entrepreneur, co-owner, freelancer	9
<b>Foreign (total)</b>	<b>32</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	15
EU	66	Department head, group head, team leader	27
Other european countries	21	Other salaried staff, civil servant, skilled worker	27
South-, East-, Central Asia	7	Lecturer, teacher	2
Other countries	7	Trainee	2
<b>Distance to home</b>	<b>%</b>	Other position	3
up to 50 km	6	Student	8
more than 50 km up to 100 km	6	Other not gainfully employed	1
more than 100 km up to 300 km	34	<b>Economic sector</b>	<b>%</b>
over 300 km	55	Industry	70
<b>Countries with the highest visitor shares</b>	<b>%</b>	Skilled trades	2
Italy	12	Retail trade	1
Switzerland	11	Wholesale/foreign trade	2
Austria	10	Engineer's and planning office	7
France	7	Service companies	2
Netherlands	5	Teaching (polytechnic/university/college)	2
<b>Frequency of visits to trade fair</b>	<b>%</b>	Research	5
Previous event	29	Other sectors	2
Earlier events	35	Student	8
First visit	52	Other not gainfully employed	1
<b>Average length of stay</b>	<b>1,3 days</b>	<b>Size of company/organisation:</b>	<b>%</b>
<b>Influence on purchasing/procurement decisions</b>	<b>%</b>	<b>Number of employees:</b>	<b>%</b>
Decisively	23	1- 4	5
Collectively	44	5- 9	4
In an advisory capacity	18	10- 49	16
No	6	50- 199	21
Student	8	200- 499	11
Other not gainfully employed	1	500 - 999	9
		1 000 and more	26
		Student	8
		Other not gainfully employed	1

Conducted by: Gelszus Messe-Marktforschung GmbH, Dortmund

## SENSOR+TEST

### Trade visitors' profile

<b>Visitors (number of entries)</b>	<b>8 656</b>	<b>Area of responsibility</b>	<b>%</b>
<b>Proportion of trade visitors</b>	<b>99%</b>	Management	13
<b>Germany (total)</b>	<b>75</b>	Research/development/design	28
of which		Manufacturing, production, quality control	22
Nielsen 1	5	Buying/procurement	3
Bremen	-	Finance/accounting, controlling	-
Hamburg	1	Information and communication technology	-
Lower Saxony	3	Personnel administration, administration	-
Schleswig-Holstein	1	Sales	10
Nielsen 2	7	Marketing, advertising, PR	2
North Rhine-Westph.	7	Logistics: storage, material management, transport	1
Nielsen 3a	12	Maintenance/repairs	7
Hessen	9	Other area	4
Rhineland-Palatinate	2	Student	8
Saarland	1	Other not gainfully employed	1
Nielsen 3b	20	<b>Position in the company/organisation</b>	<b>%</b>
Baden-Württemberg	20	Entrepreneur, co-owner, freelancer	9
<b>Foreign (total)</b>	<b>25</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	15
EU	59	Department head, group head, team leader	27
Other european countries	22	Other salaried staff, civil servant, skilled worker	27
South-, East-, Central Asia	12	Lecturer, teacher	2
Other countries	8	Trainee	2
<b>Distance to home</b>	<b>%</b>	Other position	3
up to 50 km	11	Student	8
more than 50 km up to 100 km	10	Other not gainfully employed	1
more than 100 km up to 300 km	38	<b>Economic sector</b>	<b>%</b>
over 300 km	42	Industry	70
<b>The country with the highest visitor share</b>	<b>%</b>	Skilled trades	2
Switzerland	12	Retail trade	1
<b>Frequency of visits to trade fair</b>	<b>%</b>	Wholesale/foreign trade	2
Previous event	24	Engineer's and planning office	7
Earlier events	33	Service companies	2
First visit	58	Teaching (polytechnic/university/college)	2
<b>Average length of stay</b>	<b>1,2 days</b>	Research	5
<b>Influence on purchasing/procurement decisions</b>	<b>%</b>	Other sectors	2
Decisively	23	Student	8
Collectively	38	Other not gainfully employed	1
In an advisory capacity	15	<b>Size of company/organisation:</b>	<b>%</b>
No	6	<b>Number of employees:</b>	<b>%</b>
Student	18	1- 4	5
Other not gainfully employed	1	5- 9	4
		10- 49	16
		50- 199	21
		200- 499	11
		500 - 999	9
		1 000 and more	26
		Student	8
		Other not gainfully employed	1

Trade visitors' profile

<b>Area of responsibility</b>	%
Management	7
Research/development/design	47
Manufacturing, production, quality control	7
Buying/procurement	1
Finance/accounting, controlling	-
Information and communication technology	2
Personnel administration, administration	-
Sales	9
Marketing, advertising, PR	2
Logistics: storage, material management, transport	-
Maintenance/repairs	3
Other area	3
Student	18
Other not gainfully employed	1
<b>Position in the company/organisation</b>	%
Entrepreneur, co-owner, freelancer	9
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	18
Other salaried staff, civil servant, skilled worker	36
Lecturer, teacher	3
Trainee	1
Other position	3
Student	18
Other not gainfully employed	1
<b>Economic sector</b>	%
Industry	55
Wholesale trade	3
Retail trade	1
Import/export	1
Service	8
Public administration	1
Teaching, research	9
Other sectors	4
Student	18
Other not gainfully employed	1
<b>Size of company/organisation:</b>	
<b>Number of employees:</b>	%
1- 4	7
5- 9	5
10- 49	13
50- 199	11
200- 499	8
500 - 999	6
1 000 and more	32
Student	18
Other not gainfully employed	1

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<b>Visitors (number of entries)</b>	<b>17 696</b>
<b>Proportion of trade visitors</b>	<b>60%</b>
<b>Germany (total)</b>	<b>97</b>
of which	
Nielsen 1	6
Nielsen 2	6
Nielsen 3a	8
Nielsen 3b	8
Nielsen 3c	8
Nielsen 4	60
Nielsen 5+6	7
Nielsen 7	5
Nielsen 8	2
Nielsen 9	2
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 301	1
Nielsen 302	1
Nielsen 303	1
Nielsen 304	1
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Nielsen 318	1
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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
Nielsen 417	1
Nielsen 418	1
Nielsen 419	

## Spielwarenmesse® Nürnberg

### Trade visitors' profile

<b>Visitors (number of entries)</b>	<b>70 283</b>	<b>Area of responsibility</b>	<b>%</b>
<b>Proportion of trade visitors</b>	<b>82%</b>	Management	28
<b>Germany (total)</b>	<b>55</b>	Research/development/design	5
of which		Manufacturing, production, quality control	6
Nielsen 1	7	Buying/procurement	12
Bremen	-	Finance/accounting, controlling	2
Hamburg	2	Information and communication technology	2
Lower Saxony	4	Personnel administration, administration	1
Schleswig-Holstein	1	Sales	25
Nielsen 2	10	Marketing, advertising, PR	6
North Rhine-Westph.	10	Logistics: storage, material management, transport	2
Nielsen 3a	10	Maintenance/repairs	1
Hessen	6	Other area	9
Rhineland-Palatinate	3	Student	2
Saarland	-	Other not gainfully employed	1
Nielsen 3b	13	<b>Position in the company/organisation</b>	<b>%</b>
Baden-Württemberg	13	Entrepreneur, co-owner, freelancer	45
		Managing director, board member, head of an authority etc.	10
		Area manager, works manager, plant manager, branch manager, head of public office	8
<b>Foreign (total)</b>	<b>45</b>	Department head, group head, team leader	12
of which		Other salaried staff, civil servant, skilled worker	15
EU	67	Lecturer, teacher	2
Other european countries	13	Trainee	2
Africa	2	Other position	3
North America	4	Student	2
South and Central America	3	Other not gainfully employed	1
Middle East	4	<b>Economic sector</b>	<b>%</b>
South-, East-, Central Asia	7	Wholesale/foreign trade	17
Australia	1	Retail trade/specialist trade	38
		Department stores, mail order	3
<b>Distance to home</b>	<b>%</b>	Skilled trades	4
up to 50 km	12	Services, professions, institutions	13
more than 50 km up to 100 km	6	Media (press, radio, television)	4
more than 100 km up to 300 km	23	Industry	8
over 300 km	59	Authority/public services	4
<b>Countries with the highest visitor shares</b>	<b>%</b>	Chain stores, specialist stores	1
France	9	Other sectors	6
Italy	7	Student	2
United Kingdom	6	Other not gainfully employed	1
Netherlands	6	<b>Size of company/organisation:</b>	
Belgium	5	<b>Number of employees:</b>	<b>%</b>
<b>Frequency of visits to trade fair</b>	<b>%</b>	1- 4	41
Previous event	39	5- 9	14
Earlier events	47	10- 49	15
First visit	37	50- 199	10
<b>Average length of stay</b>	<b>2,0 days</b>	200- 499	5
<b>Influence on purchasing/procurement decisions</b>	<b>%</b>	500 - 999	3
Decisively	47	1 000 and more	9
Collectively	27	Student	2
In an advisory capacity	15	Other not gainfully employed	1
No	8	<b>Conducted by: Gelszus Messe-Markt-</b>	
Student	2	<b>forschung GmbH, Dortmund</b>	
Other not gainfully employed	1		

## Badische Weinmesse Offenburg

### Private visitors' profile

<b>Visitors (number of entries)</b>	<b>4 671</b>	<b>Position in the company/organisation</b>	<b>%</b>
<b>Proportion of private visitors</b>	<b>91%</b>	Entrepreneur, co-owner, freelancer	7
<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	1	Department head, group head, team leader	10
Bremen	-	Other salaried staff, civil servant, skilled worker	37
Hamburg	-	Lecturer, teacher	4
Lower Saxony	1	Trainee	4
Schleswig-Holstein	-	Other position	2
Nielsen 2	-	Student	9
North Rhine-Westph.	-	Old-age pensioner	12
Nielsen 3a	2	Other not gainfully employed	7
Hessen	2	<b>Buying and ordering capacity</b>	<b>%</b>
Rhineland-Palatinate	-	Purchase or order made or intended at the exhibition	
Saarland	-	yes	40
Nielsen 3b	96	no	38
Baden-Württemberg	96	maybe	22
		<b>Follow-up business</b>	<b>%</b>
<b>Foreign (total)</b>	<b>3</b>	Intend to buy at later date	
<b>Distance to home</b>	<b>%</b>	yes	59
up to 50 km	68	no	10
more than 50 km up to 100 km	16	maybe	31
more than 100 km up to 300 km	12	<b>Conducted by: Messe Offenburg-Ortenau GmbH, Offenburg</b>	
over 300 km	4		
<b>Frequency of visits to trade fair</b>	<b>%</b>		
Previous event	21		
Earlier events	47		
First visit	32		
<b>Sex</b>	<b>%</b>		
Male	52		
Female	48		
<b>Size of household</b>	<b>%</b>		
1 person	15		
2 persons	45		
3 persons	14		
4 persons	16		
5 persons and more	10		
<b>Age</b>	<b>%</b>		
up to 20 years	3		
over 20 up to 30 years	31		
over 30 up to 40 years	14		
over 40 up to 50 years	17		
over 50 up to 60 years	17		
over 60 up to 70 years	13		
over 70 years	4		

## OBERRHEIN MESSE (2015)

### Private visitors' profile

<b>Visitors (number of entries)</b>	<b>62 838</b>	<b>Proportion of private visitors</b>	<b>100%</b>
<b>Germany (total)</b>	<b>94</b>	<b>Germany (total)</b>	<b>94</b>
of which		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 Pomerania	-
Nielsen 3a	1	Saxony-Anhalt	-
Hesse	-	Nielsen 7	-
Rhineland-Palatinate	-	Saxony	-
Saarland	-	Thuringia	-
Nielsen 3b	99		
Baden-Württemb.	99		
<b>Foreign (total)</b>	<b>5</b>	<b>Foreign (total)</b>	<b>5</b>
of which		of which	
EU	100		
<b>Country with the highest visitor share</b>	<b>%</b>	<b>Country with the highest visitor share</b>	<b>%</b>
France	4	France	4
<b>Distance to home</b>	<b>%</b>	<b>Distance to home</b>	<b>%</b>
up to 50 km	83	up to 50 km	83
more than 50 km up to 100 km	9	more than 50 km up to 100 km	9
more than 100 km up to 300 km	3	more than 100 km up to 300 km	3
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	29	Previous event	29
Earlier events	62	Earlier events	62
First visit	9	First visit	9
<b>Sex</b>	<b>%</b>	<b>Sex</b>	<b>%</b>
Male	42	Male	42
Female	58	Female	58
<b>Age</b>	<b>%</b>	<b>Age</b>	<b>%</b>
up to 20 years	15	up to 20 years	15
over 20 up to 30 years	31	over 20 up to 30 years	31
over 30 up to 40 years	16	over 30 up to 40 years	16
over 40 up to 50 years	19	over 40 up to 50 years	19
over 50 up to 60 years	14	over 50 up to 60 years	14
over 60 up to 70 years	4	over 60 up to 70 years	4
over 70 years	2	over 70 years	2

<b>Position in the company/organisation</b>	%
Entrepreneur, co-owner, freelancer	8
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	5
Other salaried staff, civil servant, skilled worker	55
Lecturer, teacher	3
Trainee	6
Other position	6
Student	8
Housewife/man	5
Old-age pensioner	2
Other not gainfully employed	1
<b>Buying and ordering capacity</b>	%
Purchase or order made or intended at the exhibition	
yes	65
no	20
maybe	15
<b>Follow-up business</b>	%
Intend to buy at later date	
yes	24
no	28
maybe	48
<b>Conducted by: Messe Offenburg-Ortenau GmbH, Offenburg</b>	

Trade visitors' profile

<b>Visitors (number of entries)</b>	<b>86 166</b>	<b>Area of responsibility</b>	%
<b>Proportion of trade visitors</b>	<b>97%</b>	Management	11
<b>Germany (total)</b>	<b>84</b>	Research/development/design	20
of which		Manufacturing, production, quality control	36
Nielsen 1	1 Nielsen 4	Buying/procurement	4
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	9
Nielsen 2	4 Mecklenburg-	Marketing, advertising, PR	1
North Rhine-Westph.	4 West Pommerania	Logistics: storage, material management, transport	-
Nielsen 3a	5 Saxony-Anhalt	Maintenance/repairs	3
Hessen	3 Nielsen 7	Other area	5
Rhineland-Palatinate	2 Saxony	Student	7
Saarland	1 Thuringia	Other not gainfully employed	1
Nielsen 3b	73	<b>Position in the company/organisation</b>	%
Baden-Württemberg	73	Entrepreneur, co-owner, freelancer	10
<b>Foreign (total)</b>	<b>16</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	8
EU	54	Department head, group head, team leader	21
Other european countries	18	Other salaried staff, civil servant, skilled worker	28
South and Central America	3	Foreman, master craftsman	6
Middle East	5	Lecturer, teacher	2
South-, East-, Central Asia	16	Other position	2
Other countries	4	Trainee	9
<b>Distance to home</b>	%	Student	7
up to 50 km	29	Other not gainfully employed	2
more than 50 km up to 100 km	22	<b>Economic sector</b>	%
more than 100 km up to 300 km	27	Industry	78
over 300 km	22	Skilled trades	11
<b>Countries with the highest visitor shares</b>	%	Service	6
Switzerland	14	Trade	4
Austria	12	Training/consulting	2
Italy	7	University, polytechnic, vocational school	7
France	5	Other	3
Japan	4	<b>Size of company/organisation:</b>	
<b>Frequency of visits to trade fair</b>	%	<b>Number of employees:</b>	%
Previous event	41	1- 4	7
Earlier events	31	5- 9	6
First visit	41	10- 49	18
<b>Average length of stay</b>	<b>1,3 days</b>	50- 199	19
<b>Influence on purchasing/procurement decisions</b>	%	200- 499	14
Decisively	17	500 - 999	8
Collectively	30	1 000 and more	19
In an advisory capacity	22	Student	7
No	21	Other not gainfully employed	2
Student	7	<b>Conducted by: Landesmesse Stuttgart GmbH, Stuttgart</b>	
Other not gainfully employed	2		

Private visitors' profile

<b>Visitors (number of entries)</b>	<b>219 331</b>	<b>Position in the company/organisation</b>	%
<b>Proportion of private visitors</b>	<b>88%</b>	Entrepreneur, co-owner, freelancer	9
<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	3
Nielsen 1	- Nielsen 4	Department head, group head, team leader	10
Bremen	- Bavaria	Other salaried staff, civil servant, skilled worker	34
Hamburg	- Nielsen 5+6	Lecturer, teacher	3
Lower Saxony	- Berlin	Trainee	2
Schleswig-Holstein	- Brandenburg	Other position	4
Nielsen 2	- Mecklenburg-	Student	5
North Rhine-Westph.	- West Pommerania	Housewife/man	3
Nielsen 3a	4 Saxony-Anhalt	Old-age pensioner	24
Hessen	- Nielsen 7	Other not gainfully employed	3
Rhineland-Palatinate	- Saxony	<b>Buying and ordering capacity</b>	%
Saarland	- Thuringia	Purchase or order made or intended at the exhibition	
Nielsen 3b	89	yes	41
Baden-Württemberg	89	no	31
<b>Foreign (total)</b>	<b>2</b>	maybe	28
of which		<b>Follow-up business</b>	%
EU	40	Intend to buy at later date	
Other european countries	60	yes	35
<b>The country with the highest visitor share</b>	%	no	16
Switzerland	56	maybe	49
<b>Distance to home</b>	%	<b>Conducted by: Landesmesse Stuttgart GmbH, Stuttgart</b>	
up to 50 km	56		
more than 50 km up to 100 km	24		
more than 100 km up to 300 km	17		
over 300 km	2		
<b>Frequency of visits to trade fair</b>	%		
Previous event	42		
Earlier events	48		
First visit	27		
<b>Sex</b>	%		
Male	50		
Female	50		
<b>Size of household</b>	%		
1 person	14		
2 persons	55		
3 persons	14		
4 persons	12		
5 persons and more	5		
<b>Age</b>	%		
up to 20 years	5		
over 20 up to 30 years	12		
over 30 up to 40 years	10		
over 40 up to 50 years	18		
over 50 up to 60 years	27		
over 60 up to 70 years	21		
over 70 years	7		

## DACH+HOLZ International → Stuttgart

## Trade visitors' profile

<b>Visitors (number of entries)</b>	<b>49 380</b>	<b>Area of responsibility</b>	<b>%</b>
<b>Proportion of trade visitors</b>	<b>97%</b>	Management	24
<b>Germany (total)</b>	<b>91</b>	Research/development/design	3
of which		Manufacturing, production, quality control	4
Nielsen 1	6	Buying/procurement	3
Bremen	-	Finance/accounting, controlling	1
Hamburg	-	Information and communication technology	-
Lower Saxony	4	Personnel administration, administration	1
Schleswig-Holstein	1	Sales	9
Nielsen 2	6	Marketing, advertising, PR	2
North Rhine-Westph.	6	Logistics: storage, material management, transport	1
Nielsen 3a	14	Maintenance/repairs	1
Hessen	8	Other area	3
Rhineland-Palatinate	6	Construction, assembly	42
Saarland	1	Training, education	4
Nielsen 3b	45	Student	3
Baden-Württemberg	45	Other not gainfully employed	1
<b>Foreign (total)</b>	<b>9</b>	<b>Position in the company/organisation</b>	<b>%</b>
of which		Entrepreneur, co-owner, freelancer	35
EU	70	Managing director, board member, head of an authority etc.	5
Other european countries	21	Area manager, works manager, plant manager, branch manager, head of public office	4
Other countries	9	Department head, group head, team leader	8
<b>Distance to home</b>	<b>%</b>	Other salaried staff, civil servant, skilled worker	22
up to 50 km	17	Foreman, master craftsman	9
more than 50 km up to 100 km	18	Lecturer, teacher	2
more than 100 km up to 300 km	36	Trainee	12
over 300 km	30	Other position	1
<b>Countries with the highest visitor shares</b>	<b>%</b>	Student	3
Italy	13	Other not gainfully employed	1
Switzerland	13	<b>Economic sector</b>	<b>%</b>
Austria	11	Industry	8
<b>Frequency of visits to trade fair</b>	<b>%</b>	Skilled trades	67
Previous event	26	Retail trade/building materials trade	5
Earlier events	48	Wholesale/foreign trade	5
First visit	40	Architect	5
<b>Average length of stay</b>	<b>1,2 days</b>	Other service	3
<b>Influence on purchasing/procurement decisions</b>	<b>%</b>	Authority/public services	1
Decisively	32	Teaching (polytechnic/university/college)	1
Collectively	27	Research	1
In an advisory capacity	21	Other sectors	2
No	16	Student	3
Student	3	Other not gainfully employed	1
Other not gainfully employed	1	<b>Size of company/organisation:</b>	
		<b>Number of employees:</b>	<b>%</b>
		1- 4	28
		5- 9	24
		10- 49	24
		50- 199	10
		200- 499	4
		500 - 999	2
		1 000 and more	5
		Student	3
		Other not gainfully employed	1

Conducted by: Gelszus Messe-Marktforschung GmbH, Dortmund

## FACHDENTAL Südwest → Stuttgart

## Trade visitors' profile

<b>Visitors (number of entries)</b>	<b>7 249</b>	<b>Position in the company/organisation</b>	<b>%</b>
<b>Proportion of trade visitors</b>	<b>97%</b>	Entrepreneur, co-owner, freelancer	25
<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	2
Nielsen 1	-	Department head, group head, team leader	7
Bremen	-	Other salaried staff, civil servant, skilled worker	37
Hamburg	-	Lecturer, teacher	2
Lower Saxony	-	Trainee	10
Schleswig-Holstein	-	Other position	7
Nielsen 2	-	Student	6
North Rhine-Westph.	-	Other not gainfully employed	3
Nielsen 3a	3	<b>Economic sector</b>	<b>%</b>
Hessen	-	Practice	45
Rhineland-Palatinate	-	Group practice	27
Saarland	-	Clinic	4
Nielsen 3b	92	Surgery-laboratory	4
Baden-Württemberg	92	Dental technology laboratory	9
<b>Foreign (total)</b>	<b>1</b>	Dental trade	4
<b>Distance to home</b>	<b>%</b>	Training/consulting	2
up to 50 km	46	Service	2
more than 50 km up to 100 km	31	University, technical college, vocational college	5
more than 100 km up to 300 km	20	Other	6
over 300 km	4	<b>Size of company/organisation:</b>	
<b>Frequency of visits to trade fair</b>	<b>%</b>	<b>Number of employees:</b>	<b>%</b>
Previous event	41	1- 4	20
Earlier events	48	5- 9	37
First visit	30	10- 49	27
<b>Average length of stay</b>	<b>1,0 days</b>	50- 199	2
<b>Influence on purchasing/procurement decisions</b>	<b>%</b>	200- 499	1
Decisively	26	500 - 999	2
Collectively	33	1 000 and more	3
In an advisory capacity	23	Student	6
No	10	Other not employed	3
Student	6	<b>Conducted by: Landesmesse Stuttgart GmbH, Stuttgart</b>	
Other not gainfully employed	3		

## interbad

## Trade visitors' profile

<b>Visitors (number of entries)</b>	<b>13 441</b>	<b>Position in the company/organisation</b>	<b>%</b>
<b>Proportion of trade visitors</b>	<b>90%</b>	Entrepreneur, co-owner, freelancer	25
<b>Germany (total)</b>	<b>69</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	5	Department head, group head, team leader	7
Bremen	-	Other salaried staff, civil servant, skilled worker	37
Hamburg	-	Lecturer, teacher	2
Lower Saxony	-	Trainee	10
Schleswig-Holstein	-	Other position	7
Nielsen 2	6	Student	6
North Rhine-Westph.	6	Other not gainfully employed	3
Nielsen 3a	17	<b>Economic sector</b>	<b>%</b>
Hessen	10	Practice	45
Rhineland-Palatinate	6	Group practice	27
Saarland	1	Clinic	4
Nielsen 3b	42	Surgery-laboratory	4
Baden-Württemberg	42	Dental technology laboratory	9
<b>Foreign (total)</b>	<b>31</b>	Dental trade	4
of which		Training/consulting	2
EU	56	Service	2
Other european countries	23	University, technical college, vocational college	5
Africa	7	Other	6
Other countries	13	<b>Size of company/organisation:</b>	
<b>Distance to home</b>	<b>%</b>	<b>Number of employees:</b>	<b>%</b>
up to 50 km	10	1- 4	20
more than 50 km up to 100 km	12	5- 9	37
more than 100 km up to 300 km	37	10- 49	27
over 300 km	41	50- 199	2
<b>Countries with the highest visitor shares</b>	<b>%</b>	200- 499	1
Switzerland	11	500 - 999	2
Austria	9	1 000 and more	3
Belgium	9	Student	6
France	5	Other not employed	3
<b>Frequency of visits to trade fair</b>	<b>%</b>	<b>Conducted by: Landesmesse Stuttgart GmbH, Stuttgart</b>	
Previous event	38		
Earlier events	33		
First visit	43		
<b>Average length of stay</b>	<b>1,4 days</b>		
<b>Influence on purchasing/procurement decisions</b>	<b>%</b>		
Decisively	29		
Collectively	32		
In an advisory capacity	25		
No	13		
Student	1		

Trade visitors' profile

<b>Position in the company/organisation</b>	%
Entrepreneur, co-owner, freelancer	23
Managing director, board member, head of an authority etc.	10
Area manager, works manager, plant manager, branch manager, head of public office	20
Department head, group head, team leader	13
Other salaried staff, civil servant, skilled worker	23
Lecturer, teacher	1
Trainee	7
Other position	2
Student	1
<b>Economic sector</b>	%
Industry	18
Skilled trades	13
Trade	13
Public authority, municipality, civil service	36
Training/consulting	4
Other service	17
University, polytechnic, vocational school	4
Other	7
<b>Size of company/organisation:</b>	
<b>Number of employees:</b>	%
1- 4	20
5- 9	14
10- 49	33
50- 199	19
200 - 499	7
500 - 999	3
1 000 and more	4
Student	1

Conducted by: Landesmesse Stuttgart GmbH, Stuttgart

<b>Visitors (number of entries)</b>	<b>96 189</b>
<b>Proportion of trade visitors</b>	<b>93%</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	2 Mecklenburg-
North Rhine-Westph.	2 West Pommern
Nielsen 3a	9 Saxony-Anhalt
Hessen	4 Nielsen 7
Rhineland-Palatinate	5 Saxony
Saarland	1 Thuringia
Nielsen 3b	74
Baden-Württemberg	74
<b>Foreign (total)</b>	<b>3</b>
of which	
EU	61
Other european countries	31
Other countries	8
<b>Distance to home</b>	%
up to 50 km	36
more than 50 km up to 100 km	24
more than 100 km up to 300 km	32
over 300 km	8
<b>Countries with the highest visitor shares</b>	%
Italy	26
Switzerland	16
<b>Frequency of visits to trade fair</b>	%
Previous event	41
Earlier events	40
First visit	36
<b>Average length of stay</b>	<b>1,2 days</b>
<b>Influence on purchasing/procurement decisions</b>	%
Decisively	27
Collectively	29
In an advisory capacity	24
No	14
Student	4
Other not gainfully employed	2

<b>Area of responsibility</b>	%
Management	27
Personnel administration, administration	7
Sales and marketing, customer relationship management, banquets	5
Reception	3
Housekeeping	1
Food & beverage management, purchasing	2
Kitchen	24
Pâtisserie, confectionery	3
Wine waiter, bar	2
Service, restaurant	12
House and buildings technology	1
Other area	7
Student	4
Other not gainfully employed	2
<b>Position in the company/organisation</b>	%
Entrepreneur, co-owner, freelancer	31
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	14
Other salaried staff, civil servant, skilled worker	20
Lecturer, teacher	2
Trainee	9
Other position	3
Student	4
Other not gainfully employed	2

<b>Economic sector</b>	%
Hotels/guest house	22
Catering, restaurant	45
Franchise restaurant	5
Canteens, large-scale caterer, home and hospital caterers	12
Ice cream parlours	6
Bakery, confectionery, patisserie	6
Planning/architecture/interior furnishings	4
Discotheques, bars, trend gastronomy, scene catering	4
Fast food, snacks, petrol stations	4
Food retail and wholesale trade, beverage wholesale and retail trade, retail/marketing chain	9
Colleges, universities, institutes	4
Food industry/non-food industry	5
Café, coffee shop	8
Service and consulting	8
Other sectors	8

<b>Size of company/organisation:</b>	%
<b>Number of employees:</b>	
1- 4	19
5- 9	16
10- 49	27
50- 199	16
200- 499	7
500 - 999	3
1 000 and more	7
Student	4
Other not gainfully employed	2

Conducted by: Landesmesse Stuttgart GmbH, Stuttgart

Trade visitors' profile

<b>Visitors (number of entries)</b>	<b>25 458</b>
<b>Proportion of trade visitors</b>	<b>94%</b>
<b>Germany (total)</b>	<b>80</b>
of which	
Nielsen 1	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	28 Saxony-Anhalt
Hessen	6 Nielsen 7
Rhineland-Palatinate	22 Saxony
Saarland	- Thuringia
Nielsen 3b	57
Baden-Württemberg	57
<b>Foreign (total)</b>	<b>20</b>
of which	
EU	76
Other european countries	17
Other countries	7
<b>Distance to home</b>	%
up to 50 km	21
more than 50 km up to 100 km	11
more than 100 km up to 300 km	47
over 300 km	22

<b>Countries with the highest visitor shares</b>	%
Austria	26
France	18
Switzerland	12
Italy	6

<b>Frequency of visits to trade fair</b>	%
Previous event	45
Earlier events	48
First visit	33
<b>Average length of stay</b>	<b>1,2 days</b>

<b>Influence on purchasing/procurement decisions</b>	%
Decisively	39
Collectively	26
In an advisory capacity	16
No	7
Student	8
Other not gainfully employed	3

<b>Area of responsibility</b>	%
Management	44
Research/development/design	4
Manufacturing, production, quality control	24
Buying/procurement	1
Finance/accounting, controlling	1
Information and communication technology	-
Personnel administration, administration	-
Sales	5
Marketing, advertising, PR	1
Logistics: storage, material management, transport	1
Maintenance/repairs	2
Other area	6
Student	8
Other not gainfully employed	3
<b>Position in the company/organisation</b>	%
Entrepreneur, co-owner, freelancer	55
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	5
Other salaried staff, civil servant, skilled worker	10
Lecturer, teacher	2
Trainee	5
Other position	2
Student	8
Other not gainfully employed	3

<b>Economic sector</b>	%
Wine growing company	60
Wine-growers' cooperative, producer organisation	12
Winery, champagne cellars	13
Spirits manufacturer, fruit distillery	9
Fruit juice producers, fruit juice filler	6
Fruit growing	19
Vegetable growing	4
Horticulture, landscape gardening	4
Special cultures	5
Service and consulting	7
Public authority, civil service, association	3
University, polytechnic, vocational school	7
Other sectors	7

<b>Size of company/organisation:</b>	
<b>Number of employees:</b>	%
1- 4	53
5- 9	12
10- 49	11
50- 199	6
200- 499	3
500 - 999	1
1 000 and more	3
Student	8
Other not gainfully employed	3

Conducted by: Landesmesse Stuttgart GmbH, Stuttgart



## Invest (2014) → Stuttgart

## Private visitors' profile

<b>Visitors (number of entries)</b>	<b>10 368</b>	<b>Position in the company/organisation</b>	<b>%</b>
<b>Proportion of private visitors</b>	<b>47%</b>	Entrepreneur, co-owner, freelancer	12
<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	3
Nielsen 1	13	Department head, group head, team leader	9
Bremen	13	Other salaried staff, civil servant, skilled worker	31
Hamburg	-	Lecturer, teacher	3
Lower Saxony	-	Trainee	2
Schleswig-Holstein	-	Other position	6
Nielsen 2	3	Student	4
North Rhine-Westph.	3	Housewife/man	2
Nielsen 3a	8	Old-age pensioner	23
Hesse	2	Other not gainfully employed	5
Rhineland-Palatinate	5	<b>Buying and ordering capacity</b>	<b>%</b>
Saarland	1	Purchase or order made or intended at the exhibition	
Nielsen 3b	74	yes	38
Baden-Württemb.	74	no	31
		maybe	31
<b>Foreign (total)</b>	<b>1</b>	<b>Follow-up business</b>	<b>%</b>
<b>Distance to home</b>	<b>%</b>	Intend to buy at later date	
up to 50 km	51	yes	34
more than 50 km up to 100 km	17	no	21
more than 100 km up to 300 km	24	maybe	45
over 300 km	9	<b>Conducted by: Landesmesse Stuttgart GmbH, Stuttgart</b>	
<b>Frequency of visits to trade fair</b>	<b>%</b>		
Previous event	44		
Earlier events	61		
First visit	25		
<b>Sex</b>	<b>%</b>		
Male	85		
Female	15		
<b>Size of household</b>	<b>%</b>		
1 person	31		
2 persons	41		
3 persons	14		
4 persons	9		
5 persons and more	5		
<b>Age</b>	<b>%</b>		
up to 20 years	4		
over 20 up to 30 years	8		
over 30 up to 40 years	10		
over 40 up to 50 years	21		
over 50 up to 60 years	27		
over 60 up to 70 years	20		
over 70 years	11		

## IT &amp; Business → Stuttgart

## Trade visitors' profile

<b>Visitors (number of entries)</b>	<b>4 135</b>	<b>Area of responsibility</b>	<b>%</b>
<b>Proportion of trade visitors</b>	<b>97%</b>	Management	15
<b>Germany (total)</b>	<b>93</b>	Research/development/design	7
of which		Manufacturing, production, quality control	2
Nielsen 1	3	Buying/procurement	-
Bremen	-	Finance/accounting, controlling	4
Hamburg	-	Information and communication technology	36
Lower Saxony	-	Personnel administration, administration	2
Schleswig-Holstein	-	Sales	11
Nielsen 2	6	Marketing, advertising, PR	7
North Rhine-Westph.	6	Logistics: storage, material management, transport	1
Nielsen 3a	8	Maintenance/repairs	1
Hessen	4	Other area	5
Rhineland-Palatinate	4	Student	7
Saarland	-	Other not gainfully employed	1
Nielsen 3b	69	<b>Position in the company/organisation</b>	<b>%</b>
Baden-Württemberg	69	Entrepreneur, co-owner, freelancer	16
		Managing director, board member, head of an authority etc.	7
<b>Foreign (total)</b>	<b>7</b>	Area manager, works manager, plant manager, branch manager, head of public office	10
of which		Department head, group head, team leader	23
EU	52	Other salaried staff, civil servant, skilled worker	27
Other countries	48	Lecturer, teacher	2
<b>Distance to home</b>	<b>%</b>	Trainee	5
up to 50 km	39	Other position	2
more than 50 km up to 100 km	20	Student	7
more than 100 km up to 300 km	22	Other not gainfully employed	1
over 300 km	19	<b>Economic sector</b>	<b>%</b>
<b>Frequency of visits to trade fair</b>	<b>%</b>	Industry	31
Previous event	19	Trade	10
Earlier events	28	Skilled trades	1
First visit	63	Service	41
<b>Average length of stay</b>	<b>1,2 days</b>	Training/consulting	8
<b>Influence on purchasing/procurement decisions</b>	<b>%</b>	Authority/public services	7
Decisively	25	University, polytechnic, vocational school	5
Collectively	31	Other	12
In an advisory capacity	25	<b>Size of company/organisation:</b>	
No	11	<b>Number of employees:</b>	<b>%</b>
Student	7	1- 4	13
Other not gainfully employed	1	5- 9	4
		10- 49	16
		50- 199	21
		200- 499	12
		500 - 999	9
		1 000 and more	17
		Student	7
		Other not gainfully employed	1
		<b>Conducted by: Landesmesse Stuttgart GmbH, Stuttgart</b>	

## LASYS

## Trade visitors' profile

<b>Visitors (number of entries)</b>	<b>6 041</b>	<b>Visitors (number of entries)</b>	<b>6 041</b>
<b>Proportion of trade visitors</b>	<b>100%</b>	<b>Proportion of trade visitors</b>	<b>100%</b>
<b>Germany (total)</b>	<b>76</b>	<b>Germany (total)</b>	<b>76</b>
of which		of which	
Nielsen 1	7	Nielsen 4	14
Bremen	-	Bavaria	14
Hamburg	1	Nielsen 5+6	3
Lower Saxony	5	Berlin	2
Schleswig-Holstein	1	Brandenburg	-
Nielsen 2	7	Mecklenburg-	-
North Rhine-Westph.	7	West Pomerania	-
Nielsen 3a	8	Saxony-Anhalt	-
Hessen	4	Nielsen 7	4
Rhineland-Palatinate	4	Saxony	2
Saarland	1	Thuringia	2
Nielsen 3b	57		
Baden-Württemberg	57		
<b>Foreign (total)</b>	<b>24</b>	<b>Foreign (total)</b>	<b>24</b>
of which		of which	
EU	62	EU	62
Other european countries	22	Other european countries	22
Other countries	17	Other countries	17
<b>Distance to home</b>	<b>%</b>	<b>Distance to home</b>	<b>%</b>
up to 50 km	24	up to 50 km	24
more than 50 km up to 100 km	13	more than 50 km up to 100 km	13
more than 100 km up to 300 km	26	more than 100 km up to 300 km	26
over 300 km	38	over 300 km	38
<b>Countries with the highest visitor shares</b>	<b>%</b>	<b>Countries with the highest visitor shares</b>	<b>%</b>
Switzerland	15	Switzerland	15
France	15	France	15
Austria	11	Austria	11
<b>Frequency of visits to trade fair</b>	<b>%</b>	<b>Frequency of visits to trade fair</b>	<b>%</b>
Previous event	19	Previous event	19
Earlier events	20	Earlier events	20
First visit	67	First visit	67
<b>Average length of stay</b>	<b>1,2 days</b>	<b>Average length of stay</b>	<b>1,2 days</b>
<b>Influence on purchasing/procurement decisions</b>	<b>%</b>	<b>Influence on purchasing/procurement decisions</b>	<b>%</b>
Decisively	20	Decisively	20
Collectively	35	Collectively	35
In an advisory capacity	23	In an advisory capacity	23
No	9	No	9
Student	11	Student	11
Other not gainfully employed	1	Other not gainfully employed	1

Trade visitors' profile

<b>Area of responsibility</b>	%
Management	13
Research/development/design	37
Manufacturing, production, quality control	14
Buying/procurement	2
Finance/accounting, controlling	-
Information and communication technology	-
Personnel administration, administration	-
Sales	12
Marketing, advertising, PR	2
Logistics: storage, material management, transport	-
Maintenance/repairs	1
Other area	3
Student	11
Other not gainfully employed	1
<b>Position in the company/organisation</b>	%
Entrepreneur, co-owner, freelancer	9
Managing director, board member, head of an authority etc.	9
Area manager, works manager, plant manager, branch manager, head of public office	7
Department head, group head, team leader	22
Other salaried staff, civil servant, skilled worker	30
Lecturer, teacher	4
Trainee	2
Other position	4
Student	11
Other not gainfully employed	1
<b>Economic sector</b>	%
Industry	71
Trade	5
Service	13
Skilled trades	3
Training/consulting	5
University, polytechnic, vocational school	16
Other sectors	5
<b>Size of company/organisation:</b>	
<b>Number of employees:</b>	%
1- 4	9
5- 9	4
10- 49	17
50- 199	14
200- 499	11
500 - 999	9
1 000 and more	24
Student	11
Other not gainfully employed	1

Conducted by: Landesmesse Stuttgart GmbH, Stuttgart

<b>Visitors (number of entries)</b>	<b>35 102</b>
<b>Proportion of trade visitors</b>	<b>99%</b>
<b>Germany (total)</b>	<b>86</b>
of which	
Nielsen 1	6
Nielsen 4	19
Bremen	-
Bavaria	19
Hamburg	2
Nielsen 5+6	2
Lower Saxony	3
Berlin	-
Marketing, advertising, PR	2
Schleswig-Holstein	1
Brandenburg	-
Nielsen 2	10
Mecklenburg-	
West Pomerania	-
North Rhine-Westph.	10
West Pomerania	-
Maintenance/repairs	2
Nielsen 3a	14
Saxony-Anhalt	-
Other area	5
Student	4
Hesse	7
Nielsen 7	4
Rhineland-Palatinate	6
Saxony	-
Other not gainfully employed	1
Saarland	1
Thuringia	-
Nielsen 3b	46
Baden-Württemb.	46
<b>Foreign (total)</b>	<b>14</b>
of which	
EU	65
Other european countries	25
Other countries	10
<b>Distance to home</b>	%
up to 50 km	24
more than 50 km up to 100 km	14
more than 100 km up to 300 km	31
over 300 km	31
<b>Countries with the highest visitor shares</b>	%
Austria	17
Switzerland	16
<b>Frequency of visits to exhibition</b>	%
Previous event	33
Earlier events	37
First visit	47
<b>Average length of stay</b>	<b>1,2 days</b>
<b>Influence on purchasing/procurement decisions</b>	%
Decisively	16
Collectively	40
In an advisory capacity	27
No	12
Student	4
Other not gainfully employed	1

<b>Area of responsibility</b>	%
Management	16
Research/development/design	7
Manufacturing, production, quality control	8
Buying/procurement	6
Finance/accounting, controlling	1
Information and communication technology	3
Personnel administration, administration	1
Sales	11
Marketing, advertising, PR	2
Logistics: storage, material management, transport	34
Maintenance/repairs	2
Other area	5
Student	4
Other not gainfully employed	1
<b>Position in the company/organisation</b>	%
Entrepreneur, co-owner, freelancer	7
Managing director, board member, head of an authority etc.	8
Area manager, works manager, plant manager, branch manager, head of public office	20
Department head, group head, team leader	30
Other salaried staff, civil servant, skilled worker	21
Lecturer, teacher	2
Trainee	4
Other position	3
Student	4
Other not gainfully employed	1
<b>Economic sector</b>	%
Industry	53
Wholesale trade	10
Retail trade	4
Skilled trades	2
Freight forwarders, transport companies	5
Other service	12
Association, organisation	1
Public authority	1
University/college/polytechnic	2
Other sectors	6
Student	4
Other not gainfully employed	1
<b>Size of company/organisation:</b>	
<b>Number of employees</b>	%
1- 4	5
5- 9	2
10- 49	12
50- 199	18
200- 499	14
500 - 999	11
1 000 and more	31
Student	4
Other not gainfully employed	1

Conducted by: Wissler & Partner, Basel

Trade visitors' profile

<b>Visitors (number of entries)</b>	<b>10 125</b>
<b>Proportion of trade visitors</b>	<b>95%</b>
<b>Germany (total)</b>	<b>97</b>
of which	
Nielsen 1	1
Nielsen 4	14
Bremen	-
Bavaria	14
Hamburg	-
Nielsen 5+6	1
Lower Saxony	-
Berlin	-
Marketing, advertising, PR	2
Schleswig-Holstein	-
Brandenburg	-
Nielsen 2	1
Mecklenburg-	
West Pomerania	-
North Rhine-Westph.	1
West Pomerania	-
Maintenance/repairs	2
Nielsen 3a	8
Saxony-Anhalt	-
Other area	5
Student	4
Hessen	5
Nielsen 7	1
Rhineland-Palatinate	3
Saxony	-
Other not gainfully employed	1
Saarland	1
Thuringia	-
Nielsen 3b	75
Baden-Württemberg	75
<b>Foreign (total)</b>	<b>3</b>
<b>Distance to home</b>	%
up to 50 km	41
more than 50 km up to 100 km	21
more than 100 km up to 300 km	31
over 300 km	8
<b>Frequency of visits to trade fair</b>	%
Previous event	23
Earlier events	28
First visit	59
<b>Average length of stay</b>	<b>1,2 days</b>
<b>Influence on purchasing/procurement decisions</b>	%
Decisively	32
Collectively	21
In an advisory capacity	19
No	16
Student	10
Other not gainfully employed	1

<b>Position in the company/organisation</b>	%
Entrepreneur, co-owner, freelancer	43
Managing director, board member, head of an authority etc.	2
Area manager, works manager, plant manager, branch manager, head of public office	1
Department head, group head, team leader	5
Other salaried staff, civil servant, skilled worker	21
Lecturer, teacher	3
Trainee	10
Other position	4
Student	10
Other not gainfully employed	1
<b>Economic sector</b>	%
Practice	45
Group practice	14
Medical care centre	2
Hospital/clinic	8
Rehabilitation facilities	5
Nursing home	2
Emergency services organisations	1
Fitness studio	3
Trade medical sector	2
Public authorities/health service	1
Service	4
Training/consulting	2
University, technical college, vocational college	14
Other	7
<b>Size of company/organisation:</b>	
<b>Number of employees:</b>	%
1- 4	30
5- 9	25
10- 49	16
50- 199	6
200- 499	3
500 - 999	3
1 000 and more	4
Student	10
Other not gainfully employed	1

Conducted by: Landesmesse Stuttgart GmbH, Stuttgart

## O&amp;S → Stuttgart

## Trade visitors' profile

<b>Visitors (number of entries)</b>	<b>6 631*</b>	<b>Area of responsibility</b>	<b>%</b>
<b>Proportion of trade visitors</b>	<b>100%</b>	Management	12
<b>Germany (total)</b>	<b>79</b>	Research/development/design	29
of which		Manufacturing, production, quality control	29
Nielsen 1	5	Buying/procurement	3
Bremen	-	Finance/accounting, controlling	1
Hamburg	1	Information and communication technology	-
Lower Saxony	3	Personnel administration, administration	-
Schleswig-Holstein	1	Sales	10
Nielsen 2	8	Marketing, advertising, PR	1
North Rhine-Westph.	8	Logistics: storage, material management, transport	-
Nielsen 3a	7	Maintenance/repairs	2
Hessen	5	Other area	8
Rhineland-Palatinate	1	Student	4
Saarland	1	Other not gainfully employed	1
Nielsen 3b	52	<b>Position in the company/organisation</b>	<b>%</b>
Baden-Württemberg	52	Entrepreneur, co-owner, freelancer	8
		Managing director, board member, head of an authority etc.	7
<b>Foreign (total)</b>	<b>21</b>	Area manager, works manager, plant manager, branch manager, head of public office	12
of which		Department head, group head, team leader	26
EU	60	Other salaried staff, civil servant, skilled worker	35
Other european countries	28	Lecturer, teacher	1
South-, East-, Central Asia	8	Trainee	2
Other countries	5	Other position	3
<b>Distance to home</b>	<b>%</b>	Student	4
up to 50 km	19	Other not gainfully employed	1
more than 50 km up to 100 km	24	<b>Economic sector</b>	<b>%</b>
more than 100 km up to 300 km	30	Industry	83
over 300 km	37	Trade	7
<b>Countries with the highest visitor shares</b>	<b>%</b>	Service	12
Switzerland	20	Skilled trades	5
Austria	18	Training/consulting	3
Italy	8	University, technical college, vocational college	4
<b>Frequency of visits to trade fair</b>	<b>%</b>	Other sectors	1
Previous event	27	<b>Size of company/organisation:</b>	<b>%</b>
Earlier events	26	<b>Number of employees:</b>	
First visit	60	1- 4	6
<b>Average length of stay</b>	<b>1,2 days</b>	5- 9	3
<b>Influence on purchasing/procurement decisions</b>	<b>%</b>	10- 49	16
Decisively	20	50- 199	15
Collectively	39	200- 499	13
In an advisory capacity	25	500 - 999	9
No	10	1 000 and more	32
Student	4	Other not gainfully employed	4
Other not gainfully employed	1	Student	1

\*) Visitor attendance determined by a representative poll in the combination of O&S/parts2clean. Multiple answers were permitted

## parts2clean → Stuttgart

## Trade visitors' profile

<b>Visitors (number of entries)</b>	<b>7 427*</b>	<b>Area of responsibility</b>	<b>%</b>
<b>Proportion of trade visitors</b>	<b>100%</b>	Management	9
<b>Germany (total)</b>	<b>81</b>	Research/development/design	27
of which		Manufacturing, production, quality control	31
Nielsen 1	4	Buying/procurement	3
Bremen	-	Finance/accounting, controlling	-
Hamburg	1	Information and communication technology	-
Lower Saxony	2	Personnel administration, administration	-
Schleswig-Holstein	1	Sales	10
Nielsen 2	7	Marketing, advertising, PR	2
North Rhine-Westph.	7	Logistics: storage, material management, transport	-
Nielsen 3a	9	Maintenance/repairs	3
Hessen	6	Other area	8
Rhineland-Palatinate	2	Student	5
Saarland	1	Other not gainfully employed	2
Nielsen 3b	53	<b>Position in the company/organisation</b>	<b>%</b>
Baden-Württemberg	53	Entrepreneur, co-owner, freelancer	7
		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	11
of which		Department head, group head, team leader	27
EU	66	Other salaried staff, civil servant, skilled worker	38
Other european countries	25	Lecturer, teacher	-
Other countries	10	Trainee	2
<b>Distance to home</b>	<b>%</b>	Other position	3
up to 50 km	20	Student	5
more than 50 km up to 100 km	16	Other not gainfully employed	2
more than 100 km up to 300 km	30	<b>Economic sector</b>	<b>%</b>
over 300 km	35	Industry	83
<b>Countries with the highest visitor shares</b>	<b>%</b>	Trade	7
Switzerland	19	Service	13
Austria	17	Skilled trades	4
Italy	10	Training/consulting	3
<b>Frequency of visits to trade fair</b>	<b>%</b>	University, technical college, vocational college	3
Previous event	20	Other sectors	2
Earlier events	38	<b>Size of company/organisation:</b>	<b>%</b>
First visit	57	<b>Number of employees:</b>	
<b>Average length of stay</b>	<b>1,2 days</b>	1- 4	6
<b>Influence on purchasing/procurement decisions</b>	<b>%</b>	5- 9	3
Decisively	18	10- 49	16
Collectively	42	50- 199	15
In an advisory capacity	24	200- 499	13
No	9	500 - 999	9
Student	5	1 000 and more	35
Other not gainfully employed	2	Other not gainfully employed	4

\*) Visitor attendance determined by a representative poll in the combination of O&S/parts2clean. Multiple answers were permitted

## PFLEGE PLUS

## Trade visitors' profile

<b>Visitors (number of entries)</b>	<b>6 679</b>	<b>Area of responsibility</b>	<b>%</b>
<b>Proportion of trade visitors</b>	<b>98%</b>	Management	9
<b>Germany (total)</b>	<b>100</b>	Research/development/design	27
of which		Manufacturing, production, quality control	31
Nielsen 1	-	Buying/procurement	3
Bremen	-	Finance/accounting, controlling	-
Hamburg	-	Information and communication technology	-
Lower Saxony	-	Personnel administration, administration	-
Schleswig-Holstein	-	Sales	10
Nielsen 2	1	Marketing, advertising, PR	2
North Rhine-Westph.	1	Logistics: storage, material management, transport	-
Nielsen 3a	3	Maintenance/repairs	3
Hessen	-	Other area	8
Rhineland-Palatinate	-	Student	5
Saarland	-	Other not gainfully employed	2
Nielsen 3b	91	<b>Position in the company/organisation</b>	<b>%</b>
Baden-Württemberg	91	Entrepreneur, co-owner, freelancer	7
		Managing director, board member, head of an authority etc.	5
<b>Distance to home</b>	<b>%</b>	Area manager, works manager, plant manager, branch manager, head of public office	11
up to 50 km	51	Department head, group head, team leader	27
more than 50 km up to 100 km	26	Other salaried staff, civil servant, skilled worker	38
more than 100 km up to 300 km	21	Lecturer, teacher	-
over 300 km	3	Trainee	2
<b>Frequency of visits to trade fair</b>	<b>%</b>	Other position	3
Previous event	27	Student	5
Earlier events	25	Other not gainfully employed	2
First visit	56	<b>Economic sector</b>	<b>%</b>
<b>Average length of stay</b>	<b>1,1 days</b>	Industry	83
<b>Influence on purchasing/procurement decisions</b>	<b>%</b>	Trade	7
Decisively	10	Service	13
Collectively	23	Skilled trades	4
In an advisory capacity	31	Training/consulting	3
No	27	University, technical college, vocational college	3
Student	7	Other sectors	2
Other not gainfully employed	2	<b>Size of company/organisation:</b>	<b>%</b>

<b>Position in the company/organisation</b>	%
Entrepreneur, co-owner, freelancer	6
Managing director, board member, head of an authority etc.	3
Area manager, works manager, plant manager, branch manager, head of public office	8
Department head, group head, team leader	15
Other salaried staff, civil servant, skilled worker	30
Lecturer, teacher	4
Trainee	18
Other position	6
Student	7
Other not gainfully employed	2

<b>Economic sector</b>	%
Old peoples' and nursing home	46
Outpatient care, social care facilities	27
Other service	3
Practice	1
Aid for handicapped people, disabled facility	7
Government agency, health insurance company	1
Trade companies	1
Hospice	1
Industry	1
Hospital/clinic	12
Rehabilitation centre	2
Medical supplies retailer	1
Residence for the elderly	3
Training/consulting	5
University, technical college, vocational college	4
Union, charity, association	2
Other sectors	5

<b>Size of company/organisation:</b>	
<b>Number of employees:</b>	%
1- 4	5
5- 9	4
10- 49	23
50- 199	30
200- 499	13
500 - 999	6
1 000 and more	11
Student	7
Other not gainfully employed	2

Conducted by: Landesmesse Stuttgart GmbH, Stuttgart

Private visitors' profile

<b>Visitors (number of entries)</b>	<b>87 871</b>
<b>Proportion of private visitors</b>	<b>89%</b>
<b>Germany (total)</b>	<b>89</b>
of which	
Nielsen 1	1
Bremen	-
Hamburg	-
Lower Saxony	-
Schleswig-Holstein	-
Nielsen 2	1
North Rhine-Westph.	1
Nielsen 3a	6
Hessen	3
Rhineland-Palatinate	3
Saarland	1
Nielsen 3b	78
Baden-Württemberg	78

<b>Foreign (total)</b>	<b>11</b>
of which	
EU	59
Other european countries	37
Other countries	4

<b>Countries with the highest visitor shares</b>	%
Switzerland	35
France	22
Austria	20

<b>Distance to home</b>	%
up to 50 km	44
more than 50 km up to 100 km	19
more than 100 km up to 300 km	27
over 300 km	10

<b>Frequency of visits to trade fair</b>	%
Previous event	42
Earlier events	45
First visit	32

<b>Sex</b>	%
Male	81
Female	19

<b>Size of household</b>	%
1 person	16
2 persons	45
3 persons	15
4 persons	17
5 persons and more	7

<b>Age</b>	%
up to 20 years	8
over 20 up to 30 years	11
over 30 up to 40 years	9
over 40 up to 50 years	20
over 50 up to 60 years	30
over 60 up to 70 years	17
over 70 years	5

<b>Position in the company/organisation</b>	%
Entrepreneur, co-owner, freelancer	16
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	11
Other salaried staff, civil servant, skilled worker	25
Lecturer, teacher	2
Trainee	4
Other position	6
Student	1
Housewife/man	5
Old-age pensioner	16
Other not gainfully employed	3

<b>Buying and ordering capacity</b>	%
Purchase or order made or intended at the exhibition	
yes	47
no	27
maybe	26

<b>Follow-up business</b>	%
Intend to buy at later date	
yes	24
no	27
maybe	50

Conducted by: Landesmesse Stuttgart GmbH, Stuttgart

Trade visitors' profile

<b>Visitors (number of entries)</b>	<b>38 651</b>
<b>Proportion of trade visitors</b>	<b>96%</b>
<b>Germany (total)</b>	<b>82</b>
of which	
Nielsen 1	2
Bremen	-
Hamburg	-
Lower Saxony	-
Schleswig-Holstein	-
Nielsen 2	5
North Rhine-Westph.	5
Nielsen 3a	13
Hessen	6
Rhineland-Palatinate	6
Saarland	1
Nielsen 3b	54
Baden-Württemberg	54

<b>Foreign (total)</b>	<b>18</b>
of which	
EU	69
Other european countries	21
Other countries	10

<b>Distance to home</b>	%
up to 50 km	22
more than 50 km up to 100 km	15
more than 100 km up to 300 km	35
over 300 km	28

<b>Countries with the highest visitor shares</b>	%
Austria	20
Switzerland	12
Italy	10
France	7
Poland	5

<b>Frequency of visits to trade fair</b>	%
Previous event	42
Earlier events	38
First visit	39

<b>Average length of stay</b>	<b>1,2 days</b>
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<b>Influence on purchasing/procurement decisions</b>	%
Decisively	29
Collectively	29
In an advisory capacity	19
No	20
Student	3
Other not gainfully employed	1

<b>Area of responsibility</b>	%
Management	30
Research/development/design	3
Manufacturing, production, quality control	32
Buying/procurement	5
Finance/accounting, controlling	1
Information and communication technology	-
Personnel administration, administration	1
Sales	14
Marketing, advertising, PR	2
Logistics: storage, material management, transport	1
Maintenance/repairs	1
Other area	5
Student	3
Other not gainfully employed	1

<b>Position in the company/organisation</b>	%
Entrepreneur, co-owner, freelancer	30
Managing director, board member, head of an authority etc.	6
Area manager, works manager, plant manager, branch manager, head of public office	10
Department head, group head, team leader	10
Other salaried staff, civil servant, skilled worker	17
Foreman, master craftsman	8
Lecturer, teacher	1
Trainee	10
Other position	4
Student	3
Other not gainfully employed	1

<b>Economic sector</b>	%
Pure baking craft	22
Pure confectioner craft	10
Baker's/confectioner's Trade	43
Bread and baked goods industry	13
Other industry	6
Café, ice cream parlours	9
Catering	9
Hotel	2
Fast food, snacks, petrol stations	4
Canteen, large-scale caterer, caterer	3
Food, delicatessen, beverages trade	5
Service and consulting	5
Colleges, universities, polytechnic, institutes	3
Other sectors	4

<b>Size of company/organisation:</b>	
<b>Number of employees:</b>	%
1- 4	12
5- 9	14
10- 49	30
50- 199	19
200- 499	10
500 - 999	6
1 000 and more	6
Student	3
Other not gainfully employed	1

Conducted by: Landesmesse Stuttgart GmbH, Stuttgart



## TV TecStyle Visions → Stuttgart

### Trade visitors' profile

<b>Visitors (number of entries)</b>	<b>10 184*</b>	<b>Area of responsibility</b>	<b>%</b>
<b>Proportion of trade visitors</b>	<b>97%</b>	Management	43
<b>Germany (total)</b>	<b>85</b>	Research/development/design	1
of which		Manufacturing, production, quality control	19
Nielsen 1	6	Buying/procurement	6
Bremen	1	Finance/accounting, controlling	1
Hamburg	1	Information and communication technology	1
Lower Saxony	4	Personnel administration, administration	1
Schleswig-Holstein	1	Sales	9
Nielsen 2	9	Marketing, advertising, PR	7
North Rhine-Westph.	9	Logistics: storage, material management, transport	-
Nielsen 3a	12	Maintenance/repairs	-
Hessen	8	Other area	5
Rhineland-Palatinate	3	Student	5
Saarland	1	Other not gainfully employed	2
Nielsen 3b	42	<b>Position in the company/organisation</b>	<b>%</b>
Baden-Württemberg	42	Entrepreneur, co-owner, freelancer	56
<b>Foreign (total)</b>	<b>15</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	3
EU	51	Department head, group head, team leader	8
Other european countries	39	Other salaried staff, civil servant, skilled worker	14
Other countries	9	Lecturer, teacher	1
<b>Distance to home</b>	<b>%</b>	Trainee	2
up to 50 km	18	Other position	1
more than 50 km up to 100 km	12	Student	5
more than 100 km up to 300 km	36	Other not gainfully employed	2
over 300 km	34	<b>Economic sector</b>	<b>%</b>
<b>Countries with the highest visitor shares</b>	<b>%</b>	Trade	40
Switzerland	38	Industry	26
Austria	15	Service	49
<b>Frequency of visits to trade fair</b>	<b>%</b>	University, polytechnic, vocational school	3
Previous event	41	Other	7
Earlier events	32	<b>Size of company/organisation:</b>	
First visit	45	<b>Number of employees:</b>	<b>%</b>
<b>Average length of stay</b>	<b>1,2 days</b>	1- 4	54
<b>Influence on purchasing/procurement decisions</b>	<b>%</b>	5- 9	15
Decisively	51	10- 49	12
Collectively	25	50- 199	7
In an advisory capacity	13	200- 499	2
No	4	500 - 999	1
Student	5	1 000 and more	2
Other not gainfully employed	2	Student	5
		Other not gainfully employed	2

Conducted by: Landesmesse Stuttgart GmbH, Stuttgart  
 \*) Visitor attendance determined by a representative poll in the combination of TV TecStyle Visions/Wetec/ Give a Days. Multiple answers were permitted

## VISION → Stuttgart

### Trade visitors' profile

<b>Visitors (number of entries)</b>	<b>9 751</b>	<b>Area of responsibility</b>	<b>%</b>
<b>Proportion of trade visitors</b>	<b>99%</b>	Management	12
<b>Germany (total)</b>	<b>57</b>	Research/development/design	54
of which		Manufacturing, production, quality control	7
Nielsen 1	10	Buying/procurement	2
Bremen	1	Finance/accounting, controlling	1
Hamburg	1	Information and communication technology	2
Lower Saxony	6	Personnel administration, administration	-
Schleswig-Holstein	1	Sales	6
Nielsen 2	6	Marketing, advertising, PR	4
North Rhine-Westph.	6	Logistics: storage, material management, transport	-
Nielsen 3a	13	Maintenance/repairs	-
Hessen	9	Other area	4
Rhineland-Palatinate	4	Student	9
Saarland	1	Other not gainfully employed	1
Nielsen 3b	46	<b>Position in the company/organisation</b>	<b>%</b>
Baden-Württemberg	46	Entrepreneur, co-owner, freelancer	11
<b>Foreign (total)</b>	<b>43</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	7
EU	63	Department head, group head, team leader	23
Other european countries	11	Other salaried staff, civil servant, skilled worker	37
North America	6	Lecturer, teacher	2
South-, East-, Central Asia	16	Trainee	1
Other countries	4	Other position	3
<b>Distance to home</b>	<b>%</b>	Student	9
up to 50 km	14	Other not gainfully employed	1
more than 50 km up to 100 km	9	<b>Economic sector</b>	<b>%</b>
more than 100 km up to 300 km	23	Industry	75
over 300 km	55	Trade	4
<b>Countries with the highest visitor shares</b>	<b>%</b>	Service	11
Italy	11	Training/consulting	2
Switzerland	7	University, polytechnic, vocational school	13
France	7	Other sectors	6
United Kingdom	6	<b>Size of company/organisation:</b>	
Austria	5	<b>Number of employees:</b>	<b>%</b>
<b>Frequency of visits to trade fair</b>	<b>%</b>	1- 4	8
Previous event	28	5- 9	7
Earlier events	23	10- 49	19
First visit	60	50- 199	16
<b>Average length of stay</b>	<b>1,3 days</b>	200- 499	11
<b>Influence on purchasing/procurement decisions</b>	<b>%</b>	500 - 999	7
Decisively	24	1 000 and more	23
Collectively	34	Student	9
In an advisory capacity	24	Other not gainfully employed	1
No	9	<b>Conducted by: Landesmesse Stuttgart GmbH, Stuttgart</b>	
Student	9		
Other not gainfully employed	1		

## Wetec (2014) → Stuttgart

### Trade visitors' profile

<b>Visitors (number of entries)</b>	<b>8 136*</b>	<b>Area of responsibility</b>	<b>%</b>
<b>Proportion of trade visitors</b>	<b>99%</b>	Management	44
<b>Germany (total)</b>	<b>90</b>	Research/development/design	2
of which		Manufacturing, production, quality control	25
Nielsen 1	4	Buying/procurement	3
Bremen	-	Finance/accounting, controlling	1
Hamburg	-	Information and communication technology	-
Lower Saxony	2	Personnel administration, administration	1
Schleswig-Holstein	1	Sales	6
Nielsen 2	6	Marketing, advertising, PR	12
North Rhine-Westph.	6	Logistics: storage, material management, transport	-
Nielsen 3a	9	Maintenance/repairs	-
Hesse	3	Other area	3
Rhineland-Palatinate	5	Student	1
Saarland	-	<b>Position in the company/organisation</b>	<b>%</b>
Nielsen 3b	51	Entrepreneur, co-owner, freelancer	48
Baden-Württemb.	51	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	5
of which		Department head, group head, team leader	11
EU	52	Other salaried staff, civil servant, skilled worker	17
Other european countries	43	Lecturer, teacher	2
Other countries	5	Trainee	5
<b>Distance to home</b>	<b>%</b>	Other position	1
up to 50 km	22	Student	1
more than 50 km up to 100 km	12	<b>Economic sector</b>	<b>%</b>
more than 100 km up to 300 km	35	Trade	22
over 300 km	31	Manufacturer/Industry	31
<b>Countries with the highest visitor shares</b>	<b>%</b>	Service	58
Switzerland	43	University, polytechnic, vocational school	2
Austria	27	Other	7
<b>Frequency of visits to trade fair</b>	<b>%</b>	<b>Size of company/organisation:</b>	
Previous event	39	<b>Number of employees</b>	<b>%</b>
First visit	61	1- 4	44
<b>Average length of stay</b>	<b>1,1 days</b>	5- 9	20
<b>Influence on purchasing/procurement decisions</b>	<b>%</b>	10- 49	22
Decisively	48	50- 199	7
Collectively	29	200 - 499	3
In an advisory capacity	14	500 - 999	1
No	8	1 000 and more	2
Student	1	Student	1

Conducted by: Landesmesse Stuttgart GmbH, Stuttgart

\*) Visitor attendance determined by a representative poll in the combination of TV Tecstyle Visions/WETEC/ Give A Days. Multiple answers were permitted

## Messe Wächtersbach → Wächtersbach

### Private visitors' profile

<b>Visitors (number of entries)</b>	<b>57 494</b>	<b>Position in the company/organisation</b>	<b>%</b>
<b>Proportion of private visitors</b>	<b>97%</b>	Entrepreneur, co-owner, freelancer	6
<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	1	Department head, group head, team leader	7
Bremen	-	Other salaried staff, civil servant, skilled worker	36
Hamburg	-	Lecturer, teacher	2
Lower Saxony	1	Trainee	2
Schleswig-Holstein	-	Other position	3
Nielsen 2	6	Farmer	2
North Rhine-Westph.	-	Student	6
Nielsen 3a	89	Housewife/man, old-age pensioner	27
Hessen	89	Other not gainfully employed	6
Rhineland-Palatinate	-	<b>Buying and ordering capacity</b>	<b>%</b>
Saarland	-	Purchase or order made or intended at the exhibition	
Nielsen 3b	-	yes	56
Baden-Württemberg	-	no	14
<b>Distance to home</b>	<b>%</b>	maybe	30
up to 50 km	88	<b>Follow-up business</b>	<b>%</b>
more than 50 km up to 100 km	10	Intend to buy at later date	
more than 100 km up to 300 km	1	yes	15
over 300 km	1	no	31
<b>Frequency of visits to trade fair</b>	<b>%</b>	maybe	54
Previous event	52	<b>Conducted by: Gelszus Messe-Marktforschung GmbH, Dortmund</b>	
Earlier events	70		
First visit	12		
<b>Sex</b>	<b>%</b>		
Male	46		
Female	54		
<b>Size of household</b>	<b>%</b>		
1 person	9		
2 persons	46		
3 persons	18		
4 persons	19		
5 persons and more	9		
<b>Age</b>	<b>%</b>		
up to 20 years	7		
over 20 up to 30 years	10		
over 30 up to 40 years	14		
over 40 up to 50 years	20		
over 50 up to 60 years	21		
over 60 up to 70 years	19		
over 70 years	9		

# Registered Events

## Bayreuth

### bbg Betriebsberatungs GmbH

DKM – The Trade Fair for the Finance and Insurance Industry, Dortmund  
24.10.-26.10.2017

## Berlin

### Messe Berlin GmbH

Internationale Grüne Woche Berlin – International Green Week – Exhibition for the Food Industry, Agriculture and Horticulture, Berlin

- 20.01.-29.01.2017
- FRUIT LOGISTICA – International Trade Fair for Fruit and Vegetable Marketing, Berlin
- 08.02.-10.02.2017
- ITB Berlin – THE WORLD'S LEADING TRAVEL TRADE SHOW®, Berlin
- 08.03.-12.03.2017
- Wasser Berlin International – Trade Fair and congress for Water Management, Berlin
- 28.03.-31.03.2017
- Stage|Set|Scenery – World of Entertainment Technology – World of Entertainment Technology – International Tradeshow and Conference, Berlin  
20.06.-22.06.2017
- CMS – Cleaning. Management. Services. – International Trade Fair and Congress, Berlin
- 19.09.-22.09.2017
- bautec – International Trade Fair for Building and Construction Technology, Berlin
- 20.02.-23.02.2018
- InnoTrans – International Trade Fair for Transport Technology – Innovative Components – Vehicles – Systems, Berlin
- 18.09.-21.09.2018
- belektro – Trade show for Electrical Engineering, Electronics and Lighting, Berlin  
Oktober 2018

## Bielefeld

### Clarion Events Deutschland GmbH

FMB – The Supplier Show for Mechanical Engineering, Bad Salzuflen  
08.11.-10.11.2017

## Bremen

### MESSE BREMEN & ÖVB-Arena WFB Wirtschaftsförderung Bremen GmbH

BREMEN CLASSIC MOTORSHOW, Bremen  
03.02.-05.02.2017

HanseLife – Regional Consumer Goods Exhibition, Bremen  
09.09.-17.09.2017

ReiseLust – The tourism fair in Bremen, Bremen  
03.11.-05.11.2017

fish international – The German Seafood Show, Bremen  
25.02.-27.02.2018

## Chemnitz

### C³ Chemnitzer Veranstaltungszentren GmbH c/o Messe Chemnitz

Baummesse Chemnitz – trade fair of construction, Chemnitz  
03.02.-05.02.2017

TransporterTage Chemnitz – Van Days Chemnitz, Chemnitz  
08.09.-10.09.2017

mtex+ / LiMA – Int. Trade Fair for Technical Textiles / Exhibition for Lightweight Design, Chemnitz  
29.05.-30.05.2018

## Dortmund

### Westfalenhallen Dortmund GmbH

elektrotechnik – The expert exhibition for structural and industrial applications, Dortmund  
15.02.-17.02.2017

InterTabac – The International Trade Fair for Tobacco Products and Smoking Accessories / InterSupply – The International Trade Fair for the Production of Tobacco Goods, Dortmund  
22.09.-24.09.2017

## Düsseldorf

### Messe Düsseldorf GmbH

boot – Düsseldorf – International Boat Show, Düsseldorf

- 21.01.-29.01.2017
- GDS Winter – Global Destination for Shoes & Accessories (with tag it! by gds Winter – the private label show), Düsseldorf
- 07.02.-09.02.2017
- EuroShop – The World's No.1 Retail Trade Fair, Düsseldorf
- 05.03.-09.03.2017
- ENERGY STORAGE EUROPE – International Summit for the Storage of Renewable Energies, Düsseldorf
- 14.03.-16.03.2017
- ProWein – International Trade Fair Wines and Spirits, Düsseldorf
- 19.03.-21.03.2017
- BEAUTY DÜSSELDORF – Leading International Trade Fair Cosmetics, Nail, Foot, Wellness, Spa (with mads – make-up artist design show – Trade fair for make-up artists), Düsseldorf
- 31.03.-02.04.2017
- TOP HAIR INTERNATIONAL – Trend & Fashion Days Düsseldorf – Trade Fair – Show – Congress for the International Hairdressing Industry, Düsseldorf
- 01.04.-02.04.2017
- interpack – Member of interpack alliance – PROCESSES AND PACKAGING – LEADING TRADE FAIR, Düsseldorf
- 04.05.-10.05.2017
- CARAVAN SALON DÜSSELDORF – The world's largest show for motor homes und caravans, Düsseldorf
- 25.08.-03.09.2017
- TourNatur – Hiking and Trekking Exhibition, Düsseldorf
- 01.09.-03.09.2017
- REHACARE International – International Trade Fair and Congress – Self-determined living, Düsseldorf
- 04.10.-07.10.2017

A + A – Safety, Security and Health at Work – International Trade Fair with Congress, Düsseldorf

- 17.10.-20.10.2017

MEDICA – World Forum for Medicine – International Trade Fair with Congress with COMPAMED – International Trade Fair High tech solutions for Medical Technologies, Düsseldorf

- 13.11.-16.11.2017

METAV – International Exhibition for Metalworking Technologies, Düsseldorf

- 20.02.-24.02.2018

EuroCIS – The Leading Trade Fair for Retail Technology, Düsseldorf

- 27.02.-01.03.2018

Tube – International Tube and Pipe Trade Fair, Düsseldorf

- 16.04.-20.04.2018

wire – International Wire and Cable Trade Fair, Düsseldorf

- 16.04.-20.04.2018

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

- 23.10.-26.10.2018

VALVE WORLD EXPO – Biennial Valve World Conference and Exhibition, Düsseldorf

- 27.11.-29.11.2018

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

- 25.06.-29.06.2019

METEC – International Metallurgical Technology Trade Fair with Congresses, Düsseldorf

- 25.06.-29.06.2019

NEWCAST – International Trade Fair for Precision Castings, Düsseldorf

- 25.06.-29.06.2019

THERMPROCESS – International Trade Fair and Symposium for Thermo Process Technology, Düsseldorf

- 25.06.-29.06.2019

K – The world's No. 1 Trade Fair for Plastics and Rubber, Düsseldorf

- 16.10.-23.10.2019

- drupa – no. 1 for print and crossmedia solutions, Dusseldorf
- 16.06.-26.06.2020

#### Reed Exhibitions Deutschland GmbH

- PSI – The Leading European Trade Show of the Promotional Product Industry, Dusseldorf
- 10.01.-12.01.2017
- EQUITANA – Equestrian Sports World Fair, Essen
- 18.03.-26.03.2017
- FIBO – The Leading International Trade Show for Fitness, Wellness and Health, Cologne
- 06.04.-09.04.2017
- COMPOSITES EUROPE – European Trade Fair & Forum for Composites, Technology and Applications, Stuttgart
- 19.09.-21.09.2017
- Bar Convent Berlin – International Bar and Beverage Trade Show, Berlin
- 10.10.-11.10.2017
- viscom düsseldorf – International trade fair for visual communication, Dusseldorf
- + ● 18.10.-20.10.2017
- IEX – Insulation Expo Europe – International Trade Fair for Insulation Materials and Technologies, Cologne
- 16.05.-17.05.2018
- ALUMINIUM – World Trade Fair & Conference, Dusseldorf
- 09.10.-11.10.2018

#### Erfurt

##### Messe Erfurt GmbH

- Rapid.Tech – International Trade Show & Conference for Additive Manufacturing / FabCon 3.D – The 3D Printing Community Event, Erfurt
- 20.06.-22.06.2017
- Grüne Tage Thüringen – The agricultural fair in Central Germany, Erfurt
- 21.09.-23.09.2018
- inoga – Trade Fair for the Hotel, Catering and Hospitality Sector with IKA/Culinary Olympics, Erfurt Oktober 2018

- inoga – Trade Fair for the Hotel, Catering and Hospitality Sector with IKA/Culinary Olympics, Erfurt Oktober 2020

#### RAM Regio

##### Ausstellungen GmbH Erfurt

- Thüringen Ausstellung Erfurt – Handicraft and Consumer Goods Exhibition (with Wedding and Celebration Fair), Erfurt
- 04.03.-12.03.2017

#### Essen

##### Messe Essen GmbH

- IPM ESSEN – The world's leading trade fair for horticulture, Essen
- 24.01.-27.01.2017
- E-world energy & water – International trade fair and congress, Essen
- 07.02.-09.02.2017
- METPACK – International trade fair for metal packaging, Essen
- 02.05.-06.05.2017
- SCHWEISSEN & SCHNEIDEN – International trade fair Joining Cutting Surfacing, Dusseldorf
- 25.09.-29.09.2017
- SHK Essen – Trade fair for sanitary, heating, air conditioning and renewable energies, Essen
- 06.03.-09.03.2018
- security essen – The world forum for security and fire prevention, Essen
- 25.09.-28.09.2018

#### Frankfurt/Main

##### DLG e. V.

- AGRITECHNICA – DLG's International Leading Trade Fair for Agricultural Machinery, Hanover
- 12.11.-18.11.2017
- DLG-Feldtage – Meeting point for crop production experts, Bernburg-Strenzfeld
- + 12.06.-14.06.2018
- EnergyDecentral – International trade fair for innovative energy supply, Hanover
- 13.11.-16.11.2018

- EuroTier – with Energy Decentral – The world's leading trade fair for animal production, Hanover
- 13.11.-16.11.2018

#### Messe Frankfurt Exhibition GmbH

- Heimtextil – International Trade Fair for Home and Contract Textiles, Frankfurt/Main
- 10.01.-13.01.2017
- Nordstil – Hamburg Regional Order Days – Winter Edition, Hamburg
- 14.01.-16.01.2017
- Christmasworld – Seasonal Decoration at its best and Floradecora, Frankfurt/Main
- 27.01.-31.01.2017
- Creativeworld – International Trade Fair for Hobby, Crafts and Artists' Requisites, Frankfurt/Main
- 28.01.-31.01.2017
- Paperworld – International Trade Fair for Stationery, Office Supplies and Writing Instruments, Frankfurt/Main
- 28.01.-31.01.2017
- Ambiente – International Frankfurt Fair, Frankfurt/Main
- 10.02.-14.02.2017
- ISH – The World's Leading Trade Fair. The Bathroom Experience, Building, Energy, Air-Conditioning Technology, Renewable Energies, Frankfurt/Main
- 14.03.-18.03.2017
- Prolight + Sound – International Trade Fair of Technologies and Services for Entertainment, Integrated Systems and Creation, Frankfurt/Main
- 04.04.-07.04.2017
- Musikmesse – International Fair for Musical Instruments, Sheet Music, Music Production and Music Business Connections, Frankfurt/Main
- 05.04.-08.04.2017
- Tehtextil – Leading International Trade Fair for Technical Textiles and Nonwovens, Frankfurt/Main
- 09.05.-12.05.2017
- Texprocess – Leading International Trade Fair for Processing Textile and Flexible Materials, Frankfurt/Main
- 09.05.-12.05.2017

- Tendence – International Frankfurt Fair, Frankfurt/Main
- 24.06.-27.06.2017

- Nordstil – Hamburg Regional Order Days – Summer Edition, Hamburg
- 22.07.-24.07.2017

- Cleanzone – International Trade Fair and Congress for Cleanroom Technology, Frankfurt/Main
- 17.10.-18.10.2017

- Light+Building – The World's Leading Trade Fair for lighting and building services technology, Frankfurt/Main
- 18.03.-23.03.2018

- Automechanika Frankfurt – The World's Leading Trade Fair for the Automotive Service Industry, Frankfurt/Main
- 11.09.-15.09.2018

- IFFA – The No. 1 for the Meat Industry, Frankfurt/Main
- 04.05.-09.05.2019
- Texcare International – World Market for Modern Textile Care, Frankfurt/Main
- 20.06.-24.06.2020

#### Freiburg

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

- Intersolar Europe / ees Europe – The world's leading exhibition for the solar industry and its partners / Europe's largest exhibition for batteries and energy storage systems, Munich
- 31.05.-02.06.2017
- INTERBRUSH – International Trade Fair for Machines, Materials and Accessories of the Brush, Paintbrush, Paintroller and Mop Industries, Freiburg
- 06.05.-08.05.2020

#### Groß-Umstadt

##### KWF – Kuratorium für Waldarbeit und Forsttechnik GmbH

- KWF – Expo – International demo fair in the forest, city not yet determined
- + Juni 2020



# Registered Events

## Hamburg

### FLEET Events GmbH

Touristik & Caravanning International Leipzig  
with bike & outdoor, Leipzig  
22.11.-26.11.2017

### Hamburg Messe und Congress GmbH

REISEN HAMBURG – The Holiday, Cruise, Caravanning  
and Cycling Exhibition, Hamburg  
08.02.-12.02.2017

INTERNORGA – Europe's leading trade show for the  
Hotel, Restaurant, Baking and Confectionery Industry,  
Hamburg  
17.03.-21.03.2017

hanseboot – Hamburg International Boat Show,  
Hamburg  
28.10.-05.11.2017

NORTEC – The manufacturing trade fair in the North,  
Hamburg  
23.01.-26.01.2018

HansePferd Hamburg – The equestrian trade fair  
experience, Hamburg  
20.04.-22.04.2018

SMM – the leading international maritime trade fair,  
hamburg, Hamburg  
● 04.09.-07.09.2018

WindEnergy Hamburg – The world's leading trade fair  
for wind energy – The global on- & offshore expo,  
Hamburg  
25.09.-28.09.2018

GET Nord – Trade Fair Electrical Engineering,  
Sanitation, Heating, Air-Conditioning, Hamburg  
22.11.-24.11.2018

## Hanover

### Deutsche Messe AG

DOMOTEX – The World of Flooring, Hanover  
● 14.01.-17.01.2017

CeBIT – Global Event for Digital Business, Hanover  
● 20.03.-24.03.2017

HANNOVER MESSE – The world's leading trade fair  
for industrial technology, Hanover  
● 24.04.-28.04.2017

ComVac / HANNOVER MESSE – Leading Trade Fair  
for Compressed Air and Vacuum Technology, Hanover  
24.04.-28.04.2017

Digital Factory / HANNOVER MESSE – Leading Trade  
Fair for Integrated Processes and IT Solutions, Hanover  
24.04.-28.04.2017

Energy / HANNOVER MESSE – Leading Trade Fair for  
integrated energy systems and mobility, Hanover  
24.04.-28.04.2017

Industrial Automation / HANNOVER MESSE – Leading  
Trade Fair for Factory and Process Automation,  
Systems Solutions and Industrial IT, Hanover  
24.04.-28.04.2017

Industrial Supply / HANNOVER MESSE – Leading  
Trade Fair for innovative Subcontracting Solutions  
and Lightweight Construction, Hanover  
24.04.-28.04.2017

MDA – Motion, Drive & Automation / HANNOVER  
MESSE – Leading Trade Fair for Power Transmission  
and Control, Hanover  
24.04.-28.04.2017

Research & Technology / HANNOVER MESSE –  
Leading Trade Fair for Research, Development and  
Technology Transfer, Hanover  
24.04.-28.04.2017

LABVOLUTION mit Life Sciences Event BIOTECHNICA –  
World of Labs. From Research to Application. From Life  
Sciences to Chemical Industry, Hanover

● 16.05.-18.05.2017

LIGNA – World's Leading Trade Fair for Woodworking  
and Wood Processing Machinery, Plant and Equipment,  
Hanover

● 22.05.-26.05.2017

EMO – The World of Metalworking, Hanover  
+ 18.09.-23.09.2017

parts2clean – Leading International Trade Fair for  
Industrial Parts and Surface Cleaning, Stuttgart  
24.10.-26.10.2017

CeMAT – World Leading Trade Fair for Intralogistics  
& Supply Chain Management, Hanover  
● 23.04.-27.04.2018

SurfaceTechnology GERMANY – International Trade  
Fair for Surface Treatments & Coatings, Stuttgart  
05.06.-07.06.2018

EuroBLECH – International Sheet Metal Working  
Technology Exhibition, Hanover  
● 23.10.-26.10.2018

INTERSCHUTZ – International Exhibition for Fire  
Prevention, Disaster Relief, Rescue, Safety and  
Security, Hanover

● 15.06.-20.06.2020

### Fachausstellungen Heckmann GmbH

B.I.G. – Trade fair for construction, real estate  
and garden, Hanover  
01.02.-05.02.2017

abf – The big leisure fair, Hanover  
01.02.-05.02.2017

+ ALTENPFLEGE – The Care Fair, Nuremberg  
25.04.-27.04.2017

infa – Information and Sales Exhibition, Hanover  
14.10.-22.10.2017

CARAVAN Bremen – Motor caravans and Supplies  
Trade Exhibition, Bremen  
03.11.-05.11.2017

Pferd & Jagd – Europe's biggest exhibition for  
equestrian sports, hunting and fishing, Hanover  
07.12.-10.12.2017

## Hohenschäftlarn

### WNP Fachmessen GmbH

Wetec – International Tradeshow for Signmaking,  
Large Format Printing, Light Advertising & Digital  
Signage, Stuttgart  
15.02.-17.02.2018

GiveADays – International Tradeshow for Promotional  
Products, Stuttgart  
15.02.-17.02.2018

## Husum

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

Nord Gastro & Hotel – Hotel and Restaurant Industry  
Trade Fair, Husum  
13.02.-14.02.2017

HUSUM Wind – German Trade Fair and Congress  
for the Wind Industry, Husum  
12.09.-15.09.2017

## Idar-Oberstein

### Intergem Messe GmbH

INTERGEM – International Trade Fair for Gems,  
Jewellery and Gemstone Objects, Idar-Oberstein  
30.09.-03.10.2017

## Karlsruhe

### HINTE GmbH

INTERGEO – GLOBAL HUB OF THE GEOSPATIAL  
COMMUNITY, Berlin  
+ 26.09.-28.09.2017

+ Arbeitsschutz Aktuell – Safety & Health – Congress  
& Trade Fair., Stuttgart  
+ 23.10.-25.10.2018

### Karlsruher Messe- und Kongress-GmbH

LEARNTEC – International Trade Fair and Convention,  
Karlsruhe  
24.01.-26.01.2017

REHAB – Rehabilitation | Therapy | Care | Inclusion,  
Karlsruhe  
11.05.-13.05.2017

NUFAM – Trade fair for commercial vehicles, Karlsruhe  
28.09.-01.10.2017

TIERisch gut – Pet fair, Karlsruhe  
02.12.-03.12.2017

IT-TRANS – International Conference and Exhibition  
on IT Solutions for Public Transport, Karlsruhe  
06.03.-08.03.2018

## Kassel

### **VDRK – Verband der Rohr- und Kanal-Technik-Unternehmen e. V.**

RO-KA-TECH – International Trade Fair for Pipe and Sewer technology, Kassel  
10.05.-12.05.2017

## Kempten

### **Kempten Messe- & Veranstaltungsbetrieb Allgäuer Festwoche**

ALLGÄUER FESTWOCHE – TRADE FAIR – CULTURAL AND SPORTS EVENTS – RURAL TRADITION EXHIBITION IN KEMPTEN (ALLGÄU), Kempten  
12.08.-20.08.2017

## Köln/Cologne

### **Koelnmesse GmbH**

imm cologne – The international interiors show (in uneven years with LivingKitchen®, in even years with LivingInteriors®), Cologne

- 16.01.-22.01.2017

ISM – The world's largest trade fair for sweets and snacks, Cologne

- 29.01.-01.02.2017

ProSweets Cologne – The international supplier fair for the sweets and snacks industry, Cologne  
29.01.-01.02.2017

spoga horse (Frühjahr/spring) – International Trade Fair for Equestrian Sports, Cologne  
05.02.-07.02.2017

Asia-Pacific Sourcing – Products for Home and Garden from Far East, Cologne  
07.03.-09.03.2017

IDS – International Dental Show, Cologne

- 21.03.-25.03.2017

h+h cologne – International Trade Fair for Creative Handicraft + Hobby Supplies, Cologne

- 31.03.-02.04.2017

Eu'Vend & coffeena – International Vending and Coffee Fair, Cologne  
27.04.-29.04.2017

interzum – Furniture Production Interiors, Cologne

- 16.05.-19.05.2017

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

- 03.09.-05.09.2017

dmexco – The global business and innovation platform of the digital economy, Cologne  
13.09.-14.09.2017

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

- 14.09.-17.09.2017

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

- 07.10.-11.10.2017

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

- 07.11.-10.11.2017

ZOW – Supplier fair for the furniture and interior design industry, Bad Salzflun  
06.02.-08.02.2018

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

- 20.03.-23.03.2018

INTERNATIONALE EISENWARENMESSE KÖLN – International Hardware Fair Cologne, Cologne

- 04.03.-07.03.2018

ORGATEC – New visions of work, Cologne

- 23.10.-27.10.2018

## Leipzig

### **Leipziger Messe GmbH**

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  
11.02.-19.02.2017

CADEAUX Leipzig (Spring) – Trade Fair for Gifts and Lifestyle Trends, Leipzig  
04.03.-06.03.2017

Intec – International trade fair for machine tools, manufacturing and automation, Leipzig  
07.03.-10.03.2017

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

- 07.03.-10.03.2017

therapie Leipzig – Trade Fair with Congress for Therapy, Medical Rehabilitation and Prevention, Leipzig  
16.03.-18.03.2017

terrateg – Trade Fair for Waste Management, Circular Economy and Protection of Environmental Resources, Leipzig

05.04.-07.04.2017

CADEAUX Leipzig (Autumn) – Trade Fair for Gifts and Lifestyle Trends – COMFORTEX, Trade Fair for Interior Design (Autumn), Leipzig  
02.09.-04.09.2017

MIDORA Leipzig – TRADE FAIR FOR WATCHES AND JEWELLERY, Leipzig  
02.09.-04.09.2017

eFa – Trade Fair for Building Systems, Electrical Engineering, Light, Air Conditioning and Automation, Leipzig

20.09.-22.09.2017

modell-hobby-spiel – models-hobbies-games. Exhibition for Model Building, Model Railways, Creative Arts and Play, Leipzig  
29.09.-01.10.2017

Leipziger Tierärztekongress – Leipzig Veterinary Congress with Industrial Exhibition vetexpo, Leipzig  
18.01.-20.01.2018

- 15.05.-18.05.2018

denkmal – Europe's Leading Trade Fair for Conservation, Restoration and Old Building Renovation, Leipzig

- 08.11.-10.11.2018

### **Leipziger Messe International GmbH**

LBA – Regional Building Trade Exhibition Saxony-Anhalt, Magdeburg  
03.03.-05.03.2017

## Lindau-Bodolz

### **Kinold – Ausstellungsgesellschaft mbH**

Messe Rosenheim – Regional Consumer Goods Exhibition, Rosenheim  
06.04.-09.04.2017

Passauer Frühling, DreiLänderMesse – Regional Exhibition, Passau  
10.03.-18.03.2018

Messe Hof – Regional Exhibition, Hof  
29.09.-03.10.2018

## Magdeburg

### **Messe- und Veranstaltungsgesellschaft Magdeburg GmbH (MVGM)**

MAGDEBOOT – Trade Fair for new and used boats, equipment and water sports, Magdeburg  
10.03.-12.03.2017

TIERWELT – Pet Exhibition, Magdeburg  
07.04.-09.04.2017

MAGDEBURGER MEERESANGELTAGE und MAGDEBURGER RAUBFISCHANGELTAGE – International Fishing Exhibition, Magdeburg  
11.11.-12.11.2017

Mainz

### **RAM Regio Ausstellungen GmbH**

Rheinland-Pfalz Ausstellung – Regional Consumer Goods Exhibition, Mainz  
18.03.-26.03.2017

## Munich

### **EUROEXPO Messe- und Kongress-GmbH**

LogiMAT – International Trade Fair for Distribution, Materials Handling and Information Flow, Stuttgart  
14.03.-16.03.2017

### **GHM Gesellschaft für Handwerksmessen mbH**

eltec – Trade fair for electrical and power engineering, Nuremberg  
11.01.-13.01.2017

opti – The international trade show for optics & design, Munich  
28.01.-30.01.2017

# Registered Events

INTERNATIONALE HANDWERKSMESSE – The Leading Trade Fair for the Craft Trades and Medium-Sized Enterprises (with Garten München), Munich  
08.03.-14.03.2017

+ DACH+HOLZ International, Cologne  
20.02.-23.02.2018

IFH/Intherm – Trade Fair for Sanitation, Heating, Air Conditioning, Renewable Energies, Nuremberg  
10.04.-13.04.2018

iba – The world's leading trade fair for bakery, confectionery and snacks, Munich  
15.09.-20.09.2018

+ FAF FARBE, AUSBAU & FASSADE – Europe's trade fair for facade design & interior architecture, Cologne  
20.03.-23.03.2019

## Messe München GmbH

BAU – World's Leading Trade Fair for Architecture, Materials and Systems, Munich  
● 16.01.-21.01.2017

ISPO MUNICH – The world's leading sports business platform, Munich  
● 05.02.-08.02.2017

INHORGENTA MUNICH – INDIVIDUAL.INSPIRING.INNOVATIVE., Munich  
● 18.02.-21.02.2017

f.re.e – Fair for Leisure and Travel., Munich  
● 22.02.-26.02.2017

LOPEC – International Exhibition and Conference for the Printed Electronics Industry, Munich  
● 29.03.-30.03.2017

transport logistic – the leading exhibition, Munich  
● 09.05.-12.05.2017

LASER World of PHOTONICS – International Trade Fair and Congress for Photonics Components, Systems and Applications, Munich  
● 26.06.-29.06.2017

drinktec – World's Leading Trade Fair for the Beverage and Liquid Food Industry, Processing + Filling + Packaging + Marketing, Munich  
● 11.09.-15.09.2017

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

● 04.10.-06.10.2017

maintain – Leading exhibition and conference for industrial maintenance, Munich

● 24.10.-25.10.2017

productronica – World's leading trade fair for electronics development and production, Munich

● 14.11.-17.11.2017

analytica – International Trade Fair for Laboratory Technology, Analysis, Biotechnology and analytica Conference, Munich

● 10.04.-13.04.2018

ceramitec – Technologies – Innovations – Materials, Munich

● 10.04.-13.04.2018

IFAT – resources.innovations.solutions. – World's Leading Trade Fair for Water, Sewage, Waste and Raw Materials Management, Munich

● 14.05.-18.05.2018

automatica – The Leading Exhibition for Smart Automation and Robotics, Munich

● 19.06.-22.06.2018

INTERFORST – International Key Trade Fair for Forestry and Forest Technology with Scientific Conferences and Special Shows, Munich

● 18.07.-22.07.2018

electronica – World's Leading Trade Fair for Electronics Components, Systems and Applications, Munich

● 13.11.-16.11.2018

bauma – The World's Leading Trade Fair for Construction Machinery, Building Material Machines, Mining Machines, Construction Vehicles and Construction Equipment, Munich

● 08.04.-14.04.2019

## MunichExpo Veranstaltungen GmbH

eMove360° Europe – International Trade Fair for Mobility 4.0 – connected – autonomous, Munich  
17.10.-19.10.2017

## Münster

### Messe and Congress Centrum Halle Münsterland GmbH

ART & ANTIK MESSE MÜNSTER, Münster  
01.03.-05.03.2017

## Nuremberg

### AFAG Messen und Ausstellungen GmbH

HOGA Nürnberg – Trade Fair for Gastronomy, Hotel and Catering, Nuremberg  
15.01.-17.01.2017

interlift – International Trade Fair for Elevators, Components & Accessories, Augsburg  
17.10.-20.10.2017

GrindTec – International Trade Fair for Grinding Technology, Augsburg  
14.03.-17.03.2018

### NürnbergMesse GmbH

BIOFACH + VIVANESS – World's Leading Trade Fair for Organic Food / International Trade Fair for Natural Personal Care, Nuremberg  
15.02.-18.02.2017

FeuerTRUTZ – Trade Fair with Congress for Preventive Fire Protection, Nuremberg  
22.02.-23.02.2017

Enforce Tac – International Exhibition & Conference – Law Enforcement, Security and Tactical Solutions, Nuremberg  
01.03.-02.03.2017

IWA OutdoorClassics – High performance in target sports, nature activities, protecting people, Nuremberg  
03.03.-06.03.2017

embedded world – Exhibition&Conference, Nuremberg  
14.03.-16.03.2017

Werkstätten:Messe – Exhibition of workshops for persons with disabilities and trade fair for vocational education, Nuremberg  
29.03.-01.04.2017

European Coatings Show – + ADHESIVES – SEALANTS – CONSTRUCTION CHEMICALS, Nuremberg  
04.04.-06.04.2017

AUTOMOTIVE ENGINEERING EXPO – Car Body Process Chain – from concept to final assembly, Nuremberg  
30.05.-31.05.2017

CO-REACH – The trade fair for dialog marketing Print.Online.Crossmedia, Nuremberg  
21.06.-22.06.2017

POWTECH – World-Leading Trade Fair for Processing, Analysis, and Handling of Powder and Bulk Solids, Nuremberg  
26.09.-28.09.2017

it-sa – The IT Security Expo and Congress, Nuremberg  
10.10.-12.10.2017

Kommunale – Trade fair and congress for municipalities, Nuremberg  
18.10.-19.10.2017

EUROGUSS – International Trade Fair for Die Casting: Technology, Processes, Products, Nuremberg  
16.01.-18.01.2018

Perimeter Protection – International Trade Fair for Perimeter Protection, Fencing and Building Security, Nuremberg  
16.01.-18.01.2018

FENSTERBAU FRONTALE + HOLZ-HANDWERK – The Trade Show. Window. Door. Facade. + European Trade Fair for Machine Technology, Equipment and Supplies for the Wood Crafts, Nuremberg  
21.03.-24.03.2018

Stone+tec Nürnberg – International Trade Fair for Natural Stone and Stone Technology, Nuremberg  
13.06.-16.06.2018

FachPack, Nuremberg  
25.09.-27.09.2018

GaLaBau – gardening, landscaping, greendesign, Nuremberg  
12.09.-15.09.2018

Chillventa – International Exhibition Refrigeration | AC & Ventilation | Heat Pumps, Nuremberg

● 16.10.-18.10.2018

BrauBevale – Raw Materials – Technologies – Logistics – Marketing, Nuremberg  
13.11.-15.11.2018

#### **Spielwarenmesse eG**

Spielwarenmesse®, Nuremberg  
01.02.-06.02.2017

Insights-X – The trade fair for paper, office supplies and stationery, Nuremberg  
05.10.-08.10.2017

#### **Offenbach**

##### **Messe Offenbach GmbH**

I.L.M – International Leather Goods Fair – Winter Styles, Offenbach/Main  
● 04.03.-06.03.2017

I.L.M – International Leather Goods Fair Offenbach – Summer Styles, Offenbach/Main  
● 02.09.-04.09.2017

#### **Offenburg**

##### **Messe Offenburg-Ortenau GmbH**

Badische Weinmesse – Regional Wine Exhibition, Offenburg  
06.05.-07.05.2017

OBERRHEIN MESSE Offenburg – Consumer Goods Fair, Offenburg  
30.09.-08.10.2017

#### **Rostock**

##### **Rostocker Messe- und Stadthallengesellschaft mbH**

AutoTrend – Automobile Exhibition Mecklenburg-Western Pomerania, Rostock  
31.03.-02.04.2017

#### **Stuttgart**

##### **blickfang GmbH**

BLICKFANG Stuttgart – Design Trade Fair for Furniture, Jewellery and Fashion, Stuttgart  
17.03.-19.03.2017

#### **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  
14.01.-22.01.2017

MEDIZIN/TheraPro – Trade fair and congress, Stuttgart  
27.01.-29.01.2017

didacta – The trade fair for education and training, Stuttgart  
+ 14.02.-18.02.2017

RETRO CLASSICS – Europe's greatest classic car exhibition, Stuttgart  
02.03.-05.03.2017

eltefa – Biggest regional trade fair for the electrical sector, Stuttgart  
29.03.-31.03.2017

Invest – Leading trade fair and congress for finance and investment, Stuttgart  
07.04.-08.04.2017

auto motor und sport i-Mobility – Exhibition for intelligent mobility, Stuttgart  
20.04.-23.04.2017

FAIR HANDELN – International exhibition focusing on Fairtrade and globally responsible trade and activities, Stuttgart  
20.04.-23.04.2017

GARTEN outdoor ambiente – Exhibition for garden and lifestyle, Stuttgart  
20.04.-23.04.2017

KREATIV – The trade fair for creative design, Stuttgart  
20.04.-23.04.2017

Markt des guten Geschmacks – The market for good taste – the Slow Food Exhibition, Stuttgart  
20.04.-23.04.2017

Mineralien, Fossilien, Schmuck – Minerals, fossils, jewellery, Stuttgart  
21.04.-23.04.2017

Moulding Expo – International Trade Fair for Tool, Pattern and Mould Making, Stuttgart  
30.05.-02.06.2017

FACHDENTAL Leipzig, Leipzig  
22.09.-23.09.2017

südback – Trade Fair for the Bakery and Confectionery Trades, Stuttgart  
23.09.-26.09.2017

FACHDENTAL Südwest, Stuttgart  
20.10.-21.10.2017

SÜFFA – Trade fair for the meat industry, Stuttgart  
21.10.-23.10.2017

Stuttgarter MesseHerbst – Messe Stuttgart's autumn line-up, Stuttgart  
17.11.-26.11.2017

ANIMAL / Stuttgarter MesseHerbst – Exhibition for pet ownership, Stuttgart  
18.11.-19.11.2017

AUTOTAGE STUTTGART / Stuttgarter MesseHerbst – South Germany's large new car sales exhibition, Stuttgart  
17.11.-19.11.2017

Familie & Heim / Stuttgarter MesseHerbst – The shopping and experience exhibition with minerals, fossils, jewellery, Stuttgart  
18.11.-26.11.2017

DIE BESTEN JAHRE / Stuttgarter MesseHerbst – The best years – The exhibition for staying active, Stuttgart  
20.11.-21.11.2017

KREATIV / Stuttgarter MesseHerbst – The trade fair for creative design, Stuttgart  
23.11.-26.11.2017

Spielemesse / Stuttgarter MesseHerbst – The meeting place for excitement, fun and games, Stuttgart  
23.11.-26.11.2017

veggie & frei von / Stuttgarter MesseHerbst – Leitmesse für Genuss & Gesundheit, Stuttgart  
24.11.-26.11.2017

INTERGASTRA – World of hospitality / GELATISSIMO – World of gelato, Stuttgart  
03.02.-07.02.2018

TV TecStyle Visions – International trade fair for textile decoration and promotion, Stuttgart  
15.02.-17.02.2018

R+T – Leading world trade fair for roller shutter, doors/gates and sun protection systems, Stuttgart  
● 27.02.-03.03.2018

PFLEGE PLUS – Trade fair for the care market, Stuttgart  
15.05.-17.05.2018

LASYS – International trade fair for laser material processing, Stuttgart  
05.06.-07.06.2018

AMB – International exhibition for metal working, Stuttgart  
● 18.09.-22.09.2018

interbad – International trade fair for swimming pools, saunas and spas with congress for pool and bath technology, Stuttgart  
23.10.-26.10.2018

INTERVITIS INTERFRUCTA HORTITECHNICA – Technology for wine, juice and special crops, Stuttgart  
November 2018

VISION – Leading world trade fair for machine vision, Stuttgart  
06.11.-08.11.2018

SACHSENBACK – Trade Fair for the Bakery and Confectionery Trades, Dresden  
13.04.-15.04.2019

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

INServFM – Exhibition and Conference for facility management and industrial services, Frankfurt/Main  
21.02.-23.02.2017

SMT Hybrid Packaging – International Exhibition and Conference for System Integration in Micro Electronics, Nuremberg  
16.05.-18.05.2017

# Registered Events

PCIM Europe – International Exhibition and Conference for Power Electronics, Intelligent Motion, Renewable Energy and Energy Management, Nuremberg  
16.05.-18.05.2017

formnext powered by tct – International exhibition and conference on the next generation of manufacturing technologies, Frankfurt/Main  
14.11.-17.11.2017

SPS IPC Drives – International Exhibition for Electric Automation – Systems and Components, Nuremberg  
28.11.-30.11.2017

## Wächtersbach

### Messe Wächtersbach GmbH

Messe Wächtersbach – Consumer Goods Exhibition, Waechtersbach  
20.05.-28.05.2017

## Wiesbaden

### WIRTSCHAFTSGEMEINSCHAFT

#### Zoologischer Fachbetriebe GmbH

- Interzoo – International Trade Fair for Pet Supplies, Nuremberg
- 08.05.-11.05.2018

## Wunstorf

### AMA Service GmbH

SENSOR+TEST – The Measurement Fair – International Trade Fair for Sensorics, Measuring and Testing Technologies with concurrent Conferences, Nuremberg  
30.05.-01.06.2017

## Hongkong

### Hong Kong Trade Development Council

- HKTDC Hong Kong Baby Products Fair, Hong Kong
- 09.01.-12.01.2017
- HKTDC Hong Kong Toys & Games Fair, Hong Kong
- 09.01.-12.01.2017
- HKTDC Hong Kong Fashion Week for Fall/Winter, Hong Kong
- 16.01.-19.01.2017
- HKTDC Hong Kong International Diamond, Gem & Pearl Show, Hong Kong
- 28.02.-04.03.2017
- HKTDC Hong Kong International Jewellery Show, Hong Kong
- 02.03.-06.03.2017
- HKTDC Hong Kong Electronics Fair (Spring Edition), Hong Kong
- 13.04.-16.04.2017
- HKTDC Hong Kong Houseware Fair, Hong Kong
- 20.04.-23.04.2017
- HKTDC Hong Kong Gifts & Premium Fair, Hong Kong
- 27.04.-30.04.2017
- HKTDC Hong Kong Watch & Clock Fair, Hong Kong
- 05.09.-09.09.2017
- HKTDC Hong Kong Electronics Fair (Autumn Edition), Hong Kong
- 13.10.-16.10.2017
- electronicAsia, Hong Kong
- 13.10.-16.10.2017
- HKTDC Hong Kong International Outdoor and Tech Light Expo, Hong Kong  
26.10.-29.10.2017
- HKTDC Hong Kong International Lighting Fair (Autumn Edition), Hong Kong
- 27.10.-30.10.2017
- HKTDC Hong Kong Optical Fair, Hong Kong
- 08.11.-10.11.2017

## Verona

### VERONAFIERE Spa

- SAMOTER – International Earthmoving and Building Machinery Exhibition, Verona
- 22.02.-25.02.2017
- VINITALY/Enolitech/SOL & AGRIFOOD – International Wine & Spirits exhibition/ International Exhibition of Technologies for Viticulture, Oenology and of Technologies for Olive Growing and Oil Production/ International Quality Agro-Foods Event, Verona
- 09.04.-12.04.2017
- PULIRE – International exhibition for the cleaning industry, Verona
- 23.05.-25.05.2017
- MARMOMACC – International Exhibition of Marble, Stone and Technology, Verona
- 27.09.-30.09.2017
- Fieragricola – International agricultural technologies show, Verona
- 31.01.-03.02.2018
- EUROCARNE – International Exhibition for the Meat Industry, Verona
- Mai 2019



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