



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



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

Regularly updated  
information on  
FKM-audited events  
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# ***Report 2001***

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# The FKM in 2001

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

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

## Now 74 members

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

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

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

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

## Comparability and reliability

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

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

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

## Online service

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

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

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

## New visitor registration since 2001

In order to use new technical possibilities and to

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

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

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

#### In future, more information about visitor origins

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

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

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

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

#### European trade fair transparency


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

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

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

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

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



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**Wiesbaden**  
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## **Guestmember**

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## **Chairman**

Vorsitzender  
Manfred Wutzlhofer,  
Messe München GmbH, München

1st Deputy  
Dr. Ludwig Jörder,  
Westfalenhallen Dortmund GmbH,  
Dortmund

2nd Deputy  
Heiko Könicke,  
AFAG Messen und Ausstellungen GmbH,  
Nürnberg

Honorary Chairman  
Prof. Dr. Manfred Busche, Berlin

## **Managing Directors**

Dr. Hermann Kresse  
Harald Kötter (Deputy)



# Locations

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



Status as of April 2002

# ***Auditor's Certificate***

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

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

Cologne, 15. February, 2002

Ernst & Young, Allgemeine Deutsche Treuhand AG  
Wirtschaftsprüfungsgesellschaft



Hendrik Hollweg  
Public accountant



Jörg Brüggemann  
Public accountant

# ***Exhibition Space, Exhibitors, Visitors***

## Space figures

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

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

## Exhibitor figures

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

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





Events 2001		Exhibition Space Figures (sq.m.)								
No.	For the complete titles see pp. 93-102	Duration (Days)	Rented Space					Special shows	Space (net)	Space (gross)
			Halls		Open air		Total			
			Domestic	Foreign	Domestic	Foreign				
<b>Gelnhausen</b>										
106	ÖKO-TRENDS	3	843		787		1.630	206	1.836	3.000
<b>Gießen</b>										
107	BAU Expo - Building Exhibition	4	5.466	64	792		6.322	216	6.538	13.200
108	MittelhessenSchau - Regional Consumer Exhibition	4	2.690	69	1.496	24	4.279	197	4.476	8.400
<b>Grevenbroich</b>										
109	Rhein-Erft-Schau - Regional Consumer Exhibition	9	2.584	133	1.590		4.307	204	4.511	20.000
<b>Halle</b>										
110	Real Estate Exhibition	2	575				575		575	1.650
111	Tourism and Leisure	3	1.634	89	200		1.923	377	2.300	4.700
112	SaaleBAU - Building Exhibition	3	2.810		251		3.061	498	3.559	7.050
113	SaaleMesse - Regional Consumer Exhibition	5	3.578	18	566		4.162	420	4.582	9.600
<b>Hamburg</b>										
114	DU UND DEINE WELT - Regional Consumer Exhibition	10	23.831	3.558	1.680	89	29.158	7.061	36.219	68.000
●	115 hanseboot	9	25.125	9.580	3.780	915	39.400	1.823	41.223	73.300
●	116 INTERNORGA	6	35.968	3.954	1.171		41.093	1.349	42.442	66.350
●	117 REISEN HAMBURG - Tourism, Caravanning	9	22.387	3.816	265	59	26.527	2.786	29.313	55.100
118	USSIFA - September	3	2.663				2.663		2.663	3.800
<b>Hamburg-Harburg</b>										
119	Schaufenster Harburg - Regional Consumer Exhibition	6	1.851	21	286	30	2.188	215	2.403	4.300
<b>Hannover</b>										
120	ABF	9	32.292	1.353	12		33.657	7.145	40.802	76.000
●	121 AGRITECHNICA	7	88.940	27.469	1.840	694	118.943	2.856	121.799	194.500
+	122 Bildungsmesse	5	21.406	559			21.965	4.005	25.970	49.400
●	123 BIOTECHNICA	3	11.355	3.777			15.132		15.132	33.900
●	124 CeBIT	7	318.120	97.561	11.864	4.330	431.875	1.095	432.970	563.200
125	Direkt Markt	3	2.814	102			2.916	520	3.436	7.900
●	126 DOMOTEX	4	38.640	57.494			96.134	5.806	101.940	173.700
127	EMO	8	81.496	110.668			192.164	1.343	193.507	337.100
●	128 HANNOVER MESSE	6	172.569	66.029	1.686	246	240.530		240.530	377.200
+●	129 IKK	3	16.778	12.787			29.565	663	30.228	62.000
130	Infa - Regional Consumer Exhibition	9	29.662	2.499	362		32.523	9.350	41.873	89.500
131	Arts and Antiques Fair	9	2.235	36			2.271	295	2.566	4.800
●	132 LIGNAplus	5	64.826	71.594	6.174	2.489	145.083	8.221	153.304	253.600
133	NORDBACK	4	6.950	298			7.248		7.248	16.450
134	Pferd & Jagd - Equestrian Sports, Hunting, Fishing	4	17.620	1.063	18		18.701	5.494	24.195	59.000
<b>Heidenheim</b>										
135	KONTAKTA - Regional Consumer Exhibition	9	4.256	15	1.084		5.355	1.747	7.102	19.000
<b>Hof</b>										
136	Oberfranken-Ausstellung - Regional Consumer Exhibition	9	7.226	201	2.798		10.225	2.467	12.692	19.700
<b>Idar-Oberstein</b>										
137	INTERGEM	4	1.473	96			1.569	337	1.906	3.950
<b>Immenstadt</b>										
138	Oberallgäuer Frühjahrsausstellung - Reg. Consumer Exhibition	5	1.951	50	1.280		3.281	2.464	5.745	19.000
<b>Ingolstadt</b>										
139	miba - Regional Consumer Exhibition	9	9.796		3.434		13.230	3.462	16.692	27.000
<b>Jesteburg</b>										
140	Jesteburger Ausstellung - Regional Consumer Exhibition	6	2.784	48	48		2.880	141	3.021	5.550
<b>Karlsruhe</b>										
141	Blumen + Garten	4	2.524	60			2.584	3.768	6.352	14.250
142	Body Life	4	4.100	260			4.360		4.360	10.100
143	HAUS ENERGIE UMWELT	4	2.531	60	82		2.673	266	2.939	5.750
144	HOGAKA	4	4.987	382	25		5.394	1.565	6.959	15.000
145	hortec	3	2.437	273	2.767	234	5.711	792	6.503	8.000
146	LEARNTEC	4	5.544	200	20		5.764	500	6.264	18.500
147	Offerta - Regional Consumer Exhibition	9	11.910	940	846		13.696	1.768	15.464	28.000
<b>Kempten</b>										
148	Allgäuer Festwoche - Regional Consumer Exhibition	9	5.914	434	7.771		14.119	369	14.488	26.500
<b>Kleve</b>										
149	Rhein-Maas-Ausstellung - Regional Consumer Exhibition	9	4.858	364	1.743	228	7.193	865	8.058	30.000

+ events with changing venues

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

Exhibitor Figures				Additionally represented firms			Visitor Figures			
No.	Exhibitors			from ... countries	Number of Admissions (Explanations see p. 9)					
	Domestic	Foreign	Total		Domestic	Foreign	Total			
106	72		72	1	1	1	5.138	87	5.225*	
107	323	2	325	3	72	72			18.155	
108	225	3	228	4	7	7			12.234	
109	153	5	158	5					88.264	
110	43		43	1					1.092	
111	156	12	168	6	3	3			10.030	
112	187		187	1	8	8			7.354	
113	222	2	224	3	12	12			13.652	
114	885	116	1.001	41			209.223	1.687	210.910*	
115	718	191	909	28			136.933	6.603	143.536*	
116	725	105	830	19			106.651	3.640	110.291*	
117	505	269	774	72	1	14	127.058	1.935	128.993*	
118	98		98	1					3.011	
119	118	2	120	3					7.949	
120	505	46	551	15					117.399*	
121	905	426	1.331	32	35	46	81	215.322	32.175	247.497*
122	654	34	688	12			66.713	1.015	67.728*	
123	737	332	1.069	29			10.797	2.370	13.167*	
124	5.033	3.060	8.093	61			677.703	171.549	849.252*	
125	159	12	171	7					6.261	
126	367	778	1.145	60			23.235	22.323	45.558*	
127	1.023	1.253	2.276	39			130.866	62.150	193.016*	
128	3.892	3.032	6.924	63			185.640	69.010	254.650*	
129	369	434	803	40			11.867	8.594	20.461*	
130	1.173	80	1.253	26					227.259*	
131	73	1	74	2					15.557	
132	940	993	1.933	48			73.411	40.758	114.169*	
133	242	12	254	8			6.690	207	6.897*	
134	582	53	635	17					88.614*	
135	317	1	318	2					57.636	
136	314	10	324	4	60	1	61		45.769	
137	103	7	110	6			1.806	594	2.400*	
138	219	4	223	3	34		34		32.192	
139	459		459	1					91.146*	
140	147	2	149	3					12.080	
141	83	1	84	2	57		57		22.770*	
142	130	5	135	5			7.162	514	7.676*	
143	150	3	153	3	2		2		10.517	
144	160	14	174	5	30	1	31		17.373*	
145	184	15	199	8	7		7		7.268*	
146	151	16	167	9	36	4	40	4.299	431	4.730
147	498	34	532	10	24	2	26		100.792*	
148	387	20	407	4			89.009	899	89.908*	
149	261	13	274	5					82.983	

\*Visitors Profil Analyses see page 37







Events 2001		Exhibition Space Figures (sq.m.)									
No.	For the complete titles see pp. 93–102	Duration (Days)	Rented Space						Special shows	Space (net)	Space (gross)
			Halls		Open air		Total				
			Domestic	Foreign	Domestic	Foreign					
<b>Pirmasens</b>											
251	Bau mit! - Building Exhibition	3	2.052	18	651		2.721	312	3.033	6.950	
<b>Rendsburg</b>											
252	NORLA + NORKOFA	4	4.234		24.337	530	29.101	30.845	59.946	89.600	
<b>Rostock</b>											
253	Real Estate Trade Exhibition	2	750				750	71	821	3.100	
254	RO-BAU - Building Exhibition	4	2.413	42	1.006		3.461	574	4.035	6.400	
<b>Schwerin</b>											
255	Heim, Haus und Immobilien	3	771		94		865	120	985	2.100	
256	NORD-HAUS	3	1.499		413		1.912	131	2.043	3.950	
<b>Sinsheim</b>											
257	CAR + SOUND	3	8.801	1.337			10.138	7.000	17.138	27.000	
● 258	Control	5	15.341	1.405			16.746		16.746	30.000	
259	DRUCK + FORM	4	4.062	24			4.086	1.058	5.144	11.500	
260	Indoor Steam Engine Meeting	3	1.144	245			1.389	21.100	22.489	30.000	
261	Faszination Modellbau - Modelmaking Exhibition	4	6.315	276			6.591	5.869	12.460	30.000	
262	Faszination Motorrad - Motorcycle Exhibition	3	7.783	87			7.870	15.864	23.734	30.000	
263	Fine Handicrafts Exhibition	3	1.316	201			1.517	256	1.773	6.500	
● 264	MOTEK	4	18.954	2.145			21.099		21.099	36.000	
<b>Stuttgart</b>											
265	Alter & Pflege - Elderly care, nursing, geriatrics	3	3.459	120			3.579	1.287	4.866	15.000	
266	CAT ENGINEERING/CAT BAU	4	4.222	671			4.893	912	5.805	14.400	
● 267	CMT / Golf Tourism / Bicycle Tourism	9	26.649	4.225			30.874	3.861	34.735	59.000	
268	eltefa	3	19.972	260	159		20.391	2.227	22.618	49.000	
+ 269	EUROCARGO / LogiMat	3	4.671	356			5.027	512	5.539	11.300	
270	FACHDENTAL SÜDWEST	2	3.619	162			3.781	520	4.301	11.000	
271	GARTEN / Selbstbau	5	6.300	309	35		6.644	3.510	10.154	25.400	
272	HAFÄ Stuttgart - Regional Consumer Exhibition	9	12.073	1.006			13.079	7.706	20.785	54.000	
273	HOBBY + ELEKTRONIK/MODELLBAU SÜD/ Modellbahn Süd/South German Games Fair	4	11.451	286			11.737	14.024	25.761	58.000	
274	International Minerals and Fossils Exchange/ANIMAL	3	3.572	257			3.829	8.623	12.452	35.500	
● 275	INTERVITIS/ INTERFRUCTA	5	18.086	6.284	1.183		25.553	3.434	28.987	57.700	
276	ISA/IWB/Welt-Antik/Coins/Angling Fair/ International Minerals and Fossils Exchange	3	6.671	1.000	312	24	8.007	2.600	10.607	41.000	
277	LWH – Agricultural Exhibition	9	6.081	134	31.196	1.388	38.799	16.050	54.849	89.400	
278	Medizin/rescue	3	4.701	75			4.776	505	5.281	16.300	
279	Multimedia-Market/Publishing Market	3	6.178	118			6.296	2.817	9.113	24.500	
280	Pferd - International Exhibition for Equestrian Sports	5	4.160	662			4.822	2.161	6.983	15.000	
281	Pro Sanita	4	3.852	335			4.187	3.101	7.288	21.500	
282	südback	5	15.902	1.368			17.270	2.628	19.898	40.600	
283	VISION	3	3.012	876			3.888	703	4.591	11.000	
<b>Trier</b>											
284	Moselland-Ausstellung - Regional Consumer Exhibition	9	5.104	603	2.358	136	8.201	1.050	9.251	17.200	
<b>Ulm</b>											
285	HOLZVERARBEITUNG	3	5.726	627	98		6.451	1.442	7.893	16.000	
286	Motorrad-Ulm - Motorcycle Exhibition	4	4.371	10			4.381		4.381	12.500	
<b>Villingen-Schwenningen</b>											
287	Südwest-Messe - Regional Consumer Exhibition	9	14.219	455	17.709	72	32.455	1.416	33.871	57.400	
<b>Wächtersbach</b>											
288	Messe Wächtersbach - Regional Consumer Exhibition	9	7.408	489	6.374	30	14.301	3.443	17.744	28.600	
<b>Weilheim</b>											
289	Oberland-Ausstellung - Regional Consumer Exhibition	5	4.503		1.981		6.484	2.416	8.900	30.000	
<b>Weißenburg i. Bayern</b>											
290	WUG - Regional Consumer Exhibition	5	4.573	11	1.418		6.002	1.440	7.442	18.000	
<b>Wiesbaden</b>											
291	HAFÄ - Regional Consumer Exhibition	9	6.007	566	4		6.577	3.963	10.540	20.000	
+● 292	IKF/InterkondiCa	4	3.592	1.310			4.902	1.834	6.736	13.700	
<b>Würzburg</b>											
293	Mainfranken-Messe - Regional Consumer Exhibition	9	11.770	460	6.639	72	18.941	4.639	23.580	38.700	
<b>Zwickau</b>											
294	Reise & Freizeit - Tourism & Leisure	2	647	86	8		741		741	2.000	

+ events with changing venues

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

Exhibitor Figures					Additionally represented firms			Visitor Figures		
No.	Exhibitors				Domestic	Foreign	Total	Number of Admissions (Explanations see p. 9)		
	Domestic	Foreign	Total	from ... countries				Domestic	Foreign	Total
251	112	1	113	2						5.697
252	323	3	326	2	65	17	82			49.530
253	48		48	1						1.154
254	152	2	154	3						4.025
255	48		48	1						2.040
256	101		101	1	6		6			3.412
257	99	22	121	9	1	5	6	24.438	2.417	26.855*
258	529	87	616	15	39	30	69	18.747	3.308	22.055*
259	173	5	178	5		1	1	4.764	9	4.773*
260	98	23	121	7						21.944
261	342	25	367	9						47.170*
262	121	6	127	7	11		11			34.153*
263	170	28	198	17						6.999*
264	670	116	786	13	37	63	100	25.543	2.838	28.381*
265	249	4	253	4	2		2			11.529
266	221	25	246	13	31	2	33	11.932	1.440	13.372
267	785	520	1.305	76	99	21	120	190.125	1.611	191.736
268	439	13	452	9	43	13	56			27.064
269	212	17	229	8				8.750	461	9.211*
270	160	19	179	10		19	19			9.021
271	279	4	283	4	5	5	10			48.001
272	468	37	505	16						78.259
273	462	19	481	9	7	3	10			121.048
274	357	61	418	20	1		1			32.700
275	451	188	639	15	23	20	43	41.738	12.138	53.876*
276	718	146	864	29	1		1	36.987	2.074	39.061
277	543	31	574	14	56	20	76			147.248
278	318	4	322	4	5	3	8			13.113
279	392	7	399	6	9	3	12			14.198
280	168	37	205	11		1	1			67.521
281	270	27	297	16	1	4	5	17.818	144	17.962
282	387	25	412	9	8	3	11	26.775	1.621	28.396*
283	127	45	172	17	3	23	26	2.912	589	3.501*
284	210	17	227	10	22		22			97.121*
285	179	17	196	5	65	4	69			15.455*
286	119	2	121	3	6		6			24.755
287	658	20	678	7	244	34	278			135.019*
288	427	31	458	12						61.146*
289	304		304	1						33.927
290	249	1	250	2	32		32			35.452
291	267	23	290	12						57.495
292	154	31	185	7	2		2	6.957	855	7.812
293	504	11	515	7						119.290*
294	70	8	78	5						4.242

\*Visitors Profil Analyses see page 37

) ascertained by registration

## Events 2001

### Exhibition Space Figures (sq.m.)

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

+ events with changing venues

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

### Exhibitor Figures

Additionally  
represented firms

### Visitor Figures

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

\* Visitors Profil Analyses see page 37











## Events 2001

## Exhibition Space Figures (sq.m.)

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

+ events with changing venues

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

## Exhibitor Figures

Additionally represented firms

## Visitor Figures

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

\* Visitors Profil Analyses see page 37



# ***FKM***

## ***Visitors Profile Analyses***

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

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

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

# Trade Visitors Profile Analyses 2001

## Interlift, Augsburg

<b>Total number of visitors</b>	<b>14 873</b>	<b>Position in the company/organization</b>	<b>%</b>
<b>Proportion of trade visitors</b>	<b>98 %</b>	Entrepreneur, partner, self-employed	16
<b>Region of residence</b>	<b>%</b>	Managing director, board member, head of an authority etc.	14
over 100 km away	85	Senior department head, other employee with managerial responsibility	6
Total Germany:	62	Department head, group head	18
of which		Other salaried staff	8
Baden-Württemberg	25	Other public service	1
Bavaria	31	Worker, skilled worker	10
Berlin	5	Engineer, designer	22
Brandenburg	2	Trainee, student	1
Bremen	1	Other	5
Hamburg	2	<b>Area of responsibility</b>	<b>%</b>
Hesse	7	Management	23
Mecklenburg-West Pomerania	-	Research/development/design	12
Lower Saxony	2	Planning/work preparation	10
North Rhine-Westphalia	9	Manufacture/production	11
Rhineland-Palatinate	7	Production, quality control	3
Saarland	1	Buying/procurement	4
Saxony	5	Finance/accounting, controlling	1
Saxony-Anhalt	1	Administration/organization/personnel/ social welfare/training	1
Schleswig-Holstein	1	Marketing/sales/advertising/PR	14
Thuringia	1	Storage/material management/logistics/ transport	1
Total Foreign:	38	Maintenance/repairs	13
of which	51	Building department	3
EU	51	Other	6
Rest of Europe	30	<b>Frequency of visits to trade fair</b>	<b>%</b>
Africa	-	1999	54
North America	4	1997	42
South and Central America	2	1994	27
Middle East	4	1991	17
East Asia	7	First visit	37
Australia	3	<b>Size of company/organization:</b>	<b>%</b>
<b>Economic sector</b>	<b>%</b>	Number of employees:	
Elevator construction	38	1 - 9	19
Elevator technology, accessories	33	10 - 49	27
Elevator assembly/installation	28	50 - 99	13
Maintenance/ servicing	20	100 - 199	11
Service industry	12	200 - 499	7
Mechanical engineering	11	500 - 999	5
Electrical engineering industry	9	1 000 - 9 999	13
Metalworking and processing	9	10 000 and more	6
Trade	6	<b>Length of stay</b>	<b>%</b>
Electrical trade, electrical installation	4	1. Length of stay (days):	
Other	7	one	56
<b>Influence on purchasing/ procurement decisions</b>	<b>%</b>	two	31
Decisively	31	three	7
Collectively	29	2. Average length of stay	1,6 days
In an advisory capacity	18	3. Share of visitors on the event's days:	<b>%</b>
No	22	1st day	35
		2nd day	49
		3rd day	46
		4th day	34

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

## Mould + Tool + Periphery, Bad Salzflun

<b>Total number of visitors</b>	<b>2 987</b>	<b>Position in the company/organization</b>	<b>%</b>
<b>Proportion of trade visitors</b>	<b>100 %</b>	Entrepreneur, partner, self-employed	15
<b>Region of residence</b>	<b>%</b>	Managing director, board member, head of an authority etc.	8
over 100 km away	36	Senior department head, other employee with managerial responsibility	9
Total Germany:	-	Department head, group head	28
of which		Other salaried staff	21
Baden-Württemberg	1	Other public service	-
Bavaria	-	Skilled worker	14
Berlin	1	Lecturer, teacher, scientific assistant	1
Brandenburg	-	Trainee, student	4
Bremen	-	Other	3
Hamburg	-	<b>Area of responsibility</b>	<b>%</b>
Hesse	5	Management	23
Mecklenburg-West Pomerania	-	Research/development/design	25
Lower Saxony	12	Planning/work preparation	15
North Rhine-Westphalia	77	Manufacture/production	47
Rhineland-Palatinate	1	Production, quality control	11
Saarland	-	Buying/procurement	16
Saxony	1	Finance/accounting, controlling	5
Saxony-Anhalt	1	Administration/organization/personnel/ social welfare/training	5
Schleswig-Holstein	1	Marketing/sales/advertising/PR	12
Thuringia	1	Storage/material management/logistics/ transport	6
Total Foreign:	-	Maintenance/repairs	13
of which	57	Other	4
EU	57	<b>Frequency of visits to trade fair</b>	<b>%</b>
Rest of Europe	29	First event	-
Africa	-	<b>Size of company/organization:</b>	<b>%</b>
North America	-	Number of employees:	
South and Central America	-	1 - 9	15
Middle East	14	10 - 49	24
East Asia	14	50 - 99	11
Australia	3	100 - 199	12
<b>Economic sector</b>	<b>%</b>	200 - 499	15
Plastics processor	48	500 - 999	11
Plastics user	6	1 000 - 9 999	9
Toolmaking	38	10 000 and more	4
Mechanical engineering	11	<b>Length of stay</b>	<b>%</b>
Science/development	4	1. Length of stay (days):	
Electrical industry/electrical engineering	8	one	94
Trade/services	11	two	4
Automobile industry or its supplying firms	14	three	2
Chemical industry	2	2. Average length of stay	1,1 days
Other	15	3. Share of visitors on the event's days:	<b>%</b>
<b>Influence on purchasing/ procurement decisions</b>	<b>%</b>	1st day	35
Decisively	29	2nd day	42
Collectively	35	3rd day	31
In an advisory capacity	22		
No	15		

Conducted by: IPMM, Bielefeld

## ZOW, Bad Salzflun

<b>Total number of visitors</b>	<b>9 560</b>	<b>Position in the company/organization</b>	<b>%</b>
<b>Proportion of trade visitors</b>	<b>99 %</b>	Entrepreneur, partner, self-employed	25
<b>Region of residence</b>	<b>%</b>	Managing director, board member, head of an authority etc.	17
over 100 km away	60	Senior department head, other employee with managerial responsibility	10
Total Germany:	83	Department head, group head	24
of which		Other salaried staff	16
Baden-Württemberg	8	Other public service	-
Bavaria	6	Skilled worker	2
Berlin	1	Lecturer, teacher, scientific assistant	2
Brandenburg	1	Trainee, student	2
Bremen	1	Other	9
Hamburg	1	<b>Area of responsibility</b>	<b>%</b>
Hesse	5	Management	34
Mecklenburg-West Pomerania	-	Research/development/design	21
Lower Saxony	13	Planning/work preparation	16
North Rhine-Westphalia	56	Manufacture/production	16
Rhineland-Palatinate	-	Production, quality control	6
Saarland	2	Buying/procurement	28
Saxony	2	Finance/accounting, controlling	6
Saxony-Anhalt	1	Administration/organization/personnel/ social welfare/training	5
Schleswig-Holstein	1	Marketing/sales/advertising/PR	28
Thuringia	1	Storage/material management/logistics/ transport	4
Total Foreign:	17	Maintenance/repairs	1
of which	76	Other	5
EU	76	<b>Frequency of visits to trade fair</b>	<b>%</b>
Rest of Europe	21	2000	57
Africa	-	1999	47
North America	1	Earlier events	35
South and Central America	1	First visit	33
Middle East	-	<b>Size of company/organization:</b>	<b>%</b>
East Asia	1	Number of employees:	
Australia	1	1 - 9	18
<b>Economic sector</b>	<b>%</b>	10 - 49	24
Office furniture	9	50 - 99	13
Kitchen furniture	17	100 - 199	14
Bathroom furniture	6	200 - 499	14
Living room, bedroom, teenagers' furniture	10	500 - 999	7
Furniture trade	3	1 000 - 9 999	7
Interior work, joinery	13	10 000 and more	2
Free-lance designer (Interior) architects	4	N/A	2
Media	1	<b>Length of stay</b>	<b>%</b>
Timber trade	8	1. Length of stay (days):	
Supplier	27	one	72
Trade	1	two	22
Plastics industry	1	three	4
Wood industry	1	2. Average length of stay	1,4 days
Furniture fittings	1	3. Share of visitors on the event's days:	<b>%</b>
Shop/store construction/fittings	1	1st day	32
Electrical engineering industry	1	2nd day	40
Other	14	3rd day	41
<b>Influence on purchasing/ procurement decisions</b>	<b>%</b>	4th day	25
Decisively	38		
Collectively	33		
In an advisory capacity	18		
No	8		
N/A	3		

Conducted by: Institut für Projektmanagement, Markt- und Meinungsforschung, Bielefeld, Bielefeld

## belektro, Berlin

<b>Total number of visitors</b>	<b>17 822</b>	<b>Position in the company/organization</b>	<b>%</b>
<b>Proportion of trade visitors</b>	<b>93 %</b>	Entrepreneur, partner, self-employed	18
<b>Region of residence</b>	<b>%</b>	Managing director, board member, head of an authority etc.	4
over 100 km away	26	Senior department head, other employee with managerial responsibility	2
Total Germany:	98	Department head, group head	12
of which		Other salaried staff	22
Baden-Württemberg	1	Other public service	4
Bavaria	-	Skilled worker/apprentice	14
Berlin	49	Lecturer, teacher, scientific assistant	4
Brandenburg	32	Trainee, student	17
Bremen	-	not gainfully employed	2
Hamburg	-	Other	2
Hesse	-	<b>Area of responsibility</b>	<b>%</b>
Mecklenburg-West Pomerania	3	Management	17
Lower Saxony	1	Research/development/design	8
North Rhine-Westphalia	1	Planning/work preparation	28
Rhineland-Palatinate	1	Manufacture/production	17
Saarland	-	Production, quality control	6
Saxony	7	Buying/procurement	15
Saxony-Anhalt	5	Finance/accounting, controlling	5
Schleswig-Holstein	2	Administration/organization/personnel/ social welfare/training	8
Thuringia	1	Marketing/sales/advertising/PR	8
Total Foreign:	2	Storage/material management/logistics/ transport	5
of which	27	Maintenance/repairs	30
North America	2	Information, communication technology (EDP)	10
South and Central America	7	Student, not gainfully employed	6
Middle East	21	Other	12
East Asia	7	<b>Frequency of visits to trade fair</b>	<b>%</b>
Australia	-	1999	51
EU	29	1997	38
Rest of Europe	29	1995	32
Africa	-	Earlier events	24
<b>Economic sector</b>	<b>%</b>	First visit	33
Power supply, water supply, mining	10	<b>Size of company/organization:</b>	<b>%</b>
Industry	11	Number of employees:	
Wholesale trade	5	1 - 9	33
Retail trade	2	10 - 49	19
Skilled trades	4	50 - 99	9
Traffic, transport, news transmission	38	100 - 199	6
Education/science/research	4	200 - 499	7
Training institution	3	500 - 999	4
Technical consulting, consulting and planning engineers, architects	8	1 000 - 9 999	9
Other private service providers	3	10 000 and more	8
Other state organisations, facilities, authorities	2	Student, not gainfully employed	8
Other	4	<b>Length of stay</b>	<b>%</b>
Student, not gainfully employed	6	1. Length of stay (days):	
<b>Influence on purchasing/ procurement decisions</b>	<b>%</b>	one	89
Decisively	21	two	8
Collectively	32	2. Average length of stay	1,1 days
In an advisory capacity	23	3. Share of visitors on the event's days:	<b>%</b>
No	24	1st day	39
		2nd day	40
		3rd day	36
		4th day	25

Conducted by: Gelszus Messe-Marktforschung GmbH, Dortmund

## CMS - Cleaning . Management . Services, Berlin

<b>Total number of visitors</b>	<b>12 358</b>	<b>Position in the company/organization</b>	<b>%</b>
<b>Proportion of trade visitors</b>	<b>98 %</b>	Entrepreneur, partner, self-employed	30
<b>Region of residence</b>	<b>%</b>	Managing director, board member, head of an authority etc.	10
over 100 km away	78	Senior department head, other employee with managerial responsibility	6
Total Germany:	89	Department head, group head	24
of which		Other salaried staff	13
Baden-Württemberg	10	Other public service	3
Bavaria	7	Skilled worker	4
Berlin	19	Lecturer, teacher, scientific assistant	2
Brandenburg	7	Trainee, student	4
Bremen	1	Other	4
Hamburg	5	<b>Area of responsibility</b>	<b>%</b>
Hesse	5	Management	39
Mecklenburg-West Pomerania	4	Research/development/design	3
Lower Saxony	10	Planning/work preparation	13
North Rhine-Westphalia	11	Manufacture/production	5
Rhineland-Palatinate	4	Production, quality control	7
Saarland	-	Buying/procurement	24
Saxony	6	Finance/accounting, controlling	8
Saxony-Anhalt	5	Administration/organization/personnel/ social welfare/training	16
Schleswig-Holstein	3	Marketing/sales/advertising/PR	11
Thuringia	3	Storage/material management/logistics/ transport	9
Total Foreign:	11	Maintenance/repairs	9
of which	44	Information, communication technology (EDP)	4
Rest of Europe	48	Other	2
Africa	3	Student, not gainfully employed	2
North America	-	<b>Frequency of visits to trade fair</b>	<b>%</b>
South and Central America	-	2000	33
Middle East	3	1999	26
East Asia	2	1998	18
Australia	-	Earlier events	11
		First visit	55
<b>Economic sector</b>	<b>%</b>	<b>Size of company/organization:</b>	<b>%</b>
Industry	11	Number of employees:	
Skilled trades	24	1 - 9	200 - 499
Retail trade	2	10 - 49	500 - 999
Wholesale/foreign trade	8	50 - 99	1 000 - 9 999
Service	39	100 - 199	10 000 and more
Authority/public services	6	Student, not gainfully employed	2
Association/guild/chamber	1	<b>Length of stay</b>	<b>%</b>
School, university, education	1	1. Length of stay (days):	
Other	4	one	68
Student, not gainfully employed	2	two	24
		three	7
<b>Influence on purchasing/ procurement decisions</b>	<b>%</b>	2. Average length of stay	1,4 days
Decisively	36	3. Share of visitors on the event's days:	<b>%</b>
Collectively	38	1st day	31
In an advisory capacity	17	2nd day	37
No	9	3rd day	41

Conducted by: Gelszus Messe-Marktforschung GmbH, Dortmund

## Fruit Logistica, Berlin

<b>Total number of visitors</b>	<b>12 730</b>	<b>Position in the company/organization</b>	<b>%</b>
<b>Proportion of trade visitors</b>	<b>94 %</b>	Entrepreneur, partner, self-employed	36
<b>Region of residence</b>	<b>%</b>	Managing director, board member, head of an authority etc.	21
over 100 km away	90	Senior department head, other employee with managerial responsibility	8
Total Germany:	58	Department head, group head	13
of which		Other salaried staff	10
Baden-Württemberg	11	Other public service	2
Bavaria	9	Skilled worker	1
Berlin	12	Lecturer, teacher, scientific assistant	3
Brandenburg	7	Trainee, student	4
Bremen	1	not gainfully employed	1
Hamburg	6	Other	2
Hesse	8	<b>Area of responsibility</b>	<b>%</b>
Mecklenburg-West Pomerania	3	Management	47
Lower Saxony	11	Research/development/design	9
North Rhine-Westphalia	14	Planning/work preparation	9
Rhineland-Palatinate	5	Manufacture/production	8
Saarland	1	Production, quality control	8
Saxony	6	Buying/procurement	30
Saxony-Anhalt	2	Finance/accounting, controlling	8
Schleswig-Holstein	4	Administration/organization/personnel/ social welfare/training	9
Thuringia	2	Marketing/sales/advertising/PR	27
Total Foreign:	42	Storage/material management/logistics/ transport	11
of which	65	Maintenance/repairs	3
EU	27	Information, communication technology (EDP)	6
Rest of Europe	2	Student, not gainfully employed	3
Africa	2	Other	8
North America	1	<b>Frequency of visits to trade fair</b>	<b>%</b>
South and Central America	1	2000	33
Middle East	2	1999	26
East Asia	-	1998	18
Australia	1	Earlier events	11
		First visit	55
<b>Economic sector</b>	<b>%</b>	<b>Size of company/organization:</b>	<b>%</b>
Fruit and vegetable growers	28	Number of employees:	
Importers, exporters	30	1 - 9	200 - 499
Industry	4	10 - 49	500 - 999
Retail trade (central buying)	6	50 - 99	1 000 - 9 999
Retail trade (distribution)	11	100 - 199	10 000 and more
Own wholesale trade of retail grocery trade	13	Student, not gainfully employed	3
other wholesale trade	11	<b>Length of stay</b>	<b>%</b>
Hotel, catering trade	3	1. Length of stay (days):	
Packaging companies	8	one	51
Freight forwarders, transport companies	5	two	33
Other services	9	three	17
Authority/public services	4	2. Average length of stay	1,7 days
Association, society, institution, organisation	7	3. Share of visitors on the event's days:	<b>%</b>
Research, apprenticeship, training	5	1st day	48
Other	6	2nd day	67
Student, not gainfully employed	3	3rd day	52
<b>Influence on purchasing/ procurement decisions</b>	<b>%</b>		
Decisively	44		
Collectively	31		
In an advisory capacity	13		
No	12		

Conducted by: Gelszus Messe-Marktforschung GmbH, Dortmund

## International Green Week Berlin

<b>Total number of visitors</b>	<b>482 799</b>	<b>Position in the company/organization</b>	<b>%</b>
<b>Proportion of trade visitors</b>	<b>21 %</b>	Entrepreneur, partner, self-employed	18
<b>Region of residence</b>	<b>%</b>	Managing director, board member, head of an authority etc.	4
over 100 km away	54	Senior department head, other employee with managerial responsibility	2
Total Germany:	94	Department head, group head	5
of which		Other salaried staff	13
Baden-Württemberg	2	Other public service	6
Bavaria	4	Skilled worker	5
Berlin	30	Farmer	11
Brandenburg	25	Trainee, student	18
Bremen	-	not gainfully employed	5
Hamburg	1	Other	4
Hesse	2	<b>Area of responsibility</b>	<b>%</b>
Mecklenburg-West Pomerania	7	Management	21
Lower Saxony	7	Research/development/design	6
North Rhine-Westphalia	3	Planning/work preparation	7
Rhineland-Palatinate	2	Manufacture/production	12
Saarland	-	Production, quality control	4
Saxony	7	Buying/procurement	12
Saxony-Anhalt	6	Finance/accounting, controlling	7
Schleswig-Holstein	2	Administration/organization/personnel/ social welfare/training	10
Thuringia	3	Marketing/sales/advertising/PR	10
Total Foreign:	6	Storage/material management/logistics/ transport	4
of which	36	Maintenance/repairs	4
EU	41	Information, communication technology (EDP)	5
Rest of Europe	3	Student, not gainfully employed	15
Africa	7	Other	18
North America	-	<b>Frequency of visits to trade fair</b>	<b>%</b>
South and Central America	-	2000	35
Middle East	5	1999	33
East Asia	7	1998	31
Australia	-	1997	29
		Earlier events	23
<b>Economic sector</b>	<b>%</b>	First visit	32
Agriculture/forestry	20	<b>Size of company/organization:</b>	<b>%</b>
Horticulture, landscape gardening	6	Number of employees:	
Wholesale/foreign trade	4	1 - 9	34
Retail trade	7	10 - 49	17
Catering trade (restaurants, hotels and guest houses)	5	50 - 99	7
Other service company	9	100 - 199	6
Food and luxuries industry	8	Student, not gainfully employed	15
Other industry	3	<b>Length of stay</b>	<b>%</b>
Authorities, public facilities, associations	6	1. Length of stay (days):	
School, technical college, university	5	one	82
Student, not gainfully employed	15	two	11
Other	10	three	3
		four	1
<b>Influence on purchasing/ procurement decisions</b>	<b>%</b>	2. Average length of stay	1,4 days
Decisively	21	3. Share of visitors on the event's days:	<b>%</b>
Collectively	22	1st day	18
In an advisory capacity	18	2nd day	14
No	39	3rd day	14
		4th day	16
		5th day	14
		6th day	14
		7th day	14
		8th day	14
		9th day	13
		10th day	11

Conducted by: Gelszus Messe-Marktforschung GmbH, Dortmund

## IFA - Your world of consumer electronics, Berlin

<b>Total number of visitors</b>	<b>369 211</b>	<b>Position in the company/organization</b>	<b>%</b>
<b>Proportion of trade visitors</b>	<b>36 %</b>	Entrepreneur, partner, self-employed	20
<b>Region of residence</b>	<b>%</b>	Managing director, board member, head of an authority etc.	5
over 100 km away	58	Senior department head, other employee with managerial responsibility	3
Total Germany:	90	Department head, group head	13
of which		Other salaried staff	16
Baden-Württemberg	5	Other public service	4
Bavaria	9	Skilled worker	7
Berlin	36	Lecturer, teacher, scientific assistant	4
Brandenburg	12	Trainee, student	20
Bremen	-	not gainfully employed	3
Hamburg	2	Other	5
Hesse	3	<b>Area of responsibility</b>	<b>%</b>
Mecklenburg-West Pomerania	3	Management	17
Lower Saxony	7	Research/development/design	9
North Rhine-Westphalia	6	Planning/work preparation	8
Rhineland-Palatinate	2	Manufacture/production	6
Saarland	-	Production, quality control	3
Saxony	6	Buying/procurement	10
Saxony-Anhalt	3	Finance/accounting, controlling	4
Schleswig-Holstein	3	Administration/organization/personnel/ social welfare/training	8
Thuringia	2	Marketing/sales/advertising/PR	14
Total Foreign:	10	Storage/material management/logistics/ transport	4
of which	53	Maintenance/repairs	10
EU	30	Information, communication technology (EDP)	21
Rest of Europe	3	Student, not gainfully employed	16
Africa	3	Other	11
North America	1	<b>Frequency of visits to trade fair</b>	<b>%</b>
South and Central America	1	1999	45
Middle East	6	1997	38
East Asia	3	1995	31
Australia	1	Earlier events	28
		First visit	33
<b>Economic sector</b>	<b>%</b>	<b>Size of company/organization:</b>	<b>%</b>
Public authority/administration	15	Number of employees:	
Learned professions	5	1 - 9	24
Radio, television	6	10 - 49	15
Publishing houses/press	3	50 - 99	6
Research/science	2	100 - 199	6
University, institute	3	Student, not gainfully employed	16
Student, not gainfully employed	16	<b>Length of stay</b>	<b>%</b>
Other	5	1. Length of stay (days):	
		one	69
<b>Influence on purchasing/ procurement decisions</b>	<b>%</b>	two	19
Decisively	21	three	7
Collectively	27	2. Average length of stay	1,6 days
In an advisory capacity	18	3. Share of visitors on the event's days:	<b>%</b>
No	34	1st day	14
		2nd day	16
		3rd day	18
		4th day	14
		5th day	20
		6th day	19
		7th day	27
		8th day	14
		9th day	12
		10th day	14

Conducted by: Gelszus Messe-Marktforschung GmbH, Dortmund



## Inter-tabac, Dortmund

<b>Total number of visitors</b>	<b>4 168</b>	<b>Position in the company/organization</b>	<b>%</b>
<b>Proportion of trade visitors</b>	<b>89 %</b>	Entrepreneur, partner, self-employed	59
<b>Region of residence</b>	<b>%</b>	Managing director, board member, head of an authority etc.	11
over 100 km away	61	Senior department head, other employee with managerial responsibility	5
Total Germany:	89	Department head, group head	8
of which		Other salaried staff	9
Baden-Württemberg	6	Other public service	-
Bavaria	7	Skilled worker	1
Berlin	2	Lecturer, teacher, scientific assistant	-
Brandenburg	-	Trainee, student	4
Bremen	3	not gainfully employed	1
Hamburg	2	Other	2
Hesse	5	<b>Area of responsibility</b>	<b>%</b>
Mecklenburg-West Pomerania	4	Management	63
Lower Saxony	9	Research/development/design	6
North Rhine-Westphalia	53	Planning/work preparation	12
Rhineland-Palatinate	3	Manufacture/production	4
Saarland	1	Production, quality control	5
Saxony	1	Buying/procurement	35
Saxony-Anhalt	-	Finance/accounting, controlling	16
Schleswig-Holstein	2	Administration/organization/personnel/ social welfare/training	12
Thuringia	2	Marketing/sales/advertising/PR	20
Total Foreign:	11	Storage/material management/logistics/ transport	14
of which		Maintenance/repairs	4
EU	57	Information, communication technology (EDP)	6
Rest of Europe	33	Other	8
Africa	-	Student, not gainfully employed	2
North America	7	<b>Frequency of visits to trade fair</b>	<b>%</b>
South and Central America	-	2000	50
Middle East	-	1999	42
East Asia	2	1998	33
Australia	-	1997	28
<b>Economic sector</b>	<b>%</b>	Earlier events	20
Wholesale/foreign trade	14	First visit	33
Retail trade	62	<b>Size of company/organization:</b>	<b>%</b>
Skilled trades	3	Number of employees:	
Industry	11	1 - 9	67
Service	5	10 - 49	10
Other	3	50 - 99	5
Student, not gainfully employed	2	100 - 199	4
<b>Influence on purchasing/ procurement decisions</b>	<b>%</b>	200 - 499	499
Decisively	55	500 - 999	3
Collectively	24	1 000 - 9 999	2
In an advisory capacity	12	10 000 and more	2
No	9	Student, not gainfully employed	2
		<b>Length of stay</b>	<b>%</b>
		1. Length of stay (days):	
		one	80
		two	14
		three	6
		2. Average length of stay	1,3 days
		3. Share of visitors on the event's days:	<b>%</b>
		1st day	28
		2nd day	34
		3rd day	65

Conducted by: Gelszus Messe-Marktforschung GmbH, Dortmund

## Trade Fair for interior decoration and design, Dortmund

<b>Total number of visitors</b>	<b>10 314</b>	<b>Position in the company/organization</b>	<b>%</b>
<b>Proportion of trade visitors</b>	<b>96 %</b>	Entrepreneur, partner, self-employed	49
<b>Region of residence</b>	<b>%</b>	Managing director, board member, head of an authority etc.	6
over 100 km away	58	Senior department head, other employee with managerial responsibility	4
Total Germany:	98	Department head, group head	7
of which		Other salaried staff	11
Baden-Württemberg	2	Other public service	-
Bavaria	2	Skilled worker	5
Berlin	2	Lecturer, teacher, scientific assistant	2
Brandenburg	1	Trainee, student	14
Bremen	1	not gainfully employed	-
Hamburg	1	Other	2
Hesse	10	<b>Area of responsibility</b>	<b>%</b>
Mecklenburg-West Pomerania	1	Management	42
Lower Saxony	15	Research/development/design	8
North Rhine-Westphalia	56	Planning/work preparation	27
Rhineland-Palatinate	5	Manufacture/production	43
Saarland	1	Production, quality control	15
Saxony	1	Buying/procurement	36
Saxony-Anhalt	-	Finance/accounting, controlling	18
Schleswig-Holstein	2	Administration/organization/personnel/ social welfare/training	16
Thuringia	1	Marketing/sales/advertising/PR	17
Total Foreign:	2	Storage/material management/logistics/ transport	16
of which		Maintenance/repairs	15
EU	56	Information, communication technology (EDP)	11
Rest of Europe	19	Other	7
Africa	6	Student, not gainfully employed	2
North America	6	<b>Frequency of visits to trade fair</b>	<b>%</b>
South and Central America	-	2000	47
Middle East	-	1999	45
East Asia	13	1998	41
Australia	-	1997	38
<b>Economic sector</b>	<b>%</b>	Earlier events	32
Industry	8	First visit	29
Wholesale/foreign trade	7	<b>Size of company/organization:</b>	<b>%</b>
Retail trade	29	Number of employees:	
Skilled trades	48	1 - 9	66
Service	4	10 - 49	18
Authority/public services	2	50 - 99	4
Other	1	100 - 199	3
Student, not gainfully employed	2	200 - 499	200-
<b>Influence on purchasing/ procurement decisions</b>	<b>%</b>	500 - 999	999
Decisively	39	1 000 - 9 999	1
Collectively	27	10 000 and more	2
In an advisory capacity	16	Student, not gainfully employed	2
No	19	<b>Length of stay</b>	<b>%</b>
		1. Length of stay (days):	
		one	87
		two	10
		three	3
		2. Average length of stay	1,2 days
		3. Share of visitors on the event's days:	<b>%</b>
		1st day	38
		2nd day	39
		3rd day	38

Conducted by: Gelszus Messe-Marktforschung GmbH, Dortmund

## A + A, Düsseldorf

<b>Total number of visitors</b>	<b>48 882</b>	<b>Position in the company/organization</b>	<b>%</b>
<b>Proportion of trade visitors</b>	<b>98 %</b>	Entrepreneur, partner, self-employed	9
<b>Region of residence</b>	<b>%</b>	Managing director, board member, head of an authority etc.	5
over 100 km away	63	Senior department head, other employee with managerial responsibility	4
Total Germany:	85	Department head, group head	23
of which		Other salaried staff	24
Baden-Württemberg	8	Other public service	10
Bavaria	6	Skilled worker	13
Berlin	1	Lecturer, teacher, scientific assistant	2
Brandenburg	-	Trainee, student	4
Bremen	1	Other	6
Hamburg	1	<b>Area of responsibility</b>	<b>%</b>
Hesse	5	Management	12
Mecklenburg-West Pomerania	-	Research/development/design	3
Lower Saxony	7	Planning/work preparation	3
North Rhine-Westphalia	44	Manufacture/production	9
Rhineland-Palatinate	5	Production, quality control	1
Saarland	1	Buying/procurement	7
Saxony	2	Finance/accounting, controlling	-
Saxony-Anhalt	1	Administration/organization/personnel/ social welfare/training	4
Schleswig-Holstein	2	Marketing/sales/advertising/PR	5
Thuringia	1	Storage/material management/logistics/ transport	2
Total Foreign:	16	Maintenance/repairs	5
of which		Occupational/industrial safety in companies/public authorities	31
EU	11	Company physician/medical service, industrial medicine	2
Rest of Europe	2	Works council/personnel committee	8
Africa	4	Other	8
America	1	<b>Frequency of visits to trade fair</b>	<b>%</b>
Asia	2	1999	49
Australia	-	1997	35
<b>Economic sector</b>	<b>%</b>	Earlier events	25
Power industry	7	First visit	35
Disposal management	2	<b>Size of company/organization:</b>	<b>%</b>
Other industry	27	Number of employees:	
Trade	12	1 - 9	9
Skilled trades	4	10 - 49	11
Services/technical management consulting	6	50 - 99	6
Employers' liability insurance association	10	100 - 199	8
Public protection institution	4	200 - 499	200-
Trade supervisory authority	4	500 - 999	16
Public authority	11	1 000 - 9 999	12
University/college/polytechnic	3	10 000 and more	3
Other	14	N/A	9
<b>Influence on purchasing/ procurement decisions</b>	<b>%</b>	<b>Length of stay</b>	<b>%</b>
Decisively	16	1. Length of stay (days):	
Collectively	33	one	62
In an advisory capacity	36	two	20
No	16	three	10
		2. Average length of stay	1,7 days
		3. Share of visitors on the event's days:	<b>%</b>

Conducted by: Walter & Partner, Basel

## BEAUTY International, Düsseldorf

<b>Total number of visitors</b>	<b>52 700</b>	<b>Position in the company/organization</b>	<b>%</b>
<b>Proportion of trade visitors</b>	<b>90 %</b>	Entrepreneur, partner, self-employed	62
<b>Region of residence</b>	<b>%</b>	Managing director, board member, head of an authority etc.	2
over 100 km away	49	Senior department head, other employee with managerial responsibility	1
Total Germany:	94	Department head, group head	3
of which		Other salaried staff	11
Baden-Württemberg	4	Other public service	1
Bavaria	3	Skilled worker	4
Berlin	1	Lecturer, teacher, scientific assistant	1
Brandenburg	-	Trainee, student	8
Bremen	1	Other	10
Hamburg	1	<b>Area of responsibility</b>	<b>%</b>
Hesse	6	Management	43
Mecklenburg-West Pomerania	1	Research/development/design	2
Lower Saxony	7	Planning/work preparation	4
North Rhine-Westphalia	60	Manufacture/production	4
Rhineland-Palatinate	6	Production, quality control	-
Saarland	1	Buying/procurement	10
Saxony	2	Finance/accounting, controlling	2
Saxony-Anhalt	1	Administration/organization/personnel/ social welfare/training	1
Schleswig-Holstein	1	Marketing/sales/advertising/PR	5
Thuringia	1	Storage/material management/logistics/ transport	1
Total Foreign:	6	Maintenance/repairs	1
of which		Other	30
EU	4	<b>Frequency of visits to trade fair</b>	<b>%</b>
Rest of Europe	1	2000	52
Africa	1	1999	44
North America	-	Earlier events	30
South and Central America	-	First visit	27
Asia	1	<b>Size of company/organization:</b>	<b>%</b>
Australia	1	Number of employees:	
<b>Economic sector</b>	<b>%</b>	1 - 9	75
Cosmetic institute	38	10 - 49	8
Nail studio	10	50 - 99	3
Foot care practice	14	100 - 199	1
Massage practice	1	200 - 499	200-
Tanning studios	6	500 - 999	1
Beauty farm, wellness facilities	2	1 000 - 9 999	-
Fitness centres	1	10 000 and more	2
Hairdressing salon	6	N/A	9
Perfumery	3	<b>Length of stay</b>	<b>%</b>
Polytechnics	3	1. Length of stay (days):	
Industry	3	one	75
Trade	1	two	20
Service	3	three	6
Other	8	2. Average length of stay	1,3 days
<b>Influence on purchasing/ procurement decisions</b>	<b>%</b>	3. Share of visitors on the event's days:	<b>%</b>
Decisively	52		
Collectively	23		
In an advisory capacity	17		
No	8		

Conducted by: Walter & Partner, Basel

# Trade Visitors Profile Analyses 2001

## ENVITEC, Düsseldorf

<b>Total number of visitors</b>	<b>20 161</b>	<b>Position in the company/organization</b>	<b>%</b>
<b>Proportion of trade visitors</b>	<b>98 %</b>	Entrepreneur, partner, self-employed	13
<b>Region of residence</b>	<b>%</b>	Managing director, board member, head of an authority etc.	9
over 100 km away	62	Senior department head, other employee with managerial responsibility	8
Total Germany:	77	Department head, group head	25
of which		Other salaried staff	22
Baden-Württemberg	7	Other public service	4
Bavaria	5	Skilled worker	4
Berlin	1	Lecturer, teacher, scientific assistant	2
Brandenburg	2	Trainee, student	8
Bremen	1	Other	4
Hamburg	2	<b>Area of responsibility</b>	<b>%</b>
Hesse	6	Management	23
Mecklenburg-West Pomerania	6	Research/development/design	15
Lower Saxony	8	Planning/work preparation	10
North Rhine-Westphalia	59	Manufacture/production	5
Rhineland-Palatinate	5	Production, quality control	1
Saarland	1	Buying/procurement	1
Saxony	2	Finance/accounting, controlling	3
Saxony-Anhalt	1	Administration/organization/personnel/ social welfare/training	2
Schleswig-Holstein	1	Marketing/sales/advertising/PR	11
Thuringia	2	Storage/material management/logistics/ transport	2
Total Foreign:	23	Maintenance/repairs	5
of which	49	Other	22
EU	21	<b>Frequency of visits to trade fair</b>	<b>%</b>
Rest of Europe	5	1998	30
Africa	2	1995	20
North America	3	Earlier events	13
South and Central America	3	First visit	56
Asia	17	<b>Size of company/organization:</b>	<b>%</b>
Australia	3	Number of employees:	
<b>Economic sector</b>	<b>%</b>	1 - 9	16
Power industry	5	10 - 49	20
Disposal management	12	50 - 99	8
Industry	25	100 - 199	8
Water treatment	12	200 - 499	12
Mining industry	1	500 - 999	8
Skilled trades	1	1 000 - 9 999	17
Trade	6	10 000 and more	6
Service	15		5
Public authority	8		N/A
University/college/polytechnic	8	<b>Length of stay</b>	<b>%</b>
Other	6	1. Length of stay (days):	
<b>Influence on purchasing/ procurement decisions</b>	<b>%</b>	one	75
Decisively	21	two	17
Collectively	37	three	6
In an advisory capacity	24	2. Average length of stay	1,4 days
No	18	3. Share of visitors on the event's days:	<b>%</b>
		1st day	24
		2nd day	24
		3rd day	28
		4th day	24

Conducted by: Walter & Partner, Basel

## INTERKAMA, Düsseldorf

<b>Total number of visitors</b>	<b>41 887</b>	<b>Position in the company/organization</b>	<b>%</b>
<b>Proportion of trade visitors</b>	<b>99 %</b>	Entrepreneur, partner, self-employed	8
<b>Region of residence</b>	<b>%</b>	Managing director, board member, head of an authority etc.	9
over 100 km away	68	Senior department head, other employee with managerial responsibility	6
Total Germany:	69	Department head, group head	30
of which		Other salaried staff	31
Baden-Württemberg	8	Other public service	2
Bavaria	5	Skilled worker	6
Berlin	1	Lecturer, teacher, scientific assistant	2
Brandenburg	1	Trainee, student	3
Bremen	3	Other	3
Hamburg	1	<b>Area of responsibility</b>	<b>%</b>
Hesse	6	Management	15
Mecklenburg-West Pomerania	6	Research/development/design	18
Lower Saxony	4	Planning/work preparation	6
North Rhine-Westphalia	37	Manufacture/production	4
Rhineland-Palatinate	4	Production, quality control	1
Saarland	1	Buying/procurement	4
Saxony	1	Finance/accounting, controlling	-
Saxony-Anhalt	1	Administration/organization/personnel/ social welfare/training	1
Schleswig-Holstein	1	Marketing/sales/advertising/PR	11
Thuringia	-	Storage/material management/logistics/ transport	-
Total Foreign:	31	Maintenance/repairs	10
of which	17	Automation, technical engineering	22
EU	17	IT management	3
Rest of Europe	5	Other	5
Africa	2	<b>Frequency of visits to trade fair</b>	<b>%</b>
North America	1	1999	44
South and Central America	2	1995	30
Asia	4	Earlier events	23
Australia	-	First visit	41
<b>Economic sector</b>	<b>%</b>	<b>Size of company/organization:</b>	<b>%</b>
Power industry	9	Number of employees:	
Public utilities and disposal management	4	1 - 9	8
Electrical engineering/electronics	13	10 - 49	14
Chemical industry/pharmaceutical industry	17	50 - 99	9
Machine and plant construction	7	100 - 199	7
Other industry	24	200 - 499	12
Skilled trades	2	500 - 999	8
Trade	5	1 000 - 9 999	22
Service	12	10 000 and more	19
Public authority	2	<b>Length of stay</b>	<b>%</b>
University/college/polytechnic	4	1. Length of stay (days):	
Other	3	one	64
<b>Influence on purchasing/ procurement decisions</b>	<b>%</b>	two	25
Decisively	20	three	7
Collectively	42	2. Average length of stay	1,5 days
In an advisory capacity	26	3. Share of visitors on the event's days:	<b>%</b>
No	13	1st day	28
		2nd day	28
		3rd day	27
		4th day	18

Conducted by: Walter & Partner, Basel

## K, Düsseldorf

<b>Total number of visitors</b>	<b>227 934</b>	<b>Position in the company/organization</b>	<b>%</b>
<b>Proportion of trade visitors</b>	<b>97 %</b>	Entrepreneur, partner, self-employed	15
<b>Region of residence</b>	<b>%</b>	Managing director, board member, head of an authority etc.	13
over 100 km away	84	Senior department head, other employee with managerial responsibility	11
Total Germany:	48	Department head, group head	24
of which		Other salaried staff	19
Baden-Württemberg	7	Other public service	1
Bavaria	6	Skilled worker	6
Berlin	1	Lecturer, teacher, scientific assistant	2
Brandenburg	-	Trainee, student	6
Bremen	-	Other	3
Hamburg	1	<b>Area of responsibility</b>	<b>%</b>
Hesse	4	Management	23
Mecklenburg-West Pomerania	4	Research/development/design	27
Lower Saxony	4	Planning/work preparation	4
North Rhine-Westphalia	20	Manufacture/production	18
Rhineland-Palatinate	4	Production, quality control	3
Saarland	-	Buying/procurement	5
Saxony	1	Finance/accounting, controlling	9
Saxony-Anhalt	1	Administration/organization/personnel/ social welfare/training	1
Schleswig-Holstein	1	Marketing/sales/advertising/PR	9
Thuringia	1	Storage/material management/logistics/ transport	1
Total Foreign:	52	Maintenance/repairs	3
of which	26	Other	6
EU	26	<b>Frequency of visits to trade fair</b>	<b>%</b>
Rest of Europe	7	1998	45
Africa	3	1995	34
North America	3	Earlier events	25
South and Central America	4	First visit	40
Asia	8	<b>Size of company/organization:</b>	<b>%</b>
Australia	1	Number of employees:	
<b>Economic sector</b>	<b>%</b>	1 - 9	10
Plastic goods manufacturing	25	10 - 49	16
Chemical industry	14	50 - 99	12
Mechanical engineering	10	100 - 199	13
Automobile construction	4	200 - 499	15
Electrical engineering/electronics	4	500 - 999	9
Other industry	16	1 000 - 9 999	14
Skilled trades	3	10 000 and more	8
Trade	11		3
Service	5	<b>Length of stay</b>	<b>%</b>
Public authority	1	1. Length of stay (days):	
University/college/polytechnic	5	one	41
Other	3	two	25
<b>Influence on purchasing/ procurement decisions</b>	<b>%</b>	three	15
Decisively	27	2. Average length of stay	2,4 days
Collectively	34	3. Share of visitors on the event's days:	<b>%</b>
In an advisory capacity	24	1st day	28
No	15	2nd day	28
		3rd day	27
		4th day	18

Conducted by: Walter & Partner, Basel

## MEDICA, Düsseldorf (2000)

<b>Total number of visitors</b>	<b>128 297</b>	<b>Position in the company/organization</b>	<b>%</b>
<b>Proportion of trade visitors</b>	<b>98 %</b>	Entrepreneur, partner, self-employed	20
<b>Region of residence</b>	<b>%</b>	Managing director, board member, head of an authority etc.	10
over 100 km away	67	Senior department head, other employee with managerial responsibility	6
Total Germany:	73	Department head, group head	19
of which		Other salaried staff	17
Baden-Württemberg	9	Other public service	7
Bavaria	7	Skilled worker	3
Berlin	3	Lecturer, teacher, scientific assistant	3
Brandenburg	1	Trainee, student	8
Bremen	2	Other	7
Hamburg	1	<b>Area of responsibility</b>	<b>%</b>
Hesse	7	Management	23
Mecklenburg-West Pomerania	1	Research/development/design	11
Lower Saxony	6	Planning/work preparation	4
North Rhine-Westphalia	52	Manufacture/production	2
Rhineland-Palatinate	6	Production, quality control	2
Saarland	1	Buying/procurement	6
Saxony	1	Finance/accounting, controlling	2
Saxony-Anhalt	1	Administration/organization/personnel/ social welfare/training	5
Schleswig-Holstein	2	Marketing/sales/advertising/PR	12
Thuringia	1	Storage/material management/logistics/ transport	-
Total Foreign:	27	Maintenance/repairs	5
of which	46	Other	28
EU	26	<b>Frequency of visits to trade fair</b>	<b>%</b>
Rest of Europe	20	1999	41
Africa	8	1998	40
North America	6	1997	35
South and Central America	4	Earlier events	28
Asia	15	First visit	33
Australia	2	<b>Size of company/organization:</b>	<b>%</b>
<b>Economic sector</b>	<b>%</b>	Number of employees:	
Practice	13	1 - 9	24
Medical laboratory/institute	6	10 - 49	20
Hospital/clinic	29	50 - 99	7
Rehabilitation facility/nursing home	2	100 - 199	8
Industry	14	200 - 499	12
Medicine and sanitary/medical specialist trade	10	500 - 999	9
Pharmacy	1	1 000 - 9 999	17
Other trade	3	10 000 and more	4
Service	9	<b>Length of stay</b>	<b>%</b>
Public authority	2	1. Length of stay (days):	
University/college/polytechnic	3	one	59
In training	3	two	21
Other	5	three	11
<b>Influence on purchasing/ procurement decisions</b>	<b>%</b>	2. Average length of stay	1,7 Tage
Decisively	28	3. Share of visitors on the event's days:	<b>%</b>
Collectively	33	1st day	28
In an advisory capacity	22	2nd day	28
No	16	3rd day	27
		4th day	18

Conducted by: Walter & Partner, Basel

## Pro Wein, Düsseldorf

<b>Total number of visitors</b>	<b>24 289</b>	<b>Position in the company/organization</b>	<b>%</b>
<b>Proportion of trade visitors</b>	<b>94 %</b>	Entrepreneur, partner, self-employed	51
<b>Region of residence</b>	<b>%</b>	Managing director, board member, head of an authority etc.	9
over 100 km away	73	Senior department head, other employee with managerial responsibility	5
Total Germany:	86	Department head, group head	13
of which		Other salaried staff	8
Baden-Württemberg	10	Other public service	1
Bavaria	7	Skilled worker	3
Berlin	1	Lecturer, teacher, scientific assistant	1
Brandenburg	1	Trainee, student	6
Bremen	1	Other	4
Hamburg	3	<b>Area of responsibility</b>	<b>%</b>
Hesse	8	Management	50
Mecklenburg-West Pomerania	1	Research/development/design	2
Lower Saxony	5	Planning/work preparation	3
North Rhine-Westphalia	30	Manufacture/production	5
Rhineland-Palatinate	15	Production, quality control	1
Saarland	1	Buying/procurement	15
Saxony	1	Finance/accounting, controlling	1
Saxony-Anhalt	1	Administration/organization/personnel/ social welfare/training	1
Schleswig-Holstein	1	Marketing/sales/advertising/PR	12
Thuringia	-	Storage/material management/logistics/ transport	1
Total Foreign:	15	Other	11
of which		<b>Frequency of visits to trade fair</b>	<b>%</b>
EU	11	2000	45
Rest of Europe	2	1999	37
Africa	-	Earlier events	20
North America	1	First visit	40
South and Central America	-	<b>Size of company/organization:</b>	<b>%</b>
Asia	-	Number of employees:	
Australia	-	1 - 9	54
<b>Economic sector</b>	<b>%</b>	10 - 49	21
Wine and spirits trade	21	50 - 99	6
Importers, exporters	9	100 - 199	4
Wholesale trade	13	200 - 499	2
Retail grocery trade	13	500 - 999	4
Catering/hotels	7	1 000 - 9 999	3
Service	18	10 000 and more	4
Viniculture, manufacturing sector, accessories	12		N/A
Trade associations, institutions	2	<b>Length of stay</b>	<b>%</b>
University/college/polytechnic	5	1. Length of stay (days):	
Other	1	one	60
<b>Influence on purchasing/ procurement decisions</b>	<b>%</b>	two	29
Decisively	50	three	12
Collectively	16	2. Average length of stay	1,5 days
In an advisory capacity	25	3. Share of visitors on the event's days:	%
No	9		

Conducted by: Walter & Partner, Basel

## PSI, Düsseldorf

<b>Total number of visitors</b>	<b>8 787</b>	<b>Position in the company/organization</b>	<b>%</b>
<b>Proportion of trade visitors</b>	<b>100 %</b>	Entrepreneur, partner, self-employed	42
<b>Region of residence</b>	<b>%</b>	Managing director, board member, head of an authority etc.	23
over 100 km away	89	Senior department head, other employee with managerial responsibility	5
Total Germany:	35	Department head, group head	10
of which		Other salaried staff	15
Baden-Württemberg	11	Other public service	-
Bavaria	13	Skilled worker	1
Berlin	1	Lecturer, teacher, scientific assistant	-
Brandenburg	1	Trainee, student	2
Bremen	4	not gainfully employed	-
Hamburg	9	Other	2
Hesse	9	<b>Area of responsibility</b>	<b>%</b>
Mecklenburg-West Pomerania	-	Management	49
Lower Saxony	9	Research/development/design	14
North Rhine-Westphalia	35	Planning/work preparation	19
Rhineland-Palatinate	5	Manufacture/production	13
Saarland	1	Production, quality control	9
Saxony	4	Buying/procurement	41
Saxony-Anhalt	-	Finance/accounting, controlling	16
Schleswig-Holstein	3	Administration/organization/personnel/ social welfare/training	12
Thuringia	4	Marketing/sales/advertising/PR	52
Total Foreign:	65	Storage/material management/logistics/ transport	9
of which		Maintenance/repairs	3
EU	65	Information, communication technology (EDP)	8
Rest of Europe	26	Student, not gainfully employed	1
Africa	2	Other	5
North America	3	<b>Frequency of visits to trade fair</b>	<b>%</b>
South and Central America	2	2000	49
Middle East	2	1999	47
East Asia	1	2008	38
Australia	1	1997	33
<b>Economic sector</b>	<b>%</b>	Earlier events	29
Advertising agency	27	First visit	31
Full-service agency	20	<b>Size of company/organization:</b>	<b>%</b>
Importer	11	Number of employees:	
Producer, supplier	11	1 - 9	63
Skilled trades	3	10 - 49	24
Industry	3	50 - 99	5
Wholesale/foreign trade	19	100 - 199	2
Service	4	200 - 499	1
Authority/public services	1	500 - 999	1
Student, not gainfully employed	1	1 000 - 9 999	2
Other	3	10 000 and more	-
<b>Influence on purchasing/ procurement decisions</b>	<b>%</b>	Student, not gainfully employed	1
Decisively	55	<b>Length of stay</b>	<b>%</b>
Collectively	31	1. Length of stay (days):	
In an advisory capacity	10	one	24
No	4	two	33
		three	43
		2. Average length of stay	2,2 days
		3. Share of visitors on the event's days:	%
		1st day	68
		2nd day	85
		3rd day	67

Conducted by: Gelszus Messe-Marktforschung GmbH, Dortmund

## REHA Care, Düsseldorf

<b>Total number of visitors</b>	<b>48 678</b>	<b>Position in the company/organization</b>	<b>%</b>
<b>Proportion of trade visitors</b>	<b>76 %</b>	Entrepreneur, partner, self-employed	12
<b>Region of residence</b>	<b>%</b>	Managing director, board member, head of an authority etc.	6
over 100 km away	59	Senior department head, other employee with managerial responsibility	3
Total Germany:	85	Department head, group head	14
of which		Other salaried staff	20
Baden-Württemberg	5	Other public service	13
Bavaria	4	Skilled worker	8
Berlin	1	Lecturer, teacher, scientific assistant	5
Brandenburg	1	Trainee, student	13
Bremen	1	Other	8
Hamburg	2	<b>Area of responsibility</b>	<b>%</b>
Hesse	6	Management	16
Mecklenburg-West Pomerania	-	Research/development/design	4
Lower Saxony	6	Planning/work preparation	4
North Rhine-Westphalia	50	Manufacture/production	3
Rhineland-Palatinate	5	Production, quality control	1
Saarland	1	Buying/procurement	1
Saxony	1	Finance/accounting, controlling	6
Saxony-Anhalt	1	Administration/organization/personnel/ social welfare/training	13
Schleswig-Holstein	1	Marketing/sales/advertising/PR	5
Thuringia	1	Storage/material management/logistics/ transport	1
Total Foreign:	15	Maintenance/repairs	3
of which		Other	41
EU	12	<b>Frequency of visits to trade fair</b>	<b>%</b>
Rest of Europe	2	2000	38
Africa	-	1999	39
North America	1	Earlier events	47
South and Central America	-	First visit	38
Asia	-	<b>Size of company/organization:</b>	<b>%</b>
Australia	-	Number of employees:	
<b>Economic sector</b>	<b>%</b>	1 - 9	16
Auxiliary materials/supplies industry, other industry	6	10 - 49	24
Orthopaedic trade	10	50 - 99	11
Medicine and sanitary/medical specialist trade	10	100 - 199	11
Hospital/clinic	7	200 - 499	10
Surgery/medical laboratory/institute	2	500 - 999	6
Rehabilitation facility/nursing home	16	1 000 - 9 999	10
Out-patient nursing services	3	10 000 and more	4
Special facility	7		N/A
Authorities, cost carriers	4	<b>Length of stay</b>	<b>%</b>
Organizations for the disabled / transport association for the disabled	4	1. Length of stay (days):	
University/college/polytechnic	5	one	76
Service	7	two	18
Public authority	6	three	4
Other	13	2. Average length of stay	1,3 days
<b>Influence on purchasing/ procurement decisions</b>	<b>%</b>	3. Share of visitors on the event's days:	%
Decisively	22		
Collectively	33		
In an advisory capacity	28		
No	17		

Conducted by: Walter & Partner, Basel

## VisCom, Düsseldorf

<b>Total number of visitors</b>	<b>8 447</b>	<b>Position in the company/organization</b>	<b>%</b>
<b>Proportion of trade visitors</b>	<b>97 %</b>	Entrepreneur, partner, self-employed	51
<b>Region of residence</b>	<b>%</b>	Managing director, board member, head of an authority etc.	14
over 100 km away	71	Senior department head, other employee with managerial responsibility	4
Total Germany:	74	Department head, group head	13
of which		Other salaried staff	7
Baden-Württemberg	7	Other public service	1
Bavaria	6	Skilled worker	1
Berlin	3	Lecturer, teacher, scientific assistant	-
Brandenburg	2	Trainee, student	7
Bremen	1	Other	1
Hamburg	2	<b>Area of responsibility</b>	<b>%</b>
Hesse	5	Management	56
Mecklenburg-West Pomerania	-	Research/development/design	12
Lower Saxony	10	Planning/work preparation	26
North Rhine-Westphalia	47	Manufacture/production	37
Rhineland-Palatinate	7	Production, quality control	13
Saarland	2	Buying/procurement	32
Saxony	4	Finance/accounting, controlling	12
Saxony-Anhalt	1	Administration/organization/personnel/ social welfare/training	10
Schleswig-Holstein	3	Marketing/sales/advertising/PR	37
Thuringia	3	Storage/material management/logistics/ transport	9
Total Foreign:	26	Maintenance/repairs	11
of which		Information, communication technology (EDP)	12
EU	50	Other	8
Rest of Europe	30	Student, not gainfully employed	2
Africa	6	<b>Frequency of visits to trade fair</b>	<b>%</b>
North America	1	1999	30
South and Central America	2	1997	18
Middle East	3	Sign Europe 1995	17
East Asia	7	Earlier events	16
Australia	1	First visit	58
<b>Economic sector</b>	<b>%</b>	<b>Size of company/organization:</b>	<b>%</b>
Industry	23	Number of employees:	
Retail trade	10	1 - 9	57
Skilled trades	22	10 - 49	24
Wholesale/foreign trade	8	50 - 99	6
Banks	1	100 - 199	3
Service	1	200 - 499	2
Authority/public services	2	500 - 999	1
Other	2	1 000 - 9 999	2
Student, not gainfully employed	2	10 000 and more	2
<b>Influence on purchasing/ procurement decisions</b>	<b>%</b>	Student, not gainfully employed	2
Decisively	56	<b>Length of stay</b>	<b>%</b>
Collectively	26	1. Length of stay (days):	
In an advisory capacity	10	one	81
No	8	two	11
		three	8
		2. Average length of stay	1,3 days
		3. Share of visitors on the event's days:	%
		1st day	35
		2nd day	51
		3rd day	41

Conducted by: Gelszus Messe-Marktforschung GmbH, Dortmund

# Trade Visitors Profile Analyses 2001

## Riding, hunting, fishing, Erfurt

<b>Total number of visitors</b>	<b>24 812</b>	<b>Position in the company/organization</b>	<b>%</b>
<b>Proportion of trade visitors</b>	<b>5 %</b>	Entrepreneur, partner, self-employed	54
<b>Region of residence</b>	<b>%</b>	Managing director, board member, head of an authority etc.	-
over 100 km away	24	Senior department head, other employee with managerial responsibility	2
Total Germany:	100	Department head, group head	5
of which		Other salaried staff	15
Baden-Württemberg	3	Other public service	2
Bavaria	-	Skilled worker	5
Berlin	-	Lecturer, teacher, scientific assistant	2
Brandenburg	2	Trainee, student	7
Bremen	-	Other	9
Hamburg	-	<b>Area of responsibility</b>	<b>%</b>
Hesse	5	Management	38
Mecklenburg-West Pomerania	2	Research/development/design	5
Lower Saxony	-	Planning/work preparation	9
North Rhine-Westphalia	3	Manufacture/production	10
Rhineland-Palatinate	-	Production, quality control	4
Saarland	-	Buying/procurement	2
Saxony	2	Finance/accounting, controlling	4
Saxony-Anhalt	5	Administration/organization/personnel/ social welfare/training	4
Schleswig-Holstein	2	Marketing/sales/advertising/PR	16
Thuringia	76	Storage/material management/logistics/ transport	2
Total Foreign:	-	Maintenance/repairs	2
of which		Other	21
EU	-	<b>Frequency of visits to trade fair</b>	<b>%</b>
Rest of Europe	-	2000	76
Africa	-	1999	38
North America	-	Earlier events	-
South and Central America	-	First visit	22
Middle East	-	<b>Size of company/organization:</b>	<b>%</b>
East Asia	-	Number of employees:	
East Asia	-	1 - 9	48
Australia	-	10 - 49	24
		50 - 99	16
		1 000 - 9 999	-
		100 - 199	7
		10 000 and more	2
		<b>Length of stay</b>	<b>%</b>
		1. Length of stay (days):	
		one	62
		two	5
		three	33
		2. Average length of stay	1,7 days
		3. Share of visitors on the event's days:	<b>%</b>
		1st day	33
		2nd day	78
		3rd day	59

Conducted by: Messe Erfurt AG, Erfurt, Erfurt

## ROOF + WALL, Essen

<b>Total number of visitors</b>	<b>40 793</b>	<b>Position in the company/organization</b>	<b>%</b>
<b>Proportion of trade visitors</b>	<b>87 %</b>	Entrepreneur, partner, self-employed	32
<b>Region of residence</b>	<b>%</b>	Managing director, board member, head of an authority etc.	6
over 100 km away	56	Senior department head, other employee with managerial responsibility	3
Total Germany:	91	Department head, group head	7
of which		Other salaried staff	11
Baden-Württemberg	5	Other public service	2
Bavaria	3	Foreman, master craftsman	10
Berlin	-	Skilled worker	11
Brandenburg	1	Lecturer, teacher, scientific assistant	2
Bremen	-	Trainee, student	12
Hamburg	-	not gainfully employed	1
Hesse	6	Other	3
Mecklenburg-West Pomerania	1	<b>Area of responsibility</b>	<b>%</b>
Lower Saxony	10	Management	36
North Rhine-Westphalia	59	Research/development/design	10
Rhineland-Palatinate	7	Planning/work preparation	26
Saarland	1	Manufacture/production	22
Saxony	2	Production, quality control	13
Saxony-Anhalt	1	Buying/procurement	29
Schleswig-Holstein	2	Finance/accounting, controlling	15
Thuringia	3	Administration/organization/personnel/ social welfare/training	12
Total Foreign:	9	Marketing/sales/advertising/PR	16
of which		Storage/material management/logistics/ transport	14
EU	74	Maintenance/repairs	15
Rest of Europe	14	Information, communication technology (EDP)	10
Africa	2	Other	43
North America	1	Student, not gainfully employed	4
South and Central America	3	<b>Frequency of visits to trade fair</b>	<b>%</b>
Middle East	4	Nürnberg 2000	27
East Asia	-	Stuttgart 1999	24
Australia	3	Leipzig 1998	21
		Bremen 1997	25
		Earlier events	33
		First visit	38
		<b>Size of company/organization:</b>	<b>%</b>
		Number of employees:	
		1 - 9	47
		10 - 49	27
		50 - 99	5
		1 000 - 9 999	3
		100 - 199	4
		10 000 and more	2
		Student, not gainfully employed	4
		<b>Length of stay</b>	<b>%</b>
		1. Length of stay (days):	
		one	79
		two	14
		three	4
		four	3
		2. Average length of stay	1,3 days
		3. Share of visitors on the event's days:	<b>%</b>
		1st day	32
		2nd day	34
		3rd day	38
		4th day	28

Conducted by: Gelszus Messe-Marktforschung GmbH, Dortmund

## E - world of energy, Essen

<b>Total number of visitors</b>	<b>5 643</b>	<b>Position in the company/organization</b>	<b>%</b>
<b>Proportion of trade visitors</b>	<b>92 %</b>	Entrepreneur, partner, self-employed	13
<b>Region of residence</b>	<b>%</b>	Managing director, board member, head of an authority etc.	8
over 100 km away	41	Senior department head, other employee with managerial responsibility	8
Total Germany:	89	Department head, group head	25
of which		Other salaried staff	24
Baden-Württemberg	5	Other public service	3
Bavaria	4	Skilled worker	2
Berlin	3	Lecturer, teacher, scientific assistant	3
Brandenburg	-	Trainee, student	9
Bremen	1	not gainfully employed	1
Hamburg	1	Foreman, master craftsman	2
Hesse	5	Other	2
Mecklenburg-West Pomerania	1	<b>Area of responsibility</b>	<b>%</b>
Lower Saxony	4	Management	20
North Rhine-Westphalia	73	Research/development/design	8
Rhineland-Palatinate	2	Planning/work preparation	12
Saarland	-	Manufacture/production	5
Saxony	2	Production, quality control	2
Saxony-Anhalt	-	Buying/procurement	11
Schleswig-Holstein	-	Finance/accounting, controlling	9
Thuringia	-	Administration/organization/personnel/ social welfare/training	5
Total Foreign:	11	Marketing/sales/advertising/PR	29
of which		Storage/material management/logistics/ transport	2
EU	59	Maintenance/repairs	5
Rest of Europe	32	Information, communication technology (EDP)	11
Africa	-	Student, not gainfully employed	9
North America	3	Other	9
South and Central America	2	<b>Frequency of visits to trade fair</b>	<b>%</b>
Middle East	-	2000	8
East Asia	2	First visit	78
East Asia	2	<b>Size of company/organization:</b>	<b>%</b>
Australia	2	Number of employees:	
		1 - 9	16
		10 - 49	12
		50 - 99	7
		1 000 - 9 999	20
		100 - 199	9
		10 000 and more	13
		Student, not gainfully employed	9
		<b>Length of stay</b>	<b>%</b>
		1. Length of stay (days):	
		one	79
		two	15
		three	6
		2. Average length of stay	1,3 days
		3. Share of visitors on the event's days:	<b>%</b>
		1st day	37
		2nd day	45
		3rd day	45

Conducted by: Gelszus Messe-Marktforschung GmbH, Dortmund

## FIBO - World Fair for Fitness and Leisure, Essen

<b>Total number of visitors</b>	<b>57 308</b>	<b>Position in the company/organization</b>	<b>%</b>
<b>Proportion of trade visitors</b>	<b>54 %</b>	Entrepreneur, partner, self-employed	40
<b>Region of residence</b>	<b>%</b>	Managing director, board member, head of an authority etc.	8
over 100 km away	72	Senior department head, other employee with managerial responsibility	2
Total Germany:	80	Department head, group head	9
of which		Other salaried staff	15
Baden-Württemberg	8	Other public service	4
Bavaria	7	Skilled worker	2
Berlin	2	Lecturer, teacher, scientific assistant	3
Brandenburg	2	Trainee, student	11
Bremen	1	not gainfully employed	2
Hamburg	2	Other	5
Hesse	8	<b>Area of responsibility</b>	<b>%</b>
Mecklenburg-West Pomerania	1	Management	36
Lower Saxony	11	Research/development/design	5
North Rhine-Westphalia	43	Planning/work preparation	10
Rhineland-Palatinate	6	Manufacture/production	4
Saarland	1	Production, quality control	2
Saxony	3	Buying/procurement	17
Saxony-Anhalt	2	Finance/accounting, controlling	8
Schleswig-Holstein	3	Administration/organization/personnel/ social welfare/training	13
Thuringia	2	Marketing/sales/advertising/PR	17
Total Foreign:	20	Storage/material management/logistics/ transport	4
of which		Maintenance/repairs	7
EU	75	Information, communication technology (EDP)	5
Rest of Europe	15	Student, not gainfully employed	10
Africa	3	Other	16
North America	3	<b>Frequency of visits to trade fair</b>	<b>%</b>
South and Central America	-	2000	39
Middle East	-	1999	35
East Asia	2	1998	30
East Asia	1	1997	26
Australia	2	Earlier events	18
Australia	1	First visit	33
EU	75	<b>Size of company/organization:</b>	<b>%</b>
		Number of employees:	
		1 - 9	45
		10 - 49	22
		50 - 99	4
		1 000 - 9 999	4
		100 - 199	3
		10 000 and more	4
		Student, not gainfully employed	10
		<b>Length of stay</b>	<b>%</b>
		1. Length of stay (days):	
		one	75
		two	18
		three	4
		four	3
		2. Average length of stay	1,3 days
		3. Share of visitors on the event's days:	<b>%</b>
		1st day	41
		2nd day	47
		3rd day	28
		4th day	19

Conducted by: Gelszus Messe-Marktforschung GmbH, Dortmund



## IFLO, Essen

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

Conducted by: Gelszus Messe-Marktforschung GmbH, Dortmund

## IPM, Essen

<b>Total number of visitors</b>	<b>60 005</b>	<b>Position in the company/organization</b>	<b>%</b>
<b>Proportion of trade visitors</b>	<b>93 %</b>	Entrepreneur, partner, self-employed	38
<b>Region of residence</b>	<b>%</b>	Managing director, board member, head of an authority etc.	6
over 100 km away	75	Senior department head, other employee with managerial responsibility	3
<b>Total Germany:</b>		Department head, group head	8
of which		Other salaried staff	7
Baden-Württemberg	11	Other public service	2
Bavaria	8	Farmer	1
Berlin	2	Foreman, master craftsman	6
Brandenburg	1	Skilled worker	7
Bremen	-	Lecturer, teacher, scientific assistant	2
Hamburg	-	Trainee, student	16
Hesse	7	not gainfully employed	1
Mecklenburg-West Pomerania	1	Other	3
Lower Saxony	13	<b>Area of responsibility</b>	<b>%</b>
North Rhine-Westphalia	42	Management	39
Rhineland-Palatinate	6	Research/development/design	6
Saarland	1	Planning/work preparation	21
Saxony	3	Manufacture/production	31
Saxony-Anhalt	2	Production, quality control	11
Schleswig-Holstein	2	Buying/procurement	35
Thuringia	1	Finance/accounting, controlling	12
<b>Total Foreign:</b>		Administration/organization/personnel/ social welfare/training	14
of which		Marketing/sales/advertising/PR	16
EU	76	Storage/material management/logistics/transport	11
Rest of Europe	18	Maintenance/repairs	9
Africa	-	Information, communication technology (EDP)	7
North America	2	Student, not gainfully employed	6
South and Central America	2	Other	15
Middle East	3	<b>Frequency of visits to trade fair</b>	<b>%</b>
East Asia	3	2000	42
Australia	1	1999	45
<b>Economic sector</b>	<b>%</b>	1998	38
Plant producer	17	1997	33
Wholesale trade	9	Earlier events	24
Seed trade	9	First visit	31
End-sales outlet	14	<b>Size of company/organization:</b>	<b>%</b>
Public authority, municipal garden department	3	Number of employees:	
Horticulture and landscape gardening	7	1 - 9	54
Landscape designer	2	10 - 49	23
Garden centre	7	50 - 99	5
Gardening company	8	100 - 199	4
Florist, specialist retailer	17	200 - 499	2
Full range retailer	1	500 - 999	1
Student, not gainfully employed	6	1 000 - 9 999	3
Other	9	10 000 and more	6
<b>Influence on purchasing/procurement decisions</b>	<b>%</b>	Student, not gainfully employed	6
Decisively	38	<b>Length of stay</b>	<b>%</b>
Collectively	28	1. Length of stay (days):	
In an advisory capacity	15	one	75
No	19	two	20
		three	4
		four	2
		five	1,3 days
		6th day	
		7th day	35
		8th day	31

Conducted by: Gelszus Messe-Marktforschung GmbH, Dortmund

## SCHWEISSEN & SCHNEIDEN, Essen

<b>Total number of visitors</b>	<b>65 268</b>	<b>Position in the company/organization</b>	<b>%</b>
<b>Proportion of trade visitors</b>	<b>98 %</b>	Entrepreneur, partner, self-employed	17
<b>Region of residence</b>	<b>%</b>	Managing director, board member, head of an authority etc.	9
over 100 km away	79	Senior department head, other employee with managerial responsibility	7
<b>Total Germany:</b>		Department head, group head	20
of which		Other salaried staff	14
Baden-Württemberg	10	Other public service	1
Bavaria	6	Skilled worker	8
Berlin	-	Lecturer, teacher, scientific assistant	3
Brandenburg	2	Trainee, student, not gainfully employed	6
Bremen	1	Foreman, master craftsman	11
Hamburg	2	Other	3
Hesse	9	<b>Area of responsibility</b>	<b>%</b>
Mecklenburg-West Pomerania	1	Management	25
Lower Saxony	7	Research/development/design	19
North Rhine-Westphalia	49	Planning/work preparation	19
Rhineland-Palatinate	6	Manufacture/production	33
Saarland	1	Production, quality control	15
Saxony	1	Buying/procurement	16
Saxony-Anhalt	1	Finance/accounting, controlling	4
Schleswig-Holstein	2	Administration/organization/personnel/ social welfare/training	6
Thuringia	2	Marketing/sales/advertising/PR	12
<b>Total Foreign:</b>		Storage/material management/logistics/transport	5
of which		Maintenance/repairs	13
EU	66	Information, communication technology (EDP)	4
Rest of Europe	20	Student, not gainfully employed	7
Africa	2	Other	7
North America	1	<b>Frequency of visits to trade fair</b>	<b>%</b>
South and Central America	3	1997	36
Middle East	2	1993	22
East Asia	4	1989	15
Australia	1	Earlier events	9
<b>Economic sector</b>	<b>%</b>	First visit	49
Energy industry/water supplies/mining	4	<b>Size of company/organization:</b>	<b>%</b>
Chemicals industry/oil processing	5	Number of employees:	
Plastics processing	5	1 - 9	19
Steel, mechanical and automotive engineering	39	10 - 49	22
Iron and non-ferrous metal products	15	50 - 99	10
Electrical engineering/precision engineering/optics	5	100 - 199	11
Building trade	2	200 - 499	12
Retail trade	3	500 - 999	8
Wholesale trade	8	1 000 - 9 999	10
Research	3	10 000 and more	3
Service	7	Student, not gainfully employed	3
Other sectors of industry	8	<b>Length of stay</b>	<b>%</b>
Student, not gainfully employed	3	1. Length of stay (days):	
<b>Influence on purchasing/procurement decisions</b>	<b>%</b>	one	61
Decisively	28	two	25
Collectively	37	three	9
In an advisory capacity	21	four	2
No	14	five	2
		six	1,7 days
		seven	
		8th day	19
		9th day	21
		10th day	21
		11th day	24

Conducted by: Gelszus Messe-Marktforschung GmbH, Dortmund

## Ambiente, Frankfurt/Main

<b>Total number of visitors</b>	<b>153 705</b>	<b>Position in the company/organization</b>	<b>%</b>
<b>Proportion of trade visitors</b>	<b>91 %</b>	Entrepreneur, partner, self-employed	52
<b>Region of residence</b>	<b>%</b>	Managing director, board member, head of an authority etc.	13
over 100 km away	78	Senior department head, other employee with managerial responsibility	4
<b>Total Germany:</b>		Department head, group head	10
of which		Other salaried staff	9
Baden-Württemberg	17	Other public service	1
Bavaria	13	Skilled worker	2
Berlin	2	Lecturer, teacher, scientific assistant	1
Brandenburg	2	Trainee, student	3
Bremen	1	Other	5
Hamburg	2	<b>Area of responsibility</b>	<b>%</b>
Hesse	25	Management	45
Mecklenburg-West Pomerania	1	Research/development/design	6
Lower Saxony	5	Planning/work preparation	3
North Rhine-Westphalia	19	Manufacture/production	5
Rhineland-Palatinate	10	Production, quality control	1
Saarland	1	Buying/procurement	16
Saxony	1	Finance/accounting, controlling	1
Saxony-Anhalt	1	Administration/organization/personnel/ social welfare/training	2
Schleswig-Holstein	1	Marketing/sales/advertising/PR	11
Thuringia	1	Storage/material management/logistics/transport	1
<b>Total Foreign:</b>		Maintenance/repairs	1
of which		Other	10
EU	34	<b>Frequency of visits to trade fair</b>	<b>%</b>
Rest of Europe	47	2000	53
Africa	17	1999	50
North America	4	1998	46
South and Central America	4	1997	27
Asia	19	Earlier events	46
Australia	1	First visit	27
<b>Economic sector</b>	<b>%</b>	<b>Size of company/organization:</b>	<b>%</b>
Retail trade/specialist retail trade	40	Number of employees:	
Hyper/consumer market, self-service department store	1	1 - 9	55
Mail order	2	10 - 49	18
Wholesale trade	3	50 - 99	5
Foreign trade	10	100 - 199	5
Commercial agency	5	200 - 499	5
Skilled trades	7	500 - 999	4
Industry	9	1 000 - 9 999	5
Service	10	10 000 and more	3
University/college/polytechnic	2	<b>Length of stay</b>	<b>%</b>
Public authority	1	1. Length of stay (days):	
Other	8	one	49
<b>Influence on purchasing/procurement decisions</b>	<b>%</b>	two	21
Decisively	55	three	15
Collectively	24	four	8
In an advisory capacity	14	five	8
No	7	six	1,7 days
		seven	
		8th day	19
		9th day	21
		10th day	21
		11th day	24

Conducted by: Walter & Partner, Basel

# Trade Visitors Profile Analyses 2001

## CLEANROOMS EUROPE/Techmed, Frankfurt/Main

<b>Total number of visitors</b>	<b>2 595</b>	<b>Position in the company/organization</b>	<b>%</b>
<b>Proportion of trade visitors</b>	<b>99 %</b>	Entrepreneur, partner, self-employed	9
<b>Region of residence</b>	<b>%</b>	Managing director, board member, head of an authority etc.	7
over 100 km away	61	Senior department head, other employee with managerial responsibility	34
<b>Total Germany:</b>	<b>74</b>	Other public service	1
of which		Skilled worker	1
Baden-Württemberg	25	Lecturer, teacher, scientific assistant	4
Bavaria	10	Trainee, student	1
Berlin	2	Other salaried staff	38
Brandenburg	1	Other	3
Bremen	-	<b>Area of responsibility</b>	<b>%</b>
Hamburg	2	Management	12
Hesse	28	Research/development/design	17
Mecklenburg-West Pomerania	5	Planning/work preparation	15
Lower Saxony	1	Manufacture/production	19
North Rhine-Westphalia	8	Production, quality control	10
Rhineland-Palatinate	4	Buying/procurement	7
Saarland	1	Finance/accounting, controlling	2
Saxony	5	Administration/organization/personnel/social welfare/training	1
Saxony-Anhalt	4	Marketing/sales/advertising/PR	11
Schleswig-Holstein	2	Storage/material management/logistics/transport	1
Thuringia	4	Maintenance/repairs	2
<b>Total Foreign:</b>	<b>26</b>	Other	3
of which		<b>Frequency of visits to trade fair</b>	<b>%</b>
Australia	-	2000	19
EU	79	Earlier events	3
Rest of Europe	8	First visit	78
Africa	-	<b>Size of company/organization:</b>	<b>%</b>
North America	-	Number of employees:	
South and Central America	3	1 - 9	14
Middle East	5	10 - 49	499
East Asia	-	50 - 99	17
		1 000 - 9 999	25
		10 000 and more	5
		<b>Length of stay</b>	<b>%</b>
<b>Economic sector</b>	<b>%</b>	1. Length of stay (days):	
Industry	71	one	77
Retail trade	3	two	17
Service	15	three	6
Wholesale/foreign trade	3	2. Average length of stay	1,3 days
Skilled trades	1	3. Share of visitors on the event's days:	<b>%</b>
Public authority	1	1st day	31
Other	5	2nd day	28
		3rd day	41
		4th day	34
<b>Influence on purchasing/procurement decisions</b>	<b>%</b>		
Decisively	33		
Collectively	31		
In an advisory capacity	29		
No	7		

Conducted by: P. E. Schall GmbH, Frickenhausen

## European Banking Fair, Frankfurt/Main

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

Conducted by: INA Research GmbH, Schenefeld

## International Franchise Exhibition, Frankfurt/Main

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

Conducted by: Gelszus Messe-Marktforschung GmbH, Dortmund

## HEIMTEXTIL, Frankfurt/Main

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

Conducted by: Walter & Partner, Basel

## IFFA/IFFA Delicat, Frankfurt/Main

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

Conducted by: Walter & Partner, Basel

## ISH, Frankfurt/Main

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

Conducted by: Walter & Partner, Basel

## Musikmesse, Frankfurt/Main

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

Conducted by: Walter & Partner, Basel

## PREMIERE, Frankfurt/Main

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

Conducted by: Walter & Partner, Basel

# Trade Visitors Profile Analyses 2001

## Techtextil, Frankfurt/Main

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

Conducted by: Walter & Partner, Basel

## TENDENCE, Frankfurt/Main

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

Conducted by: Walter & Partner, Basel

## EUROBIKE, Friedrichshafen

<b>Total number of visitors</b>	<b>37 057</b>	<b>Position in the company/organization</b>	<b>%</b>
<b>Proportion of trade visitors</b>	<b>62 %</b>	Entrepreneur, partner, self-employed	41
<b>Region of residence</b>	<b>%</b>	Managing director, board member, head of an authority etc.	11
over 100 km away	83	Senior department head, other employee with managerial responsibility	4
<b>Total Germany:</b>	<b>65</b>	Department head, group head	9
of which		Other salaried staff	11
Baden-Württemberg	39	Other public service	1
Bavaria	25	Skilled worker	6
Berlin	1	Lecturer, teacher, scientific assistant	1
Brandenburg	1	Trainee, student	11
Bremen	-	not gainfully employed	2
Hamburg	1	Other	3
Hesse	9	<b>Area of responsibility</b>	<b>%</b>
Mecklenburg-West Pomerania	1	Management	47
Lower Saxony	2	Research/development/design	10
North Rhine-Westphalia	9	Planning/work preparation	12
Rhineland-Palatinate	3	Manufacture/production	9
Saarland	1	Production, quality control	6
Saxony	3	Buying/procurement	35
Saxony-Anhalt	1	Finance/accounting, controlling	14
Schleswig-Holstein	-	Administration/organization/personnel/ social welfare/training	11
Thuringia	-	Marketing/sales/advertising/PR	23
<b>Total Foreign:</b>	<b>35</b>	Storage/material management/logistics/transport	14
of which		Maintenance/repairs	21
EU	48	Information, communication technology (EDP)	7
Rest of Europe	42	Student, not gainfully employed	9
Africa	1	Other	10
North America	4	<b>Frequency of visits to trade fair</b>	<b>%</b>
South and Central America	1	2000	54
Middle East	1	1999	52
East Asia	3	1998	46
Australia	1	Earlier events	40
<b>Economic sector</b>	<b>%</b>	First visit	23
Bicycle trade	57	<b>Size of company/organization:</b>	<b>%</b>
Sports retailer	6	Number of employees:	
Department store/chain store	1	1 - 9	62 200 - 499
Bicycle industry	10	10 - 49	13 500 - 999
Service	6	50 - 99	2 1 000 - 9 999
Administration	1	100 - 199	3 10 000 and more
Student, not gainfully employed	9	Student, not gainfully employed	9
Other	9	<b>Length of stay</b>	<b>%</b>
<b>Influence on purchasing/procurement decisions</b>	<b>%</b>	1. Length of stay (days):	
Decisively	43	one	55
Collectively	27	two	31
In an advisory capacity	13	three	9
No	17	2. Average length of stay	1,7 days
		3. Share of visitors on the event's days:	<b>%</b>
		1st day	49
		2nd day	55
		3rd day	43

Conducted by: Gelszus Messe-Marktforschung GmbH, Dortmund

## Outdoor, Friedrichshafen

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

Conducted by: Gelszus Messe-Marktforschung GmbH, Dortmund

## INTERNORGA, Hamburg

<b>Total number of visitors</b>	<b>110 291</b>	<b>Position in the company/organization</b>	<b>%</b>
<b>Proportion of trade visitors</b>	<b>86 %</b>	Entrepreneur, partner, self-employed	27
<b>Region of residence</b>	<b>%</b>	Managing director, board member, head of an authority etc.	5
over 100 km away	65	Senior department head, other employee with managerial responsibility	2
Total Germany:	96	Department head, group head	15
of which		Other salaried staff	11
Baden-Württemberg	2	Other public service	2
Bavaria	2	Skilled worker	9
Berlin	2	Lecturer, teacher, scientific assistant	1
Brandenburg	3	Trainee, student	26
Bremen	14	Other	3
Hamburg	3	<b>Area of responsibility</b>	<b>%</b>
Hesse	5	Management	26
Mecklenburg-West Pomerania	3	Research/development/design	1
Lower Saxony	31	Planning/work preparation	2
North Rhine-Westphalia	11	Manufacture/production	7
Rhineland-Palatinate	1	Production, quality control	1
Saarland	-	Buying/procurement	4
Saxony	1	Finance/accounting, controlling	1
Saxony-Anhalt	3	Administration/organization/personnel/ social welfare/training	4
Schleswig-Holstein	19	Marketing/sales/advertising/PR	7
Thuringia	1	Storage/material management/logistics/ transport	1
Total Foreign:	4	Maintenance/repairs	1
of which	58	Kitchen	24
Rest of Europe	7	Service sector	21
Africa	13	<b>Frequency of visits to trade fair</b>	<b>%</b>
North America	7	2000	34
South and Central America	3	1999	30
Middle East	3	1998	26
East Asia	6	1997	7
Australia	3	Earlier events	23
<b>Economic sector</b>	<b>%</b>	First visit	44
Hotels/guest house	20	<b>Size of company/organization:</b>	<b>%</b>
Restaurant	26	Number of employees:	
Franchise restaurant	4	1 - 9	200- 499 6
Discotheque, night club, bar	3	10 - 49	34 500- 999 3
Fast food/snack bar	3	50 - 99	12 1 000- 9 999 4
Communal catering/canteen/large-scale caterer	7	100 - 199	8 10 000 and more 3
Catering	5	<b>Length of stay</b>	<b>%</b>
Bakery, confectioners, cafe	11	1. Length of stay (days):	
Food and beverage wholesale and retail trade, retail/marketing chain	4	one	81 four 1
Industry	4	two	15 five -
Planning/architecture/interior furnishings	3	three	3 six 1
Vocational schools and colleges/university	2	2. Average length of stay	1,3 days
Authority/public services	3	3. Share of visitors on the event's days:	<b>%</b>
Other	6	1st day	14 4th day 30
<b>Influence on purchasing/ procurement decisions</b>	<b>%</b>	2nd day	20 5th day 26
Decisively	25	3rd day	21 6th day 16
Collectively	35		
In an advisory capacity	21		
No	18		

Conducted by: PhoneResearch KG, Hamburg

## AGRITECHNICA, Hannover

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

Conducted by: Walter & Partner, Basel

## BILDUNGSMESSE, Hannover

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

Conducted by: GfK, Hamburg, Hamburg

## BIOTECHNICA, Hannover

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

Conducted by: Deutsche Messe AG / ARGEFA, Hannover

# Trade Visitors Profile Analyses 2001

## DOMOTEX, Hannover

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

Conducted by: GFK, Hamburg, Hamburg

## CeBIT, Hannover

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

Conducted by: GFK, Hamburg, Hamburg

## EMO, Hannover

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

Conducted by: GFK, Hamburg, Hamburg

## Hannover Fair, Hannover

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

Conducted by: GFK, Hamburg, Hamburg

## HANNOVER MESSE - Plant Engineering

<b>Total number of visitors</b>	<b>58 315</b>	<b>Position in the company/organization</b>	<b>%</b>
<b>Proportion of trade visitors</b>	<b>95 %</b>	Entrepreneur, partner, self-employed	13
<b>Region of residence</b>	<b>%</b>	Managing director, board member, head of an authority etc.	11
over 100 km away	80	Senior department head, other employee with managerial responsibility	11
Total Germany:	76	Department head, group head	24
of which		Other salaried staff	27
Baden-Württemberg	11	Other public service	-
Bavaria	8	Skilled worker	6
Berlin	2	Lecturer, teacher, scientific assistant	2
Brandenburg	2	Trainee, student	7
Bremen	3	Other	-
Hamburg	3	<b>Area of responsibility</b>	<b>%</b>
Hesse	9	Management	24
Mecklenburg-West Pomerania	1	Research/development/design	24
Lower Saxony	24	Planning/work preparation	13
North Rhine-Westphalia	23	Manufacture/production	17
Rhineland-Palatinate	3	Production, quality control	5
Saarland	1	Buying/procurement	3
Saxony	2	Finance/accounting, controlling	9
Saxony-Anhalt	2	Administration/organization/personnel/ social welfare/training	5
Schleswig-Holstein	4	Marketing/sales/advertising/PR	16
Thuringia	2	Storage/material management/logistics/ transport	4
Total Foreign:	24	Maintenance/repairs	10
of which	49	Other	-
EU	17	<b>Frequency of visits to trade fair</b>	<b>%</b>
Rest of Europe	4	2000	42
Africa	8	1999	49
North America	8	Earlier events	58
South and Central America	4	First visit	25
Middle East	2	<b>Size of company/organization:</b>	<b>%</b>
East Asia	14	Number of employees:	
Australia	2	1 - 9	12
		10 - 49	19
		50 - 99	11
		1 000 - 9 999	14
		100 - 199	13
		10 000 and more	5
		<b>Length of stay</b>	<b>%</b>
		1. Length of stay (days):	
		one	56
		two	23
		three	10
		four	4
		five	2
		six	4
		2. Average length of stay	1,8 days
		3. Share of visitors on the event's days:	<b>%</b>
		1st day	17
		4th day	39
		2nd day	32
		5th day	32
		3rd day	39
		6th day	18
		<b>Influence on purchasing/procurement decisions</b>	<b>%</b>
		Decisively	35
		Collectively	34
		In an advisory capacity	16
		No	11
		N/A	4

Conducted by: GFK, Hamburg

## HANNOVER MESSE - Motion, Drive & Automation

<b>Total number of visitors</b>	<b>109 245</b>	<b>Position in the company/organization</b>	<b>%</b>
<b>Proportion of trade visitors</b>	<b>96 %</b>	Entrepreneur, partner, self-employed	11
<b>Region of residence</b>	<b>%</b>	Managing director, board member, head of an authority etc.	11
over 100 km away	82	Senior department head, other employee with managerial responsibility	10
Total Germany:	68	Department head, group head	25
of which		Other salaried staff	30
Baden-Württemberg	15	Other public service	-
Bavaria	13	Skilled worker	4
Berlin	1	Lecturer, teacher, scientific assistant	2
Brandenburg	2	Trainee, student	7
Bremen	2	<b>Area of responsibility</b>	<b>%</b>
Hamburg	2	Management	21
Hesse	7	Research/development/design	30
Mecklenburg-West Pomerania	1	Planning/work preparation	9
Lower Saxony	21	Manufacture/production	12
North Rhine-Westphalia	23	Production, quality control	4
Rhineland-Palatinate	2	Buying/procurement	9
Saarland	1	Finance/accounting, controlling	2
Saxony	3	Administration/organization/personnel/ social welfare/training	4
Saxony-Anhalt	2	Marketing/sales/advertising/PR	18
Schleswig-Holstein	3	Storage/material management/logistics/ transport	2
Thuringia	2	Maintenance/repairs	7
Total Foreign:	32	<b>Frequency of visits to trade fair</b>	<b>%</b>
of which	52	2000	40
EU	17	1999	50
Rest of Europe	3	Earlier events	55
Africa	8	First visit	26
North America	8	<b>Size of company/organization:</b>	<b>%</b>
South and Central America	4	Number of employees:	
Middle East	3	1 - 9	12
East Asia	11	10 - 49	17
Australia	2	50 - 99	11
		1 000 - 9 999	16
		100 - 199	12
		10 000 and more	5
		<b>Length of stay</b>	<b>%</b>
		1. Length of stay (days):	
		one	54
		two	26
		three	12
		four	4
		five	2
		six	3
		2. Average length of stay	1,8 days
		3. Share of visitors on the event's days:	<b>%</b>
		1st day	19
		4th day	41
		2nd day	34
		5th day	32
		3rd day	40
		6th day	17
		<b>Influence on purchasing/procurement decisions</b>	<b>%</b>
		Decisively	32
		Collectively	36
		In an advisory capacity	17
		No	11
		N/A	4

Conducted by: GFK, Hamburg

## HANNOVER MESSE - Energy

<b>Total number of visitors</b>	<b>71 811</b>	<b>Position in the company/organization</b>	<b>%</b>
<b>Proportion of trade visitors</b>	<b>92 %</b>	Entrepreneur, partner, self-employed	12
<b>Region of residence</b>	<b>%</b>	Managing director, board member, head of an authority etc.	11
over 100 km away	78	Senior department head, other employee with managerial responsibility	10
Total Germany:	73	Department head, group head	22
of which		Other salaried staff	27
Baden-Württemberg	9	Other public service	1
Bavaria	8	Skilled worker	3
Berlin	3	Lecturer, teacher, scientific assistant	5
Brandenburg	3	Trainee, student	10
Bremen	3	<b>Area of responsibility</b>	<b>%</b>
Hamburg	3	Management	21
Hesse	7	Research/development/design	23
Mecklenburg-West Pomerania	1	Planning/work preparation	13
Lower Saxony	27	Manufacture/production	13
North Rhine-Westphalia	21	Production, quality control	5
Rhineland-Palatinate	3	Buying/procurement	7
Saarland	1	Finance/accounting, controlling	4
Saxony	2	Administration/organization/personnel/ social welfare/training	6
Saxony-Anhalt	2	Marketing/sales/advertising/PR	18
Schleswig-Holstein	4	Storage/material management/logistics/ transport	2
Thuringia	4	Maintenance/repairs	9
Total Foreign:	27	Other	-
of which	48	<b>Frequency of visits to trade fair</b>	<b>%</b>
EU	16	2000	42
Rest of Europe	3	1999	45
Africa	3	Earlier events	55
North America	7	First visit	27
South and Central America	4	<b>Size of company/organization:</b>	<b>%</b>
Middle East	6	Number of employees:	
East Asia	13	1 - 9	12
Australia	3	10 - 49	18
		50 - 99	11
		1 000 - 9 999	15
		100 - 199	11
		10 000 and more	5
		<b>Length of stay</b>	<b>%</b>
		1. Length of stay (days):	
		one	59
		two	23
		three	10
		four	3
		five	2
		six	3
		2. Average length of stay	1,8 days
		3. Share of visitors on the event's days:	<b>%</b>
		1st day	17
		4th day	40
		2nd day	32
		5th day	33
		3rd day	37
		6th day	18
		<b>Influence on purchasing/procurement decisions</b>	<b>%</b>
		Decisively	29
		Collectively	33
		In an advisory capacity	18
		No	14
		N/A	6

Conducted by: GFK, Hamburg

## HANNOVER MESSE - Factory Automation

<b>Total number of visitors</b>	<b>183 093</b>	<b>Position in the company/organization</b>	<b>%</b>
<b>Proportion of trade visitors</b>	<b>95 %</b>	Entrepreneur, partner, self-employed	10
<b>Region of residence</b>	<b>%</b>	Managing director, board member, head of an authority etc.	10
over 100 km away	82	Senior department head, other employee with managerial responsibility	9
Total Germany:	72	Department head, group head	22
of which		Other salaried staff	31
Baden-Württemberg	13	Other public service	-
Bavaria	11	Skilled worker	5
Berlin	2	Lecturer, teacher, scientific assistant	2
Brandenburg	2	Trainee, student	9
Bremen	2	<b>Area of responsibility</b>	<b>%</b>
Hamburg	2	Management	19
Hesse	7	Research/development/design	30
Mecklenburg-West Pomerania	1	Planning/work preparation	11
Lower Saxony	23	Manufacture/production	14
North Rhine-Westphalia	22	Production, quality control	4
Rhineland-Palatinate	3	Buying/procurement	7
Saarland	1	Finance/accounting, controlling	2
Saxony	3	Administration/organization/personnel/ social welfare/training	4
Saxony-Anhalt	2	Marketing/sales/advertising/PR	16
Schleswig-Holstein	3	Storage/material management/logistics/ transport	3
Thuringia	2	Maintenance/repairs	7
Total Foreign:	28	Other	-
of which	51	<b>Frequency of visits to trade fair</b>	<b>%</b>
EU	16	2000	44
Rest of Europe	4	1999	58
Africa	4	Earlier events	55
North America	7	First visit	26
South and Central America	4	<b>Size of company/organization:</b>	<b>%</b>
Middle East	3	Number of employees:	
East Asia	13	1 - 9	10
Australia	2	10 - 49	19
		50 - 99	11
		1 000 - 9 999	16
		100 - 199	12
		10 000 and more	5
		<b>Length of stay</b>	<b>%</b>
		1. Length of stay (days):	
		one	58
		two	24
		three	11
		four	3
		five	2
		six	3
		2. Average length of stay	1,8 days
		3. Share of visitors on the event's days:	<b>%</b>
		1st day	19
		4th day	39
		2nd day	33
		5th day	31
		3rd day	38
		6th day	17
		<b>Influence on purchasing/procurement decisions</b>	<b>%</b>
		Decisively	29
		Collectively	36
		In an advisory capacity	18
		No	12
		N/A	5

Conducted by: GFK, Hamburg

# Trade Visitors Profile Analyses 2001

## HANNOVER MESSE - Research + Technology

<b>Total number of visitors</b>	<b>57 296</b>	<b>Position in the company/organization</b>	<b>%</b>
<b>Proportion of trade visitors</b>	<b>91 %</b>	Entrepreneur, partner, self-employed	11
<b>Region of residence</b>	<b>%</b>	Managing director, board member, head of an authority etc.	8
over 100 km away	79	Senior department head, other employee with managerial responsibility	9
Total Germany:	76	Department head, group head	20
of which		Other salaried staff	29
Baden-Württemberg	13	Other public service	1
Bavaria	11	Skilled worker	3
Berlin	3	Lecturer, teacher, scientific assistant	6
Brandenburg	2	Trainee, student	13
Bremen	1	<b>Area of responsibility</b>	<b>%</b>
Hamburg	3	Management	17
Hesse	7	Research/development/design	42
Mecklenburg-West Pomerania	1	Planning/work preparation	9
Lower Saxony	25	Manufacture/production	11
North Rhine-Westphalia	18	Production, quality control	4
Rhineland-Palatinate	3	Buying/procurement	6
Saarland	1	Finance/accounting, controlling	3
Saxony	3	Administration/organization/personnel/ social welfare/training	6
Saxony-Anhalt	1	Marketing/sales/advertising/PR	14
Schleswig-Holstein	4	Storage/material management/logistics/transport	2
Thuringia	2	Maintenance/repairs	2
Total Foreign:	24	Other	2
of which		<b>Frequency of visits to trade fair</b>	<b>%</b>
EU	51	2000	43
Rest of Europe	18	1999	46
Africa	3	Earlier events	56
North America	9	First visit	28
South and Central America	4	<b>Size of company/organization:</b>	<b>%</b>
Middle East	2	Number of employees:	
East Asia	11	1 - 9	11
Australia	2	10 - 49	15
		50 - 99	10
<b>Economic sector</b>	<b>%</b>	1 000 - 9 999	18
Agriculture and forestry, fishery	1	100 - 199	10
Energy	4	10 000 and more	6
Mining industry	1	<b>Length of stay</b>	<b>%</b>
Raw materials and production goods industry	13	1. Length of stay (days):	
Investment goods industry	38	one	58
Consumer goods industry	5	two	24
Foodstuff and luxury industry	5	three	11
Building trade	3	four	3
Trade	3	five	2
Traffic/transport	2	six	3
News transmission, telecommunications	3	<b>Average length of stay</b>	<b>1,8 days</b>
Banking/insurance	1	2. Share of visitors on the event's days:	<b>%</b>
Service	9	1st day	19
Non-profit making organization	1	2nd day	34
Authority/public services	9	3rd day	35
Other	9	4th day	39
		5th day	31
<b>Influence on purchasing/procurement decisions</b>	<b>%</b>	6th day	17
Decisively	27		
Collectively	34		
In an advisory capacity	19		
No	12		
N/A	8		

Conducted by: GFK, Hamburg

## HANNOVER MESSE - Subcon Technology

<b>Total number of visitors</b>	<b>64 936</b>	<b>Position in the company/organization</b>	<b>%</b>
<b>Proportion of trade visitors</b>	<b>95 %</b>	Entrepreneur, partner, self-employed	12
<b>Region of residence</b>	<b>%</b>	Managing director, board member, head of an authority etc.	11
over 100 km away	80	Senior department head, other employee with managerial responsibility	10
Total Germany:	78	Department head, group head	25
of which		Other salaried staff	29
Baden-Württemberg	14	Other public service	-
Bavaria	11	Skilled worker	3
Berlin	2	Lecturer, teacher, scientific assistant	2
Brandenburg	2	Trainee, student	6
Bremen	2	<b>Area of responsibility</b>	<b>%</b>
Hamburg	2	Management	22
Hesse	7	Research/development/design	28
Mecklenburg-West Pomerania	1	Planning/work preparation	10
Lower Saxony	22	Manufacture/production	14
North Rhine-Westphalia	24	Production, quality control	6
Rhineland-Palatinate	3	Buying/procurement	15
Saarland	1	Finance/accounting, controlling	3
Saxony	2	Administration/organization/personnel/ social welfare/training	4
Saxony-Anhalt	1	Marketing/sales/advertising/PR	14
Schleswig-Holstein	4	Storage/material management/logistics/transport	3
Thuringia	2	Maintenance/repairs	4
Total Foreign:	22	Other	1
of which		N/A	2
EU	54	<b>Frequency of visits to trade fair</b>	<b>%</b>
Rest of Europe	18	2000	45
Africa	3	1999	51
North America	7	Earlier events	59
South and Central America	3	First visit	24
Middle East	2	<b>Size of company/organization:</b>	<b>%</b>
East Asia	12	Number of employees:	
Australia	1	1 - 9	11
		10 - 49	17
<b>Economic sector</b>	<b>%</b>	50 - 99	12
Agriculture and forestry, fishery	1	1 000 - 9 999	18
Energy	3	10 000 and more	6
Mining industry	3	<b>Length of stay</b>	<b>%</b>
Raw materials and production goods industry	18	1. Length of stay (days):	
Investment goods industry	44	one	58
Consumer goods industry	6	two	25
Foodstuff and luxury industry	1	three	9
Building trade	6	four	3
Trade	3	five	2
Traffic/transport	1	six	4
News transmission, telecommunications	2	<b>Average length of stay</b>	<b>1,8 days</b>
Banking/insurance	1	2. Share of visitors on the event's days:	<b>%</b>
Service	7	1st day	18
Authority/public services	4	2nd day	34
Other	5	3rd day	39
		4th day	37
<b>Influence on purchasing/procurement decisions</b>	<b>%</b>	5th day	31
Decisively	36	6th day	16
Collectively	36		
In an advisory capacity	10		
No	10		
N/A	3		

Conducted by: GFK, Hamburg

## IKK, Hannover

<b>Total number of visitors</b>	<b>20 461</b>	<b>Position in the company/organization</b>	<b>%</b>
<b>Proportion of trade visitors</b>	<b>99 %</b>	Entrepreneur, partner, self-employed	21
<b>Region of residence</b>	<b>%</b>	Managing director, board member, head of an authority etc.	13
over 100 km away	92	Senior department head, other employee with managerial responsibility	6
Total Germany:	58	Department head, group head	21
of which		Other salaried staff	14
Baden-Württemberg	9	Other public service	1
Bavaria	6	Foreman, master craftsman	7
Berlin	4	Skilled worker	7
Brandenburg	3	Lecturer, teacher, scientific assistant	1
Bremen	1	Trainee, student	5
Hamburg	7	Not gainfully employed	-
Hesse	11	Other	2
Mecklenburg-West Pomerania	1	<b>Area of responsibility</b>	<b>%</b>
Lower Saxony	21	Management	33
North Rhine-Westphalia	18	Research/development/design	33
Rhineland-Palatinate	4	Planning/work preparation	21
Saarland	-	Manufacture/production	26
Saxony	4	Production, quality control	8
Saxony-Anhalt	3	Buying/procurement	22
Schleswig-Holstein	6	Finance/accounting, controlling	7
Thuringia	3	Administration/organization/personnel/ social welfare/training	9
Total Foreign:	42	Marketing/sales/advertising/PR	22
of which		Storage/material management/logistics/transport	7
EU	67	Maintenance/repairs	22
Rest of Europe	19	Other	6
Africa	3	<b>Frequency of visits to trade fair</b>	<b>%</b>
North America	1	Nürnberg 2000	36
South and Central America	1	Essen 1999	38
Middle East	5	Nürnberg 1998	26
East Asia	2	Essen 1997	28
Australia	2	Earlier events	22
		First visit	35
<b>Economic sector</b>	<b>%</b>	<b>Size of company/organization:</b>	<b>%</b>
Refrigeration/air-conditioning specialist company	61	Number of employees:	
Sanitary, heating and air conditioning	7	1 - 9	27
Electrical specialist firms	3	10 - 49	30
Specialist trade	7	50 - 99	9
Plant operator	4	1 000 - 9 999	7
Architects/planning office	6	100 - 199	8
Other	13	10 000 and more	5
<b>Influence on purchasing/procurement decisions</b>	<b>%</b>	<b>Length of stay</b>	<b>%</b>
Decisively	37	1. Length of stay (days):	
Collectively	36	one	64
In an advisory capacity	18	two	26
No	9	three	10
		<b>Average length of stay</b>	<b>1,5 days</b>
		2. Share of visitors on the event's days:	<b>%</b>
		1st day	44
		2nd day	57
		3rd day	46

Conducted by: Gelszus Messe-Marktforschung GmbH, Dortmund

## LIGNA, Hannover

<b>Total number of visitors</b>	<b>114 169</b>	<b>Position in the company/organization</b>	<b>%</b>
<b>Proportion of trade visitors</b>	<b>96 %</b>	Entrepreneur, partner, self-employed	22
<b>Region of residence</b>	<b>%</b>	Managing director, board member, head of an authority etc.	14
over 100 km away	77	Senior department head, other employee with managerial responsibility	7
Total Germany:	63	Department head, group head	21
of which		Other salaried staff	13
Baden-Württemberg	12	Other public service	1
Bavaria	9	Skilled worker	8
Berlin	2	Lecturer, teacher, scientific assistant	3
Brandenburg	7	Trainee, student	9
Bremen	1	Other	1
Hamburg	2	<b>Area of responsibility</b>	<b>%</b>
Hesse	6	Management	34
Mecklenburg-West Pomerania	1	Research/development/design	16
Lower Saxony	28	Planning/work preparation	17
North Rhine-Westphalia	25	Manufacture/production	33
Rhineland-Palatinate	3	Production, quality control	9
Saarland	-	Buying/procurement	12
Saxony	1	Finance/accounting, controlling	6
Saxony-Anhalt	2	Administration/organization/personnel/ social welfare/training	10
Schleswig-Holstein	5	Marketing/sales/advertising/PR	19
Thuringia	2	Storage/material management/logistics/transport	6
Total Foreign:	37	Maintenance/repairs	8
of which		Other	3
EU	48	<b>Frequency of visits to trade fair</b>	<b>%</b>
Rest of Europe	18	1999	54
Africa	3	1997	46
North America	12	Earlier events	42
South and Central America	5	First visit	30
Middle East	2	<b>Size of company/organization:</b>	<b>%</b>
East Asia	8	Number of employees:	
Australia	4	1 - 9	23
		10 - 49	27
<b>Economic sector</b>	<b>%</b>	50 - 99	11
Agriculture and forestry	6	1 000 - 9 999	5
Raw materials and production goods industry	18	10 000 and more	1
Investment goods industry	16	<b>Length of stay</b>	<b>%</b>
Consumer goods industry	19	1. Length of stay (days):	
Building trade	11	one	51
Interior decoration	15	two	25
Trade	11	three	13
Service	5	<b>Average length of stay</b>	<b>1,9 days</b>
Authority/public services	4	2. Share of visitors on the event's days:	<b>%</b>
Other	4	1st day	20
		2nd day	22
<b>Influence on purchasing/procurement decisions</b>	<b>%</b>	3rd day	21
Decisively	40		
Collectively	26		
In an advisory capacity	16		
No	13		
N/A	5		

Conducted by: GFK, Hamburg, Hamburg



## NORDBACK, Hannover

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

Conducted by: Deutsche Messe AG / ARGEFA, Hannover

## INTERGEM, Idar-Oberstein

<b>Total number of visitors</b>	<b>2 400</b>	<b>Position in the company/organization</b>	<b>%</b>
<b>Proportion of trade visitors</b>	<b>100 %</b>	Entrepreneur, partner, self-employed	59
<b>Region of residence</b>	<b>%</b>	Managing director, board member, head of an authority etc.	11
over 100 km away	75	Senior department head, other employee with managerial responsibility	15
Total Germany:	75	Department head, group head	-
of which		Other salaried staff	7
Baden-Württemberg	12	Other public service	3
Bavaria	3	Skilled worker	-
Berlin	1	Lecturer, teacher, scientific assistant	-
Brandenburg	1	Trainee, student	2
Bremen	1	Other	6
Hamburg	1	<b>Area of responsibility</b>	<b>%</b>
Hesse	7	Management	70
Mecklenburg-West Pomerania	-	Research/development/design	11
Lower Saxony	2	Planning/work preparation	-
North Rhine-Westphalia	13	Manufacture/production	-
Rhineland-Palatinate	58	Production, quality control	-
Saarland	3	Buying/procurement	11
Saxony	-	Finance/accounting, controlling	-
Saxony-Anhalt	-	Administration/organization/personnel/ social welfare/training	2
Schleswig-Holstein	-	Marketing/sales/advertising/PR	4
Thuringia	-	Storage/material management/logistics/ transport	-
Total Foreign:	25	Maintenance/repairs	-
of which		Other	6
EU	67	<b>Frequency of visits to trade fair</b>	<b>%</b>
Rest of Europe	14	1999	77
Africa	1	1997	8
North America	9	1996	8
South and Central America	2	1995	7
Middle East	1	Earlier events	7
East Asia	7	First visit	7
Australia	1	<b>Size of company/organization:</b>	<b>%</b>
<b>Economic sector</b>	<b>%</b>	Number of employees:	
Retail trade, jeweller	53	1 - 9	77
Wholesale trade	23	10 - 49	8
Manufacturing	14	50 - 99	8
Department store/chain store	2	100 - 199	3
Designer, designer studio	6	200 - 499	3
Other	3	500 - 999	1
<b>Influence on purchasing/ procurement decisions</b>	<b>%</b>	1 000 - 9 999	1
Decisively	70	10 000 and more	-
Collectively	21	<b>Length of stay</b>	<b>%</b>
In an advisory capacity	6	1. Length of stay (days):	
No	3	one	81
		two	15
		three	2
		2. Average length of stay	1,2 days
		3. Share of visitors on the event's days:	<b>%</b>
		1st day	14
		4th day	13
		2nd day	31
		3rd day	42

Conducted by: Intergem Messe GmbH, Idar-Oberstein

## BodyLife, Karlsruhe

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

Conducted by: Gelszus Messe-Marktforschung GmbH, Dortmund

## HOGAKA, Karlsruhe

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

Conducted by: Gelszus Messe-Marktforschung GmbH, Dortmund

# Trade Visitors Profile Analyses 2001

<b>hortec, Karlsruhe</b>		
<b>Total number of visitors</b>	<b>7 268</b>	<b>Position in the company/organization</b> %
<b>Proportion of trade visitors</b>	<b>90 %</b>	Entrepreneur, partner, self-employed 53
<b>Region of residence</b>	%	Managing director, board member, head of an authority etc. 2
over 100 km away	49	Senior department head, other employee with managerial responsibility 1
Total Germany:	95	Department head, group head 4
of which		Other salaried staff 14
Baden-Württemberg	61	Other public service 3
Bavaria	15	Skilled worker 2
Berlin	-	Lecturer, teacher, scientific assistant 2
Brandenburg	-	Trainee, student 15
Bremen	-	Other 4
Hamburg	-	<b>Area of responsibility</b> %
Hesse	4	Management 65
Mecklenburg-West Pomerania	-	Research/development/design 5
Lower Saxony	1	Planning/work preparation 9
North Rhine-Westphalia	3	Manufacture/production 15
Rhineland-Palatinate	12	Production, quality control 2
Saarland	2	Buying/procurement 4
Saxony	-	Finance/accounting, controlling 3
Saxony-Anhalt	-	Administration/organization/personnel/social welfare/training 8
Schleswig-Holstein	-	Marketing/sales/advertising/PR 3
Thuringia	-	Storage/material management/logistics/transport 1
Total Foreign:	5	Maintenance/repairs 1
of which		Other -
EU	96	<b>Frequency of visits to trade fair</b> %
Rest of Europe	4	1999 39
Africa	-	1997 34
North America	-	1995 27
South and Central America	-	Earlier events 39
Middle East	-	First visit 38
East Asia	-	<b>Size of company/organization:</b> %
Australia	-	Number of employees:
<b>Economic sector</b> %		1 - 9 61 200- 499 2
Vegetable growing	36	10 - 49 25 500- 999 2
Flowers and decorative plants	29	50 - 99 4 1 000- 9 999 1
Horticulture and landscape gardening	6	100 - 199 3 10 000 and more 1
Industry	6	<b>Length of stay</b> %
Public authority/institution	6	1. Length of stay (days):
Other	7	one 10- 0
Graveyard landscaping	3	2. Average length of stay 1,0 days
Trade	5	3. Share of visitors on the event's days: %
Nursery	2	1st day 37
<b>Influence on purchasing/procurement decisions</b> %		2nd day 47
Decisively	59	3rd day 19
Collectively	23	
In an advisory capacity	10	
No	7	

Conducted by: Cobus Karlsruhe, Karlsruhe

<b>domotechnica, Köln</b>		
<b>Total number of visitors</b>	<b>63 832</b>	<b>Position in the company/organization</b> %
<b>Proportion of trade visitors</b>	<b>98 %</b>	Entrepreneur, partner, self-employed 30
<b>Region of residence</b>	%	Managing director, board member, head of an authority etc. 23
over 100 km away	82	Senior department head, other employee with managerial responsibility 9
Total Germany:	57	Department head, group head 16
of which		Other salaried staff 16
Baden-Württemberg	13	Other public service -
Bavaria	15	Skilled worker 1
Berlin	3	Lecturer, teacher, scientific assistant 1
Brandenburg	1	Trainee, student 2
Bremen	1	Other 2
Hamburg	2	<b>Area of responsibility</b> %
Hesse	7	Management 46
Mecklenburg-West Pomerania	-	Research/development/design 15
Lower Saxony	41	Planning/work preparation 2
North Rhine-Westphalia	6	Manufacture/production 4
Rhineland-Palatinate	6	Production, quality control -
Saarland	1	Buying/procurement 7
Saxony	2	Finance/accounting, controlling 1
Saxony-Anhalt	1	Administration/organization/personnel/social welfare/training 1
Schleswig-Holstein	-	Marketing/sales/advertising/PR 19
Thuringia	1	Storage/material management/logistics/transport 1
Total Foreign:	43	Maintenance/repairs 1
of which		Other 3
EU	47	<b>Frequency of visits to trade fair</b> %
Rest of Europe	22	1999 58
Africa	2	1997 49
North America	7	1995 37
South and Central America	5	Earlier events 34
Middle East	5	First visit 34
East Asia	6	<b>Size of company/organization:</b> %
Australia	6	Number of employees:
<b>Economic sector</b> %		1 - 9 31 200- 499 9
Specialist retail trade with workshop	21	10 - 49 23 500- 999 8
Specialist retail trade without workshop	3	50 - 99 7 1 000- 9 999 9
Builders' & DIY/home improvement market	1	100 - 199 7 10 000 and more 6
Specialist market	4	<b>Length of stay</b> %
Department store	1	1. Length of stay (days):
Mail order	1	one 55 four 7
Specialist wholesale, retail trade	6	two 26
Import/export	7	three 12
Wholesale market (C+C etc.)	1	2. Average length of stay 1,7 days
Commercial agent	3	3. Share of visitors on the event's days: %
Industry	36	1st day 48 4th day 11
Skilled trades	5	2nd day 61
Service	7	3rd day 51
Other	4	
<b>Influence on purchasing/procurement decisions</b> %		
Decisively	53	
Collectively	29	
In an advisory capacity	10	
No	8	

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

<b>Anuga, Köln (1999)</b>		
<b>Total number of visitors</b>	<b>183 768</b>	<b>Position in the company/organization</b> %
<b>Proportion of trade visitors</b>	<b>93 %</b>	Entrepreneur, partner, self-employed 36
<b>Region of residence</b>	%	Managing director, board member, head of an authority etc. 13
over 100 km away	70	Senior department head, other employee with managerial responsibility 6
Total Germany:	60	Department head, group head 15
of which		Other salaried staff 16
Baden-Württemberg	5	Other public service 1
Bavaria	6	Skilled worker 2
Berlin	1	Lecturer, teacher, scientific assistant 1
Brandenburg	-	Trainee, student 8
Bremen	1	Other 3
Hamburg	2	<b>Area of responsibility</b> %
Hesse	8	Management 40
Mecklenburg-West Pomerania	-	Research/development/design 6
Lower Saxony	6	Planning/work preparation 2
North Rhine-Westphalia	59	Manufacture/production 7
Rhineland-Palatinate	7	Production, quality control 2
Saarland	1	Buying/procurement 10
Saxony	1	Finance/accounting, controlling 1
Saxony-Anhalt	1	Administration/organization/personnel/social welfare/training 4
Schleswig-Holstein	1	Marketing/sales/advertising/PR 19
Thuringia	1	Storage/material management/logistics/transport 1
Total Foreign:	40	Maintenance/repairs 1
of which		Other 7
EU	60	<b>Frequency of visits to trade fair</b> %
Rest of Europe	18	1997 85
Africa	4	1995 66
North America	4	1993 47
South and Central America	4	1991 37
Middle East	5	<b>Size of company/organization:</b> %
East Asia	3	Number of employees:
Australia	2	1 - 9 25 200- 499 9
<b>Economic sector</b> %		10 - 49 25 500- 999 6
Wholesale trade	18	50 - 99 10 1 000- 9 999 10
Import	7	100 - 199 9 10 000 and more 6
Retail chain/cooperative head office	2	<b>Length of stay</b> %
Retail trade	12	1. Length of stay (days):
Catering	16	one 60 four 4
Communal catering, bulk users	2	two 20 five 2
Skilled trades	2	three 9 six 6
Commercial agent	2	2. Average length of stay 1,9 days
Service	8	3. Share of visitors on the event's days: %
Industry	21	1st day 28 4th day 36
Authority/public services	4	2nd day 33 5th day 32
Other	6	3rd day 36 6th day 20
<b>Influence on purchasing/procurement decisions</b> %		
Decisively	49	
Collectively	25	
In an advisory capacity	11	
No	15	

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

<b>fsb - areal - IRW, Köln (1999)</b>		
<b>Total number of visitors</b>	<b>25 651</b>	<b>Position in the company/organization</b> %
<b>Proportion of trade visitors</b>	<b>97 %</b>	Entrepreneur, partner, self-employed 47
<b>Region of residence</b>	%	Managing director, board member, head of an authority etc. 14
over 100 km away	66	Senior department head, other employee with managerial responsibility 5
Total Germany:	78	Department head, group head 13
of which		Other salaried staff 17
Baden-Württemberg	8	Other public service -
Bavaria	6	Skilled worker 1
Berlin	1	Lecturer, teacher, scientific assistant -
Brandenburg	1	Trainee, student 2
Bremen	1	Other 1
Hamburg	2	<b>Area of responsibility</b> %
Hesse	9	Management 45
Mecklenburg-West Pomerania	1	Research/development/design 4
Lower Saxony	9	Planning/work preparation 4
North Rhine-Westphalia	52	Manufacture/production 3
Rhineland-Palatinate	7	Production, quality control 18
Saarland	1	Buying/procurement 5
Saxony	2	Finance/accounting, controlling -
Saxony-Anhalt	1	Administration/organization/personnel/social welfare/training 8
Schleswig-Holstein	2	Marketing/sales/advertising/PR 5
Thuringia	2	Storage/material management/logistics/transport -
Total Foreign:	22	Maintenance/repairs 5
of which		Other 5
EU	74	<b>Frequency of visits to trade fair</b> %
Rest of Europe	20	1997 48
Africa	-	1995 36
North America	3	1993 25
South and Central America	-	1991 21
Middle East	2	Earlier events -
East Asia	1	First visit 46
Australia	1	<b>Size of company/organization:</b> %
<b>Economic sector</b> %		Number of employees:
Industry	24	1 - 9 30 200- 499 7
Wholesale trade	11	10 - 49 32 500- 999 5
Retail trade	5	50 - 99 11 1 000- 9 999 8
Skilled trades	16	100 - 199 8 10 000 and more -
Service/catering	9	<b>Length of stay</b> %
Self-employed	9	1. Length of stay (days):
Other	2	one 84
<b>Influence on purchasing/procurement decisions</b> %		two 12
Decisively	53	three 4
Collectively	27	2. Average length of stay 1,2 days
In an advisory capacity	13	3. Share of visitors on the event's days: %
No	8	1st day 43
		2nd day 46
		3rd day 33

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

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

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

Conducted by: Walter & Partner, Basel

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

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

Conducted by: Walter & Partner, Basel

## IDS - International Dental Show, Köln (1999)

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

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

## IFMA, Köln (2000)

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

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

# Trade Visitors Profile Analyses 2001

## INTERGEO, Köln

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

Conducted by: Gelszus Messe-Marktforschung GmbH, Dortmund

## INTERZUM, Köln

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

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

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

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

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

## Kind + Jugend – Spring, Köln (2000)

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

Conducted by: Walter & Partner, Basel

## Kind + Jugend – Autumn, Köln (2000)

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

Conducted by: Walter & Partner, Basel

## INTERNATIONAL FURNITURE FAIR, Köln

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

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

## Optica, Köln (2000)

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

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

## SPOGA/GAFA, Köln

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

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

# Trade Visitors Profile Analyses 2001

## BAUFACH, Leipzig

<b>Total number of visitors</b>	<b>49 987</b>	<b>Position in the company/organization</b>	<b>%</b>
<b>Proportion of trade visitors</b>	<b>88 %</b>	Entrepreneur, partner, self-employed	29
<b>Region of residence</b>	<b>%</b>	Managing director, board member, head of an authority etc.	7
over 100 km away	45	Senior department head, other employee with managerial responsibility	4
Total Germany:	92	Department head, group head	11
of which		Other salaried staff	18
Baden-Württemberg	2	Other public service	3
Bavaria	2	Skilled worker	8
Berlin	2	Lecturer, teacher, scientific assistant	3
Brandenburg	6	Trainee, student	11
Bremen	-	Not gainfully employed	2
Hamburg	-	Other	5
Hesse	1	<b>Area of responsibility</b>	<b>%</b>
Mecklenburg-West Pomerania	1	Management	26
Lower Saxony	2	Research/development/design	8
North Rhine-Westphalia	3	Planning/work preparation	25
Rhineland-Palatinate	-	Manufacture/production	14
Saarland	-	Production, quality control	6
Saxony	48	Buying/procurement	15
Saxony-Anhalt	19	Finance/accounting, controlling	6
Schleswig-Holstein	-	Administration/organization/personnel/ social welfare/training	5
Thuringia	12	Marketing/sales/advertising/PR	14
Total Foreign:	8	Storage/material management/logistics/ transport	5
of which		Maintenance/repairs	7
EU	11	Information, communication technology (EDP)	4
Rest of Europe	79	Student, not gainfully employed	9
Africa	2	Other	9
North America	1	<b>Frequency of visits to trade fair</b>	<b>%</b>
South and Central America	2	1999	50
Middle East	1	1997	32
East Asia	3	1995	23
Australia	1	Earlier events	21
		First visit	28
<b>Economic sector</b>	<b>%</b>	<b>Size of company/organization:</b>	<b>%</b>
Construction industry	24	Number of employees:	
Other industry	4	1 - 9	38
Wholesale/foreign trade	3	10 - 49	23
Building materials specialist trade	6	50 - 99	7
Building industry/trades	15	100 - 199	6
other skilled trades	5	200 - 499	5
Architect's, planner's, engineer's office	16	500 - 999	4
Housing companies	1	1 000 - 9 999	4
Project developer	4	10 000 and more	4
Other services	1	Student, not gainfully employed	9
Research/teaching	2	<b>Length of stay</b>	<b>%</b>
Building authorities, authorities, public facilities	3	1. Length of stay (days):	
Other	6	one	88
Student, not gainfully employed	9	two	9
		three	2
<b>Influence on purchasing/procurement decisions</b>	<b>%</b>	four	1
Decisively	30	five	1
Collectively	27	2. Average length of stay	1,2 days
In an advisory capacity	18	3. Share of visitors on the event's days:	
No	25	1st day	27
		2nd day	31
		3rd day	26
		4th day	21
		5th day	13

Conducted by: Gelszus Messe-Marktforschung GmbH, Dortmund

## Leipzig Book Fair, Leipzig

<b>Total number of visitors</b>	<b>67 192</b>	<b>Position in the company/organization</b>	<b>%</b>
<b>Proportion of trade visitors</b>	<b>62 %</b>	Entrepreneur, partner, self-employed	20
<b>Region of residence</b>	<b>%</b>	Managing director, board member, head of an authority etc.	3
over 100 km away	58	Senior department head, other employee with managerial responsibility	2
Total Germany:	96	Department head, group head	7
of which		Other salaried staff	11
Baden-Württemberg	3	Other public service	7
Bavaria	7	Skilled worker	2
Berlin	8	Lecturer, teacher, scientific assistant	13
Brandenburg	4	Trainee, student	25
Bremen	-	Not gainfully employed	4
Hamburg	1	Other	7
Hesse	4	<b>Area of responsibility</b>	<b>%</b>
Mecklenburg-West Pomerania	2	Management	6
Lower Saxony	3	Research/development/design	5
North Rhine-Westphalia	6	Planning/work preparation	1
Rhineland-Palatinate	-	Manufacture/production	4
Saarland	1	Production, quality control	1
Saxony	40	Buying/procurement	12
Saxony-Anhalt	10	Finance/accounting, controlling	5
Schleswig-Holstein	1	Administration/organization/personnel/ social welfare/training	10
Thuringia	8	Marketing/sales/advertising/PR	11
Total Foreign:	4	Storage/material management/logistics/ transport	3
of which		Maintenance/repairs	1
EU	43	Information, communication technology (EDP)	6
Rest of Europe	31	Student, not gainfully employed	22
Africa	-	Other	37
North America	10	<b>Frequency of visits to trade fair</b>	<b>%</b>
South and Central America	5	2000	47
Middle East	2	1999	42
East Asia	7	1998	36
Australia	2	Earlier events	32
		First visit	34
<b>Economic sector</b>	<b>%</b>	<b>Size of company/organization:</b>	<b>%</b>
Industry	3	Number of employees:	
Wholesale/foreign trade	1	1 - 9	33
Retail trade	22	10 - 49	17
Skilled trades	2	50 - 99	6
Service: association, society, club	2	100 - 199	6
IT, EDP, office communication	1	200 - 499	4
Telecommunication	1	500 - 999	3
Publishers, media	14	1 000 - 9 999	5
Other services	14	10 000 and more	4
Student, not gainfully employed	22	Student, not gainfully employed	22
Other	19	<b>Length of stay</b>	<b>%</b>
		1. Length of stay (days):	
<b>Influence on purchasing/procurement decisions</b>	<b>%</b>	one	65
Decisively	20	two	23
Collectively	25	three	7
In an advisory capacity	17	2. Average length of stay	1,5 days
No	37	3. Share of visitors on the event's days:	
		1st day	37
		2nd day	45
		3rd day	40
		4th day	30

Conducted by: Gelszus Messe-Marktforschung GmbH, Dortmund

## CADEAUX - Spring, Leipzig

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

Conducted by: Gelszus Messe-Marktforschung GmbH, Dortmund

## enertec, Leipzig

<b>Total number of visitors</b>	<b>9 570</b>	<b>Position in the company/organization</b>	<b>%</b>
<b>Proportion of trade visitors</b>	<b>95 %</b>	Entrepreneur, partner, self-employed	17
<b>Region of residence</b>	<b>%</b>	Managing director, board member, head of an authority etc.	8
over 100 km away	57	Senior department head, other employee with managerial responsibility	6
Total Germany:	94	Department head, group head	15
of which		Other salaried staff	22
Baden-Württemberg	2	Other public service	6
Bavaria	4	Skilled worker	3
Berlin	6	Lecturer, teacher, scientific assistant	5
Brandenburg	5	Trainee, student	14
Bremen	-	Not gainfully employed	3
Hamburg	-	Other	3
Hesse	2	<b>Area of responsibility</b>	<b>%</b>
Mecklenburg-West Pomerania	1	Management	17
Lower Saxony	5	Research/development/design	13
North Rhine-Westphalia	3	Planning/work preparation	7
Rhineland-Palatinate	-	Manufacture/production	15
Saarland	-	Production, quality control	2
Saxony	49	Buying/procurement	6
Saxony-Anhalt	14	Finance/accounting, controlling	5
Schleswig-Holstein	7	Administration/organization/personnel/ social welfare/training	5
Thuringia	8	Marketing/sales/advertising/PR	14
Total Foreign:	7	Storage/material management/logistics/ transport	2
of which		Maintenance/repairs	8
EU	17	Information, communication technology (EDP)	5
Rest of Europe	51	Student, not gainfully employed	15
Africa	-	Other	39
North America	-	<b>Frequency of visits to trade fair</b>	<b>%</b>
South and Central America	10	2000	10
Middle East	12	1999	10
East Asia	10	1998	6
Australia	-	Earlier events	15
		First visit	15
<b>Economic sector</b>	<b>%</b>	<b>Size of company/organization:</b>	<b>%</b>
Industry	25	Number of employees:	
Skilled trades	6	1 - 9	23
Retail trade	1	10 - 49	19
Wholesale/foreign trade	2	50 - 99	7
Supplying and disposal companies	16	100 - 199	7
Public authority/administration	7	200 - 499	1
Association	1	500 - 999	1
Teaching (polytechnic/university/college)	4	1 000 - 9 999	-
Research and development	5	10 000 and more	3
Other services	13	Student, not gainfully employed	15
Student, not gainfully employed	15	<b>Length of stay</b>	<b>%</b>
Other	5	1. Length of stay (days):	
		one	83
<b>Influence on purchasing/procurement decisions</b>	<b>%</b>	two	14
Decisively	19	three	2
Collectively	29	2. Average length of stay	1,2 days
In an advisory capacity	25	3. Share of visitors on the event's days:	
No	27	1st day	25
		2nd day	37
		3rd day	35
		4th day	23

Conducted by: Gelszus Messe-Marktforschung GmbH, Dortmund

## GÄSTE, Leipzig

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

Conducted by: Gelszus Messe-Marktforschung GmbH, Dortmund

## Leipzig Fashion Fair (Spring), Leipzig

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

Conducted by: HFU Hermann Fuchslocher Unternehmensberatung GmbH, Düsseldorf

## Leipzig Fashion Fair (Autumn), Leipzig

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

Conducted by: HFU Hermann Fuchslocher Unternehmensberatung GmbH, Düsseldorf

## Property Fair, Leipzig (2000)

<b>Total number of visitors</b>	<b>4 823</b>	<b>Position in the company/organization</b>	<b>%</b>
<b>Proportion of trade visitors</b>	<b>51 %</b>	self-employed building contractor	7
<b>Region of residence</b>	<b>%</b>	self-employed architect	2
over 100 km away	25	self-employed civil engineer, technician	3
Total Germany:	98	other self-employed entrepreneur, partner, freelance profession	21
of which		Executive director, executive board member, head of authorities or similar	7
Baden-Württemberg	3	Senior department head, other employee with managerial responsibility	-
Bavaria	2	Department head, group head	8
Berlin	2	Project manager	2
Brandenburg	3	Other salaried staff	12
Bremen	-	Other public service	4
Hamburg	-	Skilled worker	2
Hesse	1	Lecturer, teacher, scientific assistant	1
Mecklenburg-West Pomerania	1	Trainee, student	20
Lower Saxony	1	not gainfully employed	2
North Rhine-Westphalia	2	Other	8
Rhineland-Palatinate	-	<b>Area of responsibility</b>	<b>%</b>
Saarland	-	Management	26
Saxony	68	Research/development/design	2
Saxony-Anhalt	15	Planning/work preparation	11
Schleswig-Holstein	3	Manufacture/production	7
Thuringia	-	Production, quality control	3
Total Foreign:	2	Buying/procurement	5
of which		Finance/accounting, controlling	18
EU	25	Administration/organization/personnel/social welfare/training	-
Rest of Europe	25	Marketing/sales/advertising/PR	28
Africa	-	Storage/material management/logistics/transport	2
North America	-	Maintenance/repairs	6
South and Central America	-	student, not gainfully employed	16
Middle East	-	Other	12
East Asia	-	<b>Frequency of visits to trade fair</b>	<b>%</b>
Australia	50	1999	40
<b>Economic sector</b>	<b>%</b>	1998	27
Wholesale/foreign trade	1	1997	15
Retail trade/building materials trade	2	Earlier events	14
Service provider, construction and housing company, cooperative	5	First visit	43
Development company	13	<b>Size of company/organization:</b>	<b>%</b>
Other services	31	Number of employees:	
Research	2	1 - 9	44
Teaching/university/polytechnic staff	1	10 - 49	15
Authority/public services	4	50 - 99	3
student/not gainfully employed	16	100 - 199	2
Other	11	2000 and more	6
<b>Influence on purchasing/procurement decisions</b>	<b>%</b>	Student, not gainfully employed	16
Decisively	29	<b>Length of stay</b>	<b>%</b>
Collectively	20	1. Length of stay (days):	
In an advisory capacity	17	one	90
No	34	two	7
		three	3
		2. Average length of stay	1,1 Tage
		3. Share of visitors on the event's days:	<b>%</b>
		1st day	29
		2nd day	41
		3rd day	44

Conducted by: Gelszus Messe-Marktforschung GmbH, Dortmund

# Trade Visitors Profile Analyses 2001

## MIDORA, Leipzig (2000)

<b>Total number of visitors</b>	<b>4 391</b>	<b>Position in the company/organization</b>	<b>%</b>
<b>Proportion of trade visitors</b>	<b>87 %</b>	Entrepreneur, partner, self-employed	59
<b>Region of residence</b>	<b>%</b>	Managing director, board member, head of an authority etc.	5
over 100 km away	68	Senior department head, other employee with managerial responsibility	1
Total Germany:	92	Department head, group head	4
of which		Other salaried staff	5
Baden-Württemberg	3	Other public service	1
Bavaria	4	Foreman, master craftsman	7
Berlin	6	Apprentice	4
Brandenburg	7	Skilled worker	2
Bremen	-	Lecturer, teacher, scientific assistant	1
Hamburg	1	Trainee, student	7
Hesse	2	Not gainfully employed	2
Mecklenburg-West Pomerania	6	Other	3
Lower Saxony	4	<b>Area of responsibility</b>	<b>%</b>
North Rhine-Westphalia	6	Management	49
Rhineland-Palatinate	-	Research/development/design	6
Saarland	-	Planning/work preparation	10
Saxony	30	Manufacture/production	18
Saxony-Anhalt	19	Production, quality control	5
Schleswig-Holstein	-	Buying/procurement	36
Thuringia	13	Finance/accounting, controlling	16
Total Foreign:	8	Administration/organization/personnel/ social welfare/training	13
of which		Marketing/sales/advertising/PR	37
EU	7	Storage/material management/logistics/ transport	9
Rest of Europe	86	Maintenance/repairs	9
Africa	3	student, not gainfully employed	5
North America	-	Other	7
South and Central America	-	<b>Frequency of visits to trade fair</b>	<b>%</b>
Middle East	-	1999	44
East Asia	3	1998	42
Australia	-	Earlier events	36
<b>Economic sector</b>	<b>%</b>	First visit	36
Industry	4	<b>Size of company/organization:</b>	<b>%</b>
Skilled trades	35	Number of employees:	
Wholesale/foreign trade	6	1 - 9	82
Retail trade	41	10 - 49	6
Trade representative	1	50 - 99	1
Services:IT, EDP	1	100 - 199	2
Other services	3	200 - 499	1
Other	3	500 - 999	1
student/not gainfully employed	5	1 000 - 9 999	1
<b>Influence on purchasing/ procurement decisions</b>	<b>%</b>	10 000 and more	1
Decisively	49	Student, not gainfully employed	5
Collectively	32	<b>Length of stay</b>	<b>%</b>
In an advisory capacity	10	1. Length of stay (days):	
No	10	one	82
		two	14
		three	4
		2. Average length of stay	1,2 Tage
		3. Share of visitors on the event's days:	<b>%</b>
		1st day	21
		2nd day	43
		3rd day	57

Conducted by: Gelszus Messe-Marktforschung GmbH, Dortmund

## Pflegemesse - Hospital and Home Care, Leipzig

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

Conducted by: Gelszus Messe-Marktforschung GmbH, Dortmund

## Terra Tec, Leipzig

<b>Total number of visitors</b>	<b>12 585</b>	<b>Position in the company/organization</b>	<b>%</b>
<b>Proportion of trade visitors</b>	<b>96 %</b>	Entrepreneur, partner, self-employed	18
<b>Region of residence</b>	<b>%</b>	Managing director, board member, head of an authority etc.	9
over 100 km away	50	Senior department head, other employee with managerial responsibility	4
Total Germany:	95	Department head, group head	19
of which		Other salaried staff	22
Baden-Württemberg	3	Other public service	6
Bavaria	4	Skilled worker	3
Berlin	4	Lecturer, teacher, scientific assistant	4
Brandenburg	6	Trainee, student	11
Bremen	1	Not gainfully employed	1
Hamburg	1	Other	2
Hesse	2	<b>Area of responsibility</b>	<b>%</b>
Mecklenburg-West Pomerania	-	Management	18
Lower Saxony	3	Research/development/design	17
North Rhine-Westphalia	3	Planning/work preparation	14
Rhineland-Palatinate	-	Manufacture/production	17
Saarland	1	Production, quality control	4
Saxony	47	Buying/procurement	6
Saxony-Anhalt	19	Finance/accounting, controlling	4
Schleswig-Holstein	1	Administration/organization/personnel/ social welfare/training	6
Thuringia	9	Marketing/sales/advertising/PR	10
Total Foreign:	5	Storage/material management/logistics/ transport	2
of which		Maintenance/repairs	8
EU	15	Information, communication technology (EDP)	5
Rest of Europe	56	Student, not gainfully employed	11
Africa	7	Other	40
North America	-	<b>Frequency of visits to trade fair</b>	<b>%</b>
South and Central America	-	1999	34
Middle East	7	1997	25
East Asia	15	1995	12
Australia	-	Earlier events	16
<b>Economic sector</b>	<b>%</b>	First visit	48
Industry	27	<b>Size of company/organization:</b>	<b>%</b>
Skilled trades	4	Number of employees:	
Retail trade	1	1 - 9	26
Wholesale/foreign trade	3	10 - 49	18
Supplying and disposal companies	18	50 - 99	8
Public authority/administration	8	100 - 199	9
Association	2	200 - 499	10
Teaching (polytechnic/university/college)	2	500 - 999	6
Research and development	4	1 000 - 9 999	7
Other services	12	10 000 and more	4
Student, not gainfully employed	11	Student, not gainfully employed	11
Other	5	<b>Length of stay</b>	<b>%</b>
<b>Influence on purchasing/ procurement decisions</b>	<b>%</b>	1. Length of stay (days):	
Decisively	23	one	91
Collectively	31	two	7
In an advisory capacity	22	three	1
No	25	2. Average length of stay	1,1 days
		3. Share of visitors on the event's days:	<b>%</b>
		1st day	23
		2nd day	29
		3rd day	34
		4th day	25

Conducted by: Gelszus Messe-Marktforschung GmbH, Dortmund

## BAU, München

<b>Total number of visitors</b>	<b>196 046</b>	<b>Position in the company/organization</b>	<b>%</b>
<b>Proportion of trade visitors</b>	<b>97 %</b>	Entrepreneur, partner, self-employed	36
<b>Region of residence</b>	<b>%</b>	Managing director, board member, head of an authority etc.	10
over 100 km away	77	Senior department head, other employee with managerial responsibility	5
Total Germany:	84	Department head, group head	12
of which		Other salaried staff	17
Baden-Württemberg	20	Other public service	2
Bavaria	52	Foreman	8
Berlin	1	Skilled worker/apprentice	6
Brandenburg	2	Lecturer, teacher, scientific assistant	1
Bremen	1	Trainee, student, not gainfully employed	8
Hamburg	-	Other	4
Hesse	5	<b>Area of responsibility</b>	<b>%</b>
Mecklenburg-West Pomerania	-	Management	34
Lower Saxony	2	Research/development/design	7
North Rhine-Westphalia	8	Planning/work preparation	26
Rhineland-Palatinate	3	Manufacture/production	20
Saarland	1	Production, quality control	6
Saxony	3	Buying/procurement	22
Saxony-Anhalt	1	Finance/accounting, controlling	7
Schleswig-Holstein	1	Administration/organization/personnel/ social welfare/training	6
Thuringia	2	Marketing/sales/advertising/PR	24
Total Foreign:	16	Storage/material management/logistics/ transport	5
of which		Maintenance/repairs	4
EU	67	Other	3
Rest of Europe	23	<b>Frequency of visits to trade fair</b>	<b>%</b>
Africa	2	1999	56
North America	1	1997	36
South and Central America	2	1995	24
Middle East	3	Earlier events	13
East Asia	4	First visit	31
Australia	-	<b>Size of company/organization:</b>	<b>%</b>
<b>Economic sector</b>	<b>%</b>	Number of employees:	
Construction industry	39	1 - 9	32
Architect, architect's office	12	10 - 49	26
Civil engineer/planning offices	6	50 - 99	11
Building materials trade	12	100 - 199	7
Other trade	4	200 - 499	6
Other skilled trades	5	500 - 999	4
Building materials manufacturer	6	1 000 - 9 999	7
Service	4	10 000 and more	2
Building owner	2	Student, not gainfully employed	5
Other processing industry	2	<b>Length of stay</b>	<b>%</b>
Authority/public services	2	1. Length of stay (days):	
Student, not gainfully employed	5	one	69
<b>Influence on purchasing/ procurement decisions</b>	<b>%</b>	two	20
Decisively	44	three	8
Collectively	27	2. Average length of stay	1,5 days
In an advisory capacity	9	3. Share of visitors on the event's days:	<b>%</b>
No	14	1st day	19
		2nd day	27
		3rd day	33
		4th day	32
		5th day	25
		6th day	13

Conducted by: Infratest Burke, München





# Trade Visitors Profile Analyses 2001

## I.H.M., München

<b>Total number of visitors</b>	<b>191 702</b>	<b>Position in the company/organization</b>	<b>%</b>
<b>Proportion of trade visitors</b>	<b>66 %</b>	Entrepreneur, partner, self-employed	34
<b>Region of residence</b>	<b>%</b>	Managing director, board member, head of an authority etc.	7
over 100 km away	46	Senior department head, other employee with managerial responsibility	2
Total Germany:	96	Department head, group head	9
of which		Other salaried staff	12
Baden-Württemberg	9	Other public service	6
Bavaria	85	Foreman, master craftsman	20
Berlin	1	Skilled worker	13
Brandenburg	1	Lecturer, teacher, scientific assistant	3
Bremen	1	Trainee, student	12
Hamburg	1	Other	4
Hesse	1	<b>Area of responsibility</b>	<b>%</b>
Mecklenburg-West Pomerania	1	Management	29
Lower Saxony	1	Research/development/design	8
North Rhine-Westphalia	1	Planning/work preparation	13
Rhineland-Palatinate	1	Manufacture/production	25
Saarland	1	Production, quality control	8
Saxony	1	Buying/procurement	17
Saxony-Anhalt	1	Finance/accounting, controlling	8
Schleswig-Holstein	1	Administration/organization/personnel/ social welfare/training	11
Thuringia	1	Marketing/sales/advertising/PR	12
Total Foreign:	4	Storage/material management/logistics/ transport	9
of which		Other	13
EU	48	Student, not gainfully employed	5
Rest of Europe	45	Maintenance/repairs	17
Africa	1	<b>Frequency of visits to trade fair</b>	<b>%</b>
North America	1	2000	57
South and Central America	1	1999	54
Middle East	1	1998	46
East Asia	3	Earlier events	34
Australia	1	First visit	18
<b>Economic sector</b>	<b>%</b>	<b>Size of company/organization:</b>	<b>%</b>
Skilled trades	61	Number of employees:	
Industry	13	1 - 9	37
Service sector	13	10 - 49	23
Retail and wholesale trade	2	50 - 99	5
Public authority	2	1 000 - 9 999	6
Other	3	10 000 and more	4
Student, not gainfully employed	5	Student, not gainfully employed	N/A
<b>Influence on purchasing/ procurement decisions</b>	<b>%</b>	<b>Length of stay</b>	<b>%</b>
Decisively	42	1. Length of stay (days):	
Collectively	24	one	90
In an advisory capacity	13	two	7
No	16	three	2
Student, not gainfully employed	5	four	1
		five	1
		six	1
		seven	1
		2. Average length of stay	1,3 days
		3. Share of visitors on the event's days:	%
		1st day	11
		2nd day	14
		3rd day	19
		4th day	24
		5th day	17
		6th day	19
		7th day	12

Conducted by: Walter & Partner, Basel

## Inhorgenta, München

<b>Total number of visitors</b>	<b>31 141</b>	<b>Position in the company/organization</b>	<b>%</b>
<b>Proportion of trade visitors</b>	<b>100 %</b>	Entrepreneur, partner, self-employed	57
<b>Region of residence</b>	<b>%</b>	Managing director, board member, head of an authority etc.	14
over 100 km away	79	Senior department head, other employee with managerial responsibility	5
Total Germany:	75	Department head, group head	6
of which		Other salaried staff	6
Baden-Württemberg	18	Other public service	1
Bavaria	41	Skilled worker, journeyman	4
Berlin	4	Lecturer, teacher, scientific assistant	1
Brandenburg	-	Trainee, student, not employed	4
Bremen	1	Foreman, master craftsman	24
Hamburg	1	Other	2
Hesse	7	<b>Area of responsibility</b>	<b>%</b>
Mecklenburg-West Pomerania	1	Management	49
Lower Saxony	5	Research/development/design	6
North Rhine-Westphalia	12	Planning/work preparation	15
Rhineland-Palatinate	6	Manufacture/production	23
Saarland	1	Production, quality control	10
Saxony	2	Buying/procurement	41
Saxony-Anhalt	2	Finance/accounting, controlling	15
Schleswig-Holstein	3	Administration/organization/personnel/ social welfare/training	13
Thuringia	-	Marketing/sales/advertising/PR	27
Total Foreign:	2	Storage/material management/logistics/ transport	10
of which		Maintenance/repairs	7
EU	65	Sales	36
Rest of Europe	30	Produktentwicklung/-design	17
Africa	-	Student, not gainfully employed	2
North America	-	Other	2
South and Central America	-	<b>Frequency of visits to trade fair</b>	<b>%</b>
Middle East	-	2000	49
East Asia	3	1999	45
Australia	2	1998	38
<b>Economic sector</b>	<b>%</b>	Earlier events	30
Specialist retail trade in watches, jewellery etc.	53	First visit	31
Other retail	2	<b>Size of company/organization:</b>	<b>%</b>
Department store	7	Number of employees:	
Wholesale/export trade in watches, jewellery etc.	1	1 - 9	73
other wholesale trade	1	10 - 49	14
Trade representative	20	50 - 99	4
Gold/silversmith without retail outlet	2	1 000 - 9 999	1
Watchmaker without retail outlet	3	10 000 and more	2
Producer	5	Student, not gainfully employed	N/A
Sypplying company belonging to the sector	1	<b>Length of stay</b>	<b>%</b>
Polytechnics	1	1. Length of stay (days):	
Designer	1	one	60
Gallery	1	two	5
Mail order	1	three	2
TV and internet-shopping	1	four	5
Association	1	2. Average length of stay	1,6 days
Student, not gainfully employed	2	3. Share of visitors on the event's days:	%
Other	4	1st day	36
<b>Influence on purchasing/ procurement decisions</b>	<b>%</b>	2nd day	53
Decisively	51	3rd day	53
Collectively	20	4th day	21
In an advisory capacity	10		
No	7		

Conducted by: NFO Infratest, München

## ISPO - Winter, München

<b>Total number of visitors</b>	<b>52 667</b>	<b>Position in the company/organization</b>	<b>%</b>
<b>Proportion of trade visitors</b>	<b>100 %</b>	Entrepreneur, partner, self-employed	33
<b>Region of residence</b>	<b>%</b>	Managing director, board member, head of an authority etc.	18
over 100 km away	85	Senior department head, other employee with managerial responsibility	10
Total Germany:	40	Department head, group head	20
of which		Other salaried staff	11
Baden-Württemberg	17	Other public service	1
Bavaria	49	Skilled worker	3
Berlin	1	Lecturer, teacher, scientific assistant	1
Brandenburg	1	Trainee, student, not gainfully employed	8
Bremen	1	Other	2
Hamburg	2	<b>Area of responsibility</b>	<b>%</b>
Hesse	6	Management	34
Mecklenburg-West Pomerania	-	Research/development/design	5
Lower Saxony	2	Planning/work preparation	6
North Rhine-Westphalia	10	Manufacture/production	5
Rhineland-Palatinate	5	Production, quality control	2
Saarland	3	Buying/procurement	34
Saxony	-	Finance/accounting, controlling	6
Saxony-Anhalt	1	Administration/organization/personnel/ social welfare/training	5
Schleswig-Holstein	1	Marketing/sales/advertising/PR	23
Thuringia	1	Storage/material management/logistics/ transport	3
Total Foreign:	60	Maintenance/repairs	4
of which		Sales	34
EU	58	Fashion/product design	7
Rest of Europe	27	Student, not gainfully employed	5
Africa	-	Other	3
North America	5	<b>Frequency of visits to trade fair</b>	<b>%</b>
South and Central America	1	***isipo Winter*** 2000	51
Middle East	1	***isipo Winter*** 1999	30
East Asia	6	Earlier events	15
Australia	2	First visit	26
<b>Economic sector</b>	<b>%</b>	<b>Size of company/organization:</b>	<b>%</b>
Sport specialist retail trade	59	Number of employees:	
Clothing retail trade	2	1 - 9	41
Shoe retail trade	3	10 - 49	30
Department store, chain store	3	50 - 99	6
Mail order business, TV/Internet-shopping	3	1 000 - 9 999	1
Import and export of sporting goods	3	10 000 and more	1
Trade representative	3	Student, not gainfully employed	N/A
Sports studio, fitness studio	1	<b>Length of stay</b>	<b>%</b>
Designer	2	1. Length of stay (days):	
Producer	5	one	49
Supplier	2	two	23
Other retail	1	three	15
Marketing agency	1	2. Average length of stay	1,9 days
Student, not gainfully employed	5	3. Share of visitors on the event's days:	%
Other	3	1st day	59
<b>Influence on purchasing/ procurement decisions</b>	<b>%</b>	2nd day	58
Decisively	43	3rd day	46
Collectively	32		
In an advisory capacity	16		
No	4		

Conducted by: NFO Infratest, München

## ISPO - Summer, München

<b>Total number of visitors</b>	<b>38 525</b>	<b>Position in the company/organization</b>	<b>%</b>
<b>Proportion of trade visitors</b>	<b>100 %</b>	Entrepreneur, partner, self-employed	20
<b>Region of residence</b>	<b>%</b>	Managing director, board member, head of an authority etc.	19
over 100 km away	85	Senior department head, other employee with managerial responsibility	7
Total Germany:	47	Department head, group head	9
of which		Other salaried staff	25
Baden-Württemberg	18	Other public service	1
Bavaria	48	Skilled worker	3
Berlin	1	Lecturer, teacher, scientific assistant	2
Brandenburg	1	Trainee, student, not gainfully employed	11
Bremen	2	Other	9
Hamburg	2	<b>Area of responsibility</b>	<b>%</b>
Hesse	7	Management	21
Mecklenburg-West Pomerania	-	Research/development/design	8
Lower Saxony	5	Planning/work preparation	4
North Rhine-Westphalia	9	Manufacture/production	8
Rhineland-Palatinate	2	Production, quality control	2
Saarland	1	Buying/procurement	39
Saxony	2	Finance/accounting, controlling	4
Saxony-Anhalt	2	Administration/organization/personnel/ social welfare/training	6
Schleswig-Holstein	1	Marketing/sales/advertising/PR	26
Thuringia	2	Storage/material management/logistics/ transport	3
Total Foreign:	53	Maintenance/repairs	1
of which		Sales	26
EU	54	Fashion/product design	9
Rest of Europe	27	Student, not gainfully employed	5
Africa	-	Other	6
North America	5	<b>Frequency of visits to trade fair</b>	<b>%</b>
South and Central America	1	***isipo Sommer*** 2000	41
Middle East	3	***isipo Sommer*** 1999	29
East Asia	8	Earlier events	16
Australia	1	First visit	31
<b>Economic sector</b>	<b>%</b>	<b>Size of company/organization:</b>	<b>%</b>
Sport specialist retail trade	22	Number of employees:	
Clothing retail trade	8	1 - 9	31
Shoe retail trade	5	10 - 49	25
Department store, chain store	3	50 - 99	8
Mail order business, TV/Internet-shopping	3	1 000 - 9 999	7
Import and export of sporting goods	13	10 000 and more	3
Trade representative	2	Student, not gainfully employed	N/A
Sports studio, fitness studio	2	<b>Length of stay</b>	<b>%</b>
Designer	4	1. Length of stay (days):	
Producer	15	one	53
Supplier	5	two	26
Other retail	5	three	11
Marketing agency	2	2. Average length of stay	1,8 days
Student, not gainfully employed	5	3. Share of visitors on the event's days:	%
Other	4	1st day	40
<b>Influence on purchasing/ procurement decisions</b>	<b>%</b>	2nd day	55
Decisively	32	3rd day	52
Collectively	28		
In an advisory capacity	22		
No	13		

Conducted by: NFO Infratest, München

## LASER . World of Photonics, München

<b>Total number of visitors</b>	<b>18 885</b>	<b>Position in the company/organization</b>	<b>%</b>
<b>Proportion of trade visitors</b>	<b>99 %</b>	Entrepreneur, partner, self-employed	12
<b>Region of residence</b>	<b>%</b>	Managing director, board member, head of an authority etc.	13
over 100 km away	81	Senior department head, other employee with managerial responsibility	7
<b>Total Germany:</b>	<b>65</b>	Department head, group head	19
of which		Other salaried staff	26
Baden-Württemberg	18	Other public service	2
Bavaria	42	Skilled worker	5
Berlin	4	Lecturer, teacher, scientific assistant	16
Brandenburg	1	Trainee, student, not gainfully employed	8
Bremen	1	Other	2
Hamburg	2	<b>Area of responsibility</b>	<b>%</b>
Hesse	6	Management	21
Mecklenburg-West Pomerania	-	Basic research	17
Lower Saxony	8	Application-related R & D	15
North Rhine-Westphalia	7	R & D management	11
Rhineland-Palatinate	3	Design	8
Saarland	-	System development I+C	5
Saxony	2	Design/construction	11
Saxony-Anhalt	1	Manufacture/production	12
Schleswig-Holstein	2	Quality management	3
Thuringia	4	Buying/procurement	5
<b>Total Foreign:</b>	<b>35</b>	Finance/accounting, controlling	1
of which		Marketing/sales/advertising/PR	14
EU	40	Administration/organization/personnel/social welfare/training	2
Rest of Europe	27	Storage/material management/logistics/transport	1
Africa	1	Maintenance/repairs	2
North America	17	Other	5
South and Central America	3	Student, not gainfully employed	5
Middle East	3	<b>Frequency of visits to trade fair</b>	<b>%</b>
East Asia	9	1999	42
Australia	1	1997	32
<b>Economic sector</b>	<b>%</b>	1995	21
Industry	46	Earlier events	15
Trade	12	First visit	44
Skilled trades	4	<b>Size of company/organization:</b>	<b>%</b>
Service	10	Number of employees:	
Non-university research institute	4	1 - 9	13
University, college etc.	13	10 - 49	25
Public authority/institution/health service	2	50 - 99	11
Other	3	1 000 - 9 999	12
Student, not gainfully employed	5	100 - 199	9
<b>Influence on purchasing/procurement decisions</b>	<b>%</b>	10 000 and more	5
Decisively	35		
Collectively	40	Student, not gainfully employed	4
In an advisory capacity	11	<b>Length of stay</b>	<b>%</b>
No	9	1. Length of stay (days):	
		one	46
		two	23
		three	12
		four	12
		five	6
		2. Average length of stay	2,1 days
		3. Share of visitors on the event's days:	
		1st day	40
		2nd day	50
		3rd day	50
		4th day	46
		5th day	21

Conducted by: NFO Infratest, München

## MATERIALICA, München

<b>Total number of visitors</b>	<b>6 514</b>	<b>Position in the company/organization</b>	<b>%</b>
<b>Proportion of trade visitors</b>	<b>99 %</b>	Entrepreneur, partner, self-employed	11
<b>Region of residence</b>	<b>%</b>	Managing director, board member, head of an authority etc.	7
over 100 km away	74	Senior department head, other employee with managerial responsibility	6
<b>Total Germany:</b>	<b>78</b>	Department head, group head	26
of which		Other salaried staff	29
Baden-Württemberg	21	Other public service	4
Bavaria	52	Skilled worker	2
Berlin	2	Lecturer, teacher, scientific assistant	12
Brandenburg	-	Trainee, student	5
Bremen	1	Foreman, master craftsman	2
Hamburg	1	Other	3
Hesse	4	<b>Area of responsibility</b>	<b>%</b>
Mecklenburg-West Pomerania	-	Management	11
Lower Saxony	3	Research/development/design	66
North Rhine-Westphalia	8	Planning/work preparation	4
Rhineland-Palatinate	2	Manufacture/production	9
Saarland	1	Production, quality control	7
Saxony	2	Buying/procurement	7
Saxony-Anhalt	1	Finance/accounting, controlling	-
Schleswig-Holstein	1	Administration/organization/personnel/social welfare/training	2
Thuringia	1	Marketing/sales/advertising/PR	11
<b>Total Foreign:</b>	<b>22</b>	Storage/material management/logistics/transport	1
of which		Maintenance/repairs	1
EU	64	Student, not gainfully employed	4
Rest of Europe	31	Other	3
Africa	-	<b>Frequency of visits to trade fair</b>	<b>%</b>
North America	1	2000	20
South and Central America	1	1999	20
Middle East	1	1998	12
East Asia	2	First visit	68
Australia	1	<b>Size of company/organization:</b>	<b>%</b>
<b>Economic sector</b>	<b>%</b>	Number of employees:	
Automobile industry	12	1 - 9	10
Aerospace industry	6	10 - 49	14
Mechanical engineering	12	50 - 99	9
Medical technology	3	1 000 - 9 999	17
Ceramics, processing of non-metallic minerals	4	100 - 199	8
Metal production/metalworking, manufacture of metal products	7	Student, not gainfully employed	4
Precision engineering and optics	3		
Other investment goods	7		
Sports and consumer goods	2	<b>Length of stay</b>	<b>%</b>
Research institute, university	17	1. Length of stay (days):	
Authorities and other state organizations	2	one	79
Other sectors of industry	19	two	14
Student, not gainfully employed	4	three	4
<b>Influence on purchasing/procurement decisions</b>	<b>%</b>	2. Average length of stay	1,3 days
Decisively	19	3. Share of visitors on the event's days:	
Collectively	44	1st day	28
In an advisory capacity	25	2nd day	34
No	7	3rd day	32
		4th day	9

Conducted by: NFO Infratest, München

## MUTEC, München

<b>Total number of visitors</b>	<b>4 298</b>	<b>Position in the company/organization</b>	<b>%</b>
<b>Proportion of trade visitors</b>	<b>98 %</b>	Entrepreneur, partner, self-employed	27
<b>Region of residence</b>	<b>%</b>	Managing director, board member, head of an authority etc.	16
over 100 km away	72	Senior department head, other employee with managerial responsibility	5
<b>Total Germany:</b>	<b>78</b>	Department head, group head	13
of which		Other salaried staff	27
Baden-Württemberg	11	Other public service	15
Bavaria	35	Skilled worker	-
Berlin	5	Lecturer, teacher, scientific assistant	7
Brandenburg	-	Trainee, student	7
Bremen	1	Other	2
Hamburg	1	<b>Area of responsibility</b>	<b>%</b>
Hesse	5	Management	26
Mecklenburg-West Pomerania	1	Research/development/design	11
Lower Saxony	4	Planning/work preparation	11
North Rhine-Westphalia	6	Manufacture/production	7
Rhineland-Palatinate	4	Production, quality control	-
Saarland	-	Buying/procurement	11
Saxony	4	Finance/accounting, controlling	5
Saxony-Anhalt	1	Administration/organization/personnel/social welfare/training	35
Schleswig-Holstein	1	Marketing/sales/advertising/PR	15
Thuringia	1	Storage/material management/logistics/transport	6
<b>Total Foreign:</b>	<b>22</b>	Maintenance/repairs	7
of which		Other	16
EU	13	<b>Frequency of visits to trade fair</b>	<b>%</b>
Rest of Europe	7	1999	25
Africa	-	1997	17
North America	-	Earlier events	12
South and Central America	-	First visit	64
Middle East	-	<b>Size of company/organization:</b>	<b>%</b>
East Asia	1	Number of employees:	
Australia	-	1 - 9	43
<b>Economic sector</b>	<b>%</b>	10 - 49	24
Museum	47	50 - 99	10
Collection	4	1 000 - 9 999	4
Architects, interior architects, design engineers/offices	9	100 - 199	8
Restoration, conservation, protection of monuments	8	10 000 and more	-
Exhibition hall, gallery, studio, art house	7	Student, not gainfully employed	4
Industry/skilled trades	4		
Archives and libraries	3	<b>Length of stay</b>	<b>%</b>
Buidling authorities, local government	3	1. Length of stay (days):	
Other	12	one	82
<b>Influence on purchasing/procurement decisions</b>	<b>%</b>	two	14
Decisively	36	three	3
Collectively	39	2. Average length of stay	1,2 days
In an advisory capacity	16	3. Share of visitors on the event's days:	
No	9	1st day	19
		2nd day	29
		3rd day	32
		4th day	21

Conducted by: Infratest Burke, München

## productronica, München

<b>Total number of visitors</b>	<b>46 980</b>	<b>Position in the company/organization</b>	<b>%</b>
<b>Proportion of trade visitors</b>	<b>100 %</b>	Entrepreneur, partner, self-employed	12
<b>Region of residence</b>	<b>%</b>	Managing director, board member, head of an authority etc.	10
over 100 km away	81	Senior department head, other employee with managerial responsibility	8
<b>Total Germany:</b>	<b>67</b>	Department head, group head	28
of which		Other salaried staff	32
Baden-Württemberg	27	Other public service	2
Bavaria	46	Skilled worker	8
Berlin	3	Lecturer, teacher, scientific assistant	22
Brandenburg	1	Trainee, student, not gainfully employed	2
Bremen	1	Other	3
Hamburg	1	<b>Area of responsibility</b>	<b>%</b>
Hesse	5	Management	27
Mecklenburg-West Pomerania	-	Production planning	10
Lower Saxony	3	Logistics	5
North Rhine-Westphalia	6	Work scheduling	7
Rhineland-Palatinate	2	Production	29
Saarland	-	System development/integration	8
Saxony	1	Electronic development, design	14
Saxony-Anhalt	-	Design/construction	7
Schleswig-Holstein	1	Quality assurance/control/test	10
Thuringia	3	Marketing/sales/advertising/PR	9
<b>Total Foreign:</b>	<b>33</b>	Buying/procurement	10
of which		Finance/accounting, controlling	3
EU	61	Research, development	18
Rest of Europe	31	Consulting	3
Africa	-	Administration/organization/personnel/social welfare/training	2
North America	4	Maintenance/repairs	5
South and Central America	4	Student, not gainfully employed	1
Middle East	3	Other	4
East Asia	1	<b>Frequency of visits to trade fair</b>	<b>%</b>
Australia	2	1999	50
<b>Economic sector</b>	<b>%</b>	1997	42
Industry/processing sector	75	1995	32
Trade, craft/skilled trades	10	Earlier events	15
Service	9	First visit	38
Non-university research institute	1	<b>Size of company/organization:</b>	<b>%</b>
University/college	2	Number of employees:	
Public administration	1	1 - 9	11
Other	2	10 - 49	14
Student, not gainfully employed	2	50 - 99	12
<b>Influence on purchasing/procurement decisions</b>	<b>%</b>	1 000 - 9 999	20
Decisively	36	100 - 199	10
Collectively	40	10 000 and more	9
In an advisory capacity	15	Student, not gainfully employed	1
No	8		
		<b>Length of stay</b>	<b>%</b>
		1. Length of stay (days):	
		one	57
		two	28
		three	10
		four	5
		2. Average length of stay	1,6 days
		3. Share of visitors on the event's days:	
		1st day	33
		2nd day	48
		3rd day	51
		4th day	30

Conducted by: NFO Infratest, München

# Trade Visitors Profile Analyses 2001

## SYSTEMS, München

<b>Total number of visitors</b>	<b>117 231</b>	<b>Position in the company/organization</b>	<b>%</b>
<b>Proportion of trade visitors</b>	<b>99 %</b>	Entrepreneur, partner, self-employed	18
<b>Region of residence</b>	<b>%</b>	Managing director, board member, head of an authority etc.	9
over 100 km away	50	Senior department head, other employee with managerial responsibility	4
Total Germany:	94	Department head, group head	17
of which		Other salaried staff	33
Baden-Württemberg	16	Other public service	6
Bavaria	73	Skilled worker	4
Berlin	1	Lecturer, teacher, scientific assistant	5
Brandenburg	-	Trainee, student	13
Bremen	-	Other	3
Hamburg	-	<b>Area of responsibility</b>	<b>%</b>
Hesse	3	Management	17
Mecklenburg-West Pomerania	-	Research/development/design	19
Lower Saxony	1	Planning/work preparation	8
North Rhine-Westphalia	3	Manufacture/production	5
Rhineland-Palatinate	-	Production, quality control	2
Saarland	-	Buying/procurement	11
Saxony	1	Finance/accounting, controlling	4
Saxony-Anhalt	-	Administration/organization/personnel/ social welfare/training	8
Schleswig-Holstein	-	Marketing/sales/advertising/PR	13
Thuringia	1	Storage/material management/logistics/ transport	3
Total Foreign:	6	Maintenance/repairs	9
of which		Other	10
EU	67	DP	18
Rest of Europe	25	E-Business	12
Africa	1	Telecommunications	15
North America	2	Student, not gainfully employed	6
South and Central America	-	<b>Frequency of visits to trade fair</b>	<b>%</b>
Middle East	1	2000	54
East Asia	4	1999	45
Australia	1	1998	33
<b>Economic sector</b>	<b>%</b>	Earlier events	17
Application of information and communication technologies	27	First visit	31
Manufacturer of information and communication technologies	18	<b>Size of company/organization:</b>	<b>%</b>
Service provider in the area of information and communication technology	43	Number of employees:	
Student, school pupil, not gainfully employed	8	1 - 9	17
Trade in electronic components, assembly groups, sub-systems	6	10 - 49	18
<b>Influence on purchasing/procurement decisions</b>	<b>%</b>	50 - 99	8
Decisively	33	1 000 - 9 999	14
Collectively	29	10 000 and more	12
In an advisory capacity	18	Student, not gainfully employed	2
No	13		
Student, not gainfully employed	6		

Conducted by: NFO Infratest, München

## transport logistic, München

<b>Total number of visitors</b>	<b>36 106</b>	<b>Position in the company/organization</b>	<b>%</b>
<b>Proportion of trade visitors</b>	<b>99 %</b>	Entrepreneur, partner, self-employed	15
<b>Region of residence</b>	<b>%</b>	Managing director, board member, head of an authority etc.	16
over 100 km away	74	Senior department head, other employee with managerial responsibility	11
Total Germany:	94	Department head, group head	26
of which		Other salaried staff	21
Baden-Württemberg	19	Other public service	2
Bavaria	49	Skilled worker	3
Berlin	4	Lecturer, teacher, scientific assistant	2
Brandenburg	1	Trainee, student	11
Bremen	2	Other	3
Hamburg	3	<b>Area of responsibility</b>	<b>%</b>
Hesse	5	Management	24
Mecklenburg-West Pomerania	-	Research/development/design	6
Lower Saxony	2	Planning/work preparation	5
North Rhine-Westphalia	10	Manufacture/production	3
Rhineland-Palatinate	2	Production, quality control	3
Saarland	1	Buying/procurement	17
Saxony	-	Finance/accounting, controlling	6
Saxony-Anhalt	1	Administration/organization/personnel/ social welfare/training	6
Schleswig-Holstein	1	Marketing/sales/advertising/PR	16
Thuringia	1	Storage/material management/logistics/ transport	29
Total Foreign:	6	Maintenance/repairs	4
of which		Sales	11
EU	64	Student, not gainfully employed	3
Rest of Europe	30	<b>Frequency of visits to trade fair</b>	<b>%</b>
Africa	1	1999	43
North America	2	1997	28
South and Central America	2	1994	13
Middle East	1	Earlier events	4
East Asia	3	First visit	47
Australia	-	<b>Size of company/organization:</b>	<b>%</b>
<b>Economic sector</b>	<b>%</b>	Number of employees:	
Freight forwarding	36	1 - 9	12
Road transport companies	4	10 - 49	19
Railways	5	50 - 99	9
Public transport companies	2	1 000 - 9 999	17
Private transport company	1	10 000 and more	8
Shipping (shipping companies, ports etc.)	3	Student, not gainfully employed	3
Aviation sector (airlines, airports etc.)	2		
Other services	11		
Industry, manufacturing sector (total)	21		
Trade	4		
Public authority	1		
University/polytechnic, research	1		
Other	4		
Student, not gainfully employed	3		
<b>Influence on purchasing/procurement decisions</b>	<b>%</b>		
Decisively	37		
Collectively	31		
In an advisory capacity	15		
No	14		

Conducted by: NFO Infratest, München

## Altenpflege, Nürnberg

<b>Total number of visitors</b>	<b>38 042</b>	<b>Position in the company/organization</b>	<b>%</b>
<b>Proportion of trade visitors</b>	<b>99 %</b>	Entrepreneur, partner, self-employed	8
<b>Region of residence</b>	<b>%</b>	Managing director, board member, head of an authority etc.	9
over 100 km away	76	Chief administrator	1
Total Germany:	98	Kitchen manager	2
of which		Other salaried staff, civil servant with managerial responsibility	6
Baden-Württemberg	18	Head of nursing service	12
Bavaria	47	Ward sister	10
Berlin	-	Salaried staff, civil servant	6
Brandenburg	1	Geriatric nurse, nurse/male nurse	21
Bremen	-	Assistant geriatric nurse, nurse	2
Hamburg	-	Lecturer, teacher, scientific assistant	2
Hesse	8	Skilled domestic worker	2
Mecklenburg-West Pomerania	-	Trainee	6
Lower Saxony	2	Student	8
North Rhine-Westphalia	7	Not gainfully employed	-
Rhineland-Palatinate	1	Other	-
Saarland	7	<b>Area of responsibility</b>	<b>%</b>
Saxony	4	Management	20
Saxony-Anhalt	1	Research/development/design	2
Schleswig-Holstein	-	Planning/work preparation	15
Thuringia	3	Manufacture/production	2
Total Foreign:	2	Production, quality control	4
of which		Buying/procurement	13
EU	72	Finance/accounting, controlling	5
Rest of Europe	28	Administration/organization/personnel/ social welfare/training	19
<b>Economic sector</b>	<b>%</b>	Marketing/sales/advertising/PR	5
Old peoples' home	6	Storage/material management/logistics/ transport	7
Nursing home	35	Maintenance/repairs	5
Nursing home, old peoples' home	35	Nursing service	56
Furnishing of the Well-maintained Home	2	Kitchen/household	8
Old peoples' home	1	Information, communication technology (EDP)	6
Day-care facilities	1	Other	9
Short-term care facility	1	<b>Frequency of visits to trade fair</b>	<b>%</b>
Social ward	5	Hanover 2000	14
Out-patient nursing services	7	Nürnberg 1999	35
Hospital	6	Hanover 1998	11
Welfare association	2	Nürnberg 1997	25
Sponsor	1	Earlier events	17
Public authority	4	First visit	44
School	1	<b>Size of company/organization:</b>	<b>%</b>
Medical supplies retailer	3	Number of employees:	
Other	10	1 - 9	11
<b>Influence on purchasing/procurement decisions</b>	<b>%</b>	10 - 49	36
Decisively	19	50 - 99	26
Collectively	38	1 000 - 9 999	4
In an advisory capacity	26	10 000 and more	-
No	18		

Conducted by: Gelszus Messe-Marktforschung GmbH, Dortmund

## BIO FACH, Nürnberg

<b>Total number of visitors</b>	<b>24 912</b>	<b>Position in the company/organization</b>	<b>%</b>
<b>Proportion of trade visitors</b>	<b>94 %</b>	Entrepreneur, partner, self-employed	48
<b>Region of residence</b>	<b>%</b>	Managing director, board member, head of an authority etc.	10
over 100 km away	86	Senior department head, other employee with managerial responsibility	4
Total Germany:	70	Department head, group head	11
of which		Other salaried staff	13
Baden-Württemberg	17	Other public service	2
Bavaria	43	Skilled worker/apprentice	1
Berlin	1	Lecturer, teacher, scientific assistant	1
Brandenburg	2	Trainee, student	6
Bremen	-	Not gainfully employed	1
Hamburg	2	Other	2
Hesse	8	<b>Area of responsibility</b>	<b>%</b>
Mecklenburg-West Pomerania	-	Management	52
Lower Saxony	5	Research/development/design	10
North Rhine-Westphalia	8	Planning/work preparation	14
Rhineland-Palatinate	3	Manufacture/production	14
Saarland	1	Production, quality control	7
Saxony	2	Buying/procurement	37
Saxony-Anhalt	1	Finance/accounting, controlling	15
Schleswig-Holstein	1	Administration/organization/personnel/ social welfare/training	14
Thuringia	2	Marketing/sales/advertising/PR	28
Total Foreign:	30	Storage/material management/logistics/ transport	14
of which		Maintenance/repairs	6
EU	65	Information, communication technology (EDP)	9
Rest of Europe	17	Other	9
Africa	1	<b>Frequency of visits to trade fair</b>	<b>%</b>
North America	5	Nürnberg 2000	36
South and Central America	6	Nürnberg 1999	31
Middle East	2	Frankfurt 1998	25
East Asia	3	Frankfurt 1997	21
Australia	1	Earlier events	16
<b>Economic sector</b>	<b>%</b>	First visit	48
Manufacturers	25	<b>Size of company/organization:</b>	<b>%</b>
Wholesale trade	9	Number of employees:	
Retail trade	34	1 - 9	61
Mail order	2	10 - 49	19
Import/export	2	50 - 99	5
Service	11	1 000 - 9 999	2
Direct marketer	5	10 000 and more	2
Public offices and authorities	2		
Teaching, research	2		
Other	4		
<b>Influence on purchasing/procurement decisions</b>	<b>%</b>		
Decisively	53		
Collectively	27		
In an advisory capacity	14		
No	6		

Conducted by: Gelszus Messe-Marktforschung GmbH, Dortmund

## EUROPEAN COATINGS SHOW, Nürnberg

<b>Total number of visitors</b>	<b>14 862</b>	<b>Position in the company/organization</b>	<b>%</b>
<b>Proportion of trade visitors</b>	<b>99 %</b>	Entrepreneur, partner, self-employed	10
<b>Region of residence</b>	<b>%</b>	Managing director, board member, head of an authority etc.	9
over 100 km away	93	Senior department head, other employee with managerial responsibility	9
Total Germany:	52	Department head, group head	32
of which		Other salaried staff	25
Baden-Württemberg	19	Other public service	-
Bavaria	25	Skilled worker/apprentice	3
Berlin	1	Lecturer, teacher, scientific assistant	2
Brandenburg	-	Trainee, student	5
Bremen	-	Not gainfully employed	-
Hamburg	2	Foreman, master craftsman	1
Hesse	13	Other	2
Mecklenburg-West Pomerania	-	<b>Area of responsibility</b>	<b>%</b>
Lower Saxony	4	Management	15
North Rhine-Westphalia	22	Research/development/design	53
Rhineland-Palatinate	7	Planning/work preparation	7
Saarland	-	Manufacture/production	22
Saxony	2	Production, quality control	17
Saxony-Anhalt	1	Buying/procurement	14
Schleswig-Holstein	2	Finance/accounting, controlling	2
Thuringia	1	Administration/organization/personnel/ social welfare/training	2
Total Foreign:	48	Marketing/sales/advertising/PR	29
of which		Storage/material management/logistics/ transport	3
EU	55	Maintenance/repairs	2
Rest of Europe	26	Other	4
Africa	2	<b>Frequency of visits to trade fair</b>	<b>%</b>
North America	3	Nürnberg 1999	38
South and Central America	2	Nürnberg 1997	25
Middle East	4	Brussels 1996	7
East Asia	8	Nürnberg 1995	15
Australia	-	Earlier events	8
<b>Economic sector</b>	<b>%</b>	First visit	48
Industrial producer	76	<b>Size of company/organization:</b>	<b>%</b>
Wholesale, import, export	12	Number of employees:	
Commercial agent	4	1 - 9	12
Service	4	10 - 49	18
Organisation/association/society	1	50 - 99	13
Public authority/administration	1	1 000 - 9 999	12
Other	2	100 - 199	13
<b>Influence on purchasing/ procurement decisions</b>	<b>%</b>	200 - 499	13
Decisively	30	500 - 999	7
Collectively	37	1 000 - 9 999	12
In an advisory capacity	22	10 000 and more	12
No	12	<b>Length of stay</b>	<b>%</b>
		1. Length of stay (days):	
		one	55
		two	31
		three	14
		2. Average length of stay	1,6 days
		3. Share of visitors on the event's days:	<b>%</b>
		1st day	54
		2nd day	63
		3rd day	43

Conducted by: Gelszus Messe-Marktforschung GmbH, Dortmund

## ExploRisk, Nürnberg

<b>Total number of visitors</b>	<b>*)</b>	<b>Position in the company/organization</b>	<b>%</b>
<b>Proportion of trade visitors</b>	<b>100 %</b>	Entrepreneur, partner, self-employed	7
<b>Region of residence</b>	<b>%</b>	Managing director, board member, head of an authority etc.	11
over 100 km away	91	Senior department head, other employee with managerial responsibility	4
Total Germany:	71	Department head, group head	33
of which		Other salaried staff	26
Baden-Württemberg	21	Other public service	7
Bavaria	23	Skilled worker/apprentice	1
Berlin	2	Lecturer, teacher, scientific assistant	2
Brandenburg	1	Trainee, student, not gainfully employed	2
Bremen	1	Foreman, master craftsman	5
Hamburg	1	Other	2
Hesse	13	<b>Area of responsibility</b>	<b>%</b>
Mecklenburg-West Pomerania	-	Management	23
Lower Saxony	6	Research/development/design	31
North Rhine-Westphalia	20	Planning/work preparation	18
Rhineland-Palatinate	5	Manufacture/production	8
Saarland	-	Production, quality control	4
Saxony	5	Buying/procurement	10
Saxony-Anhalt	1	Finance/accounting, controlling	2
Schleswig-Holstein	1	Administration/organization/personnel/ social welfare/training	7
Thuringia	1	Marketing/sales/advertising/PR	13
Total Foreign:	29	Storage/material management/logistics/ transport	2
of which		Maintenance/repairs	8
EU	63	Other	24
Rest of Europe	26	<b>Frequency of visits to trade fair</b>	<b>%</b>
Africa	-	First event 2001	-
North America	2	<b>Size of company/organization:</b>	<b>%</b>
South and Central America	3	Number of employees:	
Middle East	1	1 - 9	6
East Asia	5	10 - 49	18
Australia	-	50 - 99	8
<b>Economic sector</b>	<b>%</b>	1 000 - 9 999	2
Industry	72	100 - 199	16
Skilled trades	1	200 - 499	13
Wholesale/foreign trade	12	500 - 999	9
Service	1	1 000 - 9 999	22
Authority/Public service	9	10 000 and more	9
Teaching (polytechnic/university/college)	1	<b>Length of stay</b>	<b>%</b>
Research	3	1. Length of stay (days):	
Other	2	one	55
<b>Influence on purchasing/ procurement decisions</b>	<b>%</b>	two	26
Decisively	16	three	23
Collectively	48	2. Average length of stay	1,7 days
In an advisory capacity	28	3. Share of visitors on the event's days:	<b>%</b>
No	10	1st day	55
		2nd day	73
		3rd day	43

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

Conducted by: Gelszus Messe-Marktforschung GmbH, Dortmund

## FachPack, Nürnberg

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

Conducted by: Gelszus Messe-Marktforschung GmbH, Dortmund

## HOLZ - HANDWERK, Nürnberg

<b>Total number of visitors</b>	<b>43 625</b>	<b>Position in the company/organization</b>	<b>%</b>
<b>Proportion of trade visitors</b>	<b>93 %</b>	Entrepreneur, partner, self-employed	38
<b>Region of residence</b>	<b>%</b>	Managing director, board member, head of an authority etc.	3
over 100 km away	75	Senior department head, other employee with managerial responsibility	2
Total Germany:	94	Department head, group head	6
of which		Other salaried staff	6
Baden-Württemberg	17	Other public service	1
Bavaria	54	Skilled worker	16
Berlin	1	Lecturer, teacher, scientific assistant	1
Brandenburg	1	Trainee, student	14
Bremen	-	Not gainfully employed	1
Hamburg	-	Foreman, master craftsman	11
Hesse	7	Other	1
Mecklenburg-West Pomerania	-	<b>Area of responsibility</b>	<b>%</b>
Lower Saxony	2	Management	40
North Rhine-Westphalia	5	Research/development/design	14
Rhineland-Palatinate	5	Planning/work preparation	33
Saarland	1	Manufacture/production	51
Saxony	4	Production, quality control	19
Saxony-Anhalt	1	Buying/procurement	31
Schleswig-Holstein	-	Finance/accounting, controlling	15
Thuringia	4	Administration/organization/personnel/ social welfare/training	16
Total Foreign:	6	Marketing/sales/advertising/PR	16
of which		Storage/material management/logistics/ transport	16
EU	42	Maintenance/repairs	20
Rest of Europe	41	Other	8
Africa	4	<b>Frequency of visits to trade fair</b>	<b>%</b>
North America	1	2000	46
South and Central America	-	1999	45
Middle East	1	1998	40
East Asia	4	1997	32
Australia	6	Earlier events	26
<b>Economic sector</b>	<b>%</b>	First visit	25
Industry	13	<b>Size of company/organization:</b>	<b>%</b>
Skilled trades	72	Number of employees:	
Retail trade/building materials trade	3	1 - 9	60
Wholesale/foreign trade	3	10 - 49	21
Other services	2	50 - 99	5
Authority/public service	3	1 000 - 9 999	2
Teaching (polytechnic/university/college)	1	100 - 199	4
Research	1	200 - 499	5
Other	2	500 - 999	1
<b>Influence on purchasing/ procurement decisions</b>	<b>%</b>	1 000 - 9 999	2
Decisively	41	10 000 and more	2
Collectively	25	<b>Length of stay</b>	<b>%</b>
In an advisory capacity	18	1. Length of stay (days):	
No	16	one	86
		two	12
		three	1
		2. Average length of stay	1,2 days
		3. Share of visitors on the event's days:	<b>%</b>
		1st day	30
		2nd day	34
		3rd day	31
		4th day	22

Conducted by: Gelszus Messe-Marktforschung GmbH, Dortmund

# Trade Visitors Profile Analyses 2001

## Hotel and Catering Exhibition Nürnberg (1999)

<b>Total number of visitors</b>	<b>35 226</b>	<b>Position in the company/organization</b>	<b>%</b>
<b>Proportion of trade visitors</b>	<b>90 %</b>	Entrepreneur, partner, self-employed	42
<b>Region of residence</b>	<b>%</b>	Managing director, board member, head of an authority etc.	5
over 100 km away	42	Senior department head, other employee with managerial responsibility	3
<b>Total Germany:</b>	<b>97</b>	Department head, group head	10
of which		Other salaried staff	8
Baden-Württemberg	6	Other public service	31
Bavaria	85	Skilled worker	6
Berlin	-	Lecturer, teacher, scientific assistant	2
Brandenburg	-	Trainee, student	17
Bremen	-	Other	5
Hamburg	-	<b>Area of responsibility</b>	<b>%</b>
Hesse	1	Management	41
Mecklenburg-West Pomerania	-	Research/development/design	2
Lower Saxony	-	Planning/work preparation	16
North Rhine-Westphalia	1	Manufacture/production	23
Rhineland-Palatinate	-	Production, quality control	9
Saarland	-	Buying/procurement	26
Saxony	3	Finance/accounting, controlling	13
Saxony-Anhalt	-	Administration/organization/personnel/ social welfare/training	16
Schleswig-Holstein	-	Marketing/sales/advertising/PR	13
Thuringia	4	Storage/material management/logistics/ transport	12
<b>Total Foreign:</b>	<b>3</b>	Maintenance/repairs	9
of which		Other	21
EU	73	<b>Frequency of visits to trade fair</b>	<b>%</b>
Rest of Europe	-	1997	43
Africa	-	1995	30
North America	14	Earlier events	25
South and Central America	-	First visit	39
Middle East	9	<b>Size of company/organization:</b>	<b>%</b>
East Asia	-	Number of employees:	
Australia	5	1 - 9	48
<b>Economic sector</b>	<b>%</b>	10 - 49	27
Hotel	41	50 - 99	8
Boarding house	10	100 - 199	5
Restaurant	41	200 - 499	4
Inn	35	500 - 999	2
Cafe	17	1 000 - 9 999	3
Canteen	7	10 000 and more	3
Bakery	2	<b>Length of stay</b>	<b>%</b>
Butcher's	3	1. Length of stay (days):	
Snack bar/refreshments	4	one	89
Franchise restaurant	5	two	9
Pub/saloon	8	three	2
Discotheque	7	4. Average length of stay	1,1 days
<b>Influence on purchasing/procurement decisions</b>	<b>%</b>	3. Share of visitors on the event's days:	<b>%</b>
Decisively	41	1st day	19
Collectively	30	2nd day	22
In an advisory capacity	14	3rd day	26
No	14	4th day	25
		5th day	22

Conducted by: Gelszus Messe-Marktforschung GmbH, Dortmund

## IMA, Nürnberg

<b>Total number of visitors</b>	<b>6 134</b>	<b>Position in the company/organization</b>	<b>%</b>
<b>Proportion of trade visitors</b>	<b>96 %</b>	Entrepreneur, partner, self-employed	60
<b>Region of residence</b>	<b>%</b>	Managing director, board member, head of an authority etc.	9
over 100 km away	88	Senior department head, other employee with managerial responsibility	4
<b>Total Germany:</b>	<b>84</b>	Department head, group head	8
of which		Other salaried staff	10
Baden-Württemberg	13	Other public service	-
Bavaria	25	Skilled worker	5
Berlin	2	Lecturer, teacher, scientific assistant	-
Brandenburg	-	Trainee, student	1
Bremen	1	Not gainfully employed	1
Hamburg	1	Other	2
Hesse	9	<b>Area of responsibility</b>	<b>%</b>
Mecklenburg-West Pomerania	2	Management	9
Lower Saxony	9	Research/development/design	58
North Rhine-Westphalia	19	Planning/work preparation	9
Rhineland-Palatinate	6	Manufacture/production	15
Saarland	1	Production, quality control	5
Saxony	4	Buying/procurement	4
Saxony-Anhalt	1	Finance/accounting, controlling	32
Schleswig-Holstein	2	Administration/organization/personnel/ social welfare/training	20
Thuringia	5	Marketing/sales/advertising/PR	18
<b>Total Foreign:</b>	<b>16</b>	Storage/material management/logistics/ transport	20
of which		Maintenance/repairs	12
EU	52	Information, communication technology (EDP)	27
Rest of Europe	39	Student, not gainfully employed	12
Africa	1	Other	9
North America	4	<b>Frequency of visits to trade fair</b>	<b>%</b>
South and Central America	-	2000	53
Middle East	3	1998	48
East Asia	1	1997	42
Australia	-	Earlier events	43
<b>Economic sector</b>	<b>%</b>	First visit	23
Industry	13	<b>Size of company/organization:</b>	<b>%</b>
Retail trade	23	Number of employees:	
Skilled trades	4	1 - 9	58
Wholesale/foreign trade	10	10 - 49	23
Banks	1	50 - 99	4
Service	30	100 - 199	5
Authority/public services	2	200 - 499	3
Student, not gainfully employed	1	500 - 999	1
Other	10	1 000 - 9 999	3
<b>Influence on purchasing/procurement decisions</b>	<b>%</b>	10 000 and more	2
Decisively	53	Student, not gainfully employed	1
Collectively	27	<b>Length of stay</b>	<b>%</b>
In an advisory capacity	11	1. Length of stay (days):	
No	9	one	62
		two	26
		three	7
		four	5
		5. Average length of stay	1,5 days
		3. Share of visitors on the event's days:	<b>%</b>
		1st day	25
		2nd day	41
		3rd day	49
		4th day	38

Conducted by: Gelszus Messe-Marktforschung GmbH, Dortmund

## Powtech, Nürnberg

<b>Total number of visitors</b>	<b>*</b>	<b>Position in the company/organization</b>	<b>%</b>
<b>Proportion of trade visitors</b>	<b>99 %</b>	Entrepreneur, partner, self-employed	9
<b>Region of residence</b>	<b>%</b>	Managing director, board member, head of an authority etc.	5
over 100 km away	91	Senior department head, other employee with managerial responsibility	7
<b>Total Germany:</b>	<b>74</b>	Department head, group head	32
of which		Other salaried staff	26
Baden-Württemberg	18	Other public service	-
Bavaria	28	Skilled worker/apprentice	3
Berlin	1	Lecturer, teacher, scientific assistant	4
Brandenburg	1	Trainee, student, not gainfully employed	8
Bremen	1	Foreman, master craftsman	5
Hamburg	1	Other	1
Hesse	11	<b>Area of responsibility</b>	<b>%</b>
Mecklenburg-West Pomerania	1	Management	41
Lower Saxony	6	Research/development/design	41
North Rhine-Westphalia	17	Planning/work preparation	28
Rhineland-Palatinate	6	Manufacture/production	23
Saarland	1	Production, quality control	8
Saxony	3	Buying/procurement	10
Saxony-Anhalt	2	Finance/accounting, controlling	2
Schleswig-Holstein	1	Administration/organization/personnel/ social welfare/training	3
Thuringia	2	Marketing/sales/advertising/PR	12
<b>Total Foreign:</b>	<b>26</b>	Storage/material management/logistics/ transport	5
of which		Maintenance/repairs	15
EU	60	Other	3
Rest of Europe	33	<b>Frequency of visits to trade fair</b>	<b>%</b>
Africa	1	1999	31
North America	2	1998	23
South and Central America	-	1996	12
Middle East	1	1995	7
East Asia	3	Earlier events	4
Australia	-	First visit	56
<b>Economic sector</b>	<b>%</b>	<b>Size of company/organization:</b>	<b>%</b>
Industry	81	Number of employees:	
Skilled trades	4	1 - 9	12
Wholesale/foreign trade	1	10 - 49	18
Service	7	50 - 99	10
Teaching (polytechnic/university/college)	2	100 - 199	10
Research	3	200 - 499	12
Other	3	500 - 999	13
<b>Influence on purchasing/procurement decisions</b>	<b>%</b>	1 000 - 9 999	15
Decisively	26	10 000 and more	10
Collectively	50	<b>Length of stay</b>	<b>%</b>
In an advisory capacity	19	1. Length of stay (days):	
No	5	one	78
		two	17
		2. Average length of stay	1,3 days
		3. Share of visitors on the event's days:	<b>%</b>
		1st day	40
		2nd day	49
		3rd day	38

\* no individual visitor figure, connected with TechnoPharm and ExploRisk

Conducted by: Gelszus Messe-Marktforschung GmbH, Dortmund

## RESALE, Nürnberg

<b>Total number of visitors</b>	<b>9 783</b>	<b>Position in the company/organization</b>	<b>%</b>
<b>Proportion of trade visitors</b>	<b>96 %</b>	Entrepreneur, partner, self-employed	40
<b>Region of residence</b>	<b>%</b>	Managing director, board member, head of an authority etc.	28
over 100 km away	89	Senior department head, other employee with managerial responsibility	7
<b>Total Germany:</b>	<b>39</b>	Department head, group head	11
of which		Other salaried staff	6
Baden-Württemberg	21	Other public service	1
Bavaria	45	Skilled worker	2
Berlin	1	Lecturer, teacher, scientific assistant	1
Brandenburg	-	Trainee, student	2
Bremen	2	Not gainfully employed	1
Hamburg	-	Other	2
Hesse	11	<b>Area of responsibility</b>	<b>%</b>
Mecklenburg-West Pomerania	-	Management	53
Lower Saxony	10	Research/development/design	11
North Rhine-Westphalia	1	Planning/work preparation	15
Rhineland-Palatinate	4	Manufacture/production	26
Saarland	1	Production, quality control	9
Saxony	4	Buying/procurement	20
Saxony-Anhalt	1	Finance/accounting, controlling	8
Schleswig-Holstein	-	Administration/organization/personnel/ social welfare/training	6
Thuringia	2	Marketing/sales/advertising/PR	16
<b>Total Foreign:</b>	<b>61</b>	Storage/material management/logistics/ transport	5
of which		Maintenance/repairs	9
EU	55	Information, communication technology (EDP)	4
Rest of Europe	15	Student, not gainfully employed	2
Africa	5	Other	6
North America	1	<b>Frequency of visits to trade fair</b>	<b>%</b>
South and Central America	3	***Frankfurt*** 2000	16
Middle East	10	***Frankfurt*** 1999	12
East Asia	7	Karlsruhe 1998	8
Australia	-	Karlsruhe 1997	4
<b>Economic sector</b>	<b>%</b>	Earlier events	2
Industry	56	First visit	76
Trade	21	<b>Size of company/organization:</b>	<b>%</b>
Skilled trades	5	Number of employees:	
Service	9	1 - 9	31
Student, not gainfully employed	2	10 - 49	23
Other	6	50 - 99	13
<b>Influence on purchasing/procurement decisions</b>	<b>%</b>	1 000 - 9 999	5
Decisively	49	10 000 and more	2
Collectively	33	Student, not gainfully employed	2
In an advisory capacity	12	<b>Length of stay</b>	<b>%</b>
No	6	1. Length of stay (days):	
		one	60
		two	20
		three	20
		2. Average length of stay	1,6 days
		3. Share of visitors on the event's days:	<b>%</b>
		1st day	58
		2nd day	56
		3rd day	46

Conducted by: Gelszus Messe-Marktforschung GmbH, Dortmund

## Stone+tec, Nürnberg

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

Conducted by: Gelszus Messe-Marktforschung GmbH, Dortmund

## TechnoPharm, Nürnberg

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

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

Conducted by: Gelszus Messe-Marktforschung GmbH, Dortmund

## CONTROL, Sinsheim

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

Conducted by: P. E. Schall GmbH, Frickenhausen

## DRUCK+FORM, Sinsheim

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

Conducted by: Messe Sinsheim GmbH, Sinsheim

# Trade Visitors Profile Analyses 2001

## MOTEK, Sinsheim

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

Conducted by: P. E. Schall GmbH, Frickenhausen

## EUROCARGO/LogiMat, Stuttgart

<b>Total number of visitors</b>	<b>9 211</b>	<b>Position in the company/organization</b>	<b>%</b>
<b>Proportion of trade visitors</b>	<b>100 %</b>	Entrepreneur, partner, self-employed	10
<b>Region of residence</b>	<b>%</b>	Managing director, board member, head of an authority etc.	12
over 100 km away	67	Senior department head, other employee with managerial responsibility	11
Total Germany:	95	Department head, group head	34
of which		Other salaried staff	19
Baden-Württemberg	51	Other public service	1
Bavaria	15	Skilled worker	1
Berlin	1	Lecturer, teacher, scientific assistant	2
Brandenburg	-	Trainee, student	7
Bremen	1	Other	3
Hamburg	1	<b>Area of responsibility</b>	<b>%</b>
Hesse	9	Management	15
Mecklenburg-West Pomerania	1	Research/development/design	3
Lower Saxony	3	Planning/work preparation	4
North Rhine-Westphalia	14	Manufacture/production	2
Rhineland-Palatinate	3	Production, quality control	1
Saarland	-	Buying/procurement	8
Saxony	1	Finance/accounting, controlling	3
Saxony-Anhalt	-	Administration/organization/personnel/social welfare/training	1
Schleswig-Holstein	-	Marketing/sales/advertising/PR	22
Thuringia	-	Storage/material management/logistics/transport	37
Total Foreign:	5	Maintenance/repairs	1
of which		Other	4
EU	58	<b>Frequency of visits to trade fair</b>	<b>%</b>
Rest of Europe	38	2000	16
Africa	-	1999	14
North America	4	1998	3
South and Central America	-	1997	4
Middle East	-	Earlier events	1
East Asia	-	First visit	62
Australia	-	<b>Size of company/organization:</b>	<b>%</b>
		Number of employees:	
<b>Economic sector</b>	<b>%</b>	1 - 9	200- 499
Freight forwarders, transport companies	39	10 - 49	500- 999
Other services	11	50 - 99	1 000- 9 999
Industry	33	100 - 199	12 10 000 and more
Trade	1	<b>Length of stay</b>	<b>%</b>
Public authority	1	1. Length of stay (days):	
Skilled trades	1	one	91
University/college, technical college	5	two	8
		three	1
<b>Influence on purchasing/procurement decisions</b>	<b>%</b>	2. Average length of stay	1,1 days
Decisively	38	3. Share of visitors on the event's days:	<b>%</b>
Collectively	33	1st day	48
In an advisory capacity	10	2nd day	27
No	19	3rd day	24

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

## INTERVITIS/INTERFRUCTA, Stuttgart

<b>Total number of visitors</b>	<b>53 876</b>	<b>Position in the company/organization</b>	<b>%</b>
<b>Proportion of trade visitors</b>	<b>91 %</b>	Entrepreneur, partner, self-employed	54
<b>Region of residence</b>	<b>%</b>	Managing director, board member, head of an authority etc.	6
over 100 km away	72	Senior department head, other employee with managerial responsibility	5
Total Germany:	77	Department head, group head	10
of which		Other salaried staff	9
Baden-Württemberg	49	Other public service	1
Bavaria	11	Skilled worker	4
Berlin	-	Lecturer, teacher, scientific assistant	2
Brandenburg	-	Trainee, student	7
Bremen	-	Other	2
Hamburg	-	<b>Area of responsibility</b>	<b>%</b>
Hesse	6	Management	52
Mecklenburg-West Pomerania	-	Research/development/design	5
Lower Saxony	-	Planning/work preparation	4
North Rhine-Westphalia	1	Manufacture/production	17
Rhineland-Palatinate	31	Production, quality control	4
Saarland	1	Buying/procurement	3
Saxony	-	Finance/accounting, controlling	3
Saxony-Anhalt	1	Administration/organization/personnel/social welfare/training	2
Schleswig-Holstein	-	Marketing/sales/advertising/PR	8
Thuringia	-	Storage/material management/logistics/transport	1
Total Foreign:	23	Maintenance/repairs	2
of which		Other	1
EU	66	<b>Frequency of visits to trade fair</b>	<b>%</b>
Rest of Europe	19	1998	60
Africa	2	1999	42
North America	6	Earlier events	32
South and Central America	2	First visit	26
Middle East	-	<b>Size of company/organization:</b>	<b>%</b>
East Asia	3	Number of employees:	
Australia	2	1 - 9	71 200- 499
		10 - 49	14 500- 999
<b>Economic sector</b>	<b>%</b>	50 - 99	5 1 000- 9 999
Agriculture	69	100 - 199	4 10 000 and more
Industry	13	<b>Length of stay</b>	<b>%</b>
Skilled trades	4	1. Length of stay (days):	N/A
Trade companies	5	2. Average length of stay	1,4 days
Service	3	3. Share of visitors on the event's days:	<b>%</b>
Training/consulting	1	1st day	25
Authorities, public facilities, associations	1	4th day	30
University, polytechnic, vocational school	3	2nd day	31
Other	1	5th day	28
		3rd day	30
<b>Influence on purchasing/procurement decisions</b>	<b>%</b>		
Decisively	42		
Collectively	28		
In an advisory capacity	15		
No	12		

Conducted by: Stuttgarter Messe- und Kongressgesellschaft mbH, Stuttgart

## südback, Stuttgart

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

Conducted by: Stuttgarter Messe- und Kongressgesellschaft mbH, Stuttgart



## VISION, Stuttgart

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

Conducted by: Stuttgarter Messe- und Kongressgesellschaft mbH, Stuttgart

## HOLZVERARBEITUNG, Ulm

<b>Total number of visitors</b>	<b>15 455</b>	<b>Position in the company/organization</b>	<b>%</b>
<b>Proportion of trade visitors</b>	<b>85 %</b>	Entrepreneur, partner, self-employed	39
<b>Region of residence</b>	<b>%</b>	Managing director, board member, head of an authority etc.	1
over 100 km away	36	Senior department head, other employee with managerial responsibility	4
Total Germany:	99	Department head, group head	8
of which Baden-Württemberg	68	Other salaried staff	6
Bavaria	25	Other public service	1
Berlin	-	Skilled worker	19
Brandenburg	-	Lecturer, teacher, scientific assistant	3
Bremen	-	Trainee, student	13
Hamburg	-	Not gainfully employed	2
Hesse	1	Other	3
Mecklenburg-West Pomerania	-	<b>Area of responsibility</b>	<b>%</b>
Lower Saxony	1	Management	1
North Rhine-Westphalia	1	Research/development/design	12
Rhineland-Palatinate	3	Planning/work preparation	29
Saarland	-	Manufacture/production	44
Saxony	-	Production, quality control	23
Saxony-Anhalt	-	Buying/procurement	24
Schleswig-Holstein	-	Finance/accounting, controlling	14
Thuringia	-	Administration/organization/personnel/social welfare/training	14
Total Foreign:	1	Marketing/sales/advertising/PR	12
of which EU	60	Storage/material management/logistics/transport	16
Rest of Europe	20	Maintenance/repairs	18
Africa	-	Information, communication technology (EDP)	11
North America	-	Other	9
South and Central America	-	Student, not gainfully employed	5
Middle East	-	<b>Frequency of visits to trade fair</b>	<b>%</b>
East Asia	20	1999	56
Australia	-	1997	42
		1995	31
		Earlier events	25
		First visit	26
<b>Economic sector</b>	<b>%</b>	<b>Size of company/organization:</b>	<b>%</b>
Joinery/carpentry trade	58	Number of employees:	<b>%</b>
Interior development/joiners trade	5	1 - 9	61
Timber processing industry	5	200 - 499	2
Furniture industry	5	500 - 999	1
Machine trade	6	10 - 49	19
Timber construction industry	2	50 - 99	5
Window construction	3	1 000 - 9 999	2
Plastic goods industry/trade	1	10 000 and more	1
School/university	3	N/A	3
Other	10	<b>Length of stay</b>	<b>%</b>
Student, not gainfully employed	5	1. Length of stay (days):	
<b>Influence on purchasing/procurement decisions</b>	<b>%</b>	one	92
Decisively	35	two	6
Collectively	28	three	2
In an advisory capacity	16	2. Average length of stay	1,1 days
No	21	3. Share of visitors on the event's days:	<b>%</b>
		1st day	30
		2nd day	40
		3rd day	39

Conducted by: Gelszus Messe-Marktforschung GmbH, Dortmund

## ABITARE IL TEMPO, Verona (2000)

<b>Total number of visitors</b>	<b>37 563</b>	<b>Position in the company/organization</b>	<b>%</b>
<b>Proportion of trade visitors</b>	<b>86 %</b>	Entrepreneur, partner, self-employed	59
<b>Region of residence</b>	<b>%</b>	Managing director, board member, head of an authority etc.	7
over 100 km away	70	Senior department head, other employee with managerial responsibility	23
Total Germany:	82	Salaried staff, skilled worker	10
of which Abruzzo	1	Trainee, student	3
Basilicata	-	Other	3
Calabria	1	<b>Area of responsibility</b>	<b>%</b>
Campania	3	Management	43
Emilia Romagna	9	Buying/procurement	23
Friuli Venezia Giulia	4	Sales/marketing	43
Lazio	2	Research/development/design	20
Liguria	3	Manufacture, production, factory operations	8
Lombardia	22	Finance	9
Marche	3	Administration/organization/personnel/social welfare/training	5
Molise	-	Training/continuation training	4
Piemonte	4	Transport/storage/maintenance/repairs	1
Puglia	4	Other	5
Sardegna	-	<b>Frequency of visits to trade fair</b>	<b>%</b>
Sicilia	4	1999	64
Toscana	8	1998	59
Trentino Alto Adige	2	1997	50
Umbria	1	1996	46
Valle D' Aosta	-	First visit	29
Veneto	29	<b>Size of company/organization:</b>	<b>%</b>
Total Foreign:	18	Number of employees:	<b>%</b>
of which EU	55	1 - 9	61
Rest of Europe	15	200 - 499	2
Africa	2	500 - 999	1
North America	4	10 - 49	25
South and Central America	5	50 - 99	5
Middle East	3	1 000 - 9 999	-
East Asia	16	10 000 and more	-
Australia	1	N/A	3
<b>Economic sector</b>	<b>%</b>	<b>Length of stay</b>	<b>%</b>
Manufacture of furnishings	31	1. Length of stay (days):	
Architect/designer	15	one	55
Interior designer	15	two	14
Salesperson	24	three	8
Showroom	11	2. Average length of stay	2,2 Tage
Purchasing groups	2	3. Share of visitors on the event's days:	<b>%</b>
Advertising agency	1	1st day	34
Agent/representative	14	4th day	50
Research institute, agency, university, school	3	2nd day	43
Other	11	5th day	38
		3rd day	52
<b>Influence on purchasing/procurement decisions</b>	<b>%</b>		
Decisively	48		
Collectively	14		
In an advisory capacity	7		
No	31		

Conducted by: VERONAFIERE, Verona

## AQUACOLTURA, Verona

<b>Total number of visitors</b>	<b>3 032</b>	<b>Position in the company/organization</b>	<b>%</b>
<b>Proportion of trade visitors</b>	<b>91 %</b>	Entrepreneur, partner, self-employed	37
<b>Region of residence</b>	<b>%</b>	Managing director, board member, head of an authority etc.	11
over 100 km away	70	Senior department head, other employee with managerial responsibility	22
Total Germany:	77	Salaried staff, skilled worker	19
of which Abruzzo	2	Trainee, student	8
Basilicata	1	Other	5
Calabria	2	<b>Area of responsibility</b>	<b>%</b>
Campania	3	Management	38
Emilia Romagna	11	Buying/procurement	21
Friuli Venezia Giulia	7	Sales/marketing	29
Lazio	4	Research/development/design	23
Liguria	2	Manufacture, production, factory operations	18
Lombardia	11	Finance	2
Marche	2	Administration/organization/personnel/social welfare/training	5
Molise	1	Training/continuation training	1
Piemonte	4	Transport/storage/maintenance/repairs	2
Puglia	4	Other	3
Sardegna	-	<b>Frequency of visits to trade fair</b>	<b>%</b>
Sicilia	3	1999	45
Toscana	6	1997	34
Trentino Alto Adige	3	1994	26
Umbria	1	First visit	48
Valle d' Aosta	-	<b>Size of company/organization:</b>	<b>%</b>
Veneto	29	Number of employees:	<b>%</b>
Total Foreign:	23	1 - 9	42
of which EU	52	200 - 499	4
Rest of Europe	24	500 - 999	1
Africa	4	10 - 49	25
North America	4	50 - 99	9
South and Central America	4	1 000 - 9 999	2
Middle East	6	10 000 and more	-
East Asia	4	N/A	10
Australia	3	<b>Length of stay</b>	<b>%</b>
<b>Economic sector</b>	<b>%</b>	1. Length of stay (days):	
Manufacturers	31	one	88
Farmer	16	two	9
Breeders	27	three	4
Wholesaler	5	2. Average length of stay	1,2 days
Salesperson	3	3. Share of visitors on the event's days:	<b>%</b>
Import/export	3	1st day	43
Agent/representative	1	2nd day	45
Veterinary surgeon	2	3rd day	29
Technician	2		
Research institute, agency, university, school	14		
<b>Influence on purchasing/procurement decisions</b>	<b>%</b>		
Decisively	42		
Collectively	23		
In an advisory capacity	11		
No	24		

Conducted by: VERONAFIERE, Verona

# Trade Visitors Profile Analyses 2001

## MARMOMACC, Verona

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

Conducted by: VERONAFIERE, Verona

## VINITALY, Verona

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

Conducted by: VERONAFIERE, Verona



# Private Visitors Profile Analyses 2001

## afa - Augsburg Spring Exhibition (1999)

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

Conducted by: Gelszus Messe-Marktforschung GmbH, Dortmund

## IFA - Your world of consumer electronics, Berlin

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

Conducted by: Gelszus Messe-Marktforschung GmbH, Dortmund

## Import Shop, Berlin

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

Conducted by: Gelszus Messe-Marktforschung GmbH, Dortmund

## International Green Week Berlin

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

Conducted by: Gelszus Messe-Marktforschung GmbH, Dortmund

## ITB, Berlin

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

Conducted by: Gelszus Messe-Marktforschung GmbH, Dortmund

## Consumer Goods Exposition, Braunschweig (2000)

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

Conducted by: Gelszus Messe-Marktforschung GmbH, Dortmund

## hafa - Modern Family Exhibition, Bremen (1999)

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

## CREATIVA, Dortmund

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

Conducted by: Gelszus Messe-Marktforschung GmbH, Dortmund

# Private Visitors Profile Analyses 2001

## DORTMUNDER HERBST, Dortmund

Total number of visitors	142 404	Net household income	%
<b>Proportion of private visitors</b>	<b>91 %</b>	up to 1 500,- DM	7
		more than 1 500,- DM up to 2 000,- DM	4
		more than 2 000,- DM up to 2 500,- DM	7
		more than 2 500,- DM up to 3 000,- DM	7
		more than 3 000,- DM up to 4 000,- DM	12
		more than 4 000,- DM up to 5 000,- DM	13
		more than 5 000,- DM up to 6 000,- DM	10
		more than 6 000,- DM	32
		N/A	10
		N/A	32
<b>Region of residence</b>	<b>%</b>	<b>Size of household</b>	<b>%</b>
Locally	32	1 person	13
within a 25 km radius	32	2 persons	41
further than 25 km within a 50 km radius	23	3 persons	22
further than 50 km within a 100 km radius	8	4 persons	17
further than 100 km radius	6	5 persons and more	7
Germany	99	<b>Buying and ordering capacity</b>	<b>%</b>
Other country	1	Purchase or order made or intended at the exhibition	
<b>Sex</b>	<b>%</b>	yes	75
Male	38	no	9
Female	62	maybe	16
Accompanied by husband/wife/partner	47	<b>Follow-up business</b>	<b>%</b>
<b>Age</b>	<b>%</b>	Intend to buy at later date	
up to 20 years	7	yes	22
over 20 up to 30 years	16	no	24
over 30 up to 40 years	25	maybe	54
over 40 up to 50 years	22		
over 50 up to 60 years	16		
over 60 up to 70 years	10		
over 70 years	3		
<b>Occupation</b>	<b>%</b>		
Unskilled/skilled worker	10		
Salaried staff	35		
Civil servant	7		
Self employed/freelance	6		
Housewife	13		
Other occupation	3		
Trainee/student/pupil	11		
Old-age-pensioner	13		
Other not working	3		

Conducted by: Gelszus Messe-Marktforschung GmbH, Dortmund

## HobbyTronic Computerschau, Dortmund

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

Conducted by: Gelszus Messe-Marktforschung GmbH, Dortmund

## INTERMODELLBAU, Dortmund

Total number of visitors	99 346	Net household income	%
<b>Proportion of private visitors</b>	<b>92 %</b>	up to 1 500,- DM	7
		more than 1 500,- DM up to 2 000,- DM	2
		more than 2 000,- DM up to 2 500,- DM	6
		more than 2 500,- DM up to 3 000,- DM	9
		more than 3 000,- DM up to 4 000,- DM	14
		more than 4 000,- DM up to 5 000,- DM	12
		more than 5 000,- DM up to 6 000,- DM	11
		more than 6 000,- DM	14
		N/A	27
		N/A	27
<b>Region of residence</b>	<b>%</b>	<b>Size of household</b>	<b>%</b>
Locally	7	1 person	17
within a 25 km radius	10	2 persons	31
further than 25 km within a 50 km radius	19	3 persons	20
further than 50 km within a 100 km radius	21	4 persons	24
further than 100 km radius	42	5 persons and more	9
Germany	92	<b>Buying and ordering capacity</b>	<b>%</b>
Other country	8	Purchase or order made or intended at the exhibition	
<b>Sex</b>	<b>%</b>	yes	81
Male	93	no	7
Female	7	maybe	12
Accompanied by husband/wife/partner	13	<b>Follow-up business</b>	<b>%</b>
<b>Age</b>	<b>%</b>	Intend to buy at later date	
up to 20 years	8	yes	49
over 20 up to 30 years	15	no	12
over 30 up to 40 years	30	maybe	39
over 40 up to 50 years	25		
over 50 up to 60 years	13		
over 60 up to 70 years	6		
over 70 years	3		
<b>Occupation</b>	<b>%</b>		
Unskilled/skilled worker	21		
Salaried staff	34		
Civil servant	10		
Self employed/freelance	7		
Housewife	1		
Other occupation	6		
Trainee/student/pupil	10		
Old-age-pensioner	8		
Other not working	2		

Conducted by: Gelszus Messe-Marktforschung GmbH, Dortmund

## JAGD & HUND, Dortmund

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

Conducted by: Gelszus Messe-Marktforschung GmbH, Dortmund

## Dresdner Travel Market, Dresden

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

Conducted by: Gelszus Messe-Marktforschung GmbH, Dortmund

## boot, Düsseldorf

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

Conducted by: Walter & Partner, Basel

## CARAVAN SALON, Düsseldorf

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

Conducted by: Walter & Partner, Basel

## Riding, hunting, fishing, Erfurt

Total number of visitors	24 812	Net household income	%
<b>Proportion of private visitors</b>	<b>95 %</b>	more than 1 500,- DM up to 1 500,- DM	3
		more than 2 000,- DM up to 2 000,- DM	6
		more than 2 500,- DM up to 2 500,- DM	5
		more than 3 000,- DM up to 3 000,- DM	7
<b>Region of residence</b>	<b>%</b>	more than 3 000,- DM up to 4 000,- DM	10
Locally	11	more than 4 000,- DM up to 5 000,- DM	8
within a 25 km radius	13	more than 5 000,- DM up to 6 000,- DM	5
further than 25 km within a 50 km radius	26	more than 6 000,- DM	5
further than 50 km within a 100 km radius	37	N/A	52
further than 100 km radius	14		
<b>Sex</b>	<b>%</b>	<b>Size of household</b>	<b>%</b>
Male	62	1 person	8
Female	38	2 persons	33
Accompanied by husband/wife/partner	54	3 persons	28
		4 persons	23
		5 persons and more	8
<b>Age</b>	<b>%</b>	<b>Buying and ordering capacity</b>	<b>%</b>
up to 20 years	7	Purchase or order made or intended at the exhibition	
over 20 up to 30 years	11	yes	48
over 30 up to 40 years	28	no	46
over 40 up to 50 years	25	maybe	
over 50 up to 60 years	16		
over 60 up to 70 years	11		
over 70 years	2		
<b>Occupation</b>	<b>%</b>	<b>Follow-up business</b>	<b>%</b>
Unskilled/skilled worker	23	Intend to buy at later date	
Salaried staff	35	yes	33
Civil servant	4	no	35
Self employed/freelance	10	maybe	31
Housewife	2		
Trainee/student/pupil	8		
Old-age-pensioner	14		
Other not working	3		

Conducted by: Messe Erfurt AG, Erfurt, Erfurt

# Private Visitors Profile Analyses 2001

## Thuringia Exhibition, Erfurt

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

Conducted by: INA Research GmbH, Schenefeld

## EQUITANA, Essen

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

Conducted by: Gelszus Messe-Marktforschung GmbH, Dortmund

## FIBO, Essen

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

Conducted by: Gelszus Messe-Marktforschung GmbH, Dortmund

## HAUS + GARTEN, Essen

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

Conducted by: Gelszus Messe-Marktforschung GmbH, Dortmund



## MODE - HEIM - HANDWERK, Essen

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

Conducted by: Gelszus Messe-Marktforschung GmbH, Dortmund

## Tourism/Camping, Essen

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

Conducted by: Gelszus Messe-Marktforschung GmbH, Dortmund

## AERO, Friedrichshafen (1999)

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

Conducted by: Gelszus Messe-Marktforschung GmbH, Dortmund

## Aqua-Fish, Friedrichshafen

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

Conducted by: Messe Friedrichshafen GmbH, Friedrichshafen

# Private Visitors Profile Analyses 2001

## HAM-RADIO, Friedrichshafen

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

Conducted by: Messe Friedrichshafen GmbH, Friedrichshafen

## IBO, Friedrichshafen (1999)

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

Conducted by: Messe Friedrichshafen GmbH, Friedrichshafen

## INTERBOOT, Friedrichshafen (1999)

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

Conducted by: Gelszus Messe-Marktforschung GmbH, Dortmund

## ÖKO-TRENDS, Gelnhausen

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

Conducted by: audiokom GmbH, Gelnhausen

## DU UND DEINE WELT, Hamburg

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

Conducted by: PhoneResearch KG, Hamburg

## hanseboot, Hamburg

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

Conducted by: PhoneResearch KG, Hamburg

## REISEN, Hamburg

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

Conducted by: PhoneResearch KG, Hamburg

## ABF, Hannover (2000)

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

Conducted by: Gelszus Messe-Marktforschung GmbH, Dortmund

# Private Visitors Profile Analyses 2001

## Infa, Hannover (2000)

Total number of visitors		Net household income	
239 885		%	
<b>Proportion of private visitors</b>		%	
89 %		more than 1 500,- DM up to 1 500,- DM 4	
		more than 2 000,- DM up to 2 000,- DM 4	
		more than 2 500,- DM up to 2 500,- DM 6	
		more than 3 000,- DM up to 3 000,- DM 8	
		more than 4 000,- DM up to 4 000,- DM 15	
		more than 5 000,- DM up to 5 000,- DM 14	
		more than 6 000,- DM up to 6 000,- DM 10	
		more than 6 000,- DM 12	
		N/A 29	
<b>Region of residence</b>		<b>Size of household</b>	
%		%	
Locally 26		1 person 13	
within a 25 km radius 28		2 persons 46	
further than 25 km within a 50 km radius 22		3 persons 18	
further than 50 km within a 100 km radius 14		4 persons 16	
further than 100 km radius 11		5 persons and more 8	
Germany 99		<b>Buying and ordering capacity</b>	
Other country 1		%	
<b>Sex</b>		Purchase or order made or intended at the exhibition	
%		yes 74	
Male 42		no 8	
Female 58		maybe 18	
Accompanied by husband/wife/partner 53		<b>Follow-up business</b>	
<b>Age</b>		%	
up to 20 years 4		Intend to buy at later date	
over 20 up to 30 years 12		yes 31	
over 30 up to 40 years 24		no 21	
over 40 up to 50 years 22		maybe 48	
over 50 up to 60 years 21		<b>Occupation</b>	
over 60 up to 70 years 14		%	
over 70 years 4		Unskilled/skilled worker 12	
<b>Occupation</b>		Salaried staff 33	
%		Civil servant 10	
Unskilled/skilled worker 9		Self employed/freelance 17	
Salaried staff 40		Housewife 6	
Civil servant 7		Other occupation 4	
Self employed/freelance 9		Trainee/student/pupil 11	
Housewife 9		Old-age-pensioner 6	
Other occupation 2		Other not working 2	
Trainee/student/pupil 5			
Old-age-pensioner 17			
Other not working 1			

Conducted by: Gelszus Messe-Marktforschung GmbH, Dortmund

## Pferd & Jagd, Hannover (1999)

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

Conducted by: Gelszus Messe-Marktforschung GmbH, Dortmund

## miba, Ingolstadt (1999)

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

Conducted by: Gelszus Messe-Marktforschung GmbH, Dortmund

## Flowers & Garden, Karlsruhe

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

Conducted by: Cobus Karlsruhe, Karlsruhe

## Offerta, Karlsruhe

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

Conducted by: Gelszus Messe-Marktforschung GmbH, Dortmund

## ALLGÄU Festival Week, Kempten

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

Conducted by: Messe- und Congressberatung Dirr, Hamburg

## Niederbayern-Schau, Landshut (1999)

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

Conducted by: Gelszus Messe-Marktforschung GmbH, Dortmund

## AUTO MOBIL INTERNATIONAL / AMITEC, Leipzig

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

Conducted by: Gelszus Messe-Marktforschung GmbH, Dortmund

# Private Visitors Profile Analyses 2001

## Home - Garden - Leisure/Handicrafts Fair, Leipzig

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

Conducted by: Gelszus Messe-Marktforschung GmbH, Dortmund

## MODELL & HOBBY, Leipzig (2000)

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

Conducted by: Gelszus Messe-Marktforschung GmbH, Dortmund

## Tourism & Caravanning, Leipzig

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

Conducted by: Gelszus Messe-Marktforschung GmbH, Dortmund

## REGIO, Lörrach

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

Conducted by: Messe Lörrach, Lörrach

## Rheinland-Pfalz-Ausstellung, Mainz

Total number of visitors	91 417	Net household income	%
<b>Proportion of private visitors</b>	<b>100 %</b>	up to 2 000,- DM	5
		more than 2 000,- DM up to 3 000,- DM	7
		more than 3 000,- DM up to 4 000,- DM	11
		more than 4 000,- DM up to 5 000,- DM	16
		more than 5 000,- DM	28
		N/A	34
<b>Region of residence</b>	<b>%</b>	<b>Size of household</b>	<b>%</b>
Locally	19	1 person	12
within a 25 km radius	39	2 persons	48
further than 25 km within a 50 km radius	25	3 persons	17
further than 50 km within a 100 km radius	12	4 persons	18
further than 100 km radius	3	5 persons and more	5
		<b>Buying and ordering capacity</b>	<b>%</b>
<b>Sex</b>	<b>%</b>	Purchase or order made or intended at the exhibition	
Male	61	yes	44
Female	36	no	29
Accompanied by husband/wife/partner		maybe	27
		<b>Follow-up business</b>	<b>%</b>
<b>Age</b>	<b>%</b>	Intend to buy at later date	
up to 20 years	3	yes	37
over 20 up to 30 years	10	no	64
over 30 up to 40 years	20	maybe	
over 40 up to 50 years	22		
over 50 up to 60 years	33		
over 60 up to 70 years	12		
over 70 years	-		
		<b>Occupation</b>	<b>%</b>
Unskilled/skilled worker	13	Unskilled/skilled worker	11
Salaried staff	38	Salaried staff	35
Civil servant	7	Civil servant	5
Self employed/freelance	7	Self employed/freelance	10
Housewife	6	Housewife	10
Other occupation	28	Other occupation	2
		Trainee/student/pupil	9
		Old-age-pensioner	17
		Other not working	1

Conducted by: INA Research GmbH, Schenefeld

## MANNHEIMER MAIMARKT, Mannheim

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

Conducted by: Mannheimer Ausstellungsgesellschaft/Uni Mannheim, Mannheim

## Caravan - Boat - International Travel Market, München

Total number of visitors	179 080	Net household income	%
<b>Proportion of private visitors</b>	<b>92 %</b>	up to 1 500,- DM	5
		more than 1 500,- DM up to 2 000,- DM	3
		more than 2 000,- DM up to 2 500,- DM	5
		more than 2 500,- DM up to 3 000,- DM	9
		more than 3 000,- DM up to 4 000,- DM	15
		more than 4 000,- DM up to 5 000,- DM	14
		more than 5 000,- DM up to 6 000,- DM	10
		more than 6 000,- DM	21
		N/A	18
<b>Region of residence</b>	<b>%</b>	<b>Size of household</b>	<b>%</b>
Locally	28	1 person	15
within a 25 km radius	17	2 persons	41
further than 25 km within a 50 km radius	16	3 persons	19
further than 50 km within a 100 km radius	21	4 persons	16
further than 100 km radius	17	5 persons and more	8
		<b>Buying and ordering capacity</b>	<b>%</b>
Germany	97	Purchase or order made or intended at the exhibition	
Other country	3	yes	38
		no	27
<b>Sex</b>	<b>%</b>	maybe	35
Male	64	<b>Follow-up business</b>	<b>%</b>
Female	36	Intend to buy at later date	
Accompanied by husband/wife/partner	48	yes	40
		no	16
<b>Age</b>	<b>%</b>	maybe	44
up to 20 years	5		
over 20 up to 30 years	20		
over 30 up to 40 years	26		
over 40 up to 50 years	25		
over 50 up to 60 years	16		
over 60 up to 70 years	7		
over 70 years	1		
		<b>Occupation</b>	<b>%</b>
Unskilled/skilled worker	15	Unskilled/skilled worker	15
Salaried staff	36	Salaried staff	36
Civil servant	12	Civil servant	12
Self employed/freelance	11	Self employed/freelance	11
Housewife	4	Housewife	4
Other occupation	3	Other occupation	3
Trainee/student/pupil	9	Trainee/student/pupil	9
Old-age-pensioner	8	Old-age-pensioner	8
Other not working	1	Other not working	1

Conducted by: Infratest Burke, München

## GARTEN, München

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

Conducted by: Dr. Reuther Institut, Berg

# Private Visitors Profile Analyses 2001

## HEIM + HANDWERK, München (1999)

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

Conducted by: Infratest Burke, München

## I.H.M., München

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

Conducted by: Infratest Burke, München

## IMMOFAIR/RESIDENCE, München

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

Conducted by: Infratest Burke, München

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

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

Conducted by: Dr. Reuther Institut, Berg



## CONSUMENTA, Nürnberg (2000)

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

Conducted by: Gelszus Messe-Marktforschung GmbH, Dortmund

## FREIZEIT, GARTEN + TOURISTIK, Nürnberg (2000)

Total number of visitors	180 900	Net household income	%
<b>Proportion of private visitors</b>	<b>88 %</b>	up to 1 500,- DM	6
		more than 1 500,- DM up to 2 000,- DM	5
		more than 2 000,- DM up to 2 500,- DM	6
		more than 2 500,- DM up to 3 000,- DM	8
<b>Region of residence</b>	<b>%</b>	more than 3 000,- DM up to 4 000,- DM	15
Locally	25	more than 4 000,- DM up to 5 000,- DM	13
within a 25 km radius	25	more than 5 000,- DM up to 6 000,- DM	11
further than 25 km within a 50 km radius	20	more than 6 000,- DM	15
further than 50 km within a 100 km radius	17	N/A	21
further than 100 km radius	13		
Germany	99	<b>Sex</b>	<b>%</b>
Other country	1	Male	55
		Female	45
		Accompanied by husband/wife/partner	54
<b>Sex</b>	<b>%</b>		
Male	55	<b>Size of household</b>	<b>%</b>
Female	45	1 person	10
Accompanied by husband/wife/partner	54	2 persons	36
		3 persons	20
		4 persons	22
		5 persons and more	12
<b>Age</b>	<b>%</b>	<b>Buying and ordering capacity</b>	<b>%</b>
up to 20 years	16	Purchase or order made or intended at the exhibition	
over 20 up to 30 years	19	yes	62
over 30 up to 40 years	24	no	14
over 40 up to 50 years	19	maybe	24
over 50 up to 60 years	15		
over 60 up to 70 years	7	<b>Follow-up business</b>	<b>%</b>
over 70 years	1	Intend to buy at later date	
		yes	28
		no	20
		maybe	53
<b>Occupation</b>	<b>%</b>		
Unskilled/skilled worker	15		
Salaried staff	32		
Civil servant	10		
Self employed/freelance	9		
Housewife	5		
Other occupation	6		
Trainee/student/pupil	11		
Old-age-pensioner	10		
Other not working	2		

Conducted by: Gelszus Messe-Marktforschung GmbH, Dortmund

## Regional Wine Exhibition, Offenburg (2000)

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

Conducted by: Sander Agentur für neue Medien, Offenburg

## OBERRHEIN-MESSE, Offenburg

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

Conducted by: Sander Agentur für neue Medien, Offenburg

# Private Visitors Profile Analyses 2001

## ORFA Offenburg (2000)

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

Conducted by: Media Marketing GbR, Oberkirch

## Passau Spring Exhibition (2000)

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

Conducted by: Gelszus Messe-Marktforschung GmbH, Dortmund

## publika, Pforzheim

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

Conducted by: Gelszus Messe-Marktforschung GmbH, Dortmund

## FEINES KUNSTHANDWERK, Sinsheim (2000)

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

Durchführung: Messe Sinsheim GmbH, Sinsheim

## Modelmaking Exhibition, Sinsheim

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

Conducted by: Messe Sinsheim GmbH, Sinsheim

## Motorcycle Exhibition, Sinsheim

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

Conducted by: P. E. Schall GmbH, Frickenhausen

## Moselle Exhibition, Trier (1999)

Total number of visitors	102 034	Net household income	%
<b>Proportion of private visitors</b>	<b>76 %</b>	more than 1 500,- DM up to 1 500,- DM	5
		more than 2 000,- DM up to 2 000,- DM	3
		more than 2 500,- DM up to 3 000,- DM	6
		more than 3 000,- DM up to 4 000,- DM	10
		more than 4 000,- DM up to 5 000,- DM	17
		more than 5 000,- DM up to 6 000,- DM	10
		more than 6 000,- DM	15
		N/A	15
<b>Region of residence</b>	<b>%</b>	<b>Size of household</b>	<b>%</b>
Locally	29	1 person	9
within a 25 km radius	31	2 persons	36
further than 25 km within a 50 km radius	27	3 persons	22
further than 50 km within a 100 km radius	11	4 persons	21
further than 100 km radius	4	5 persons and more	12
Germany	93	<b>Buying and ordering capacity</b>	<b>%</b>
Other country	5	Purchase or order made or intended at the exhibition	
N/A	2	yes	48
		no	22
		maybe	31
<b>Sex</b>	<b>%</b>	<b>Follow-up business</b>	<b>%</b>
Male	51	Intend to buy at later date	
Female	49	yes	24
Accompanied by husband/wife/partner	56	no	28
		maybe	48
<b>Age</b>	<b>%</b>	<b>Occupation</b>	<b>%</b>
up to 20 years	6	Unskilled/skilled worker	10
over 20 up to 30 years	15	Salaried staff	38
over 30 up to 40 years	25	Civil servant	9
over 40 up to 50 years	22	Self employed/freelance	10
over 50 up to 60 years	17	Housewife	10
over 60 up to 70 years	11	Other occupation	1
over 70 years	2	Trainee/student/pupil	7
		Old-age-pensioner	14
		Other not working	-

Conducted by: Messe- und Congressberatung Dirr, Hamburg

## Südwest-Messe, Villingen-Schwenningen

Total number of visitors	135 019	Net household income	%
<b>Proportion of private visitors</b>	<b>79 %</b>	more than 1 500,- DM up to 1 500,- DM	2
		more than 2 000,- DM up to 2 000,- DM	2
		more than 2 500,- DM up to 3 000,- DM	4
		more than 3 000,- DM up to 4 000,- DM	7
		more than 4 000,- DM up to 5 000,- DM	10
		more than 5 000,- DM up to 6 000,- DM	7
		more than 6 000,- DM	9
		N/A	50
<b>Region of residence</b>	<b>%</b>	<b>Size of household</b>	<b>%</b>
Locally	17	1 person	8
within a 25 km radius	29	2 persons	36
further than 25 km within a 50 km radius	29	3 persons	19
further than 50 km within a 100 km radius	21	4 persons	24
further than 100 km radius	5	5 persons and more	14
Germany	93	<b>Buying and ordering capacity</b>	<b>%</b>
Other country	5	Purchase or order made or intended at the exhibition	
N/A	2	yes	64
		no	15
		maybe	21
<b>Sex</b>	<b>%</b>	<b>Follow-up business</b>	<b>%</b>
Male	62	Intend to buy at later date	
Female	38	yes	41
Accompanied by husband/wife/partner	69	no	33
		maybe	26
<b>Age</b>	<b>%</b>	<b>Occupation</b>	<b>%</b>
up to 20 years	12	Unskilled/skilled worker	19
over 20 up to 30 years	18	Salaried staff	33
over 30 up to 40 years	24	Civil servant	3
over 40 up to 50 years	17	Self employed/freelance	10
over 50 up to 60 years	14	Housewife	7
over 60 up to 70 years	13	Other occupation	1
over 70 years	2	Trainee/student/pupil	12
		Old-age-pensioner	13
		Other not working	1

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

# Private Visitors Profile Analyses 2001

## Messe Wächtersbach (2000)

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

Conducted by: Messe- und Congressberatung Dirr, Hamburg

## Mainfranken-Messe, Würzburg

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

Conducted by: Messe- und Congressberatung Dirr, Hamburg

# Registered Events

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

## Bad Dürkheim

### **FBT GmbH Messen-Ausstellungen-Marketing**

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

## Bad Salzuflen

### **Messezentrum Bad Salzuflen GmbH**

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

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

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

## Bayreuth

### **bbg Betriebsberatungs GmbH**

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

## Berlin

### **Messe Berlin GmbH**

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

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

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

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

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

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

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

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

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

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

aaa - Berlin Motorshow  
not yet determined

## Bielefeld

### **Survey Gesellschaft für Markt- und Produktanalysen mbH**

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

## Bremen

### **Fachausstellungen Heckmann GmbH Hannover/Bremen**

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

hafa Bremen - Modern family exhibition  
14.09.-22.09.2002

CARAVAN, Bremen  
08.11.-10.11.2002

### **MGH Messe- und Ausstellungsges. Hansa GmbH**

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

## Cloppenburg

### **Friedrich Haug Messen und Ausstellungen**

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

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

Blickpunkt Ibbenbüren - Regional Consumer Exhibition, Ibbenbüren  
September 03

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

Nordseeschau Jever - Regional Consumer Exhibition  
September 04

Drehscheibe Nordhorn - Regional Consumer Exhibition  
September 05

Emsland-Schau Papenburg - Regional Consumer Exhibition  
September 05

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

## Cottbus

### **Messe Cottbus GmbH**

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

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

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

## Dortmund

### **Messe Westfalenhallen Dortmund GmbH**

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

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

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

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

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

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

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

# Registered Events

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

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

DORTMUNDER HERBST - Consumer Exhibition, Dortmund  
04.10.-13.10.2002

West German Mineral Days, Dortmund  
09.11.-10.11.2002

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

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

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

## Dresden

### MESSE DRESDEN Dresdner Ausstellungs-Gesellschaft mbH

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

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

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

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

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

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

### ORTEC Messe Dresden GmbH

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

HAUS - Regional Building Exhibition, Dresden  
28.02.-03.03.2002

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

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

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

## Düsseldorf

### Messe Düsseldorf GmbH

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

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

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

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

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

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

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

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

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

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

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

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

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

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

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

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

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

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

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

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

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

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

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

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

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

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

# Registered Events

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

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

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

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

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

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

## Düsseldorf

### Reed Exhibitions Deutschland GmbH

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

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

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

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

FIBO - Feel Well, Stuttgart  
03.10.-06.10.2002

HAFa Wiesbaden - Consumer  
exhibition, Wiesbaden  
26.10.-03.11.2002

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

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

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

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

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

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

## Erfurt

### Messe Erfurt AG

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

inoga - Hospitality Exhibition, Erfurt  
20.10.-23.10.2002

### RAM Regio Ausstellungen GmbH Erfurt

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

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

## Eschborn

### Werbe- und Vertriebsges. Deutscher Apotheker mbH

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

## Essen

### Messe Essen GmbH

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

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

E - world of energy, Essen  
13.02.-15.02.2002

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

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

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

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

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

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

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

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

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

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

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

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

## Finningen

### Josef-Werner Schmid GmbH

WIR - Regional consumer exhibition,  
Dillingen  
02.03.-10.03.2002

KONTAKTA - Regional consumer  
exhibition, Ansbach  
06.04.-14.04.2002

Main-Spessart-Ausstellung, Lohr  
27.04.-01.05.2002

Donau-Ries-Ausstellung, Nördlingen  
+ September 04

WUG, Weißenburg  
not yet determined

## Forchheim

### VOFA-Ausstellungs- und Veranstaltungsges. mbH

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

noba - Regional Consumer  
Exhibition, Marktredwitz  
03.10.-06.10.2002

noba - Regional Consumer  
Exhibition, Kulmbach  
13.03.-16.03.2003

ofra - Regional Consumer Exhibition,  
Forchheim  
20.09.-28.09.2003

# Registered Events

## Frankfurt

### **Deutsche Landwirtschafts-Gesellschaft e.V. - DLG**

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

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

### **Messe Frankfurt GmbH**

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

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

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

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

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

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

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

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

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

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

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

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

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

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

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

## Freiburg

### **Messe Freiburg GmbH & Co. KG**

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

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

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

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

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

BADEN MESSE - Agricultural Exhibition, Freiburg  
13.09.-21.09.2003

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

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

## Frickenhausen

### **P.E. Schall GmbH Messeunternehmen**

Faszination Motorrad - Motorcycle Exhibition, Sinsheim  
15.02.-17.02.2002

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

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

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

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

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

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

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

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

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

## Friedrichshafen

### **Messe Friedrichshafen GmbH**

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

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

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

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

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

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



# Registered Events

INTERBOOT - International Watersports Exhibition, Friedrichshafen

● 21.09.-29.09.2002

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

27.02.-02.03.2003

AERO - International Trade Exhibition for General Aviation, Friedrichshafen

● 24.04.-27.04.2003

Intertech Bodensee - International Technology Fair, Friedrichshafen

2003

## Gelnhausen

### Hallen- und Veranstaltungsgesellschaft Gelnhausen mbH

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

30.08.-01.09.2002

## Gießen

### Messe Giessen GmbH

BAUExpo - Building Exhibition, Gießen

21.02.-24.02.2002

MittelhessenSchau - Regional Consumer Goods Exhibition, Gießen

26.09.-29.09.2002

## Groß-Umstadt

### KWF - Kuratorium für Waldarbeit und Forsttechnik e. V.

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

## Halle

### HALLE MESSE GmbH

Reisen + Freizeit - Tourism and Leisure Trade Fair, Halle

08.02.-10.02.2002

Saalebau - Construction Fair, Halle

15.03.-17.03.2002

Saale Messe - Consumer Trade Fair, Halle

28.11.-01.12.2002

## Hamburg

### Hamburg Messe und Congress GmbH

NORTEC - Trade Fair for Metal and Plastics Processing, Hamburg

23.01.-26.01.2002

REISEN HAMBURG - International Exhibition Tourism, Caravan, Hamburg

● 06.02.-10.02.2002

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

● 08.03.-13.03.2002

Hansepferd Hamburg - International Exhibition for Horse Lovers, Hamburg

26.04.-28.04.2002

DU UND DEINE WELT - The great Consumer Exhibition, Hamburg

23.08.-01.09.2002

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

11.09.-13.09.2002

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

● 24.09.-28.09.2002

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

● 26.10.-03.11.2002

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

20.11.-23.11.2002

### MesseHalle Hamburg-Schnelsen GmbH

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

06.09.-08.09.2002

## Hannover

### Deutsche Messe AG

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

● 12.01.-15.01.2002

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

● 13.03.-20.03.2002

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

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

Energy  
Subcontracting  
Research & Technology

● 15.04.-20.04.2002

EuroBLECH - International Sheet Metal Working Technology Exhibition, Hannover

22.10.-26.10.2002

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

● 26.05.-30.05.2003

BIOTECHNICA - International Trade Fair for Biotechnology, Hannover

● 07.10.-09.10.2003

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

● 06.06.-11.06.2005

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

### Fachausstellungen Heckmann GmbH Hannover/Bremen

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

02.02.-10.02.2002

Direkt Markt - The Trade Fair for Direct Marketing, Nürnberg

+ 09.03.-11.03.2002

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

+ 14.05.-16.05.2002

Infra - Information and Sales Exhibition, Hannover

12.10.-20.10.2002

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

28.11.-01.12.2002

## Heppenheim

### TMS Tele-Marketing-Service GmbH

Dresdner Reisemarkt, Dresden

01.02.-03.02.2002

auto mobil - automotive exhibition, Dresden

15.02.-17.02.2002

Touristik & Caravaning Leipzig

20.11.-24.11.2002

# Registered Events

## Idar-Oberstein

### **Intergem Messe GmbH**

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

## Karlsruhe

### **Hinte Messe- und Ausstellungsgesellschaft mbH**

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

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

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

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

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

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

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

### **Karlsruher Messe- und Kongress-GmbH**

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

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

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

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

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

## Kempten

### **Stadt Kempten - Allgäuer Festwoche**

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

## Kirchheim

### **Sandner GmbH Messen und Ausstellungen**

dona - Consumer Goods Exhibition, Regensburg  
06.04.-14.04.2002

ufra - Consumer Goods Exhibition, Schweinfurt  
28.09.-06.10.2002

miba - Consumer Goods Exhibition, Ingolstadt  
05.04.-13.04.2003

## Koblenz

### **Messe am Rhein GmbH**

RHINE FAIR: Skilled Crafts Fair  
Koblenz  
29.04.-05.05.2003

## Köln

### **KölnMesse GmbH**

INTERNATIONAL FURNITURE FAIR, Köln  
● 14.01.-20.01.2002

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

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

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

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

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

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

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

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

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

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

IFMA Köln - bikeworld unlimited  
● 12.09.-15.09.2002

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

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

domotechnica, Köln  
● 19.02.-22.02.2003

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

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

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

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

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

Anuga, Köln  
● 11.10.-15.10.2003

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

### **KölnMesse Ausstellungen GmbH**

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

# Registered Events

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

INTERNATIONAL TRAVEL MARKET  
KÖLN  
29.11.-01.12.2002

## Krefeld

### **Haug-West Messe- und Ausstellungsgesellschaft mbH**

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

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

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

Frühjahrsausstellung Mönchen-  
gladbach - Regional Exhibition,  
Mönchengladbach  
March 2003

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

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

## Langen

### **Wirtschaftsgemeinschaft Zoologischer Fachbetriebe GmbH**

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

## Leipzig

### **DMA Messe-Marketing und Ausstellungsgesellschaft mbH**

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

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

Immobilien-Ausstellung Magdeburg  
07.09.-08.09.2002

### **Leipziger Messe GmbH**

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

EuroEstate, Leipzig  
16.02.-18.02.2002

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

Leipzig Book Fair  
21.03.-24.03.2002

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

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

Z - The Subcontracting Fair, Leipzig  
19.06.-21.06.2002

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

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

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

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

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

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

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

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

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

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

Baufach - Construction Trade Fair  
Leipzig  
06.11.-09.11.2003

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

Verkehr + Logistik, Leipzig  
not yet determined

## Lindau-Bodolz

### **Kinold Ausstellungsgesellschaft mbH**

VOREA - Regional Exhibition, Plauen  
28.09.-06.10.2002

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

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

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

## Lörrach

### **Messe Lörrach GmbH**

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

## Lübeck

### **M&A Messe- und Ausstellungsges. Lübeck mbH**

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

Paderbau - Building Exhibition,  
Paderborn  
19.04.-21.04.2002

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

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

Deutsche Gründer- und  
Unternehmertage, Berlin  
24.05.-26.05.2002

# Registered Events

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

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

IMMO, Lübeck  
10.10.-13.10.2002

Stormarnia - Regional Consumer Exhibition, Ahrensburg  
10.10.-13.10.2002

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

HIPPOLOGICA, Berlin  
14.11.-17.11.2002

## Magdeburg

### Magdeburger Messebetriebs-gesellschaft mbH & Co.KG

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

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

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

## Mainz

### RAM Regio Ausstellungen GmbH

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

## Mannheim

### Mannheimer Ausstellungsgesellschaft mbH

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

## München

### EUROEXPO Messe- und Kongress-GmbH

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

### GHM Gesellschaft für Handwerksmessen mbH

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

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

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

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

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

### Messe München GmbH

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

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

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

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

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

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

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

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

FiberComm, München  
04.06.-06.06.2002

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

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

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

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

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

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

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

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

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

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

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

# Registered Events

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

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

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

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

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

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

## Münster

### Halle Münsterland GmbH

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

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

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

take off, Stadtlohn-Vreden  
not yet determined

## Nürnberg

### AFAG Messen und Ausstellungen GmbH

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

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

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

afa - Consumer Goods Exhibition, Augsburg  
27.04.-05.05.2002

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

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

AMERICANA, Augsburg  
04.09.-08.09.2002

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

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

HOGA - Hotel and Catering Exhibition Nürnberg  
23.02.-26.02.2003

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

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

## Nürnberg

### NürnbergMesse GmbH

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

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

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

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

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

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

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

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

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

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

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

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

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

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

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

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

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

### Spielwarenmesse eG

Spielwarenmesse International Toy Fair Nürnberg  
● 31.01.-05.02.2002

# Registered Events

## Offenbach/Main

### Messe Offenbach GmbH

International Leather Goods Fair  
SPRING, Offenbach/Main

● 26.01.-28.01.2002

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

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

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

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

## Offenburg

### Messe Offenburg GmbH

FREIZEITAKTIV, Offenburg  
11.04.-14.04.2002

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

EUROCHEVAL - European horse fair,  
Offenburg  
24.07.-28.07.2002

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

## Pirmasens

### Messe- und Veranstaltungsgesellschaft Pirmasens mbH

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

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

## Rendsburg

### Werner Fahrenkrog GmbH & Co.KG

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

## Sinsheim

### Messe Sinsheim GmbH

ECHTDAMPF-HALLENTREFFEN -  
Indoor Steam Engine Meeting,  
Sinsheim  
11.01.-13.01.2002

FASZINATION MODELLBAU -  
Modelmaking Exhibition, Sinsheim  
21.03.-24.03.2002

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

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

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

## Stuttgart

### MESAGO Messemanagement GmbH

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

### MESAGO Messe Frankfurt GmbH

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

HAUS ENERGIE UMWELT, Karlsruhe  
16.01.-19.01.2003

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

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

### Messe Stuttgart International

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

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

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

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

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

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

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

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

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

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

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

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

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

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

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

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

Mineralien, Stuttgart  
29.11.-01.12.2002

# Registered Events

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

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

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

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

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

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

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

ama - Car and Motorcycle Exhibition, Stuttgart  
not yet determined

## Trier

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

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

## Villingen-Schwenningen

### **Südwest Messe- und Ausstellungs-GmbH**

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

## Wächtersbach

### **Stadt Wächtersbach Eigenbetrieb Messe Wächtersbach und Veranstaltungsbetriebe**

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

## Wiesbaden

### **MFA, Messe Frankfurt Ausstellungen GmbH**

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

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

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

## Zwickau

### **MESSE ZWICKAU GmbH**

WestSachsenBau - Building Exhibition, Zwickau  
22.03.-24.03.2002

REISE & FREIZEIT, Zwickau  
30.11.-01.12.2002

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

## Hongkong

### **Hongkong Trade Development Council**

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

Hong Kong Fashion Week, Hongkong  
15.01.-18.01.2002

Hongkong International Jewellery Show, Hongkong  
● 27.02.-02.03.2002

Hong Kong Houseware Week, Hongkong  
● 16.04.-19.04.2002

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

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

Hong Kong Electronics Fair, Hongkong  
● 11.10.-14.10.2002

Hong Kong Optical Fair, Hongkong  
06.11.-08.11.2002

## Verona

### **Ente Autonomo Fiere di Verona**

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

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

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

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

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

BUS & BUS Business, Verona  
November 02

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

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

Status as of Juni 2002

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

+ = event with changing venues

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



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