



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

***Report
2002***

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information on
FKM-audited events
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audited trade fair data
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The FKM in 2002

The number of the FKM-audited trade fairs and exhibitions remained almost constant in 2002 despite the difficult economic situation; for 302 events (2001: 309), the correct collection of the exhibitor, space and visitor statistics was checked by a public accountant. By comparison: in 2001 there was a decline of 6 % compared with 2000.

The number of the partners increased again in 2002 after a fall in the previous year. In the course of 2002 and spring 2003, six trade fair organizers were admitted to the FKM: HP Messen und Ausstellungen, Hallbergmoos, Carnex GmbH, Bad Breisig, the Wirtschaftsgemeinschaft der hessischen Handelsvertreter GmbH, Frankfurt/M., NETWORK-OSE GmbH, Hagenburg, DURMA MSI GmbH, Stuttgart, and Hofmann Messe- und Ausstellungs GmbH, Stuttgart.

Apparently, even in economically difficult times it is attractive to organizers to subject their statistics to an independent control. Perhaps the current economic situation actually provides the necessary impulses, because the increased competition leads to the organizers observing each other much more intensively and exhibitors subjecting their trade fair results to even more careful scrutiny.

The organizers Haug, Krefeld, MAK, Trier, and the Messe Zwickau have left the FKM. Thus, the FKM now has 75 German trade fair organizers and two foreign guest members, the Verona Trade Fair Company and the Hong Kong Trade Development Council. These two organizers allow a total of 14 trade fairs a year to be audited.

The core of every FKM audit are the basic data of exhibitors with a stand of their own, rented stand space and the number of visitors, in each case broken down into Germany and foreign countries. The FKM's visitor structure analyses are equally important for the exhibiting industry. For almost 60 % of the audited events, there are standardized trade or private visitor tests which provide information about visitors' origins, competence or length of their stay at the fair.

For the exhibiting industry these tests are an important instrument for planning their participation and monitoring their success. In addition, due to their depth of information in comparison with other media, they help to create a positive image for the trade fair as a marketing instrument.

Comparability and reliability

The FKM is an organization of the German trade fair and exhibition companies which was founded in 1965 by six organizers. It has set itself the objective of promoting clarity and truth in the trade fair industry through the uniform recording and control of statistics on exhibition space, exhibitors and visitors as well as of visitor structures.

The FKM's data, which is recorded according to the corresponding statutes and rules of the FKM, is checked by an independent auditing company. As a result, the comparability of the registered events between themselves and over time is guaranteed.

Online service

In the FKM's online offer, all the print products of the FKM are now also available for downloading at www.fkm.de. In its core the FKM online service includes information about the tasks and the operation of the FKM, the most important definitions, tips for the use of the FKM data as well as links to the individual partners. The „Trade Fair Planning with FKM Data“

brochure can also be accessed on the Internet in updated form.

The trade fair statistics including the visitor analyses checked by the auditor of the FKM are to be found, via the home page of the FKM, in the online database of AUMA which is responsible for the management of the FKM.

In order to increase its level of awareness among the specialist public, in spring 2002, the FKM published a folder entitled „Audited trade fair data – our service for your success“. In short, precise form it explains and presents the reasons for data-oriented trade fair planning, describes what the FKM has to offer and how the exhibitors can improve their trade fair planning with the help of FKM data.

Up to now, the FKM and its partners have provided exhibitors and other companies and institutions with around 40,000 copies.

More information about visitor origins

For the first time in 2002, the German trade fairs are providing their exhibitors with even more detailed data material about the origin of their visitors. In the standardized trade visitor

surveys of the FKM it is now also registered how many visitors travel between 100 to 300 km and over 300 km to the event; previously they were only required to state whether they travelled more or less than 100 km.

It is also being published 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 efficiently.

European trade fair transparency

For the 14th time already, together with other European audit organizations, the FKM has published the European Trade Fair and Exhibition Statistics brochure. 20 countries have participated: Austria, Belgium, Croatia, the Czech Republic, Denmark, Finland, France, Germany, Hungary, Italy, Luxembourg, the Netherlands, Norway, Poland, Portugal, Slovakia, Slovenia, Sweden, Switzerland, and for the first time the Ukraine.

The statistics of around 1,060 events, with the exception of the numbers of visitors, were collected in the individual countries according to almost identical criteria. The compliance with the rules is checked by one or several auditors or other independent organizations respectively.

The know-how of the FKM is also in demand when national auditing organizations are established in other countries. In particular, representatives from Asia have recently asked about the objectives and operation of the FKM; especially in China there is currently keen interest in the development of an auditing organization for trade fair statistics.

The FKM is actively supporting the efforts of the Union des Foires Internationales (UFI), the world federation of the international trade fairs, to promote the foundation of further auditing organizations. An important instrument for this is the Committee for Statistics and Trade Fair Transparency of the UFI. In addition, it plays a major role for the exchange of experience between the auditing organizations from all over the world.



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Chairman

Vorsitzender
Manfred Wutzlhofer,
Messe München GmbH, München

1st Deputy
Dr. Ludwig Jörder,
Messe 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)

Status as of April 2003

- Status as of April 2003



Auditor's Certificate

A. Audit commission

The Society for the Voluntary Control of Fair and Exhibition Statistics commissioned us to audit whether the statistics reported for the registered events conform with the statutes of the society. For this commission, also in relation to third parties, our General Terms and Conditions for Auditors and Auditing Companies of 1st January 2002 apply.

B. Object, type and scope of the activity

We have audited events registered for the first time without

exception, a selection of recurring events without advance notice according to the statutes of the FKM. The selection was free of restrictions by the society.

C. Basic legal provisions and documents

The basis for the audit are the statutes and rules of the Society for the Voluntary Control of Fair and Exhibition Statistics (FKM) of December 2001.

D. Result

Our audit did not lead to any objections.

Cologne, 20th March, 2003

Ernst & Young 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.

Visitor figures

Beginning from 2001, the visitor figures are calculated according to the number of admissions to the trade fair centre. The number of admissions per day can, on the one hand, be determined by an electronic visitor admission system, whereby a maximum of one admission is registered per day.

Organizers which do not use such a system, can calculate the number of visitors according to the number of day tickets sold and the minimum use of multiple-day tickets sold; it is assumed that such tickets are used at least as often as is economically worthwhile in comparison to the day ticket.

Basis for establishing the number of visitors can also be a registration, irrespective of whether an entrance fee has to be paid or not. In such cases, the number of admissions can be determined by a visitor-admission-system or - if an entrance fee has to be paid - by the minimal use of the tickets sold.

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.

For the official detailed regulations see the brochure FKM Statues and Rules

| Events 2002 | | | Exhibition Space Figures (sq.m.) | | | | | | | | |
|-------------------------------|--|---|--|---------|----------|---------|--------|------------------|----------------|------------------|--------|
| No. | For the complete titles see pp. 89–99 | Dura- tion (Days) | Rented Space | | | | | Special Shows | Space (net) | Space (gross) | |
| | | | Halls | | Open Air | | Total | | | | |
| | | | Domestic | Foreign | Domestic | Foreign | | | | | |
| Ahrensburg | | | | | | | | | | | |
| 1 | Stormarnia – Regional Consumer Exhibition | 4 | 1.235 | 12 | 191 | | 1.438 | 63 | 1.501 | 2.700 | |
| Ansbach | | | | | | | | | | | |
| 2 | KONTAKTA – Regional Consumer Exhibition | 9 | 4.144 | 18 | 1.883 | | 6.045 | 4.162 | 10.207 | 34.000 | |
| Augsburg | | | | | | | | | | | |
| 3 | afa – Regional Consumer Exhibition | 9 | 12.682 | 671 | 2.552 | | 15.905 | 9.253 | 25.158 | 42.000 | |
| 4 | Americana | 5 | 5.921 | 1.495 | 351 | 20 | 7.787 | 958 | 8.745 | 21.000 | |
| 5 | GrindTec | 4 | 4.760 | 886 | | | 5.646 | 284 | 5.930 | 12.000 | |
| Bad Salzuflen | | | | | | | | | | | |
| 6 | KMO – Plastics Processing Fair | 4 | 9.715 | 700 | | | 10.415 | 300 | 10.715 | 20.000 | |
| 7 | ZOW – Furniture Components | 4 | 8.105 | 4.500 | | | 12.605 | | 12.605 | 17.800 | |
| Bayreuth | | | | | | | | | | | |
| 8 | Oberfranken-Ausstellung – Regional Consumer Exh. | 9 | 6.660 | 152 | 4.274 | 30 | 11.116 | 1.493 | 12.609 | 21.200 | |
| Berlin | | | | | | | | | | | |
| + | 9 | Workmen's Security | 3 | 6.688 | 594 | | 7.282 | 920 | 8.202 | 14.400 | |
| ● | 10 | bauteC/Build IT | 5 | 33.243 | 3.918 | 160 | 37.321 | 5.630 | 42.951 | 93.500 | |
| | 11 | Deutsche Gründer- und Unternehmer-Tage | 3 | 1.651 | 24 | | 1.675 | 466 | 2.141 | 4.300 | |
| + | 12 | EXPOPHARM | 4 | 15.404 | 630 | | 16.034 | 332 | 16.366 | 29.850 | |
| ● | 13 | FRUIT LOGISTICA | 3 | 6.216 | 8.559 | | 14.775 | 342 | 15.117 | 30.000 | |
| | 14 | Hippologica | 4 | 6.206 | 419 | | 6.625 | 1.856 | 8.481 | 18.900 | |
| | 15 | Hobbyland | 3 | 1.866 | 95 | | 1.961 | 5.711 | 7.672 | 15.000 | |
| ● | 16 | Import Shop | 5 | 2.246 | 3.827 | | 6.073 | 1.064 | 7.137 | 18.900 | |
| | 17 | InnoTrans | 4 | 18.198 | 9.010 | 1.986 | 275 | 29.469 | 29.469 | 49.500 | |
| ● | 18 | International Green Week | 10 | 39.763 | 14.255 | | 54.018 | 9.169 | 63.187 | 117.000 | |
| ● | 19 | ITB – International Tourism Exchange | 5 | 27.540 | 50.869 | | 78.409 | | 78.409 | 150.000 | |
| | 20 | Moderner Staat – Efficiency in Public Administration | 2 | 2.108 | | | 2.108 | 136 | 2.244 | 9.500 | |
| | 21 | Wohnambiente Lebensart | 4 | 2.094 | 258 | | 2.352 | 441 | 2.793 | 7.650 | |
| Braunschweig | | | | | | | | | | | |
| | 22 | Harz + Heide – Regional Consumer Exhibition | 9 | 11.286 | 288 | 2.949 | 66 | 14.589 | 2.504 | 17.093 | 29.800 |
| Bremen | | | | | | | | | | | |
| | 23 | CARAVAN | 3 | 9.142 | 24 | | 9.166 | | 9.166 | 14.600 | |
| | 24 | fish international | 4 | 5.338 | 2.517 | | 7.855 | 464 | 8.319 | 20.000 | |
| | 25 | Gardening, Leisure, Tourism | 4 | 4.913 | 452 | | 5.365 | 6.692 | 12.057 | 21.400 | |
| | 26 | hafa Bremen – Regional Consumer Exhibition | 9 | 12.279 | 870 | 1.343 | 14.492 | 9.705 | 24.197 | 41.200 | |
| Cottbus | | | | | | | | | | | |
| | 27 | Reisen, Freizeit, Caravan | 3 | 3.143 | 124 | | 3.267 | 1.385 | 4.652 | 7.400 | |
| | 28 | SpreeBAU – Building Exhibition | 3 | 3.033 | 20 | 197 | 3.250 | 290 | 3.540 | 7.600 | |
| | 29 | SpreeMesse – Regional Consumer Exhibition | 4 | 3.835 | 73 | 109 | 4.017 | 735 | 4.752 | 9.550 | |
| Dachau | | | | | | | | | | | |
| | 30 | Dachauer Herbst-Ausstellung – Regional Consumer Exh. | 9 | 5.012 | 62 | 1.750 | 6.824 | 850 | 7.674 | 10.750 | |
| Dillingen a. d. Donau | | | | | | | | | | | |
| | 31 | WIR – Regional Consumer Exhibition | 9 | 4.498 | 15 | 1.172 | 5.685 | 2.064 | 7.749 | 18.000 | |
| Donauwörth | | | | | | | | | | | |
| | 32 | Donau-Ries-Ausstellung – Regional Consumer Exhibition | 5 | 3.276 | 15 | 1.446 | 4.737 | 3.008 | 7.745 | 40.000 | |
| Dortmund | | | | | | | | | | | |
| | 33 | CREATIVA | 5 | 6.908 | 773 | | 7.681 | 2.152 | 9.833 | 30.940 | |
| | 34 | DKM – Int. Trade Fair for Finance and Insurance Companies | 2 | 4.902 | 721 | | 5.623 | 2.836 | 8.459 | 17.200 | |
| | 35 | DORTMUNDER HERBST – Regional Consumer Exh. | 10 | 18.404 | 1.389 | | 19.793 | 2.390 | 22.183 | 48.300 | |
| | 36 | ELEKTROTECHNIK | 4 | 9.321 | 277 | | 9.598 | 1.726 | 11.324 | 36.400 | |
| | 37 | FAHOBÄ – Autumn | 3 | 1.207 | 102 | | 1.309 | | 1.309 | 5.850 | |
| | 38 | HairPower | 2 | 979 | 60 | | 1.039 | 393 | 1.432 | 8.250 | |
| | 39 | HobbyTronic | 5 | 4.370 | 98 | | 4.468 | 644 | 5.112 | 16.550 | |
| | 40 | INTERMODELLBAU | 5 | 8.396 | 288 | | 8.684 | 11.548 | 20.232 | 48.300 | |
| ● | 41 | Inter-tabac | 3 | 5.031 | 699 | | 5.730 | | 5.730 | 15.550 | |
| ● | 42 | JAGD & HUND – Hunting and Fishing | 6 | 9.709 | 1.636 | | 11.345 | 2.328 | 13.673 | 36.390 | |
| | 43 | RAUMAUSSTATTUNG – Interior Design | 3 | 7.208 | 137 | | 7.345 | 382 | 7.727 | 21.600 | |
| | 44 | WEST-ANTIQUÉ | 4 | 851 | 126 | | 977 | | 977 | 6.500 | |
| | 45 | German Minerals Days | 2 | 885 | 121 | | 1.006 | 168 | 1.174 | 5.600 | |
| Dresden | | | | | | | | | | | |
| | 46 | Antik Dresden | 5 | 498 | 18 | | 516 | 210 | 726 | 3.000 | |
| | 47 | auto mobil | 3 | 8.552 | 88 | 852 | 9.492 | | 9.492 | 19.900 | |
| + Events with changing venues | | | ● Recognized by UFI – Union des Foires Internationales (Union of International Trade Fairs) | | | | | | | | |

+ Events with changing venues

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

| Exhibitor Figures | | | | | Additionally represented firms | | | Visitor Figures | | |
|-------------------|----------|---------|-------|----------------------|--------------------------------|---------|-------|---|---------|----------|
| Exhibitors | | | | | | | | Number of Admissions (Explanations see p. 9) | | |
| No. | Domestic | Foreign | Total | from... countries | Domestic | Foreign | Total | Domestic | Foreign | Total |
| 1 | 79 | 1 | 80 | 2 | | | | | | 4.166 |
| 2 | 361 | 1 | 362 | 2 | 6 | | 6 | | | 58.002 |
| 3 | 451 | 28 | 479 | 10 | 44 | 9 | 53 | | | 99.707 |
| 4 | 163 | 47 | 210 | 11 | | | | | | 41.341 |
| 5 | 120 | 25 | 145 | 9 | 47 | 29 | 76 | 5.515 | 1.129 | 6.644* |
| 6 | 319 | 31 | 350 | 10 | | | | 9.882 | 202 | 10.084* |
| 7 | 227 | 182 | 409 | 22 | 6 | 31 | 37 | 8.350 | 3.930 | 12.280 |
| 8 | 296 | 7 | 303 | 4 | 100 | | 100 | | | 66.700 |
| 9 | 197 | 25 | 222 | 19 | 94 | 6 | 100 | 9.590 | 755 | 10.345* |
| 10 | 961 | 159 | 1.120 | 32 | 7 | 3 | 10 | 72.723 | 3.587 | 76.310* |
| 11 | 88 | 1 | 89 | 2 | | | | | | 2.494 |
| 12 | 334 | 38 | 372 | 19 | 20 | 2 | 22 | | | 20.216 |
| 13 | 220 | 604 | 824 | 50 | | | | 6.693 | 6.828 | 13.521* |
| 14 | 238 | 17 | 255 | 9 | | | | | | 20.578 |
| 15 | 101 | 8 | 109 | 7 | | | | | | 15.948 |
| 16 | 166 | 389 | 555 | 60 | | | | 40.783 | 748 | 41.531* |
| 17 | 625 | 422 | 1.047 | 30 | 2 | 3 | 5 | 27.420 | 9.484 | 36.904* |
| 18 | 1.083 | 514 | 1.597 | 56 | | | | 444.266 | 10.459 | 454.725* |
| 19 | 2.362 | 7.316 | 9.678 | 181 | | | | 108.056 | 24.854 | 132.910* |
| 20 | 165 | | 165 | 1 | | | | 3.295 | 33 | 3.328* |
| 21 | 77 | 13 | 90 | 11 | | | | | | 1.352 |
| 22 | 501 | 13 | 514 | 7 | | | | | | 72.083* |
| 23 | 55 | 1 | 56 | 2 | | | | | | 14.240 |
| 24 | 247 | 236 | 483 | 54 | | | | 10.583 | 1.652 | 12.235 |
| 25 | 284 | 20 | 304 | 7 | | | | | | 29.507 |
| 26 | 551 | 21 | 572 | 11 | | | | | | 84.978 |
| 27 | 168 | 17 | 185 | 10 | 5 | | 5 | | | 11.695 |
| 28 | 195 | 6 | 201 | 3 | 11 | | 11 | | | 7.869 |
| 29 | 297 | 10 | 307 | 5 | 6 | | 6 | | | 15.579 |
| 30 | 213 | 2 | 215 | 2 | | | | | | 31.937 |
| 31 | 307 | 1 | 308 | 2 | 44 | | 44 | | | 57.563 |
| 32 | 339 | 8 | 347 | 5 | 18 | | 18 | | | 52.560 |
| 33 | 410 | 48 | 458 | 16 | | | | 70.443 | 928 | 71.371* |
| 34 | 258 | 35 | 293 | 11 | | | | 5.164 | 77 | 5.241 |
| 35 | 685 | 50 | 735 | 18 | | | | | | 133.110* |
| 36 | 318 | 9 | 327 | 9 | 16 | 2 | 18 | 14.043 | 228 | 14.271* |
| 37 | 33 | 3 | 36 | 3 | 1 | | 1 | | | 1.138 |
| 38 | 53 | 5 | 58 | 4 | | | | | | 7.422 |
| 39 | 167 | 7 | 174 | 3 | | 3 | 3 | 50.385 | 664 | 51.049* |
| 40 | 391 | 15 | 406 | 9 | 1 | | 1 | 91.825 | 9.527 | 101.352* |
| 41 | 109 | 47 | 156 | 16 | | | | | | 4.231* |
| 42 | 382 | 117 | 499 | 25 | | | | 63.229 | 4.906 | 68.135* |
| 43 | 118 | 8 | 126 | 6 | | | | 7.360 | 112 | 7.472* |
| 44 | 44 | 6 | 50 | 5 | | | | | | 1.436 |
| 45 | 163 | 27 | 190 | 12 | | | | | | 6.128 |
| 46 | 37 | 1 | 38 | 2 | | | | | | 3.113 |
| 47 | 128 | 2 | 130 | 3 | | | | | | 35.962 |

* Visitors Profil Analyses see page 37

Events 2002

Exhibition Space Figures (sq.m.)

| | | | Rented Space | | | | | | | |
|----------------|--|--------------------|--------------|---------|----------|---------|---------|------------------|----------------|------------------|
| No. | For the complete titles see pp. 89–99 | Duration (Days) | Halls | | Open Air | | Total | Special Shows | Space (net) | Space (gross) |
| | | | Domestic | Foreign | Domestic | Foreign | | | | |
| 48 | COMTEC/IFM | 3 | 4.115 | | | | 4.115 | 684 | 4.799 | 11.250 |
| 49 | Dresdner Ostern – Garden, Pets and Handicrafts | 4 | 1.675 | 108 | 568 | | 2.351 | 4.500 | 6.851 | 13.600 |
| 50 | Dresden Travel Market | 3 | 3.751 | 1.747 | 144 | | 5.642 | 131 | 5.773 | 11.800 |
| 51 | Gourmet Dresden | 3 | 879 | 180 | | | 1.059 | 220 | 1.279 | 4.500 |
| 52 | HAUS – Building Exhibition | 4 | 8.454 | 126 | 510 | 36 | 9.126 | 1.798 | 10.924 | 23.000 |
| 53 | KarriereStart | 3 | 2.989 | 24 | | | 3.013 | 341 | 3.354 | 7.500 |
| 54 | KUNSTMARKT DRESDEN | 3 | 314 | 27 | | | 341 | 698 | 1.039 | 8.000 |
| 55 | Pieta | 3 | 1.720 | 12 | 40 | | 1.772 | 490 | 2.262 | 4.700 |
| 56 | SAX-IMMOBILIA & EIGENHEIM/ServiceWelt | 3 | 955 | | | | 955 | 175 | 1.130 | 4.500 |
| Düsseldorf | | | | | | | | | | |
| 57 | BEAUTY INTERNATIONAL | 3 | 20.020 | 2.028 | | | 22.048 | 1.388 | 23.436 | 47.300 |
| ● 58 | boot | 9 | 57.597 | 43.025 | 331 | 85 | 101.038 | 6.992 | 108.030 | 215.000 |
| ● 59 | CARAVAN SALON | 10 | 58.634 | 14.807 | 1.528 | 104 | 75.073 | 4.807 | 79.880 | 129.600 |
| 60 | EMV Düsseldorf | 3 | 1.379 | 374 | | | 1.753 | | 1.753 | 4.600 |
| ● 61 | EUROCARGO | 3 | 4.492 | 561 | | | 5.053 | | 5.053 | 11.500 |
| ● 62 | EuroShop | 5 | 51.088 | 47.747 | 72 | | 98.907 | 1.950 | 100.857 | 191.700 |
| ● 63 | GDS International Shoe Fair – Spring | 4 | 21.769 | 66.452 | | | 88.221 | 6.595 | 94.816 | 174.200 |
| ● 64 | GDS International Shoe Fair – Autumn | 4 | 20.775 | 62.468 | | | 83.243 | 5.173 | 88.416 | 174.200 |
| ● 65 | glasstec | 5 | 23.113 | 38.615 | 115 | 60 | 61.903 | 2.293 | 64.196 | 118.600 |
| ● 66 | hogatec | 5 | 29.646 | 7.491 | | | 37.137 | 1.850 | 38.987 | 80.400 |
| 67 | IAM International Investors' Fair | 3 | 5.261 | 347 | | | 5.608 | | 5.608 | 10.200 |
| ●+ 68 | Interbad | 4 | 11.411 | 4.548 | | | 15.959 | 507 | 16.466 | 29.900 |
| 69 | InterCool | 4 | 11.021 | 2.938 | 58 | | 14.017 | 1.850 | 15.867 | 22.750 |
| 70 | InterMeat | 4 | 12.670 | 2.217 | | 49 | 14.936 | 1.850 | 16.786 | 26.200 |
| 71 | InterMopro | 4 | 10.220 | 2.384 | | | 12.604 | 1.850 | 14.454 | 20.300 |
| ● 72 | interpack | 7 | 71.634 | 76.725 | | | 148.359 | | 148.359 | 217.300 |
| + 73 | interschau | 3 | 4.656 | 6.765 | 226 | 972 | 12.619 | 2.868 | 15.487 | 31.200 |
| ● 74 | MEDICA | 4 | 66.095 | 43.197 | 309 | | 109.601 | 2.309 | 111.910 | 218.000 |
| 75 | METAV | 5 | 61.133 | 10.997 | | | 72.130 | 414 | 72.544 | 118.600 |
| 76 | ProWein | 3 | 16.958 | 19.033 | | | 35.991 | 1.384 | 37.375 | 73.700 |
| 77 | PSI – Advertising Specialities | 3 | 18.705 | 11.681 | | | 30.386 | 375 | 30.761 | 52.600 |
| ● 78 | REHACare International | 4 | 20.249 | 5.102 | | | 25.351 | 4.268 | 29.619 | 69.200 |
| ● 79 | Tube | 5 | 12.523 | 14.732 | | | 27.255 | | 27.255 | 48.400 |
| ● 80 | wire | 5 | 16.494 | 34.858 | | | 51.352 | 814 | 52.166 | 96.100 |
| Erfurt | | | | | | | | | | |
| 81 | inoga | 4 | 3.118 | | | | 3.118 | 747 | 3.865 | 6.700 |
| 82 | Leisure & Caravaning Exhibition | 4 | 3.071 | 336 | | | 3.407 | 630 | 4.037 | 8.000 |
| 83 | riding – hunting – fishing | 3 | 3.216 | 36 | 268 | | 3.520 | 4.891 | 8.411 | 15.750 |
| 84 | Thüringen-Ausstellung – Regional Consumer Exhibition | 9 | 8.427 | 225 | 1.105 | | 9.757 | 2.570 | 12.327 | 22.300 |
| Essen | | | | | | | | | | |
| 85 | ALUMINIUM | 3 | 9.388 | 8.864 | | | 18.252 | 315 | 18.567 | 35.600 |
| 86 | BRIEFMARKEN | 3 | 2.319 | 438 | | | 2.757 | 500 | 3.257 | 6.000 |
| 87 | DEUBAU | 6 | 31.269 | 1.829 | | | 33.098 | 1.059 | 34.157 | 74.300 |
| 88 | E – world of energy | 3 | 5.936 | 1.354 | | | 7.290 | | 7.290 | 17.000 |
| 89 | FIBO | 4 | 24.508 | 8.026 | | | 32.534 | 4.905 | 37.439 | 68.500 |
| 90 | IFLO | 3 | 6.334 | 433 | | | 6.767 | 3.264 | 10.031 | 25.000 |
| 91 | IPM | 4 | 25.671 | 17.011 | | | 42.682 | 6.355 | 49.037 | 110.000 |
| 92 | METPACK | 5 | 2.903 | 4.931 | | | 7.834 | | 7.834 | 15.000 |
| 93 | MODE-HEIM-HANDWERK – Regional Consumer Exh. | 10 | 21.378 | 2.188 | | | 23.566 | 1.510 | 25.076 | 60.000 |
| 94 | PETpoint | 5 | 865 | 1.871 | | | 2.736 | | 2.736 | 5.650 |
| 95 | REIFEN | 4 | 11.276 | 7.472 | | | 18.748 | | 18.748 | 41.000 |
| 96 | Tourism/Camping | 5 | 34.898 | 3.180 | | | 38.078 | 2.000 | 40.078 | 90.000 |
| ● 97 | SECURITY | 4 | 24.997 | 6.022 | 100 | | 31.119 | 2.074 | 33.193 | 65.000 |
| 98 | SHK Essen | 5 | 34.317 | 1.486 | | | 35.803 | 578 | 36.381 | 90.000 |
| Frankfurt/Main | | | | | | | | | | |
| ● 99 | Ambiente | 5 | 96.931 | 93.806 | | | 190.737 | 2.558 | 193.295 | 316.200 |
| 100 | Art Frankfurt | 5 | 7.100 | 1.568 | | | 8.668 | 385 | 9.053 | 18.700 |
| ● 101 | Automechanika | 6 | 65.878 | 82.929 | 7.633 | 3.579 | 160.019 | 2.215 | 162.234 | 290.000 |
| ●+ 102 | DACH + WAND | 4 | 20.343 | 2.398 | 3.478 | | 26.219 | 1.012 | 27.231 | 57.100 |
| 103 | European Banking Technology Fair | 3 | 6.240 | 1.555 | | | 7.795 | 1.023 | 8.818 | 20.700 |
| ● 104 | Heimtextil | 5 | 52.793 | 105.139 | 700 | | 158.632 | 3.880 | 162.512 | 276.000 |
| +● 105 | INTERGEO | 3 | 8.987 | 832 | 100 | 20 | 9.939 | 231 | 10.170 | 21.700 |

+ Events with changing venues

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

| Exhibitor Figures | | | | | Additionally represented firms | | | Visitor Figures | | |
|-------------------|----------|---------|-------|----------------------|--------------------------------|---------|-------|---|---------|----------|
| Exhibitors | | | | | | | | Number of Admissions (Explanations see p. 9) | | |
| No. | Domestic | Foreign | Total | from... countries | Domestic | Foreign | Total | Domestic | Foreign | Total |
| 48 | 299 | 3 | 302 | 4 | 52 | 7 | 59 | | | 10.411 |
| 49 | 217 | 12 | 229 | 3 | | | | | | 51.528 |
| 50 | 351 | 149 | 500 | 27 | | | | | | 31.334* |
| 51 | 82 | 37 | 119 | 7 | | | | | | 4.975 |
| 52 | 467 | 10 | 477 | 6 | 59 | 2 | 61 | | | 26.178 |
| 53 | 244 | 2 | 246 | 3 | | | | | | 16.531 |
| 54 | 41 | 2 | 43 | 2 | | | | | | 2.740 |
| 55 | 47 | 1 | 48 | 2 | 4 | 4 | 8 | | | 749 |
| 56 | 65 | | 65 | 1 | | | | | | 1.332 |
| | | | | | | | | | | |
| 57 | 514 | 88 | 602 | 27 | | | | 52.706 | 3.604 | 56.310* |
| 58 | 1.055 | 638 | 1.693 | 52 | | | | 291.936 | 41.705 | 333.641* |
| 59 | 352 | 124 | 476 | 20 | | | | 133.123 | 18.153 | 151.276* |
| 60 | 84 | 51 | 135 | 15 | 20 | 21 | 41 | 3.103 | 875 | 3.978 |
| 61 | 190 | 26 | 216 | 14 | | | | 5.569 | 232 | 5.801* |
| 62 | 852 | 743 | 1.595 | 38 | | | | 47.654 | 44.878 | 92.532* |
| 63 | 195 | 1.511 | 1.706 | 48 | | | | 15.947 | 29.879 | 45.826 |
| 64 | 180 | 1.445 | 1.625 | 45 | | | | 15.122 | 25.747 | 40.869 |
| 65 | 353 | 604 | 957 | 38 | 24 | 15 | 39 | 24.042 | 30.723 | 54.765* |
| 66 | 542 | 211 | 753 | 28 | 1 | | 1 | 35.889 | 4.709 | 40.598* |
| 67 | 168 | 24 | 192 | 10 | | | | 8.719 | 233 | 8.952* |
| 68 | 270 | 117 | 387 | 24 | | | | 12.140 | 3.325 | 15.465* |
| 69 | 242 | 113 | 355 | 19 | | | | 6.801 | 2.605 | 9.406* |
| 70 | 260 | 80 | 340 | 14 | | | | 7.821 | 2.677 | 10.498* |
| 71 | 157 | 80 | 237 | 13 | | | | 7.648 | 2.070 | 9.718* |
| 72 | 938 | 1.612 | 2.550 | 49 | 866 | 1.499 | 2.365 | 82.697 | 91.403 | 174.100* |
| 73 | 142 | 133 | 275 | 19 | | | | | | 15.758 |
| 74 | 1.494 | 2.158 | 3.652 | 62 | | | | 89.193 | 43.141 | 132.334* |
| 75 | 958 | 218 | 1.176 | 24 | | | | 56.368 | 7.110 | 63.478* |
| 76 | 818 | 2.033 | 2.851 | 42 | 25 | 217 | 242 | 23.473 | 3.756 | 27.229* |
| 77 | 499 | 338 | 837 | 23 | | | | 7.118 | 7.717 | 14.835* |
| 78 | 535 | 219 | 754 | 28 | | | | 41.622 | 6.385 | 48.007* |
| 79 | 281 | 417 | 698 | 45 | | | | 13.278 | 10.690 | 23.968* |
| 80 | 331 | 765 | 1.096 | 48 | | | | 16.146 | 20.718 | 36.864* |
| | | | | | | | | | | |
| 81 | 173 | 4 | 177 | 4 | | | | | | 6.191* |
| 82 | 154 | 28 | 182 | 10 | 63 | 5 | 68 | | | 33.331 |
| 83 | 153 | 3 | 156 | 4 | | | | | | 21.612* |
| 84 | 470 | 8 | 478 | 7 | | | | | | 62.121* |
| | | | | | | | | | | |
| 85 | 267 | 262 | 529 | 36 | | | | 7.860 | 4.499 | 12.359* |
| 86 | 57 | 37 | 94 | 29 | | | | | | 11.200 |
| 87 | 759 | 44 | 803 | 15 | | | | 100.740 | 1.742 | 102.482* |
| 88 | 206 | 51 | 257 | 14 | | | | 6.327 | 1.099 | 7.426* |
| 89 | 304 | 115 | 419 | 27 | | | | 45.509 | 7.905 | 53.414* |
| 90 | 154 | 12 | 166 | 5 | | | | 10.159 | 1.167 | 11.326* |
| 91 | 730 | 571 | 1.301 | 33 | | | | 50.831 | 10.337 | 61.168* |
| 92 | 44 | 128 | 172 | 20 | 1 | | 1 | 2.779 | 3.966 | 6.745* |
| 93 | 721 | 80 | 801 | 21 | | | | 200.579 | 1.008 | 201.587* |
| 94 | 26 | 50 | 76 | 16 | 1 | | 1 | 1.028 | 1.819 | 2.847* |
| 95 | 189 | 199 | 388 | 38 | | | | 10.208 | 5.353 | 15.561* |
| 96 | 632 | 162 | 794 | 25 | | | | 116.263 | 820 | 117.083* |
| 97 | 655 | 297 | 952 | 31 | | | | 30.032 | 6.999 | 37.031* |
| 98 | 577 | 31 | 608 | 9 | | | | 59.602 | 1.092 | 60.694* |
| | | | | | | | | | | |
| 99 | 1.892 | 2.951 | 4.843 | 89 | | | | 101.525 | 43.143 | 144.668* |
| 100 | 185 | 48 | 233 | 11 | | | | 7.559 | 528 | 8.087 |
| 101 | 1.012 | 3.312 | 4.324 | 70 | 10 | 18 | 28 | 99.646 | 61.173 | 160.819* |
| 102 | 340 | 79 | 419 | 21 | 2 | 4 | 6 | 25.659 | 3.171 | 28.830* |
| 103 | 186 | 48 | 234 | 14 | 72 | 9 | 81 | 6.930 | 611 | 7.541* |
| 104 | 643 | 2.478 | 3.121 | 71 | | | | 56.891 | 39.538 | 96.429* |
| 105 | 214 | 50 | 264 | 22 | 175 | 45 | 220 | 14.067 | 1.511 | 15.578* |

* Visitors Profil Analyses see page 37

| Events 2002 | | | Exhibition Space Figures (sq.m.) | | | | | | | | |
|-----------------|---|--------------------|----------------------------------|---------|----------|---------|---------|--------|------------------|----------------|------------------|
| No. | For the complete titles see pp. 89–99 | Duration (Days) | Rented Space | | | | | | Special Shows | Space (net) | Space (gross) |
| | | | Halls | | Open Air | | Total | | | | |
| | | | Domestic | Foreign | Domestic | Foreign | | | | | |
| 106 | Franchise | 4 | 1.385 | 257 | | | 1.642 | 210 | 1.852 | 5.000 | |
| 107 | Light + Building | 5 | 74.012 | 49.596 | | | 123.608 | 3.215 | 126.823 | 244.800 | |
| ● 108 | Musikmesse/Pro Light & Sound | 5 | 32.394 | 35.754 | | | 68.148 | 10.700 | 78.848 | 164.200 | |
| ● 109 | Paperworld, Christmasworld, Beautyworld | 5 | 68.824 | 77.586 | | | 146.410 | 3.566 | 149.976 | 257.700 | |
| 110 | PRO SIGN | 3 | 4.321 | 1.180 | | | 5.501 | 120 | 5.621 | 14.350 | |
| ● 111 | Tendence | 5 | 89.836 | 79.455 | | | 169.291 | 4.001 | 173.292 | 312.000 | |
| Freiburg | | | | | | | | | | | |
| 112 | Baden Messe/ecotrend – Reg. Craft and Industry Exhibition | 9 | 12.904 | 672 | 5.685 | 48 | 19.309 | 1.461 | 20.770 | 35.700 | |
| 113 | CFT – Camping, Leisure, Tourism | 9 | 14.085 | 532 | 3.016 | | 17.633 | 1.570 | 19.203 | 32.900 | |
| 114 | Intersolar | 3 | 4.933 | 724 | 270 | 60 | 5.987 | 352 | 6.339 | 13.800 | |
| 115 | Modellbau | 4 | 660 | 12 | | | 672 | 5.229 | 5.901 | 16.400 | |
| Friedrichshafen | | | | | | | | | | | |
| ● 116 | EUROBIKE | 4 | 14.766 | 12.736 | 623 | 163 | 28.288 | 4.510 | 32.798 | 58.600 | |
| ● 117 | OutDoor | 4 | 10.260 | 8.368 | 60 | 39 | 18.727 | 17.140 | 35.867 | 56.900 | |
| 118 | HAM RADIO/HAMtronic | 3 | 2.872 | 1.039 | 114 | | 4.025 | 2.986 | 7.011 | 23.800 | |
| 119 | IBO – Int. Fair for Consumer and Investment Goods | 9 | 16.243 | 1.771 | 3.554 | 60 | 21.628 | 6.171 | 27.799 | 50.300 | |
| ● 120 | INTERBOOT | 9 | 18.956 | 10.707 | 2.734 | 777 | 33.174 | 2.216 | 35.390 | 63.400 | |
| 121 | Obst + Garten – Fruit Grocery and Gardening | 4 | 7.634 | 701 | 976 | 16 | 9.327 | 920 | 10.247 | 18.000 | |
| 122 | Horse-Riding and Hunting | 4 | 6.918 | 958 | 482 | 30 | 8.388 | 7.326 | 15.714 | 36.800 | |
| Gelnhausen | | | | | | | | | | | |
| 123 | ÖKO-TRENDS | 3 | 970 | | 660 | | 1.630 | 206 | 1.836 | 3.000 | |
| Gießen | | | | | | | | | | | |
| 124 | BAU Expo – Building Exhibition | 4 | 4.237 | 64 | 1.098 | | 5.399 | 600 | 5.999 | 12.500 | |
| 125 | MittelhessenSchau – Regional Consumer Exhibition | 4 | 2.248 | 43 | 893 | 24 | 3.208 | 72 | 3.280 | 7.700 | |
| Halle | | | | | | | | | | | |
| + 126 | Florian | 3 | 2.303 | 45 | 127 | | 2.475 | 3.966 | 6.441 | 8.550 | |
| 127 | Tourism & Leisure | 3 | 1.653 | 77 | 203 | | 1.933 | 343 | 2.276 | 4.800 | |
| 128 | SaaleBAU – Building Exhibition | 3 | 2.680 | 12 | 390 | 28 | 3.110 | 387 | 3.497 | 7.000 | |
| 129 | SaaleMesse – Regional Consumer Exhibition | 4 | 4.804 | 15 | 145 | | 4.964 | 851 | 5.815 | 10.900 | |
| Hamburg | | | | | | | | | | | |
| 130 | DU UND DEINE WELT – Regional Consumer Exhibition | 10 | 22.373 | 3.885 | 1.119 | 71 | 27.448 | 8.032 | 35.480 | 67.000 | |
| ● 131 | hanseboot | 9 | 24.203 | 10.145 | 3.715 | 1.197 | 39.260 | 1.880 | 41.140 | 73.700 | |
| 132 | HANSEPFERD | 3 | 10.470 | 1.206 | 37 | | 11.713 | 8.736 | 20.449 | 42.400 | |
| ● 133 | INTERNORGA | 6 | 35.810 | 4.256 | 1.135 | 25 | 41.226 | 1.349 | 42.575 | 67.000 | |
| + 134 | Marketing Services | 3 | 4.827 | 675 | | | 5.502 | 500 | 6.002 | 12.000 | |
| 135 | NORD ELEKTRO | 3 | 7.671 | 94 | | | 7.765 | 1.489 | 9.254 | 22.750 | |
| 136 | NORTEC | 4 | 9.442 | 676 | | | 10.118 | 1.462 | 11.580 | 26.250 | |
| ● 137 | REISEN HAMBURG – Tourism, Caravaning | 5 | 16.675 | 3.988 | 99 | | 20.762 | 5.058 | 25.820 | 51.500 | |
| 138 | shk Hamburg | 4 | 24.932 | 1.834 | 238 | | 27.004 | 1.436 | 28.440 | 60.100 | |
| ● 139 | SMM | 5 | 21.213 | 15.416 | 581 | | 37.210 | 326 | 37.536 | 65.900 | |
| 140 | USSIFA | 3 | 2.666 | 16 | | | 2.682 | 48 | 2.730 | 3.800 | |
| Hamburg-Harburg | | | | | | | | | | | |
| 141 | Schaufenster Harburg – Regional Consumer Exhibition | 4 | 1.561 | 18 | 491 | | 2.070 | 321 | 2.391 | 4.250 | |
| Hannover | | | | | | | | | | | |
| 142 | ABF | 9 | 25.140 | 1.114 | 173 | | 26.427 | 7.547 | 33.974 | 73.800 | |
| + 143 | Altenpflege – Products and Service for Elderly Care | 3 | 20.467 | 1.242 | | | 21.709 | 994 | 22.703 | 49.600 | |
| ● 144 | CeBIT | 8 | 289.249 | 98.203 | 7.186 | 2.370 | 397.008 | 1.095 | 398.103 | 505.600 | |
| ● 145 | DOMOTEX | 4 | 35.453 | 52.649 | | | 88.102 | 5.403 | 93.505 | 173.700 | |
| 146 | Euro-BLECH | 5 | 43.413 | 29.759 | | | 73.172 | | 73.172 | 138.000 | |
| ● 147 | EuroTier | 4 | 44.563 | 20.473 | 900 | | 65.936 | 2.012 | 67.948 | 125.000 | |
| ● 148 | HANNOVER MESSE | 6 | 169.193 | 62.489 | 13.379 | 6.032 | 251.093 | 10.718 | 261.811 | 429.100 | |
| 149 | Infra – Regional Consumer Exhibition | 9 | 29.713 | 2.451 | 382 | | 32.546 | 10.784 | 43.330 | 100.600 | |
| 150 | Pferd & Jagd – Equestrian Sports, Hunting, Fishing | 4 | 17.324 | 1.070 | 108 | | 18.502 | 6.883 | 25.385 | 59.500 | |
| Heilbronn | | | | | | | | | | | |
| 151 | Unterland-Ausstellung – Regional Consumer Exhibition | 9 | 8.670 | 526 | 1.489 | | 10.685 | 1.582 | 12.267 | 21.100 | |
| Idar-Oberstein | | | | | | | | | | | |
| 152 | INTERGEM | 4 | 1.603 | 120 | | | 1.723 | 337 | 2.060 | 3.950 | |
| Jesteburg | | | | | | | | | | | |
| 153 | Jesteburger Ausstellung – Regional Consumer Exhibition | 6 | 2.557 | 21 | 10 | | 2.588 | 464 | 3.052 | 5.400 | |
| Karlsruhe | | | | | | | | | | | |
| 154 | Body Life | 4 | 2.431 | | | | 2.431 | 350 | 2.781 | 10.100 | |

+ Events with changing venues

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

| Exhibitor Figures | | | | | Additionally represented firms | | | Visitor Figures | | |
|-------------------|----------|---------|-------|----------------------|--------------------------------|---------|-------|---|---------|----------|
| Exhibitors | | | | | | | | Number of Admissions (Explanations see p. 9) | | |
| No. | Domestic | Foreign | Total | from... countries | Domestic | Foreign | Total | Domestic | Foreign | Total |
| 106 | 69 | 16 | 85 | 8 | 2 | | 2 | 3.072 | 179 | 3.251* |
| 107 | 1.037 | 1.147 | 2.184 | 50 | | | | 93.518 | 26.780 | 120.298* |
| 108 | 845 | 1.191 | 2.036 | 49 | | | | 74.243 | 24.271 | 98.514* |
| 109 | 1.054 | 2.650 | 3.704 | 63 | | | | 60.805 | 38.718 | 99.523* |
| 110 | 129 | 50 | 179 | 23 | | | | 5.893 | 1.114 | 7.007* |
| 111 | 1.964 | 2.436 | 4.400 | 84 | | | | 76.362 | 23.320 | 99.682* |
| 112 | 546 | 21 | 567 | 7 | 163 | 4 | 167 | | | 80.265 |
| 113 | 213 | 25 | 238 | 7 | 93 | 4 | 97 | | | 50.060 |
| 114 | 200 | 36 | 236 | 15 | | | | | | 11.098 |
| 115 | 44 | 1 | 45 | 2 | 3 | | 3 | | | 14.381 |
| 116 | 226 | 335 | 561 | 26 | 8 | 65 | 73 | 27.202 | 9.409 | 36.611* |
| 117 | 172 | 282 | 454 | 32 | 8 | 120 | 128 | 6.109 | 5.353 | 11.462* |
| 118 | 122 | 55 | 177 | 32 | 9 | 45 | 54 | 7.708 | 3.304 | 11.012* |
| 119 | 536 | 64 | 600 | 15 | 91 | 31 | 122 | | | 78.568 |
| 120 | 402 | 125 | 527 | 17 | 26 | 118 | 144 | 86.144 | 21.671 | 107.815* |
| 121 | 226 | 28 | 254 | 9 | 63 | 55 | 118 | 16.961 | 6.596 | 23.557 |
| 122 | 215 | 36 | 251 | 8 | 25 | 6 | 31 | 21.700 | 3.255 | 24.955 |
| 123 | 75 | | 75 | 1 | | | | 3.920 | 40 | 3.960* |
| 124 | 300 | 2 | 302 | 2 | 38 | | 38 | | | 16.093 |
| 125 | 229 | 3 | 232 | 4 | 28 | | 28 | | | 12.041 |
| 126 | 114 | 2 | 116 | 3 | 3 | | 3 | | | 5.438 |
| 127 | 158 | 15 | 173 | 9 | 10 | | 10 | | | 9.179 |
| 128 | 189 | 2 | 191 | 3 | 9 | | 9 | | | 7.607 |
| 129 | 296 | 3 | 299 | 3 | 5 | | 5 | | | 14.584 |
| 130 | 794 | 137 | 931 | 40 | | | | 143.595 | 1.158 | 144.753* |
| 131 | 711 | 193 | 904 | 30 | | | | 118.702 | 6.776 | 125.478* |
| 132 | 377 | 45 | 422 | 14 | | | | 57.615 | 523 | 58.138* |
| 133 | 711 | 115 | 826 | 19 | | | | 104.831 | 4.254 | 109.085* |
| 134 | 347 | 36 | 383 | 16 | | | | 6.428 | 559 | 6.987* |
| 135 | 176 | 7 | 183 | 7 | 15 | 1 | 16 | 12.076 | 246 | 12.322* |
| 136 | 379 | 53 | 432 | 13 | 2 | 5 | 7 | 13.163 | 737 | 13.900* |
| 137 | 513 | 327 | 840 | 80 | 3 | 3 | 6 | 91.351 | 1.297 | 92.648* |
| 138 | 405 | 42 | 447 | 16 | | | | 37.417 | 1.038 | 38.455* |
| 139 | 595 | 835 | 1.430 | 52 | | 2 | 2 | 28.234 | 12.056 | 40.290* |
| 140 | 100 | 1 | 101 | 2 | | | | | | 2.793 |
| 141 | 110 | 1 | 111 | 2 | | | | | | 2.110 |
| 142 | 534 | 49 | 583 | 13 | | | | | | 131.172* |
| 143 | 594 | 40 | 634 | 14 | | | | | | 36.572 |
| 144 | 4.345 | 2.919 | 7.264 | 61 | | | | 536.498 | 137.494 | 673.992* |
| 145 | 350 | 766 | 1.116 | 59 | | | | 20.793 | 22.080 | 42.873* |
| 146 | 801 | 517 | 1.318 | 30 | | | | 40.211 | 17.152 | 57.363* |
| 147 | 812 | 519 | 1.331 | 35 | 39 | 60 | 99 | 103.479 | 17.267 | 120.746* |
| 148 | 3.935 | 2.536 | 6.471 | 65 | | | | 182.182 | 62.357 | 244.539* |
| 149 | 1.219 | 82 | 1.301 | 24 | | | | | | 225.363* |
| 150 | 601 | 50 | 651 | 15 | | | | | | 84.486 |
| 151 | 389 | 16 | 405 | 7 | | | | | | 65.316* |
| 152 | 115 | 12 | 127 | 7 | | | | 1.954 | 427 | 2.381* |
| 153 | 132 | 1 | 133 | 2 | | | | | | 9.907 |
| 154 | 105 | 4 | 109 | 5 | 1 | | 1 | 6.104 | 582 | 6.686* |

* Visitors Profil Analyses see page 37

| Events 2002 | | | Exhibition Space Figures (sq.m.) | | | | | | | | |
|--------------|--|--------------------|----------------------------------|---------|----------|---------|---------|--------|------------------|----------------|------------------|
| No. | For the complete titles see pp. 89–99 | Duration (Days) | Rented Space | | | | | | Special Shows | Space (net) | Space (gross) |
| | | | Halls | | Open Air | | Total | | | | |
| | | | Domestic | Foreign | Domestic | Foreign | | | | | |
| 155 | Inventa | 4 | 6.182 | 108 | | | 6.290 | 593 | 6.883 | 15.000 | |
| 156 | LEARNTEC | 4 | 5.321 | 548 | | | 5.869 | 346 | 6.215 | 19.100 | |
| 157 | Offerta – Regional Consumer Exhibition | 9 | 11.719 | 544 | 672 | | 12.935 | 1.710 | 14.645 | 28.500 | |
| Kempten | | | | | | | | | | | |
| 158 | Allgäuer Festwoche – Regional Consumer Exhibition | 9 | 5.879 | 376 | 8.273 | 119 | 14.647 | 470 | 15.117 | 26.500 | |
| Köln | | | | | | | | | | | |
| + 159 | Bildungsmesse | 5 | 23.840 | 551 | | | 24.391 | 4.458 | 28.849 | 65.400 | |
| 160 | Handarbeit und Hobby | 3 | 4.911 | 1.862 | | | 6.773 | 500 | 7.273 | 18.000 | |
| ● 161 | Herren-Mode-Woche/Inter-Jeans – Spring | 3 | 26.680 | 17.607 | | | 44.287 | 14.491 | 58.778 | 156.500 | |
| ● 162 | IFMA Cologne – bike world unlimited | 4 | 16.056 | 11.769 | | | 27.825 | 28.006 | 55.831 | 93.000 | |
| ● 163 | International Hardware Fair/DIY'TEC | 4 | 75.230 | 69.647 | | | 144.877 | 1.644 | 146.521 | 286.000 | |
| ● 164 | INTERNATIONAL FURNITURE FAIR | 7 | 90.406 | 80.856 | | | 171.262 | 2.683 | 173.945 | 286.000 | |
| ● 165 | ISM – International Sweets and Biscuits Fair | 4 | 20.182 | 29.308 | | | 49.490 | 242 | 49.732 | 82.000 | |
| ● 166 | Kind + Jugend – Spring | 3 | 4.927 | 2.059 | | | 6.986 | 3.012 | 9.998 | 14.000 | |
| ● 167 | Kind + Jugend – Autumn | 3 | 15.668 | 15.304 | | | 30.972 | 3.029 | 34.001 | 58.700 | |
| 168 | Kunst Messe Köln/KUNSTKÖLN/Antiquariatsmesse | 9 | 10.010 | 1.730 | | | 11.740 | 668 | 12.408 | 38.100 | |
| 169 | Modellbahn | 4 | 5.301 | 370 | | | 5.671 | 4.075 | 9.746 | 33.000 | |
| ● 170 | optica | 4 | 8.876 | 614 | | | 9.490 | 1.106 | 10.596 | 40.000 | |
| ● 171 | ORGATEC | 5 | 33.101 | 48.475 | | | 81.576 | 4.929 | 86.505 | 167.000 | |
| ● 172 | photokina | 6 | 39.971 | 38.194 | | | 78.165 | 8.698 | 86.863 | 220.000 | |
| 173 | REISEMARKT KÖLN INTERNATIONAL | 3 | 5.820 | 1.941 | | | 7.761 | 865 | 8.626 | 45.000 | |
| ● 174 | spoga/gafa | 3 | 56.218 | 77.145 | | | 133.363 | 4.334 | 137.697 | 261.500 | |
| Leipzig | | | | | | | | | | | |
| ● 175 | AUTO MOBIL INTERNATIONAL/AMITEC | 9 | 28.426 | 24.910 | 20 | 255 | 53.611 | 8.616 | 62.227 | 122.100 | |
| 176 | CADEAUX – Spring | 3 | 11.025 | 373 | | | 11.398 | 500 | 11.898 | 35.900 | |
| 177 | CADEAUX – Autumn/Comfortex | 3 | 15.706 | 1.197 | | | 16.903 | 915 | 17.818 | 46.200 | |
| 178 | denkmal | 4 | 6.356 | 1.064 | | | 7.420 | 1.578 | 8.998 | 21.200 | |
| 179 | efa | 3 | 11.613 | 84 | | | 11.697 | 169 | 11.866 | 40.000 | |
| 180 | Home-Garden-Leisure/Handicrafts Fair | 9 | 20.245 | 1.444 | | | 21.689 | 7.010 | 28.699 | 61.100 | |
| 181 | Property Fair | 3 | 1.598 | 9 | | | 1.607 | 162 | 1.769 | 5.000 | |
| 182 | Leipzig Book Fair/Antiquarian Book Fair | 4 | 8.992 | 999 | | | 9.991 | 6.442 | 16.433 | 38.900 | |
| 183 | MIDORA | 3 | 3.253 | 375 | | | 3.628 | 80 | 3.708 | 10.300 | |
| 184 | MODELL & HOBBY | 3 | 6.383 | 199 | | | 6.582 | 15.273 | 21.855 | 51.700 | |
| + 185 | ORTHOPÄDIE & REHA-TECHNIK | 4 | 8.387 | 2.326 | | | 10.713 | 209 | 10.922 | 20.500 | |
| 186 | SHKG | 4 | 7.489 | 272 | | | 7.761 | 716 | 8.477 | 17.000 | |
| 187 | Touristik & Caravaning | 5 | 15.028 | 3.553 | | | 18.581 | 2.836 | 21.417 | 46.000 | |
| 188 | Z – The Subcontracting Fair | 3 | 3.626 | 639 | | | 4.265 | 161 | 4.426 | 12.000 | |
| Lohr am Main | | | | | | | | | | | |
| 189 | Main-Spessart-Ausstellung – Regional Consumer Exhibition | 5 | 1.880 | 15 | 2.858 | | 4.753 | 1.235 | 5.988 | 12.000 | |
| Lörrach | | | | | | | | | | | |
| 190 | REGIO – Regional Consumer Exhibition | 10 | 8.039 | 379 | 1.915 | 98 | 10.431 | 499 | 10.930 | 23.000 | |
| Lübeck | | | | | | | | | | | |
| 191 | Handel & Hanse – Regional Consumer Exhibition | 9 | 3.709 | 186 | 1.997 | | 5.892 | 1.834 | 7.726 | 11.500 | |
| 192 | IMMO | 3 | 692 | | | | 692 | 45 | 737 | 1.650 | |
| Magdeburg | | | | | | | | | | | |
| 193 | Immobilienausstellung Magdeburg | 2 | 595 | | | | 595 | 93 | 688 | 3.600 | |
| 194 | LBA – Building Exhibition | 3 | 2.066 | | 201 | | 2.267 | 106 | 2.373 | 7.750 | |
| 195 | LEBEN – Regional Consumer Exhibition | 4 | 2.178 | 18 | 94 | | 2.290 | | 2.290 | 6.650 | |
| 196 | MAGDEBOOT | 4 | 2.846 | | | | 2.846 | | 2.846 | 6.350 | |
| 197 | PERSPEKTIVEN | 4 | 1.443 | 4 | 94 | | 1.541 | | 1.541 | 6.400 | |
| Mainz | | | | | | | | | | | |
| 198 | Rheinland-Pfalz-Ausstellung – Regional Consumer Exh. | 9 | 14.768 | 1.091 | 3.681 | 25 | 19.565 | 2.318 | 21.883 | 47.000 | |
| Mannheim | | | | | | | | | | | |
| 199 | MANNHEIMER MAIMARKT | 11 | 35.847 | 2.445 | 34.279 | 160 | 72.731 | 4.453 | 77.184 | 183.600 | |
| Marktredwitz | | | | | | | | | | | |
| 200 | noba – Regional Consumer Exhibition | 4 | 1.269 | | 583 | | 1.852 | 1.315 | 3.167 | 25.000 | |
| Meppen | | | | | | | | | | | |
| 201 | Emsland-Schau – Regional Consumer Exhibition | 9 | 3.177 | | 5.740 | | 8.917 | 1.000 | 9.917 | 17.300 | |
| Minden | | | | | | | | | | | |
| 202 | Stadt-Land-Fluss – Regional Consumer Exhibition | 5 | 2.956 | 45 | 1.535 | | 4.536 | 453 | 4.989 | 9.550 | |

+ Events with changing venues

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

| Exhibitor Figures | | | | | Additionally represented firms | | | Visitor Figures | | |
|-------------------|----------|---------|-------|----------------------|--------------------------------|---------|-------|---|---------|-----------------------|
| Exhibitors | | | | | | | | Number of Admissions (Explanations see p. 9) | | |
| No. | Domestic | Foreign | Total | from... countries | Domestic | Foreign | Total | Domestic | Foreign | Total |
| 155 | 218 | 2 | 220 | 2 | 31 | | 31 | | | 16.389* |
| 156 | 244 | 28 | 272 | 13 | | | | 8.251 | 970 | 9.221* |
| 157 | 517 | 21 | 538 | 8 | 24 | 1 | 25 | | | 105.927* |
| 158 | 388 | 13 | 401 | 4 | | | | | | 88.509* |
| 159 | 582 | 27 | 609 | 8 | 218 | 7 | 225 | 87.470 | 2.705 | 90.175* |
| 160 | 80 | 70 | 150 | 20 | 7 | 4 | 11 | 4.547 | 1.037 | 5.584 |
| 161 | 308 | 530 | 838 | 36 | 74 | 71 | 145 | 18.860 | 17.454 | 36.314 |
| 162 | 272 | 436 | 708 | 35 | 38 | 56 | 94 | 28.411 | 4.432 | 32.843* |
| 163 | 983 | 2.553 | 3.536 | 59 | 116 | 230 | 346 | 44.793 | 41.851 | 86.644 |
| 164 | 458 | 952 | 1.410 | 46 | 26 | 28 | 54 | 88.588 | 37.178 | 125.766* |
| 165 | 245 | 1.042 | 1.287 | 68 | 45 | 184 | 229 | 12.729 | 20.162 | 32.891* |
| 166 | 107 | 72 | 179 | 24 | 13 | 10 | 23 | 2.890 | 1.644 | 4.534* |
| 167 | 195 | 313 | 508 | 37 | 14 | 18 | 32 | 5.519 | 5.657 | 11.176* |
| 168 | 285 | 50 | 335 | 15 | | | | | | 29.055 |
| 169 | 177 | 23 | 200 | 13 | | | | | | 79.876 |
| 170 | 229 | 39 | 268 | 18 | 69 | 144 | 213 | 10.477 | 950 | 11.427 |
| 171 | 276 | 535 | 811 | 46 | 71 | 30 | 101 | 31.384 | 25.513 | 56.897* |
| 172 | 456 | 734 | 1.190 | 46 | 135 | 221 | 356 | 84.014 | 49.597 | 133.611* |
| 173 | 571 | 355 | 926 | 28 | 38 | 6 | 44 | | | 29.293 |
| 174 | 672 | 1.546 | 2.218 | 60 | 46 | 142 | 188 | 23.457 | 21.870 | 45.327* |
| 175 | 293 | 53 | 346 | 18 | 10 | | 10 | 245.762 | 4.557 | 250.319* |
| 176 | 404 | 21 | 425 | 11 | 2 | 1 | 3 | | | 9.518* |
| 177 | 516 | 64 | 580 | 22 | 5 | | 5 | 11.255 | 300 | 11.555* |
| 178 | 341 | 76 | 417 | 15 | | | | 16.564 | 1.460 | 18.024* |
| 179 | 269 | 7 | 276 | 7 | 12 | 1 | 13 | | | 18.757* ¹⁾ |
| 180 | 764 | 66 | 830 | 17 | 60 | | 60 | 165.428 | 999 | 166.427* |
| 181 | 108 | 1 | 109 | 2 | | | | | | 4.559 |
| 182 | 1.302 | 473 | 1.775 | 26 | 12 | 4 | 16 | 80.146 | 1.303 | 81.449* |
| 183 | 109 | 43 | 152 | 23 | | | | 2.353 | 93 | 2.446* |
| 184 | 297 | 13 | 310 | 10 | 6 | | 6 | 83.808 | 591 | 84.399* |
| 185 | 188 | 102 | 290 | 23 | | | | | | 11.752 |
| 186 | 201 | 13 | 214 | 8 | 2 | | 2 | 22.394 | 341 | 22.735* ¹⁾ |
| 187 | 690 | 300 | 990 | 49 | | | | 76.751 | 619 | 77.370* |
| 188 | 295 | 92 | 387 | 16 | 3 | | 3 | 2.473 | 299 | 2.772* |
| 189 | 156 | 1 | 157 | 2 | 40 | | 40 | | | 39.870 |
| 190 | 451 | 20 | 471 | 6 | 45 | | 45 | | | 61.859* |
| 191 | 198 | 2 | 200 | 3 | | | | | | 22.012 |
| 192 | 43 | | 43 | 1 | | | | | | 820 |
| 193 | 39 | | 39 | 1 | 1 | | 1 | | | 835 |
| 194 | 106 | | 106 | 1 | | | | | | 5.252 |
| 195 | 108 | 1 | 109 | 2 | | | | | | 13.381 |
| 196 | 81 | | 81 | 1 | | | | | | 16.226 |
| 197 | 96 | 1 | 97 | 2 | | | | | | 4.962* |
| 198 | 657 | 33 | 690 | 14 | | | | | | 81.397* |
| 199 | 1.376 | 72 | 1.448 | 16 | | | | | | 421.107* |
| 200 | 100 | | 100 | 1 | | | | | | 12.612 |
| 201 | 220 | | 220 | 1 | | | | | | 82.332 |
| 202 | 171 | 2 | 173 | 2 | | | | | | 14.614 |

* Visitors Profil Analyses see page 37 ¹⁾ ascertained by representative sampling

Events 2002

Exhibition Space Figures (sq.m.)

| | | Duration (Days) | Rented Space | | | | | | Special Shows | Space (net) | Space (gross) |
|----------------|--|--------------------|--------------|---------|----------|---------|---------|--------|------------------|----------------|------------------|
| No. | For the complete titles see pp. 89–99 | | Halls | | Open Air | | Total | | | | |
| | | | Domestic | Foreign | Domestic | Foreign | | | | | |
| München | | | | | | | | | | | |
| ● 203 | Analytica | 4 | 20.919 | 5.492 | | | 26.411 | | | 26.411 | 61.000 |
| ● 204 | C-B-R | 9 | 39.305 | 8.091 | | | 47.396 | 1.444 | | 48.840 | 78.500 |
| ● 205 | electronica | 4 | 60.342 | 30.736 | | | 91.078 | | | 91.078 | 152.850 |
| + 206 | ELTEC | 3 | 12.637 | 205 | | | 12.842 | 752 | | 13.594 | 30.000 |
| | 207 EXPO REAL | 3 | 17.365 | 2.251 | | | 19.616 | 1.400 | | 21.016 | 33.000 |
| | 208 FAIRWAY | 2 | 2.466 | 337 | | | 2.803 | | | 2.803 | 6.650 |
| + 209 | Farbe | 4 | 18.835 | 4.003 | | | 22.838 | 1.378 | | 24.216 | 45.400 |
| | 210 GOLF EUROPE | 3 | 4.716 | 4.848 | | | 9.564 | 812 | | 10.376 | 22.000 |
| | 211 HEIM + HANDWERK/designale | 9 | 34.229 | 5.902 | | | 40.131 | 3.493 | | 43.624 | 77.000 |
| ● 212 | I.H.M. | 7 | 54.764 | 9.399 | 2.170 | 414 | 66.747 | 7.802 | | 74.549 | 141.600 |
| ● 213 | IFAT | 5 | 72.411 | 17.317 | 10.183 | 2.421 | 102.332 | 324 | | 102.656 | 162.700 |
| | 214 IMMOFAIR/RESIDENCE | 2 | 2.102 | 898 | | | 3.000 | 808 | | 3.808 | 8.800 |
| ● 215 | inhorgenta | 4 | 34.096 | 7.228 | | | 41.324 | 390 | | 41.714 | 85.500 |
| ● 216 | INTERFORST | 5 | 3.484 | 779 | 15.553 | 5.320 | 25.136 | 5.250 | | 30.386 | 53.500 |
| | 217 INTERMOT | 5 | 26.510 | 33.714 | | | 60.224 | 49.056 | | 109.280 | 197.500 |
| ● 218 | ispo – Summer | 4 | 24.779 | 33.177 | 16 | | 57.972 | 23.200 | | 81.172 | 140.000 |
| ● 219 | ispo – Winter | 4 | 32.403 | 56.591 | | | 88.994 | 10.400 | | 99.394 | 158.000 |
| | 220 MATERIALICA | 3 | 2.994 | 888 | | | 3.882 | 651 | | 4.533 | 11.000 |
| ● 221 | SYSTEMS | 5 | 37.282 | 2.244 | | | 39.526 | 1.850 | | 41.376 | 88.000 |
| Münster | | | | | | | | | | | |
| | 222 Antiques Exhibition | 4 | 1.652 | 146 | | | 1.798 | 150 | | 1.948 | 5.000 |
| | 223 Frühling-Blumen-Freizeit und Reisen – Regional Consumer Exh. | 9 | 4.497 | 176 | 14 | | 4.687 | | | 4.687 | 13.500 |
| | 224 MS – Münsterlandschau – Regional Consumer Exh. | 5 | 4.946 | 34 | 104 | | 5.084 | 2.000 | | 7.084 | 18.000 |
| Neustadt/Aisch | | | | | | | | | | | |
| | 225 wefa – Regional Consumer Exhibition | 9 | 1.649 | | 816 | | 2.465 | 1.213 | | 3.678 | 20.000 |
| Nürnberg | | | | | | | | | | | |
| | 226 BeBoSa | 3 | 1.467 | 220 | 158 | | 1.845 | 170 | | 2.015 | 4.000 |
| ● 227 | BIO FACH | 4 | 15.342 | 15.701 | | | 31.043 | 2.354 | | 33.397 | 61.300 |
| ● 228 | BRAU/Beviale & Getfab | 3 | 27.008 | 13.702 | | | 40.710 | 96 | | 40.806 | 77.000 |
| | 229 CONSUMENTA – Regional Consumer Exhibition | 9 | 28.110 | 2.940 | 100 | | 31.150 | 16.597 | | 47.747 | 87.000 |
| + 230 | Direkt Markt | 3 | 2.993 | 202 | | | 3.195 | 422 | | 3.617 | 8.500 |
| | 231 ENKON | 3 | 2.072 | 143 | | | 2.215 | 100 | | 2.315 | 4.800 |
| | 232 e-procure | 3 | 2.379 | 106 | | | 2.485 | 240 | | 2.725 | 6.100 |
| | 233 FREIZEIT, GARTEN + TOURISTIK | 9 | 29.599 | 1.669 | | | 31.268 | 5.962 | | 37.230 | 61.900 |
| ● 234 | GaLaBau | 4 | 33.601 | 5.435 | | | 39.036 | 2.739 | | 41.775 | 90.000 |
| | 235 Holzbau und Ausbau | 4 | 10.861 | 1.214 | 2.065 | | 14.140 | 826 | | 14.966 | 31.200 |
| ● 236 | HOLZ-HANDWERK/fensterbau-frontale | 4 | 68.812 | 9.969 | 56 | | 78.837 | 446 | | 79.283 | 145.750 |
| | 237 IFH/INTHERM | 4 | 35.184 | 2.408 | | | 37.592 | 336 | | 37.928 | 65.000 |
| ●+ 238 | IKK | 3 | 14.207 | 15.744 | | | 29.951 | 456 | | 30.407 | 60.000 |
| | 239 IMA | 4 | 8.930 | 530 | | | 9.460 | 395 | | 9.855 | 15.500 |
| ● 240 | Interzoo | 4 | 18.074 | 20.363 | | | 38.437 | | | 38.437 | 65.700 |
| ● 241 | IWA | 4 | 9.800 | 15.025 | | | 24.825 | 652 | | 25.477 | 45.700 |
| ● 242 | POWTECH/TechnoPharm/Explorisk | 3 | 17.242 | 3.843 | | | 21.085 | | | 21.085 | 43.000 |
| | 243 RESALE | 3 | 6.480 | 2.384 | 1.185 | 101 | 10.150 | | | 10.150 | 18.800 |
| | 244 SMT/Packaging/HYBRID | 3 | 10.024 | 2.162 | | | 12.186 | 460 | | 12.646 | 26.000 |
| ● 245 | Spielwarenmesse – International Toy Fair | 6 | 59.785 | 46.680 | | | 106.465 | | | 106.465 | 158.500 |
| | 246 SPS/IPC/DRIVES | 3 | 23.536 | 1.482 | | | 25.018 | 409 | | 25.427 | 42.750 |
| Offenbach | | | | | | | | | | | |
| ● 247 | Internationale Leather Goods Fair – Spring | 3 | 9.454 | 2.097 | | | 11.551 | 750 | | 12.301 | 18.000 |
| ● 248 | Internationale Leather Goods Fair – Autumn | 3 | 8.799 | 2.204 | | | 11.003 | 750 | | 11.753 | 18.000 |
| | 249 Modeforum International – April | 3 | 8.396 | 1.801 | | | 10.197 | 1.450 | | 11.647 | 18.000 |
| | 250 Modeforum International – October | 3 | 8.177 | 1.781 | | | 9.958 | 1.450 | | 11.408 | 18.000 |
| | 251 Werkstätten Messe – Sheltered Workshops | 4 | 2.291 | 30 | | | 2.321 | 800 | | 3.121 | 6.250 |
| Offenburg | | | | | | | | | | | |
| | 252 Badische Weinmesse – Regional Wine Exhibition | 1 | 1.455 | | | | 1.455 | 632 | | 2.087 | 8.100 |
| | 253 EURO CHEVAL | 5 | 6.864 | 1.843 | 9.038 | 264 | 18.009 | 8.865 | | 26.874 | 57.900 |
| | 254 FreizeitAktiv | 4 | 4.427 | | 1.593 | | 6.020 | 5.970 | | 11.990 | 21.700 |
| | 255 OBERRHEIN-MESSE – Regional Consumer Exhibition | 9 | 10.052 | 1.043 | 11.922 | 41 | 23.058 | 3.300 | | 26.358 | 57.450 |
| Osnabrück | | | | | | | | | | | |
| | 256 Osnabrücker Messe – Regional Consumer Exhibition | 9 | 3.920 | 90 | 584 | | 4.594 | 1.285 | | 5.879 | 9.400 |

+ Events with changing venues

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

| Exhibitor Figures | | | | | Additionally represented firms | | | Visitor Figures | | |
|-------------------|----------|---------|-------|----------------------|--------------------------------|---------|-------|---|---------|----------|
| Exhibitors | | | | | | | | Number of Admissions (Explanations see p. 9) | | |
| No. | Domestic | Foreign | Total | from... countries | Domestic | Foreign | Total | Domestic | Foreign | Total |
| 203 | 706 | 334 | 1.040 | 34 | 12 | 38 | 50 | 24.163 | 9.545 | 33.708* |
| 204 | 678 | 529 | 1.207 | 65 | 13 | 11 | 24 | | | 180.967* |
| 205 | 1.349 | 1.654 | 3.003 | 49 | 118 | 387 | 505 | 52.525 | 24.717 | 77.242* |
| 206 | 319 | 12 | 331 | 7 | | | | 14.453 | 806 | 15.259* |
| 207 | 947 | 210 | 1.157 | 23 | 24 | 7 | 31 | 19.337 | 2.890 | 22.227* |
| 208 | 101 | 24 | 125 | 7 | | 1 | 1 | 1.457 | 419 | 1.876 |
| 209 | 269 | 71 | 340 | 19 | 27 | 11 | 38 | 39.004 | 6.932 | 45.936* |
| 210 | 133 | 176 | 309 | 28 | | | | 2.640 | 1.872 | 4.512* |
| 211 | 1.040 | 208 | 1.248 | 26 | 153 | 24 | 177 | | | 151.662 |
| 212 | 1.378 | 547 | 1.925 | 48 | 211 | 105 | 316 | 174.434 | 6.533 | 180.967* |
| 213 | 1.528 | 514 | 2.042 | 39 | 93 | 49 | 142 | 68.552 | 28.693 | 97.245* |
| 214 | 172 | 74 | 246 | 14 | | | | | | 5.962* |
| 215 | 892 | 456 | 1.348 | 51 | | 1 | 1 | 22.845 | 7.566 | 30.411* |
| 216 | 252 | 104 | 356 | 18 | 9 | 1 | 10 | 39.140 | 6.167 | 45.307* |
| 217 | 296 | 745 | 1.041 | 38 | 4 | 13 | 17 | 117.745 | 29.436 | 147.181* |
| 218 | 331 | 1.074 | 1.405 | 49 | | | | 16.093 | 18.892 | 34.985* |
| 219 | 390 | 1.194 | 1.584 | 46 | | | | 17.482 | 30.083 | 47.565* |
| 220 | 197 | 73 | 270 | 16 | 1 | | 1 | 4.790 | 995 | 5.785* |
| 221 | 1.458 | 212 | 1.670 | 32 | 2 | | 2 | 66.822 | 6.128 | 72.950* |
| 222 | 61 | 6 | 67 | 4 | | | | | | 6.521 |
| 223 | 177 | 7 | 184 | 6 | | | | | | 44.368 |
| 224 | 205 | 2 | 207 | 3 | | | | | | 17.207 |
| 225 | 110 | | 110 | 1 | | | | | | 11.519 |
| 226 | 41 | 22 | 63 | 12 | | | | 971 | 523 | 1.494* |
| 227 | 668 | 1.253 | 1.921 | 56 | | | | 18.866 | 8.921 | 27.787* |
| 228 | 988 | 522 | 1.510 | 39 | | | | 27.783 | 8.487 | 36.270* |
| 229 | 841 | 96 | 937 | 16 | | | | | | 211.399* |
| 230 | 154 | 18 | 172 | 7 | | | | | | 5.779 |
| 231 | 102 | 7 | 109 | 5 | | | | 2.924 | 135 | 3.059* |
| 232 | 155 | 7 | 162 | 6 | | | | 2.899 | 162 | 3.061* |
| 233 | 534 | 52 | 586 | 14 | | | | | | 185.997* |
| 234 | 726 | 121 | 847 | 24 | | | | 45.769 | 3.450 | 49.219* |
| 235 | 256 | 34 | 290 | 8 | | | | 22.120 | 1.716 | 23.836* |
| 236 | 1.112 | 235 | 1.347 | 24 | | | | 78.238 | 8.693 | 86.931* |
| 237 | 532 | 54 | 586 | 14 | 76 | 15 | 91 | 40.429 | 408 | 40.837* |
| 238 | 301 | 497 | 798 | 38 | | | | 12.894 | 10.550 | 23.444* |
| 239 | 84 | 21 | 105 | 10 | | | | 5.651 | 677 | 6.328* |
| 240 | 324 | 691 | 1.015 | 43 | | | | 12.791 | 9.927 | 22.718* |
| 241 | 262 | 694 | 956 | 42 | | | | 11.261 | 13.480 | 24.741 |
| 242 | 674 | 190 | 864 | 24 | | | | 9.741 | 3.664 | 13.405* |
| 243 | 296 | 141 | 437 | 31 | 70 | 18 | 88 | 3.916 | 6.440 | 10.356* |
| 244 | 418 | 158 | 576 | 27 | 13 | 100 | 113 | 17.275 | 6.717 | 23.992 |
| 245 | 1.138 | 1.627 | 2.765 | 57 | | | | 44.709 | 35.595 | 80.304 |
| 246 | 690 | 89 | 779 | 18 | 33 | 32 | 65 | 20.928 | 2.010 | 22.938 |
| 247 | 150 | 103 | 253 | 18 | | | | 3.348 | 1.054 | 4.402 |
| 248 | 142 | 97 | 239 | 20 | | | | 3.107 | 1.026 | 4.133 |
| 249 | 134 | 55 | 189 | 11 | | | | 3.038 | 855 | 3.893 |
| 250 | 129 | 52 | 181 | 13 | | | | 2.993 | 796 | 3.789 |
| 251 | 91 | 1 | 92 | 2 | 24 | | 24 | 4.923 | 79 | 5.002 |
| 252 | 98 | | 98 | 1 | | | | | | 2.282* |
| 253 | 324 | 64 | 388 | 11 | 11 | 8 | 19 | 47.494 | 6.111 | 53.605* |
| 254 | 150 | 3 | 153 | 3 | | | | | | 16.052* |
| 255 | 512 | 61 | 573 | 24 | 60 | 6 | 66 | | | 88.374* |
| 256 | 152 | 3 | 155 | 4 | | | | | | 20.834 |

* Visitors Profil Analyses see page 37

| Events 2002 | | | Exhibition Space Figures (sq.m.) | | | | | | | |
|------------------------|---|--------------------|----------------------------------|---------|----------|---------|--------|------------------|----------------|------------------|
| No. | For the complete titles see pp. 89–99 | Duration (Days) | Rented Space | | | | | Special Shows | Space (net) | Space (gross) |
| | | | Halls | | Open Air | | Total | | | |
| | | | Domestic | Foreign | Domestic | Foreign | | | | |
| Paderborn | | | | | | | | | | |
| 257 | PaderBau – Building Exhibition | 3 | 1.343 | | 429 | | 1.772 | 110 | 1.882 | 3.600 |
| Passau | | | | | | | | | | |
| 258 | Drei Länder Ausstellung – Regional Consumer Exh. | 9 | 5.849 | 988 | 1.718 | 76 | 8.631 | 1.443 | 10.074 | 16.900 |
| Pirmasens | | | | | | | | | | |
| 259 | plw – leather and more | 2 | 2.676 | 454 | | | 3.130 | 1.250 | 4.380 | 6.800 |
| Plauen | | | | | | | | | | |
| 260 | VOREA – Regional Consumer Exhibition | 9 | 3.739 | 222 | 1.063 | 27 | 5.051 | 1.984 | 7.035 | 11.950 |
| Regensburg | | | | | | | | | | |
| 261 | dona – Regional Consumer Exhibition | 9 | 7.517 | | 2.865 | | 10.382 | 3.358 | 13.740 | 20.900 |
| Rendsburg | | | | | | | | | | |
| 262 | NORLA + NORKOFA | 4 | 4.478 | | 24.192 | | 28.670 | 28.000 | 56.670 | 150.000 |
| Rosenheim | | | | | | | | | | |
| 263 | SOM – Regional Consumer Exhibition | 9 | 6.203 | 300 | 1.692 | 146 | 8.341 | 1.425 | 9.766 | 16.500 |
| Schweinfurt | | | | | | | | | | |
| 264 | ufra – Regional Consumer Exhibition | 9 | 6.938 | | 2.516 | | 9.454 | 3.839 | 13.293 | 21.650 |
| Schwerin | | | | | | | | | | |
| 265 | NORD-HAUS | 3 | 954 | | 234 | | 1.188 | 111 | 1.299 | 3.950 |
| Sinsheim | | | | | | | | | | |
| 266 | CAR + SOUND | 3 | 9.389 | 2.305 | 500 | | 12.194 | 2.000 | 14.194 | 25.000 |
| 267 | DRUCK + FORM | 4 | 3.858 | 41 | | | 3.899 | 828 | 4.727 | 11.000 |
| 268 | Fine Handicrafts Exhibition | 3 | 1.158 | 124 | | | 1.282 | 886 | 2.168 | 6.500 |
| 269 | MOTEK | 4 | 20.362 | 2.353 | | | 22.715 | | 22.715 | 40.000 |
| Stuttgart | | | | | | | | | | |
| ● 270 | AMB | 5 | 29.056 | 5.087 | 124 | | 34.267 | 56 | 34.323 | 56.350 |
| 271 | CAT ENGINEERING/AUTOMATION | 3 | 5.191 | 393 | | | 5.584 | 697 | 6.281 | 18.600 |
| ● 272 | CMT/Golf-Tourism/Bicycle-Tourism | 9 | 26.377 | 4.591 | 4 | | 30.972 | 3.520 | 34.492 | 57.800 |
| 273 | FACHDENTAL SÜDWEST | 2 | 3.837 | 144 | | | 3.981 | 365 | 4.346 | 11.000 |
| 274 | Family & Home/Tierwelt/International Minerals and Fossils Exchange | 10 | 13.643 | 1.295 | | | 14.938 | 5.292 | 20.230 | 54.500 |
| 275 | FIBO Stuttgart | 4 | 2.923 | 432 | | | 3.355 | 467 | 3.822 | 8.350 |
| 276 | HOBBY + ELEKTRONIK/MODELLBAU SÜD/ Modellbahn Süd/South German Games Fair | 4 | 11.894 | 342 | | | 12.236 | 11.452 | 23.688 | 57.800 |
| ● 277 | INTERGASTRA | 6 | 26.067 | 2.826 | 392 | | 29.285 | 2.685 | 31.970 | 58.500 |
| 278 | invest | 3 | 3.225 | 426 | | | 3.651 | 741 | 4.392 | 12.900 |
| 279 | ISA/IWB/Welt-Antik/Coins/Angling Fair/ International Minerals and Fossils Exchange | 3 | 7.337 | 1.177 | | | 8.514 | 4.233 | 12.747 | 42.300 |
| 280 | IT Plus/Promax | 4 | 6.431 | 74 | | | 6.505 | 1.711 | 8.216 | 24.800 |
| 281 | Medizin/rescue | 3 | 4.365 | 80 | | | 4.445 | 856 | 5.301 | 20.000 |
| 282 | NewCome | 2 | 3.949 | 46 | | | 3.995 | 218 | 4.213 | 13.300 |
| 283 | südback | 5 | 15.234 | 971 | | | 16.205 | 2.635 | 18.840 | 37.100 |
| 284 | SÜFFA | 3 | 10.327 | 215 | | | 10.542 | 1.837 | 12.379 | 27.000 |
| 285 | V + S | 3 | 2.647 | 375 | | | 3.022 | 486 | 3.508 | 11.000 |
| 286 | VISION | 3 | 3.177 | 884 | | | 4.061 | 270 | 4.331 | 11.000 |
| Villingen-Schwenningen | | | | | | | | | | |
| 287 | Südwest-Messe – Regional Consumer Exhibition | 9 | 14.269 | 507 | 18.111 | 72 | 32.959 | 1.326 | 34.285 | 58.000 |
| Wächtersbach | | | | | | | | | | |
| 288 | Messe Wächtersbach – Regional Consumer Exhibition | 9 | 6.402 | 506 | 6.331 | 30 | 13.269 | 3.909 | 17.178 | 27.700 |
| Hongkong | | | | | | | | | | |
| 289 | electronicAsia | 4 | 2.475 | 3.346 | | | 5.821 | | 5.821 | 11.650 |
| ● 290 | Electronics Fair | 4 | 18.028 | 7.740 | | | 25.768 | | 25.768 | 45.550 |
| 291 | Fashion Week (Fall/Winter) | 4 | 7.291 | 3.659 | | | 10.950 | 2.970 | 13.920 | 24.300 |
| ● 292 | Gifts and Premium Week | 4 | 23.999 | 7.281 | | | 31.280 | | 31.280 | 56.600 |
| ● 293 | Houseware Fair | 4 | 12.105 | 10.496 | | | 22.601 | | 22.601 | 43.500 |
| ● 294 | Jewellery Show | 4 | 13.750 | 4.850 | | | 18.600 | | 18.600 | 33.520 |
| ● 295 | Optical Fair | 3 | 4.728 | 4.392 | | | 9.120 | | 9.120 | 18.000 |
| ● 296 | Toys and Games Fair | 4 | 16.142 | 8.762 | | | 24.904 | | 24.904 | 48.650 |
| ● 297 | Watch and Clock Fair | 5 | 13.510 | 2.566 | | | 16.076 | | 16.076 | 30.500 |

+ Events with changing venues

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

| Exhibitor Figures | | | | | Additionally represented firms | | | Visitor Figures | | |
|-------------------|----------|---------|-------|----------------------|--------------------------------|---------|-------|---|---------|----------|
| Exhibitors | | | | | | | | Number of Admissions (Explanations see p. 9) | | |
| No. | Domestic | Foreign | Total | from... countries | Domestic | Foreign | Total | Domestic | Foreign | Total |
| 257 | 96 | | 96 | 1 | | | | | | 4.698 |
| 258 | 263 | 43 | 306 | 6 | | | | | | 44.538* |
| 259 | 88 | 68 | 156 | 13 | | | | 441 | 71 | 512 |
| 260 | 199 | 22 | 221 | 6 | 21 | | 21 | | | 40.526 |
| 261 | 377 | | 377 | 1 | | | | | | 51.053* |
| 262 | 319 | 5 | 324 | 3 | 51 | 23 | 74 | | | 49.337 |
| 263 | 326 | 20 | 346 | 4 | | | | 44.343 | 1.230 | 45.573* |
| 264 | 347 | | 347 | 1 | | | | | | 81.321* |
| 265 | 66 | | 66 | 1 | 1 | | 1 | | | 2.311 |
| 266 | 99 | 39 | 138 | 13 | | 2 | 2 | 23.310 | 3.795 | 27.105* |
| 267 | 165 | 5 | 170 | 6 | 3 | 1 | 4 | 5.053 | 195 | 5.248 |
| 268 | 158 | 14 | 172 | 10 | | | | | | 8.385* |
| 269 | 678 | 126 | 804 | 15 | 43 | 46 | 89 | 24.764 | 3.108 | 27.872* |
| 270 | 710 | 197 | 907 | 24 | 50 | 72 | 122 | 49.661 | 1.536 | 51.197* |
| 271 | 246 | 22 | 268 | 11 | 22 | 7 | 29 | 9.486 | 499 | 9.985 |
| 272 | 837 | 493 | 1.330 | 75 | 43 | 15 | 58 | 170.981 | 2.357 | 173.338* |
| 273 | 177 | 21 | 198 | 14 | 2 | 20 | 22 | | | 9.827 |
| 274 | 682 | 89 | 771 | 21 | | | | | | 88.276 |
| 275 | 73 | 6 | 79 | 5 | | | | 6.173 | 231 | 6.404* |
| 276 | 489 | 20 | 509 | 7 | 14 | 4 | 18 | | | 102.274 |
| 277 | 605 | 88 | 693 | 11 | 14 | 14 | 28 | 67.362 | 2.807 | 70.169* |
| 278 | 130 | 19 | 149 | 9 | 1 | | 1 | | | 8.807 |
| 279 | 726 | 172 | 898 | 38 | 1 | | 1 | | | 39.001 |
| 280 | 316 | 6 | 322 | 5 | 5 | 2 | 7 | | | 16.334 |
| 281 | 325 | 9 | 334 | 6 | | | | | | 15.592 |
| 282 | 245 | 6 | 251 | 4 | | | | | | 7.663 |
| 283 | 361 | 32 | 393 | 12 | 11 | 4 | 15 | 27.304 | 1.743 | 29.047* |
| 284 | 270 | 15 | 285 | 10 | 6 | 3 | 9 | 12.045 | 284 | 12.329* |
| 285 | 95 | 16 | 111 | 10 | 2 | 2 | 4 | | | 4.858 |
| 286 | 117 | 45 | 162 | 17 | 10 | 29 | 39 | 3.155 | 646 | 3.801* |
| 287 | 640 | 19 | 659 | 6 | 213 | 38 | 251 | | | 115.837* |
| 288 | 392 | 38 | 430 | 13 | | | | | | 68.215* |
| 289 | 191 | 320 | 511 | 12 | | | | 7.618 | 8.573 | 16.191 |
| 290 | 1.127 | 616 | 1.743 | 22 | | | | 21.379 | 25.845 | 47.224 |
| 291 | 526 | 292 | 818 | 22 | | | | 9.647 | 5.655 | 15.302 |
| 292 | 2.078 | 820 | 2.898 | 31 | | | | 25.714 | 31.139 | 56.853 |
| 293 | 912 | 982 | 1.894 | 37 | | | | 13.244 | 13.514 | 26.758 |
| 294 | 641 | 349 | 990 | 29 | | | | 9.282 | 7.619 | 16.901 |
| 295 | 165 | 844 | 1.009 | 18 | | | | 2.522 | 4.834 | 7.356 |
| 296 | 978 | 634 | 1.612 | 31 | | | | 15.837 | 12.513 | 28.350 |
| 297 | 595 | 141 | 736 | 15 | | | | 8.732 | 5.861 | 14.593 |

* Visitors Profil Analyses see page 37

Events 2002

Exhibition Space Figures (sq.m.)

| No. | | | For the complete titles see pp. 89–99 | | | Rented Space | | | Special Shows | Space (net) | Space (gross) | | |
|--------------|------------------------|---|---------------------------------------|--------|--------|--------------|---------|----------|---------------|-------------|---------------|-------|---------|
| | | | | | | Halls | | Open Air | | | | Total | |
| | | | | | | Domestic | Foreign | Domestic | | | | | Foreign |
| Verona/Italy | | | | | | | | | | | | | |
| ● 298 | ABITARE IL TEMPO | 5 | 24.874 | 3.392 | | | 28.266 | 6.920 | 35.186 | 83.200 | | | |
| ● 299 | FIERAGRICOLA | 5 | 52.619 | 1.545 | 2.851 | 150 | 57.165 | 11.600 | 68.765 | 115.100 | | | |
| ● 300 | MARMOMACC | 4 | 34.618 | 11.751 | 9.897 | 2.653 | 58.919 | 1.160 | 60.079 | 116.800 | | | |
| ● 301 | SAMOTER | 5 | 51.057 | 6.738 | 33.149 | 3.444 | 94.388 | | 94.388 | 162.500 | | | |
| ● 302 | Vinitaly/SOL/Enolitech | 5 | 67.505 | 2.707 | 131 | 45 | 70.388 | 4.824 | 75.212 | 136.100 | | | |

+ Events with changing venues

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

| Exhibitor Figures | | | | | Additionally represented firms | | | Visitor Figures | | |
|-------------------|----------|---------|-------|-----------------------|-----------------------------------|---------|-------|---|---------|----------|
| Exhibitors | | | | | | | | Number of Admissions (Explanations see p. 9) | | |
| No. | Domestic | Foreign | Total | from ... countries | Domestic | Foreign | Total | Domestic | Foreign | Total |
| 298 | 488 | 112 | 600 | 19 | | | | 45.075 | 5.652 | 50.727* |
| 299 | 679 | 51 | 730 | 21 | 150 | 54 | 204 | 107.931 | 4.648 | 112.579* |
| 300 | 767 | 425 | 1.192 | 51 | 58 | 86 | 144 | 38.505 | 19.023 | 57.528* |
| 301 | 629 | 77 | 706 | 21 | 58 | 184 | 242 | 81.304 | 7.937 | 89.241 |
| 302 | 3.255 | 174 | 3.429 | 29 | 858 | 139 | 997 | 139.437 | 22.284 | 161.721* |

* Visitors Profil Analyses see page 37

| Events 2002 | | | Exhibition Space Figures (sq.m.) | | | | | | | |
|---|---|--------------------|----------------------------------|---------|----------|---------|---------|------------------|----------------|------------------|
| No. | For the complete titles see pp. 89–99 | Duration (Days) | Rented Space | | | | | Special Shows | Space (net) | Space (gross) |
| | | | Halls | | Open Air | | Total | | | |
| | | | Domestic | Foreign | Domestic | Foreign | | | | |
| A MULTI-INDUSTRY FAIRS | | | | | | | | | | |
| AI Investment and Consumer Good Fairs | | | | | | | | | | |
| ● 212 | I.H.M., München | 7 | 54.764 | 9.399 | 2.170 | 414 | 66.747 | 7.802 | 74.549 | 141.600 |
| AII Investment Goods Fairs | | | | | | | | | | |
| ● 148 | HANNOVER MESSE, Hannover | 6 | 169.193 | 62.489 | 13.379 | 6.032 | 251.093 | 10.718 | 261.811 | 429.100 |
| AIII Consumer Goods Fairs | | | | | | | | | | |
| ● 99 | Ambiente, Frankfurt/Main | 5 | 96.931 | 93.806 | | | 190.737 | 2.558 | 193.295 | 316.200 |
| ● 109 | Paperworld, Christmasworld, Beautyworld, Frankfurt/Main | 5 | 68.824 | 77.586 | | | 146.410 | 3.566 | 149.976 | 257.700 |
| ● 111 | Tendence, Frankfurt/Main | 5 | 89.836 | 79.455 | | | 169.291 | 4.001 | 173.292 | 312.000 |
| B SPECIALIZED FAIRS AND EXHIBITIONS | | | | | | | | | | |
| BI Agriculture, Forestry, Fishery, Viticulture, Horticulture, Landscaping, and their equipment | | | | | | | | | | |
| ● 13 | FRUIT LOGISTICA, Berlin | 3 | 6.216 | 8.559 | | | 14.775 | 342 | 15.117 | 30.000 |
| 91 | IPM, Essen | 4 | 25.671 | 17.011 | | | 42.682 | 6.355 | 49.037 | 110.000 |
| 121 | Obst + Garten, Friedrichshafen | 4 | 7.634 | 701 | 976 | 16 | 9.327 | 920 | 10.247 | 18.000 |
| ● 147 | EuroTier, Hannover | 4 | 44.563 | 20.473 | 900 | | 65.936 | 2.012 | 67.948 | 125.000 |
| ● 216 | INTERFORST, München | 5 | 3.484 | 779 | 15.553 | 5.320 | 25.136 | 5.250 | 30.386 | 53.500 |
| + 230 | Direkt Markt, Nürnberg | 3 | 2.993 | 202 | | | 3.195 | 422 | 3.617 | 8.500 |
| ● 234 | GaLaBau, Nürnberg | 4 | 33.601 | 5.435 | | | 39.036 | 2.739 | 41.775 | 90.000 |
| 262 | NORLA + NORKOFA, Rendsburg | 4 | 4.478 | | 24.192 | | 28.670 | 28.000 | 56.670 | 150.000 |
| BII Food, Drink and Tobacco, Restaurant and Hotel Trade, Catering, and their equipment | | | | | | | | | | |
| ● 18 | International Green Week, Berlin | 10 | 39.763 | 14.255 | | | 54.018 | 9.169 | 63.187 | 117.000 |
| 24 | fish international, Bremen | 4 | 5.338 | 2.517 | | | 7.855 | 464 | 8.319 | 20.000 |
| ● 41 | Inter-tabac, Dortmund | 3 | 5.031 | 699 | | | 5.730 | | 5.730 | 15.550 |
| 51 | Gourmet, Dresden | 3 | 879 | 180 | | | 1.059 | 220 | 1.279 | 4.500 |
| ● 66 | hogatec, Düsseldorf | 5 | 29.646 | 7.491 | | | 37.137 | 1.850 | 38.987 | 80.400 |
| 69 | InterCool, Düsseldorf | 4 | 11.021 | 2.938 | 58 | | 14.017 | 1.850 | 15.867 | 22.750 |
| 70 | InterMeat, Düsseldorf | 4 | 12.670 | 2.217 | | 49 | 14.936 | 1.850 | 16.786 | 26.200 |
| 71 | InterMopro, Düsseldorf | 4 | 10.220 | 2.384 | | | 12.604 | 1.850 | 14.454 | 20.300 |
| 76 | ProWein, Düsseldorf | 3 | 16.958 | 19.033 | | | 35.991 | 1.384 | 37.375 | 73.700 |
| 81 | inoga, Erfurt | 4 | 3.118 | | | | 3.118 | 747 | 3.865 | 6.700 |
| ● 133 | INTERNORGA, Hamburg | 6 | 35.810 | 4.256 | 1.135 | 25 | 41.226 | 1.349 | 42.575 | 67.000 |
| ● 165 | ISM – International Sweets and Biscuits Fair, Köln | 4 | 20.182 | 29.308 | | | 49.490 | 242 | 49.732 | 82.000 |
| ● 227 | BIO FACH, Nürnberg | 4 | 15.342 | 15.701 | | | 31.043 | 2.354 | 33.397 | 61.300 |
| ● 228 | BRAU/Beviale & Getfab, Nürnberg | 3 | 27.008 | 13.702 | | | 40.710 | 96 | 40.806 | 77.000 |
| 252 | Badische Weinmesse, Offenburg | 1 | 1.455 | | | | 1.455 | 632 | 2.087 | 8.100 |
| ● 277 | INTERGASTRA, Stuttgart | 6 | 26.067 | 2.826 | 392 | | 29.285 | 2.685 | 31.970 | 58.500 |
| 283 | südback, Stuttgart | 5 | 15.234 | 971 | | | 16.205 | 2.635 | 18.840 | 37.100 |
| 284 | SÜFFA, Stuttgart | 3 | 10.327 | 215 | | | 10.542 | 1.837 | 12.379 | 27.000 |
| BIII Textiles, Clothing, Shoes, Leather Goods, Jewelry, and their equipment | | | | | | | | | | |
| ● 63 | GDS International Shoe Fair – Spring, Düsseldorf | 4 | 21.769 | 66.452 | | | 88.221 | 6.595 | 94.816 | 174.200 |
| ● 64 | GDS International Shoe Fair – Autumn, Düsseldorf | 4 | 20.775 | 62.468 | | | 83.243 | 5.173 | 88.416 | 174.200 |
| ● 104 | Heimtextil, Frankfurt/Main | 5 | 52.793 | 105.139 | 700 | | 158.632 | 3.880 | 162.512 | 276.000 |
| 140 | USSIFA, Hamburg | 3 | 2.666 | 16 | | | 2.682 | 48 | 2.730 | 3.800 |
| 152 | INTERGEM, Idar-Oberstein | 4 | 1.603 | 120 | | | 1.723 | 337 | 2.060 | 3.950 |
| 160 | Handarbeit und Hobby, Köln | 3 | 4.911 | 1.862 | | | 6.773 | 500 | 7.273 | 18.000 |
| ● 161 | Herren-Mode-Woche/Inter-Jeans – Spring, Köln | 3 | 26.680 | 17.607 | | | 44.287 | 14.491 | 58.778 | 156.500 |
| ● 166 | Kind + Jugend – Spring, Köln | 3 | 4.927 | 2.059 | | | 6.986 | 3.012 | 9.998 | 14.000 |
| ● 167 | Kind + Jugend – Autumn, Köln | 3 | 15.668 | 15.304 | | | 30.972 | 3.029 | 34.001 | 58.700 |
| 183 | MIDORA, Leipzig | 3 | 3.253 | 375 | | | 3.628 | 80 | 3.708 | 10.300 |
| ● 215 | inhorgenta, München | 4 | 34.096 | 7.228 | | | 41.324 | 390 | 41.714 | 85.500 |
| ● 247 | International Leather Goods Fair – Spring, Offenburg | 3 | 9.454 | 2.097 | | | 11.551 | 750 | 12.301 | 18.000 |
| ● 248 | Internationale Leather Goods Fair – Autumn, Offenburg | 3 | 8.799 | 2.204 | | | 11.003 | 750 | 11.753 | 18.000 |
| 249 | Modforum International – April, Offenburg | 3 | 8.396 | 1.801 | | | 10.197 | 1.450 | 11.647 | 18.000 |
| 250 | Modforum International – October, Offenburg | 3 | 8.177 | 1.781 | | | 9.958 | 1.450 | 11.408 | 18.000 |
| 259 | plw – leather and more, Pirmasens | 2 | 2.676 | 454 | | | 3.130 | 1.250 | 4.380 | 6.800 |
| BIV Building, Completion and Extension, and their equipment | | | | | | | | | | |
| ● 10 | bautech/Build IT, Berlin | 5 | 33.243 | 3.918 | 160 | | 37.321 | 5.630 | 42.951 | 93.500 |
| 28 | SpreeBAU – Building Exhibition, Cottbus | 3 | 3.033 | 20 | 197 | | 3.250 | 290 | 3.540 | 7.600 |
| 52 | HAUS – Building Exhibition, Dresden | 4 | 8.454 | 126 | 510 | 36 | 9.126 | 1.798 | 10.924 | 23.000 |
| 56 | SAX-IMMOBILIA & EIGENHEIM/ServiceWelt, Dresden | 3 | 955 | | | | 955 | 175 | 1.130 | 4.500 |
| 87 | DEUBAU, Essen | 6 | 31.269 | 1.829 | | | 33.098 | 1.059 | 34.157 | 74.300 |

+ Events with changing venues

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

| Exhibitor Figures | | | | | Additionally represented firms | | | Visitor Figures | | |
|-------------------|----------|---------|-------|----------------------|--------------------------------|---------|-------|---|---------|----------|
| Exhibitors | | | | | | | | Number of Admissions (Explanations see p. 9) | | |
| No. | Domestic | Foreign | Total | from... countries | Domestic | Foreign | Total | Domestic | Foreign | Total |
| 212 | 1.378 | 547 | 1.925 | 48 | 211 | 105 | 316 | 174.434 | 6.533 | 180.967* |
| 148 | 3.935 | 2.536 | 6.471 | 65 | | | | 182.182 | 62.357 | 244.539* |
| 99 | 1.892 | 2.951 | 4.843 | 89 | | | | 101.525 | 43.143 | 144.668* |
| 109 | 1.054 | 2.650 | 3.704 | 63 | | | | 60.805 | 38.718 | 99.523* |
| 111 | 1.964 | 2.436 | 4.400 | 84 | | | | 76.362 | 23.320 | 99.682* |
| 13 | 220 | 604 | 824 | 50 | | | | 6.693 | 6.828 | 13.521* |
| 91 | 730 | 571 | 1.301 | 33 | | | | 50.831 | 10.337 | 61.168* |
| 121 | 226 | 28 | 254 | 9 | 63 | 55 | 118 | 16.961 | 6.596 | 23.557 |
| 147 | 812 | 519 | 1.331 | 35 | 39 | 60 | 99 | 103.479 | 17.267 | 120.746* |
| 216 | 252 | 104 | 356 | 18 | 9 | 1 | 10 | 39.140 | 6.167 | 45.307* |
| 230 | 154 | 18 | 172 | 7 | | | | | | 5.779 |
| 234 | 726 | 121 | 847 | 24 | | | | 45.769 | 3.450 | 49.219* |
| 262 | 319 | 5 | 324 | 3 | 51 | 23 | 74 | | | 49.337 |
| 18 | 1.083 | 514 | 1.597 | 56 | | | | 444.266 | 10.459 | 454.725* |
| 24 | 247 | 236 | 483 | 54 | | | | 10.583 | 1.652 | 12.235 |
| 41 | 109 | 47 | 156 | 16 | | | | | | 4.231* |
| 51 | 82 | 37 | 119 | 7 | | | | | | 4.975 |
| 66 | 542 | 211 | 753 | 28 | 1 | | 1 | 35.889 | 4.709 | 40.598* |
| 69 | 242 | 113 | 355 | 19 | | | | 6.801 | 2.605 | 9.406* |
| 70 | 260 | 80 | 340 | 14 | | | | 7.821 | 2.677 | 10.498* |
| 71 | 157 | 80 | 237 | 13 | | | | 7.648 | 2.070 | 9.718* |
| 76 | 818 | 2.033 | 2.851 | 42 | 25 | 217 | 242 | 23.473 | 3.756 | 27.229* |
| 81 | 173 | 4 | 177 | 4 | | | | | | 6.191* |
| 133 | 711 | 115 | 826 | 19 | | | | 104.831 | 4.254 | 109.085* |
| 165 | 245 | 1.042 | 1.287 | 68 | 45 | 184 | 229 | 12.729 | 20.162 | 32.891* |
| 227 | 668 | 1.253 | 1.921 | 56 | | | | 18.866 | 8.921 | 27.787* |
| 228 | 988 | 522 | 1.510 | 39 | | | | 27.783 | 8.487 | 36.270* |
| 252 | 98 | | 98 | 1 | | | | | | 2.282* |
| 277 | 605 | 88 | 693 | 11 | 14 | 14 | 28 | 67.362 | 2.807 | 70.169* |
| 283 | 361 | 32 | 393 | 12 | 11 | 4 | 15 | 27.304 | 1.743 | 29.047* |
| 284 | 270 | 15 | 285 | 10 | 6 | 3 | 9 | 12.045 | 284 | 12.329* |
| 63 | 195 | 1.511 | 1.706 | 48 | | | | 15.947 | 29.879 | 45.826 |
| 64 | 180 | 1.445 | 1.625 | 45 | | | | 15.122 | 25.747 | 40.869 |
| 104 | 643 | 2.478 | 3.121 | 71 | | | | 56.891 | 39.538 | 96.429* |
| 140 | 100 | 1 | 101 | 2 | | | | | | 2.793 |
| 152 | 115 | 12 | 127 | 7 | | | | 1.954 | 427 | 2.381* |
| 160 | 80 | 70 | 150 | 20 | 7 | 4 | 11 | 4.547 | 1.037 | 5.584 |
| 161 | 308 | 530 | 838 | 36 | 74 | 71 | 145 | 18.860 | 17.454 | 36.314 |
| 166 | 107 | 72 | 179 | 24 | 13 | 10 | 23 | 2.890 | 1.644 | 4.534* |
| 167 | 195 | 313 | 508 | 37 | 14 | 18 | 32 | 5.519 | 5.657 | 11.176* |
| 183 | 109 | 43 | 152 | 23 | | | | 2.353 | 93 | 2.446* |
| 215 | 892 | 456 | 1.348 | 51 | | 1 | 1 | 22.845 | 7.566 | 30.411* |
| 247 | 150 | 103 | 253 | 18 | | | | 3.348 | 1.054 | 4.402 |
| 248 | 142 | 97 | 239 | 20 | | | | 3.107 | 1.026 | 4.133 |
| 249 | 134 | 55 | 189 | 11 | | | | 3.038 | 855 | 3.893 |
| 250 | 129 | 52 | 181 | 13 | | | | 2.993 | 796 | 3.789 |
| 259 | 88 | 68 | 156 | 13 | | | | 441 | 71 | 512 |
| 10 | 961 | 159 | 1.120 | 32 | 7 | 3 | 10 | 72.723 | 3.587 | 76.310* |
| 28 | 195 | 6 | 201 | 3 | 11 | | 11 | | | 7.869 |
| 52 | 467 | 10 | 477 | 6 | 59 | 2 | 61 | | | 26.178 |
| 56 | 65 | | 65 | 1 | | | | | | 1.332 |
| 87 | 759 | 44 | 803 | 15 | | | | 100.740 | 1.742 | 102.482* |

* Visitors Profil Analyses see page 37

Events 2002

Exhibition Space Figures (sq.m.)

| | | Duration (Days) | Rented Space | | | | | | Special Shows | Space (net) | Space (gross) |
|---|---------------------------------------|--|--------------|---------|----------|---------|-------|---------|------------------|----------------|------------------|
| No. | For the complete titles see pp. 89–99 | | Halls | | Open Air | | Total | | | | |
| | | | Domestic | Foreign | Domestic | Foreign | | | | | |
| | 98 | SHK, Essen | 5 | 34.317 | 1.486 | | | 35.803 | 578 | 36.381 | 90.000 |
| ●+ | 102 | ROOF + WALL, Frankfurt/Main | 4 | 20.343 | 2.398 | 3.478 | | 26.219 | 1.012 | 27.231 | 57.100 |
| | 107 | Light + Building, Frankfurt/Main | 5 | 74.012 | 49.596 | | | 123.608 | 3.215 | 126.823 | 244.800 |
| | 114 | Intersolar, Freiburg | 3 | 4.933 | 724 | 270 | 60 | 5.987 | 352 | 6.339 | 13.800 |
| | 124 | BAU Expo – Building Exhibition, Gießen | 4 | 4.237 | 64 | 1.098 | | 5.399 | 600 | 5.999 | 12.500 |
| | 128 | SaaleBAU – Building Exhibition, Halle | 3 | 2.680 | 12 | 390 | 28 | 3.110 | 387 | 3.497 | 7.000 |
| | 138 | shk Hamburg | 4 | 24.932 | 1.834 | 238 | | 27.004 | 1.436 | 28.440 | 60.100 |
| ● | 163 | International Hardware Fair/DIY'TEC, Köln | 4 | 75.230 | 69.647 | | | 144.877 | 1.644 | 146.521 | 286.000 |
| | 178 | denkmal, Leipzig | 4 | 6.356 | 1.064 | | | 7.420 | 1.578 | 8.998 | 21.200 |
| | 181 | Immobilienmesse, Leipzig | 3 | 1.598 | 9 | | | 1.607 | 162 | 1.769 | 5.000 |
| | 186 | SHKG Leipzig | 4 | 7.489 | 272 | | | 7.761 | 716 | 8.477 | 17.000 |
| | 192 | IMMO, Lübeck | 3 | 692 | | | | 692 | 45 | 737 | 1.650 |
| | 193 | Immobilienausstellung Magdeburg | 2 | 595 | | | | 595 | 93 | 688 | 3.600 |
| | 194 | LBA – Building Exhibition, Magdeburg | 3 | 2.066 | | 201 | | 2.267 | 106 | 2.373 | 7.750 |
| | 207 | EXPO REAL – Gewerbe-Immobilien, München | 3 | 17.365 | 2.251 | | | 19.616 | 1.400 | 21.016 | 33.000 |
| + | 209 | Farbe, München | 4 | 18.835 | 4.003 | | | 22.838 | 1.378 | 24.216 | 45.400 |
| | 214 | IMMOFAIR/RESIDENCE, München | 2 | 2.102 | 898 | | | 3.000 | 808 | 3.808 | 8.800 |
| | 226 | BeBoSa, Nürnberg | 3 | 1.467 | 220 | 158 | | 1.845 | 170 | 2.015 | 4.000 |
| | 235 | Holzbau und Ausbau, Nürnberg | 4 | 10.861 | 1.214 | 2.065 | | 14.140 | 826 | 14.966 | 31.200 |
| | 237 | IFH/INTHERM, Nürnberg | 4 | 35.184 | 2.408 | | | 37.592 | 336 | 37.928 | 65.000 |
| +● | 238 | IKK – Kälte-Klimatechnik, Nürnberg | 3 | 14.207 | 15.744 | | | 29.951 | 456 | 30.407 | 60.000 |
| | 257 | PaderBau, Paderborn | 3 | 1.343 | | 429 | | 1.772 | 110 | 1.882 | 3.600 |
| | 265 | NORD-HAUS, Schwerin | 3 | 954 | | 234 | | 1.188 | 111 | 1.299 | 3.950 |
| BV Furnishings, Household Appliances, Houseware, and their equipment | | | | | | | | | | | |
| | 7 | ZOW – Furniture Supplies, Bad Salzufen | 4 | 8.105 | 4.500 | | | 12.605 | | 12.605 | 17.800 |
| | 21 | Wohnambiente Lebensart, Berlin | 4 | 2.094 | 258 | | | 2.352 | 441 | 2.793 | 7.650 |
| | 43 | RAUMAUSSTATTUNG – Interior Design, Dortmund | 3 | 7.208 | 137 | | | 7.345 | 382 | 7.727 | 21.600 |
| ● | 145 | DOMOTEX, Hannover | 4 | 35.453 | 52.649 | | | 88.102 | 5.403 | 93.505 | 173.700 |
| ● | 164 | INTERNATIONAL FURNITURE FAIR, Köln | 7 | 90.406 | 80.856 | | | 171.262 | 2.683 | 173.945 | 286.000 |
| | 211 | HEIM + HANDWERK/designale, München | 9 | 34.229 | 5.902 | | | 40.131 | 3.493 | 43.624 | 77.000 |
| BVI Health, Body Care, Protection at Work, and their equipment | | | | | | | | | | | |
| + | 9 | Workmen's Security, Berlin | 3 | 6.688 | 594 | | | 7.282 | 920 | 8.202 | 14.400 |
| + | 12 | EXPOPHARM, Berlin | 4 | 15.404 | 630 | | | 16.034 | 332 | 16.366 | 29.850 |
| | 38 | HairPower, Dortmund | 2 | 979 | 60 | | | 1.039 | 393 | 1.432 | 8.250 |
| | 57 | BEAUTY INTERNATIONAL, Düsseldorf | 3 | 20.020 | 2.028 | | | 22.048 | 1.388 | 23.436 | 47.300 |
| +● | 68 | Interbad, Düsseldorf | 4 | 11.411 | 4.548 | | | 15.959 | 507 | 16.466 | 29.900 |
| ● | 74 | MEDICA, Düsseldorf | 4 | 66.095 | 43.197 | 309 | | 109.601 | 2.309 | 111.910 | 218.000 |
| ● | 78 | REHACare International, Düsseldorf | 4 | 20.249 | 5.102 | | | 25.351 | 4.268 | 29.619 | 69.200 |
| + | 143 | Altenpflege, Hannover | 3 | 20.467 | 1.242 | | | 21.709 | 994 | 22.703 | 49.600 |
| | 154 | Body Life, Karlsruhe | 4 | 2.431 | | | | 2.431 | 350 | 2.781 | 10.100 |
| ● | 170 | optica, Köln | 4 | 8.876 | 614 | | | 9.490 | 1.106 | 10.596 | 40.000 |
| + | 185 | ORTHOPÄDIE & REHA-TECHNIK, Leipzig | 4 | 8.387 | 2.326 | | | 10.713 | 209 | 10.922 | 20.500 |
| | 273 | FACHDENTAL SÜDWEST, Stuttgart | 2 | 3.837 | 144 | | | 3.981 | 365 | 4.346 | 11.000 |
| | 281 | Medizin/rescue, Stuttgart | 3 | 4.365 | 80 | | | 4.445 | 856 | 5.301 | 20.000 |
| BVII Environment Protection, Safety, Cleaning, Communal Services, and their equipment | | | | | | | | | | | |
| | 97 | SECURITY, Essen | 4 | 24.997 | 6.022 | 100 | | 31.119 | 2.074 | 33.193 | 65.000 |
| | 123 | ÖKO-TRENDS, Gelnhausen | 3 | 970 | | 660 | | 1.630 | 206 | 1.836 | 3.000 |
| + | 126 | Florian, Halle | 3 | 2.303 | 45 | 127 | | 2.475 | 3.966 | 6.441 | 8.550 |
| ● | 213 | IFAT, München | 5 | 72.411 | 17.317 | 10.183 | 2.421 | 102.332 | 324 | 102.656 | 162.700 |
| | 231 | ENKON, Nürnberg | 3 | 2.072 | 143 | | | 2.215 | 100 | 2.315 | 4.800 |
| BVIII Transport, Traffic, Logistics, and their equipment | | | | | | | | | | | |
| | 17 | InnoTrans, Berlin | 4 | 18.198 | 9.010 | 1.986 | 275 | 29.469 | | 29.469 | 49.500 |
| | 47 | auto mobil, Dresden | 3 | 8.552 | 88 | 852 | | 9.492 | | 9.492 | 19.900 |
| + | 61 | EUROCARGO, Düsseldorf | 3 | 4.492 | 561 | | | 5.053 | | 5.053 | 11.500 |
| | 95 | REIFEN, Essen | 4 | 11.276 | 7.472 | | | 18.748 | | 18.748 | 41.000 |
| ● | 101 | Automechanika, Frankfurt/Main | 6 | 65.878 | 82.929 | 7.633 | 3.579 | 160.019 | 2.215 | 162.234 | 290.000 |
| ● | 139 | SMM, Hamburg | 5 | 21.213 | 15.416 | 581 | | 37.210 | 326 | 37.536 | 65.900 |
| | 148 | Hannover Messe, Trade Fair CeMAT | 6 | 39.734 | 21.964 | 12.248 | 5.996 | 79.942 | | 79.942 | 132.900 |
| ● | 175 | AUTO MOBIL INTERNATIONAL/AMITEC, Leipzig | 9 | 28.426 | 24.910 | 20 | 255 | 53.611 | 8.616 | 62.227 | 122.100 |
| BIX Information, Communication, Office, Education, Entertainment Electronics, Photo, Film, and their equipment | | | | | | | | | | | |
| | 103 | European Banking Technology Fair, Frankfurt/Main | 3 | 6.240 | 1.555 | | | 7.795 | 1.023 | 8.818 | 20.700 |
| | 110 | PRO SIGN, Frankfurt/Main | 3 | 4.321 | 1.180 | | | 5.501 | 120 | 5.621 | 14.350 |

+ Events with changing venues

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

| Exhibitor Figures | | | | | Additionally represented firms | | | Visitor Figures | | |
|-------------------|----------|---------|-------|----------------------|--------------------------------|---------|-------|---|---------|-----------|
| Exhibitors | | | | | | | | Number of Admissions (Explanations see p. 9) | | |
| No. | Domestic | Foreign | Total | from... countries | Domestic | Foreign | Total | Domestic | Foreign | Total |
| 98 | 577 | 31 | 608 | 9 | | | | 59.602 | 1.092 | 60.694* |
| 102 | 340 | 79 | 419 | 21 | 2 | 4 | 6 | 25.659 | 3.171 | 28.830* |
| 107 | 1.037 | 1.147 | 2.184 | 50 | | | | 93.518 | 26.780 | 120.298* |
| 114 | 200 | 36 | 236 | 15 | | | | | | 11.098 |
| 124 | 300 | 2 | 302 | 2 | 38 | | 38 | | | 16.093 |
| 128 | 189 | 2 | 191 | 3 | 9 | | 9 | | | 7.607 |
| 138 | 405 | 42 | 447 | 16 | | | | 37.417 | 1.038 | 38.455* |
| 163 | 983 | 2.553 | 3.536 | 59 | 116 | 230 | 346 | 44.793 | 41.851 | 86.644 |
| 178 | 341 | 76 | 417 | 15 | | | | 16.564 | 1.460 | 18.024* |
| 181 | 108 | 1 | 109 | 2 | | | | | | 4.559 |
| 186 | 201 | 13 | 214 | 8 | 2 | | 2 | 22.394 | 341 | 22.735**) |
| 192 | 43 | | 43 | 1 | | | | | | 820 |
| 193 | 39 | | 39 | 1 | 1 | | 1 | | | 835 |
| 194 | 106 | | 106 | 1 | | | | | | 5.252 |
| 207 | 947 | 210 | 1.157 | 23 | 24 | 7 | 31 | 19.337 | 2.890 | 22.227* |
| 209 | 269 | 71 | 340 | 19 | 27 | 11 | 38 | 39.004 | 6.932 | 45.936* |
| 214 | 172 | 74 | 246 | 14 | | | | | | 5.962* |
| 226 | 41 | 22 | 63 | 12 | | | | 971 | 523 | 1.494* |
| 235 | 256 | 34 | 290 | 8 | | | | 22.120 | 1.716 | 23.836* |
| 237 | 532 | 54 | 586 | 14 | 76 | 15 | 91 | 40.429 | 408 | 40.837* |
| 238 | 301 | 497 | 798 | 38 | | | | 12.894 | 10.550 | 23.444* |
| 257 | 96 | | 96 | 1 | | | | | | 4.698 |
| 265 | 66 | | 66 | 1 | 1 | | 1 | | | 2.311 |
| | | | | | | | | | | |
| 7 | 227 | 182 | 409 | 22 | 6 | 31 | 37 | 8.350 | 3.930 | 12.280 |
| 21 | 77 | 13 | 90 | 11 | | | | | | 1.352 |
| 43 | 118 | 8 | 126 | 6 | | | | 7.360 | 112 | 7.472* |
| 145 | 350 | 766 | 1.116 | 59 | | | | 20.793 | 22.080 | 42.873* |
| 164 | 458 | 952 | 1.410 | 46 | 26 | 28 | 54 | 88.588 | 37.178 | 125.766* |
| 211 | 1.040 | 208 | 1.248 | 26 | 153 | 24 | 177 | | | 151.662 |
| | | | | | | | | | | |
| 9 | 197 | 25 | 222 | 19 | 94 | 6 | 100 | 9.590 | 755 | 10.345* |
| 12 | 334 | 38 | 372 | 19 | 20 | 2 | 22 | | | 20.216 |
| 38 | 53 | 5 | 58 | 4 | | | | | | 7.422 |
| 57 | 514 | 88 | 602 | 27 | | | | 52.706 | 3.604 | 56.310* |
| 68 | 270 | 117 | 387 | 24 | | | | 12.140 | 3.325 | 15.465* |
| 74 | 1.494 | 2.158 | 3.652 | 62 | | | | 89.193 | 43.141 | 132.334* |
| 78 | 535 | 219 | 754 | 28 | | | | 41.622 | 6.385 | 48.007* |
| 143 | 594 | 40 | 634 | 14 | | | | | | 36.572 |
| 154 | 105 | 4 | 109 | 5 | 1 | | 1 | 6.104 | 582 | 6.686* |
| 170 | 229 | 39 | 268 | 18 | 69 | 144 | 213 | 10.477 | 950 | 11.427 |
| 185 | 188 | 102 | 290 | 23 | | | | | | 11.752 |
| 273 | 177 | 21 | 198 | 14 | 2 | 20 | 22 | | | 9.827 |
| 281 | 325 | 9 | 334 | 6 | | | | | | 15.592 |
| | | | | | | | | | | |
| 97 | 655 | 297 | 952 | 31 | | | | 30.032 | 6.999 | 37.031* |
| 123 | 75 | | 75 | 1 | | | | 3.920 | 40 | 3.960* |
| 126 | 114 | 2 | 116 | 3 | 3 | | 3 | | | 5.438 |
| 213 | 1.528 | 514 | 2.042 | 39 | 93 | 49 | 142 | 68.552 | 28.693 | 97.245* |
| 231 | 102 | 7 | 109 | 5 | | | | 2.924 | 135 | 3.059* |
| | | | | | | | | | | |
| 17 | 625 | 422 | 1.047 | 30 | 2 | 3 | 5 | 27.420 | 9.484 | 36.904* |
| 47 | 128 | 2 | 130 | 3 | | | | | | 35.962 |
| 61 | 190 | 26 | 216 | 14 | | | | 5.569 | 232 | 5.801* |
| 95 | 189 | 199 | 388 | 38 | | | | 10.208 | 5.353 | 15.561* |
| 101 | 1.012 | 3.312 | 4.324 | 70 | 10 | 18 | 28 | 99.646 | 61.173 | 160.819* |
| 139 | 595 | 835 | 1.430 | 52 | | 2 | 2 | 28.234 | 12.056 | 40.290* |
| 148 | 547 | 400 | 947 | 36 | | | | 47.245 | 21.226 | 68.471**) |
| 175 | 293 | 53 | 346 | 18 | 10 | | 10 | 245.762 | 4.557 | 250.319* |
| | | | | | | | | | | |
| 103 | 186 | 48 | 234 | 14 | 72 | 9 | 81 | 6.930 | 611 | 7.541* |
| 110 | 129 | 50 | 179 | 23 | | | | 5.893 | 1.114 | 7.007* |

* Visitors Profil Analyses see page 37 **) ascertained by representative sampling

Events 2002

Exhibition Space Figures (sq.m.)

| | | | Rented Space | | | | | | | |
|--|---|--------------------|--------------|---------|----------|---------|---------|------------------|----------------|------------------|
| No. | For the complete titles see pp. 89–99 | Duration (Days) | Halls | | Open Air | | Total | Special Shows | Space (net) | Space (gross) |
| | | | Domestic | Foreign | Domestic | Foreign | | | | |
| + 134 | Marketing Services, Hamburg | 3 | 4.827 | 675 | | | 5.502 | 500 | 6.002 | 12.000 |
| ● 144 | CeBIT, Hannover | 8 | 289.249 | 98.203 | 7.186 | 2.370 | 397.008 | 1.095 | 398.103 | 505.600 |
| ● 171 | ORGATEC, Köln | 5 | 33.101 | 48.475 | | | 81.576 | 4.929 | 86.505 | 167.000 |
| ● 172 | photokina, Köln | 6 | 39.971 | 38.194 | | | 78.165 | 8.698 | 86.863 | 220.000 |
| 182 | Leipzig Book Fair/Antiquarian Fair | 4 | 8.992 | 999 | | | 9.991 | 6.442 | 16.433 | 38.900 |
| 221 | SYSTEMS, München | 5 | 37.282 | 2.244 | | | 39.526 | 1.850 | 41.376 | 88.000 |
| 232 | e-procure, Nürnberg | 3 | 2.379 | 106 | | | 2.485 | 240 | 2.725 | 6.100 |
| 266 | CAR + SOUND, Sinsheim | 3 | 9.389 | 2.305 | 500 | | 12.194 | 2.000 | 14.194 | 25.000 |
| 280 | IT Plus/Promax, Stuttgart | 4 | 6.431 | 74 | | | 6.505 | 1.711 | 8.216 | 24.800 |
| BX Education, Setting up a business | | | | | | | | | | |
| 11 | Deutsche Gründer- und Unternehmer-Tage, Berlin | 3 | 1.651 | 24 | | | 1.675 | 466 | 2.141 | 4.300 |
| 53 | KarriereStart, Dresden | 3 | 2.989 | 24 | | | 3.013 | 341 | 3.354 | 7.500 |
| 106 | Franchise, Frankfurt/Main | 4 | 1.385 | 257 | | | 1.642 | 210 | 1.852 | 5.000 |
| 156 | LEARNTEC, Karlsruhe | 4 | 5.321 | 548 | | | 5.869 | 346 | 6.215 | 19.100 |
| + 159 | Bildungsmesse, Köln | 5 | 23.840 | 551 | | | 24.391 | 4.458 | 28.849 | 65.400 |
| 197 | PERSPEKTIVEN, Magdeburg | 4 | 1.443 | 4 | 94 | | 1.541 | | 1.541 | 6.400 |
| 282 | NewCome, Stuttgart | 2 | 3.949 | 46 | | | 3.995 | 218 | 4.213 | 13.300 |
| BXI Sports and Games, Leisure, and their equipment | | | | | | | | | | |
| 4 | Americana, Augsburg | 5 | 5.921 | 1.495 | 351 | 20 | 7.787 | 958 | 8.745 | 21.000 |
| 14 | Hippologica, Berlin | 4 | 6.206 | 419 | | | 6.625 | 1.856 | 8.481 | 18.900 |
| 15 | Hobbyland, Berlin | 3 | 1.866 | 95 | | | 1.961 | 5.711 | 7.672 | 15.000 |
| ● 19 | ITB – International Tourism Exchange, Berlin | 5 | 27.540 | 50.869 | | | 78.409 | | 78.409 | 150.000 |
| 23 | CARAVAN, Bremen | 3 | 9.142 | 24 | | | 9.166 | | 9.166 | 14.600 |
| 25 | Gardening, Leisure, Tourism, Bremen | 4 | 4.913 | 452 | | | 5.365 | 6.692 | 12.057 | 21.400 |
| 27 | Reisen, Freizeit, Caravan, Cottbus | 3 | 3.143 | 124 | | | 3.267 | 1.385 | 4.652 | 7.400 |
| 33 | CREATIVA, Dortmund | 5 | 6.908 | 773 | | | 7.681 | 2.152 | 9.833 | 30.940 |
| 37 | FAHOBÄ Autumn, Dortmund | 3 | 1.207 | 102 | | | 1.309 | | 1.309 | 5.850 |
| 39 | HobbyTronic, Dortmund | 5 | 4.370 | 98 | | | 4.468 | 644 | 5.112 | 16.550 |
| 40 | INTERMODELLBAU, Dortmund | 5 | 8.396 | 288 | | | 8.684 | 11.548 | 20.232 | 48.300 |
| ● 42 | JAGD & HUND – Hunting and Fishing, Dortmund | 6 | 9.709 | 1.636 | | | 11.345 | 2.328 | 13.673 | 36.390 |
| 45 | West German Minerals Days, Dortmund | 2 | 885 | 121 | | | 1.006 | 168 | 1.174 | 5.600 |
| 50 | Dresden Travel Market, Dresden | 3 | 3.751 | 1.747 | 144 | | 5.642 | 131 | 5.773 | 11.800 |
| ● 58 | boot, Düsseldorf | 9 | 57.597 | 43.025 | 331 | 85 | 101.038 | 6.992 | 108.030 | 215.000 |
| ● 59 | CARAVAN SALON, Düsseldorf | 10 | 58.634 | 14.807 | 1.528 | 104 | 75.073 | 4.807 | 79.880 | 129.600 |
| + 73 | interschau, Düsseldorf | 3 | 4.656 | 6.765 | 226 | 972 | 12.619 | 2.868 | 15.487 | 31.200 |
| 82 | Leisure & Caravaning, Erfurt | 4 | 3.071 | 336 | | | 3.407 | 630 | 4.037 | 8.000 |
| 83 | riding – hunting – fishing, Erfurt | 3 | 3.216 | 36 | 268 | | 3.520 | 4.891 | 8.411 | 15.750 |
| 86 | BRIEFMARKEN, Essen | 3 | 2.319 | 438 | | | 2.757 | 500 | 3.257 | 6.000 |
| 89 | FIBO, Essen | 4 | 24.508 | 8.026 | | | 32.534 | 4.905 | 37.439 | 68.500 |
| 96 | TOURISM/CAMPING, Essen | 5 | 34.898 | 3.180 | | | 38.078 | 2.000 | 40.078 | 90.000 |
| ● 108 | Musikmesse/Pro Light & Sound, Frankfurt/Main | 5 | 32.394 | 35.754 | | | 68.148 | 10.700 | 78.848 | 164.200 |
| 113 | CFT – Camping, Leisure, Tourism, Freiburg | 9 | 14.085 | 532 | 3.016 | | 17.633 | 1.570 | 19.203 | 32.900 |
| 115 | Modellbau, Freiburg | 4 | 660 | 12 | | | 672 | 5.229 | 5.901 | 16.400 |
| ● 116 | EUROBIKE, Friedrichshafen | 4 | 14.766 | 12.736 | 623 | 163 | 28.288 | 4.510 | 32.798 | 58.600 |
| ● 117 | Europäische OutDoor Trade Fair, Friedrichshafen | 4 | 10.260 | 8.368 | 60 | 39 | 18.727 | 17.140 | 35.867 | 56.900 |
| 118 | HAM RADIO/HAMtronic, Friedrichshafen | 3 | 2.872 | 1.039 | 114 | | 4.025 | 2.986 | 7.011 | 23.800 |
| ● 120 | INTERBOOT, Friedrichshafen | 9 | 18.956 | 10.707 | 2.734 | 777 | 33.174 | 2.216 | 35.390 | 63.400 |
| 122 | Riding and Hunting, Friedrichshafen | 4 | 6.918 | 958 | 482 | 30 | 8.388 | 7.326 | 15.714 | 36.800 |
| 127 | Tourism & Leisure, Halle | 3 | 1.653 | 77 | 203 | | 1.933 | 343 | 2.276 | 4.800 |
| ● 131 | hanseboot, Hamburg | 9 | 24.203 | 10.145 | 3.715 | 1.197 | 39.260 | 1.880 | 41.140 | 73.700 |
| 132 | HANSEPFERD, Hamburg | 3 | 10.470 | 1.206 | 37 | | 11.713 | 8.736 | 20.449 | 42.400 |
| ● 137 | REISEN HAMBURG | 5 | 16.675 | 3.988 | 99 | | 20.762 | 5.058 | 25.820 | 51.500 |
| 142 | ABF, Hannover | 9 | 25.140 | 1.114 | 173 | | 26.427 | 7.547 | 33.974 | 73.800 |
| 150 | Pferd & Jagd, Hannover | 4 | 17.324 | 1.070 | 108 | | 18.502 | 6.883 | 25.385 | 59.500 |
| ● 162 | IFMA – bikeworld unlimited, Cologne, Köln | 4 | 16.056 | 11.769 | | | 27.825 | 28.006 | 55.831 | 93.000 |
| 169 | Modellbahn, Köln | 4 | 5.301 | 370 | | | 5.671 | 4.075 | 9.746 | 33.000 |
| 173 | REISEMARKT KÖLN INTERNATIONAL, Köln | 3 | 5.820 | 1.941 | | | 7.761 | 865 | 8.626 | 45.000 |
| ● 174 | spoga/gafa, Köln | 3 | 56.218 | 77.145 | | | 133.363 | 4.334 | 137.697 | 261.500 |
| 184 | MODELL & HOBBY, Leipzig | 3 | 6.383 | 199 | | | 6.582 | 15.273 | 21.855 | 51.700 |
| 187 | Tourism & Caravaning, Leipzig | 5 | 15.028 | 3.553 | | | 18.581 | 2.836 | 21.417 | 46.000 |
| 196 | MAGDEBOOT, Magdeburg | 4 | 2.846 | | | | 2.846 | | 2.846 | 6.350 |
| ● 204 | C-B-R, München | 9 | 39.305 | 8.091 | | | 47.396 | 1.444 | 48.840 | 78.500 |

+ Events with changing venues

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

| Exhibitor Figures | | | | | Additionally represented firms | | | Visitor Figures | | |
|-------------------|----------|---------|-------|----------------------|--------------------------------|---------|-------|---|---------|----------|
| Exhibitors | | | | | | | | Number of Admissions (Explanations see p. 9) | | |
| No. | Domestic | Foreign | Total | from... countries | Domestic | Foreign | Total | Domestic | Foreign | Total |
| 134 | 347 | 36 | 383 | 16 | | | | 6.428 | 559 | 6.987* |
| 144 | 4.345 | 2.919 | 7.264 | 61 | | | | 536.498 | 137.494 | 673.992* |
| 171 | 276 | 535 | 811 | 46 | 71 | 30 | 101 | 31.384 | 25.513 | 56.897* |
| 172 | 456 | 734 | 1.190 | 46 | 135 | 221 | 356 | 84.014 | 49.597 | 133.611* |
| 182 | 1.302 | 473 | 1.775 | 26 | 12 | 4 | 16 | 80.146 | 1.303 | 81.449* |
| 221 | 1.458 | 212 | 1.670 | 32 | 2 | | 2 | 66.822 | 6.128 | 72.950* |
| 232 | 155 | 7 | 162 | 6 | | | | 2.899 | 162 | 3.061* |
| 266 | 99 | 39 | 138 | 13 | | 2 | 2 | 23.310 | 3.795 | 27.105* |
| 280 | 316 | 6 | 322 | 5 | 5 | 2 | 7 | | | 16.334 |
| | | | | | | | | | | |
| 11 | 88 | 1 | 89 | 2 | | | | | | 2.494 |
| 53 | 244 | 2 | 246 | 3 | | | | | | 16.531 |
| 106 | 69 | 16 | 85 | 8 | 2 | | 2 | 3.072 | 179 | 3.251* |
| 156 | 244 | 28 | 272 | 13 | | | | 8.251 | 970 | 9.221* |
| 159 | 582 | 27 | 609 | 8 | 218 | 7 | 225 | 87.470 | 2.705 | 90.175* |
| 197 | 96 | 1 | 97 | 2 | | | | | | 4.962* |
| 282 | 245 | 6 | 251 | 4 | | | | | | 7.663 |
| | | | | | | | | | | |
| 4 | 163 | 47 | 210 | 11 | | | | | | 41.341 |
| 14 | 238 | 17 | 255 | 9 | | | | | | 20.578 |
| 15 | 101 | 8 | 109 | 7 | | | | | | 15.948 |
| 19 | 2.362 | 7.316 | 9.678 | 181 | | | | 108.056 | 24.854 | 132.910* |
| 23 | 55 | 1 | 56 | 2 | | | | | | 14.240 |
| 25 | 284 | 20 | 304 | 7 | | | | | | 29.507 |
| 27 | 168 | 17 | 185 | 10 | 5 | | 5 | | | 11.695 |
| 33 | 410 | 48 | 458 | 16 | | | | 70.443 | 928 | 71.371* |
| 37 | 33 | 3 | 36 | 3 | 1 | | 1 | | | 1.138 |
| 39 | 167 | 7 | 174 | 3 | | 3 | 3 | 50.385 | 664 | 51.049* |
| 40 | 391 | 15 | 406 | 9 | 1 | | 1 | 91.825 | 9.527 | 101.352* |
| 42 | 382 | 117 | 499 | 25 | | | | 63.229 | 4.906 | 68.135* |
| 45 | 163 | 27 | 190 | 12 | | | | | | 6.128 |
| 50 | 351 | 149 | 500 | 27 | | | | | | 31.334* |
| 58 | 1.055 | 638 | 1.693 | 52 | | | | 291.936 | 41.705 | 333.641* |
| 59 | 352 | 124 | 476 | 20 | | | | 133.123 | 18.153 | 151.276* |
| 73 | 142 | 133 | 275 | 19 | | | | | | 15.758 |
| 82 | 154 | 28 | 182 | 10 | 63 | 5 | 68 | | | 33.331 |
| 83 | 153 | 3 | 156 | 4 | | | | | | 21.612* |
| 86 | 57 | 37 | 94 | 29 | | | | | | 11.200 |
| 89 | 304 | 115 | 419 | 27 | | | | 45.509 | 7.905 | 53.414* |
| 96 | 632 | 162 | 794 | 25 | | | | 116.263 | 820 | 117.083* |
| 108 | 845 | 1.191 | 2.036 | 49 | | | | 74.243 | 24.271 | 98.514* |
| 113 | 213 | 25 | 238 | 7 | 93 | 4 | 97 | | | 50.060 |
| 115 | 44 | 1 | 45 | 2 | 3 | | 3 | | | 14.381 |
| 116 | 226 | 335 | 561 | 26 | 8 | 65 | 73 | 27.202 | 9.409 | 36.611* |
| 117 | 172 | 282 | 454 | 32 | 8 | 120 | 128 | 6.109 | 5.353 | 11.462* |
| 118 | 122 | 55 | 177 | 32 | 9 | 45 | 54 | 7.708 | 3.304 | 11.012* |
| 120 | 402 | 125 | 527 | 17 | 26 | 118 | 144 | 86.144 | 21.671 | 107.815* |
| 122 | 215 | 36 | 251 | 8 | 25 | 6 | 31 | 21.700 | 3.255 | 24.955 |
| 127 | 158 | 15 | 173 | 9 | 10 | | 10 | | | 9.179 |
| 131 | 711 | 193 | 904 | 30 | | | | 118.702 | 6.776 | 125.478* |
| 132 | 377 | 45 | 422 | 14 | | | | 57.615 | 523 | 58.138* |
| 137 | 513 | 327 | 840 | 80 | 3 | 3 | 6 | 91.351 | 1.297 | 92.648* |
| 142 | 534 | 49 | 583 | 13 | | | | | | 131.172* |
| 150 | 601 | 50 | 651 | 15 | | | | | | 84.486 |
| 162 | 272 | 436 | 708 | 35 | 38 | 56 | 94 | 28.411 | 4.432 | 32.843* |
| 169 | 177 | 23 | 200 | 13 | | | | | | 79.876 |
| 173 | 571 | 355 | 926 | 28 | 38 | 6 | 44 | | | 29.293 |
| 174 | 672 | 1.546 | 2.218 | 60 | 46 | 142 | 188 | 23.457 | 21.870 | 45.327* |
| 184 | 297 | 13 | 310 | 10 | 6 | | 6 | 83.808 | 591 | 84.399* |
| 187 | 690 | 300 | 990 | 49 | | | | 76.751 | 619 | 77.370* |
| 196 | 81 | | 81 | 1 | | | | | | 16.226 |
| 204 | 678 | 529 | 1.207 | 65 | 13 | 11 | 24 | | | 180.967* |

* Visitors Profil Analyses see page 37

Events 2002

Exhibition Space Figures (sq.m.)

| | | | Rented Space | | | | | | | |
|---|---|--------------------|--------------|---------|----------|---------|---------|------------------|----------------|------------------|
| No. | For the complete titles see pp. 89–99 | Duration (Days) | Halls | | Open Air | | Total | Special Shows | Space (net) | Space (gross) |
| | | | Domestic | Foreign | Domestic | Foreign | | | | |
| 208 | FAIRWAY, München | 2 | 2.466 | 337 | | | 2.803 | | 2.803 | 6.650 |
| 210 | GOLF EUROPE, München | 3 | 4.716 | 4.848 | | | 9.564 | 812 | 10.376 | 22.000 |
| 217 | INTERMOT, München | 5 | 26.510 | 33.714 | | | 60.224 | 49.056 | 109.280 | 197.500 |
| ● 218 | ispo – Summer, München | 4 | 24.779 | 33.177 | 16 | | 57.972 | 23.200 | 81.172 | 140.000 |
| ● 219 | ispo – Winter, München | 4 | 32.403 | 56.591 | | | 88.994 | 10.400 | 99.394 | 158.000 |
| 223 | Frühling-Blumen-Freizeit und Reisen, Münster | 9 | 4.497 | 176 | 14 | | 4.687 | | 4.687 | 13.500 |
| 233 | FREIZEIT, GARTEN + TOURISTIK, Nürnberg | 9 | 29.599 | 1.669 | | | 31.268 | 5.962 | 37.230 | 61.900 |
| 239 | IMA, Nürnberg | 4 | 8.930 | 530 | | | 9.460 | 395 | 9.855 | 15.500 |
| ● 240 | Interzoo, Nürnberg | 4 | 18.074 | 20.363 | | | 38.437 | | 38.437 | 65.700 |
| ● 241 | IWA, Nürnberg | 4 | 9.800 | 15.025 | | | 24.825 | 652 | 25.477 | 45.700 |
| ● 245 | Spielwarenmesse – International Toy Fair, Nürnberg | 6 | 59.785 | 46.680 | | | 106.465 | | 106.465 | 158.500 |
| 253 | EURO CHEVAL, Offenburg | 5 | 6.864 | 1.843 | 9.038 | 264 | 18.009 | 8.865 | 26.874 | 57.900 |
| 254 | FreizeitAktiv, Offenburg | 4 | 4.427 | | 1.593 | | 6.020 | 5.970 | 11.990 | 21.700 |
| ● 272 | CMT/Golf tourism/bike tourism, Stuttgart | 9 | 26.377 | 4.591 | 4 | | 30.972 | 3.520 | 34.492 | 57.800 |
| 275 | FIBO Stuttgart | 4 | 2.923 | 432 | | | 3.355 | 467 | 3.822 | 8.350 |
| 276 | HOBBY + ELEKTRONIK/MODELLBAU SÜD/ Modellbahn Süd/South German Games Fair, Stuttgart | 4 | 11.894 | 342 | | | 12.236 | 11.452 | 23.688 | 57.800 |
| 279 | ISA/IWB/Welt-Antik/Coins/Angling Exhibition/ Int. Minerals and Fossils Exhibition, Stuttgart | 3 | 7.337 | 1.177 | | | 8.514 | 4.233 | 12.747 | 42.300 |
| BXII Electrical Engineering and Electronics | | | | | | | | | | |
| 36 | ELEKTROTECHNIK, Dortmund | 4 | 9.321 | 277 | | | 9.598 | 1.726 | 11.324 | 36.400 |
| 60 | EMV, Düsseldorf | 3 | 1.379 | 374 | | | 1.753 | | 1.753 | 4.600 |
| 135 | NORD ELEKTRO, Hamburg | 3 | 7.671 | 94 | | | 7.765 | 1.489 | 9.254 | 22.750 |
| 179 | efa, Leipzig | 3 | 11.613 | 84 | | | 11.697 | 169 | 11.866 | 40.000 |
| ● 205 | electronica, München | 4 | 60.342 | 30.736 | | | 91.078 | | 91.078 | 152.850 |
| + 206 | ELTEC, München | 3 | 12.637 | 205 | | | 12.842 | 752 | 13.594 | 30.000 |
| 244 | SMT/Packaging/HYBRID, Nürnberg | 3 | 10.024 | 2.162 | | | 12.186 | 460 | 12.646 | 26.000 |
| 246 | SPS/IPC/DRIVES, Nürnberg | 3 | 23.536 | 1.482 | | | 25.018 | 409 | 25.427 | 42.750 |
| BXIII Metal-Working, Automation, Measuring, Quality Assurance | | | | | | | | | | |
| 5 | GrindTec, Augsburg | 4 | 4.760 | 886 | | | 5.646 | 284 | 5.930 | 12.000 |
| 75 | METAV, Düsseldorf | 5 | 61.133 | 10.997 | | | 72.130 | 414 | 72.544 | 118.600 |
| ● 79 | Tube, Düsseldorf | 5 | 12.523 | 14.732 | | | 27.255 | | 27.255 | 48.400 |
| ● 80 | wire, Düsseldorf | 5 | 16.494 | 34.858 | | | 51.352 | 814 | 52.166 | 96.100 |
| 85 | ALUMINIUM, Essen | 3 | 9.388 | 8.864 | | | 18.252 | 315 | 18.567 | 35.600 |
| 92 | METPACK, Essen | 5 | 2.903 | 4.931 | | | 7.834 | | 7.834 | 15.000 |
| 136 | NORTEC, Hamburg | 4 | 9.442 | 676 | | | 10.118 | 1.462 | 11.580 | 26.250 |
| 146 | Euro-BLECH, Hannover | 5 | 43.413 | 29.759 | | | 73.172 | | 73.172 | 138.000 |
| 148 | Hannover Messe, Trade Fair Factory Automation | 6 | 57.677 | 10.130 | | | 67.807 | 1.490 | 69.297 | 120.000 |
| 269 | MOTEK, Sinsheim | 4 | 20.362 | 2.353 | | | 22.715 | | 22.715 | 40.000 |
| ● 270 | AMB, Stuttgart | 5 | 29.056 | 5.087 | 124 | | 34.267 | 56 | 34.323 | 56.350 |
| BXIV Plastic and Wood Processing, and their equipment | | | | | | | | | | |
| 6 | KMO – Plastics Processing Fair, Bad Salzufflen | 4 | 9.715 | 700 | | | 10.415 | 300 | 10.715 | 20.000 |
| ● 236 | HOLZ-HANDWERK/fensterbau-frontale, Nürnberg | 4 | 68.812 | 9.969 | 56 | | 78.837 | 446 | 79.283 | 145.750 |
| BXV Other Investment Goods Industries | | | | | | | | | | |
| 48 | COMTEC/IFM, Dresden | 3 | 4.115 | | | | 4.115 | 684 | 4.799 | 11.250 |
| ● 62 | EuroShop, Düsseldorf | 5 | 51.088 | 47.747 | 72 | | 98.907 | 1.950 | 100.857 | 191.700 |
| ● 65 | glasstec, Düsseldorf | 5 | 23.113 | 38.615 | 115 | 60 | 61.903 | 2.293 | 64.196 | 118.600 |
| ● 72 | interpack, Düsseldorf | 7 | 71.634 | 76.725 | | | 148.359 | | 148.359 | 217.300 |
| 88 | E – world of energy, Essen | 3 | 5.936 | 1.354 | | | 7.290 | | 7.290 | 17.000 |
| 94 | PETpoint, Essen | 5 | 865 | 1.871 | | | 2.736 | | 2.736 | 5.650 |
| +● 105 | INTERGEO, Frankfurt/Main | 3 | 8.987 | 832 | 100 | 20 | 9.939 | 231 | 10.170 | 21.700 |
| 148 | Hannover Messe, Trade Fair Energy | 6 | 26.712 | 11.075 | 945 | 36 | 38.768 | 2.872 | 41.640 | 59.700 |
| 148 | Hannover Messe, Trade Fair Micro Technology | 6 | 3.747 | 548 | | | 4.295 | 520 | 4.815 | 8.800 |
| 148 | Hannover Messe, Trade Fair Research & Technology | 6 | 8.063 | 1.725 | 186 | | 9.974 | 1.300 | 11.274 | 15.100 |
| 148 | Hannover Messe, Trade Fair Subcon Technology | 6 | 19.328 | 14.766 | | | 34.094 | | 34.094 | 61.900 |
| 148 | Hannover Messe, Trade Fair Surface Technology | 6 | 12.571 | 2.143 | | | 14.714 | 721 | 15.435 | 24.700 |
| 188 | Z – The Subcontracting Fair, Leipzig | 3 | 3.626 | 639 | | | 4.265 | 161 | 4.426 | 12.000 |
| ● 203 | Analytica, München | 4 | 20.919 | 5.492 | | | 26.411 | | 26.411 | 61.000 |
| 220 | MATERIALICA, München | 3 | 2.994 | 888 | | | 3.882 | 651 | 4.533 | 11.000 |
| ● 242 | POWTECH/TechnoPharm/Explorisk, Nürnberg | 3 | 17.242 | 3.843 | | | 21.085 | | 21.085 | 43.000 |
| 243 | RESALE, Nürnberg | 3 | 6.480 | 2.384 | 1.185 | 101 | 10.150 | | 10.150 | 18.800 |
| 267 | DRUCK + FORM, Sinsheim | 4 | 3.858 | 41 | | | 3.899 | 828 | 4.727 | 11.000 |

+ Events with changing venues

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

| Exhibitor Figures | | | | | Additionally represented firms | | | Visitor Figures | | |
|-------------------|----------|---------|-------|----------------------|--------------------------------|---------|-------|---|---------|--------------------------|
| Exhibitors | | | | | | | | Number of Admissions (Explanations see p. 9) | | |
| No. | Domestic | Foreign | Total | from... countries | Domestic | Foreign | Total | Domestic | Foreign | Total |
| 208 | 101 | 24 | 125 | 7 | | 1 | 1 | 1.457 | 419 | 1.876 |
| 210 | 133 | 176 | 309 | 28 | | | | 2.640 | 1.872 | 4.512* |
| 217 | 296 | 745 | 1.041 | 38 | 4 | 13 | 17 | 117.745 | 29.436 | 147.181* |
| 218 | 331 | 1.074 | 1.405 | 49 | | | | 16.093 | 18.892 | 34.985* |
| 219 | 390 | 1.194 | 1.584 | 46 | | | | 17.482 | 30.083 | 47.565* |
| 223 | 177 | 7 | 184 | 6 | | | | | | 44.368 |
| 233 | 534 | 52 | 586 | 14 | | | | | | 185.997* |
| 239 | 84 | 21 | 105 | 10 | | | | 5.651 | 677 | 6.328* |
| 240 | 324 | 691 | 1.015 | 43 | | | | 12.791 | 9.927 | 22.718* |
| 241 | 262 | 694 | 956 | 42 | | | | 11.261 | 13.480 | 24.741 |
| 245 | 1.138 | 1.627 | 2.765 | 57 | | | | 44.709 | 35.595 | 80.304 |
| 253 | 324 | 64 | 388 | 11 | 11 | 8 | 19 | 47.494 | 6.111 | 53.605 |
| 254 | 150 | 3 | 153 | 3 | | | | | | 16.052* |
| 272 | 837 | 493 | 1.330 | 75 | 43 | 15 | 58 | 170.981 | 2.357 | 173.338* |
| 275 | 73 | 6 | 79 | 5 | | | | 6.173 | 231 | 6.404* |
| 276 | 489 | 20 | 509 | 7 | 14 | 4 | 18 | | | 102.274 |
| 279 | 726 | 172 | 898 | 38 | 1 | | 1 | | | 39.001 |
| 36 | 318 | 9 | 327 | 9 | 16 | 2 | 18 | 14.043 | 228 | 14.271* |
| 60 | 84 | 51 | 135 | 15 | 20 | 21 | 41 | 3.103 | 875 | 3.978 |
| 135 | 176 | 7 | 183 | 7 | 15 | 1 | 16 | 12.076 | 246 | 12.322* |
| 179 | 269 | 7 | 276 | 7 | 12 | 1 | 13 | | | 18.757 ^(*)) |
| 205 | 1.349 | 1.654 | 3.003 | 49 | 118 | 387 | 505 | 52.525 | 24.717 | 77.242* |
| 206 | 319 | 12 | 331 | 7 | | | | 14.453 | 806 | 15.259* |
| 244 | 418 | 158 | 576 | 27 | 13 | 100 | 113 | 17.275 | 6.717 | 23.992 |
| 246 | 690 | 89 | 779 | 18 | 33 | 32 | 65 | 20.928 | 2.010 | 22.938 |
| 5 | 120 | 25 | 145 | 9 | 47 | 29 | 76 | 5.515 | 1.129 | 6.644* |
| 75 | 958 | 218 | 1.176 | 24 | | | | 56.368 | 7.110 | 63.478* |
| 79 | 281 | 417 | 698 | 45 | | | | 13.278 | 10.690 | 23.968* |
| 80 | 331 | 765 | 1.096 | 48 | | | | 16.146 | 20.718 | 36.864* |
| 85 | 267 | 262 | 529 | 36 | | | | 7.860 | 4.499 | 12.359* |
| 92 | 44 | 128 | 172 | 20 | 1 | | 1 | 2.779 | 3.966 | 6.745* |
| 136 | 379 | 53 | 432 | 13 | 2 | 5 | 7 | 13.163 | 737 | 13.900* |
| 146 | 801 | 517 | 1.318 | 30 | | | | 40.211 | 17.152 | 57.363* |
| 148 | 1.076 | 366 | 1.442 | 33 | | | | 134.077 | 45.170 | 179.247 ^(*)) |
| 269 | 678 | 126 | 804 | 15 | 43 | 46 | 89 | 24.764 | 3.108 | 27.872* |
| 270 | 710 | 197 | 907 | 24 | 50 | 72 | 122 | 49.661 | 1.536 | 51.197* |
| 6 | 319 | 31 | 350 | 10 | | | | 9.882 | 202 | 10.084* |
| 236 | 1.112 | 235 | 1.347 | 24 | | | | 78.238 | 8.693 | 86.931* |
| 48 | 299 | 3 | 302 | 4 | 52 | 7 | 59 | | | 10.411 |
| 62 | 852 | 743 | 1.595 | 38 | | | | 47.654 | 44.878 | 92.532* |
| 65 | 353 | 604 | 957 | 38 | 24 | 15 | 39 | 24.042 | 30.723 | 54.765* |
| 72 | 938 | 1.612 | 2.550 | 49 | 866 | 1.499 | 2.365 | 82.697 | 91.403 | 174.100* |
| 88 | 206 | 51 | 257 | 14 | | | | 6.327 | 1.099 | 7.426* |
| 94 | 26 | 50 | 76 | 16 | 1 | | 1 | 1.028 | 1.819 | 2.847* |
| 105 | 214 | 50 | 264 | 22 | 175 | 45 | 220 | 14.067 | 1.511 | 15.578* |
| 148 | 475 | 431 | 906 | 47 | | | | 37.950 | 13.403 | 51.353 ^(*)) |
| 148 | 185 | 48 | 233 | 13 | | | | 17.358 | 8.319 | 25.677 ^(*)) |
| 148 | 449 | 123 | 572 | 19 | | | | 29.444 | 11.394 | 40.838 ^(*)) |
| 148 | 757 | 1.066 | 1.823 | 55 | | | | 28.206 | 11.409 | 39.615 ^(*)) |
| 148 | 392 | 85 | 477 | 19 | | | | 21.817 | 9.484 | 31.301 ^(*)) |
| 188 | 295 | 92 | 387 | 16 | 3 | | 3 | 2.473 | 299 | 2.772* |
| 203 | 706 | 334 | 1.040 | 34 | 12 | 38 | 50 | 24.163 | 9.545 | 33.708* |
| 220 | 197 | 73 | 270 | 16 | 1 | | 1 | 4.790 | 995 | 5.785* |
| 242 | 674 | 190 | 864 | 24 | | | | 9.741 | 3.664 | 13.405* |
| 243 | 296 | 141 | 437 | 31 | 70 | 18 | 88 | 3.916 | 6.440 | 10.356* |
| 267 | 165 | 5 | 170 | 6 | 3 | 1 | 4 | 5.053 | 195 | 5.248* |

* Visitors Profil Analyses see page 37 ^(*)) ascertained by representative sampling

Events 2002

Exhibition Space Figures (sq.m.)

| | | | Rented Space | | | | | | | |
|--|--|--------------------|--------------|---------|----------|---------|--------|------------------|----------------|------------------|
| No. | For the complete titles see pp. 89–99 | Duration (Days) | Halls | | Open Air | | Total | Special Shows | Space (net) | Space (gross) |
| | | | Domestic | Foreign | Domestic | Foreign | | | | |
| 271 | CAT ENGINEERING/AUTOMATION, Stuttgart | 3 | 5.191 | 393 | | | 5.584 | 697 | 6.281 | 18.600 |
| 285 | V + S, Stuttgart | 3 | 2.647 | 375 | | | 3.022 | 486 | 3.508 | 11.000 |
| 286 | VISION, Stuttgart | 3 | 3.177 | 884 | | | 4.061 | 270 | 4.331 | 11.000 |
| BXVI Other Consumer Goods and Service Industries | | | | | | | | | | |
| 20 | Moderner Staat – Efficiency in Public Administration, Berlin | 2 | 2.108 | | | | 2.108 | 136 | 2.244 | 9.500 |
| 34 | DKM – Fair for Finance and Insurance Companies, Dortmund | 2 | 4.902 | 721 | | | 5.623 | 2.836 | 8.459 | 17.200 |
| 55 | Pieta, Dresden | 3 | 1.720 | 12 | 40 | | 1.772 | 490 | 2.262 | 4.700 |
| 67 | IAM International Investors' Fair, Düsseldorf | 3 | 5.261 | 347 | | | 5.608 | | 5.608 | 10.200 |
| 77 | PSI, Düsseldorf | 3 | 18.705 | 11.681 | | | 30.386 | 375 | 30.761 | 52.600 |
| 90 | IFLO, Essen | 3 | 6.334 | 433 | | | 6.767 | 3.264 | 10.031 | 25.000 |
| 176 | CADEAUX – March, Leipzig | 3 | 11.025 | 373 | | | 11.398 | 500 | 11.898 | 35.900 |
| 177 | CADEAUX – September/Comfortex, Leipzig | 3 | 15.706 | 1.197 | | | 16.903 | 915 | 17.818 | 46.200 |
| 251 | Werkstätten Messe – Sheltered Workshops, Offenbach | 4 | 2.291 | 30 | | | 2.321 | 800 | 3.121 | 6.250 |
| 278 | invest, Stuttgart | 3 | 3.225 | 426 | | | 3.651 | 741 | 4.392 | 12.900 |
| BXVII Arts and Antiques | | | | | | | | | | |
| 44 | WEST-ANTIQUE, Dortmund | 4 | 851 | 126 | | | 977 | | 977 | 6.500 |
| 46 | Antik Dresden | 5 | 498 | 18 | | | 516 | 210 | 726 | 3.000 |
| 54 | KUNSTMARKT DRESDEN | 3 | 314 | 27 | | | 341 | 698 | 1.039 | 8.000 |
| 100 | Art Frankfurt | 5 | 7.100 | 1.568 | | | 8.668 | 385 | 9.053 | 18.700 |
| 168 | Kunst Messe Köln/KUNSTKÖLN, Köln | 9 | 10.010 | 1.730 | | | 11.740 | 668 | 12.408 | 38.100 |
| 222 | Antiques Exhibition, Münster | 4 | 1.652 | 146 | | | 1.798 | 150 | 1.948 | 5.000 |
| 268 | Fine Handicrafts Exhibition, Sinsheim | 3 | 1.158 | 124 | | | 1.282 | 886 | 2.168 | 6.500 |
| C GENERAL CONSUMER EXHIBITIONS | | | | | | | | | | |
| 1 | Stormarnia, Ahrensburg | 4 | 1.235 | 12 | 191 | | 1.438 | 63 | 1.501 | 2.700 |
| 2 | KONTAKTA, Ansbach | 9 | 4.144 | 18 | 1.883 | | 6.045 | 4.162 | 10.207 | 34.000 |
| 3 | afa, Augsburg | 9 | 12.682 | 671 | 2.552 | | 15.905 | 9.253 | 25.158 | 42.000 |
| 8 | Oberfranken-Ausstellung, Bayreuth | 9 | 6.660 | 152 | 4.274 | 30 | 11.116 | 1.493 | 12.609 | 21.200 |
| ● 16 | Import Shop, Berlin | 5 | 2.246 | 3.827 | | | 6.073 | 1.064 | 7.137 | 18.900 |
| 22 | Harz + Heide, Braunschweig | 9 | 11.286 | 288 | 2.949 | 66 | 14.589 | 2.504 | 17.093 | 29.800 |
| 26 | hafa Bremen, Bremen | 9 | 12.279 | 870 | 1.343 | | 14.492 | 9.705 | 24.197 | 41.200 |
| 29 | SpreeMesse, Cottbus | 4 | 3.835 | 73 | 109 | | 4.017 | 735 | 4.752 | 9.550 |
| 30 | Dachauer Herbst-Ausstellung | 9 | 5.012 | 62 | 1.750 | | 6.824 | 850 | 7.674 | 10.750 |
| 31 | WIR, Dillingen a. d. Donau | 9 | 4.498 | 15 | 1.172 | | 5.685 | 2.064 | 7.749 | 18.000 |
| 32 | Donau-Ries-Ausstellung, Donauwörth | 5 | 3.276 | 15 | 1.446 | | 4.737 | 3.008 | 7.745 | 40.000 |
| 35 | DORTMUNDER HERBST, Dortmund | 10 | 18.404 | 1.389 | | | 19.793 | 2.390 | 22.183 | 48.300 |
| 49 | Dresdner Ostern, Dresden | 4 | 1.675 | 108 | 568 | | 2.351 | 4.500 | 6.851 | 13.600 |
| 84 | Thüringen-Ausstellung, Erfurt | 9 | 8.427 | 225 | 1.105 | | 9.757 | 2.570 | 12.327 | 22.300 |
| 93 | MODE-HEIM-HANDWERK, Essen | 10 | 21.378 | 2.188 | | | 23.566 | 1.510 | 25.076 | 60.000 |
| 112 | Baden Messe/ecotrend, Freiburg | 9 | 12.904 | 672 | 5.685 | 48 | 19.309 | 1.461 | 20.770 | 35.700 |
| 119 | IBO, Friedrichshafen | 9 | 16.243 | 1.771 | 3.554 | 60 | 21.628 | 6.171 | 27.799 | 50.300 |
| 125 | MittelhessenSchau, Gießen | 4 | 2.248 | 43 | 893 | 24 | 3.208 | 72 | 3.280 | 7.700 |
| 129 | SaaleMesse, Halle | 4 | 4.804 | 15 | 145 | | 4.964 | 851 | 5.815 | 10.900 |
| 130 | DU UND DEINE WELT, Hamburg | 10 | 22.373 | 3.885 | 1.119 | 71 | 27.448 | 8.032 | 35.480 | 67.000 |
| 141 | Schaufenster Harburg, Hamburg-Harburg | 4 | 1.561 | 18 | 491 | | 2.070 | 321 | 2.391 | 4.250 |
| 149 | Infra, Hannover | 9 | 29.713 | 2.451 | 382 | | 32.546 | 10.784 | 43.330 | 100.600 |
| 151 | Unterland-Ausstellung, Heilbronn | 9 | 8.670 | 526 | 1.489 | | 10.685 | 1.582 | 12.267 | 21.100 |
| 153 | Jesteburger Ausstellung | 6 | 2.557 | 21 | 10 | | 2.588 | 464 | 3.052 | 5.400 |
| 155 | Inventa, Karlsruhe | 4 | 6.182 | 108 | | | 6.290 | 593 | 6.883 | 15.000 |
| 157 | Offerta, Karlsruhe | 9 | 11.719 | 544 | 672 | | 12.935 | 1.710 | 14.645 | 28.500 |
| 158 | Allgäuer Festwoche, Kempten | 9 | 5.879 | 376 | 8.273 | 119 | 14.647 | 470 | 15.117 | 26.500 |
| 180 | Home-Garden-Leisure/Handicrafts Fair | 9 | 20.245 | 1.444 | | | 21.689 | 7.010 | 28.699 | 61.100 |
| 189 | Main-Spessart-Ausstellung, Lohr am Main | 5 | 1.880 | 15 | 2.858 | | 4.753 | 1.235 | 5.988 | 12.000 |
| 190 | REGIO, Lörrach | 10 | 8.039 | 379 | 1.915 | 98 | 10.431 | 499 | 10.930 | 23.000 |
| 191 | Handel & Hanse, Lübeck | 9 | 3.709 | 186 | 1.997 | | 5.892 | 1.834 | 7.726 | 11.500 |
| 195 | LEBEN, Magdeburg | 4 | 2.178 | 18 | 94 | | 2.290 | | 2.290 | 6.650 |
| 198 | Rheinland-Pfalz-Ausstellung, Mainz | 9 | 14.768 | 1.091 | 3.681 | 25 | 19.565 | 2.318 | 21.883 | 47.000 |
| 199 | MANNHEIMER MAIMARKT, Mannheim | 11 | 35.847 | 2.445 | 34.279 | 160 | 72.731 | 4.453 | 77.184 | 183.600 |
| 200 | noba, Marktredwitz | 4 | 1.269 | | 583 | | 1.852 | 1.315 | 3.167 | 25.000 |
| 201 | Emsland-Schau Meppen | 9 | 3.177 | | 5.740 | | 8.917 | 1.000 | 9.917 | 17.300 |
| 202 | Stadt-Land-Fluss, Minden | 5 | 2.956 | 45 | 1.535 | | 4.536 | 453 | 4.989 | 9.550 |
| 224 | MS – Münsterlandschau, Münster | 5 | 4.946 | 34 | 104 | | 5.084 | 2.000 | 7.084 | 18.000 |

+ Events with changing venues

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

| Exhibitor Figures | | | | | Additionally represented firms | | | Visitor Figures | | |
|-------------------|----------|---------|-------|----------------------|--------------------------------|---------|-------|---|---------|----------|
| Exhibitors | | | | | | | | Number of Admissions (Explanations see p. 9) | | |
| No. | Domestic | Foreign | Total | from... countries | Domestic | Foreign | Total | Domestic | Foreign | Total |
| 271 | 246 | 22 | 268 | 11 | 22 | 7 | 29 | 9.486 | 499 | 9.985 |
| 285 | 95 | 16 | 111 | 10 | 2 | 2 | 4 | | | 4.858 |
| 286 | 117 | 45 | 162 | 17 | 10 | 29 | 39 | 3.155 | 646 | 3.801* |
| 20 | 165 | | 165 | 1 | | | | 3.295 | 33 | 3.328* |
| 34 | 258 | 35 | 293 | 11 | | | | 5.164 | 77 | 5.241 |
| 55 | 47 | 1 | 48 | 2 | 4 | 4 | 8 | | | 749 |
| 67 | 168 | 24 | 192 | 10 | | | | 8.719 | 233 | 8.952* |
| 77 | 499 | 338 | 837 | 23 | | | | 7.118 | 7.717 | 14.835* |
| 90 | 154 | 12 | 166 | 5 | | | | 10.159 | 1.167 | 11.326* |
| 176 | 404 | 21 | 425 | 11 | 2 | 1 | 3 | | | 9.518* |
| 177 | 516 | 64 | 580 | 22 | 5 | | 5 | 11.255 | 300 | 11.555* |
| 251 | 91 | 1 | 92 | 2 | 24 | | 24 | 4.923 | 79 | 5.002 |
| 278 | 130 | 19 | 149 | 9 | 1 | | 1 | | | 8.807 |
| 44 | 44 | 6 | 50 | 5 | | | | | | 1.436 |
| 46 | 37 | 1 | 38 | 2 | | | | | | 3.113 |
| 54 | 41 | 2 | 43 | 2 | | | | | | 2.740 |
| 100 | 185 | 48 | 233 | 11 | | | | 7.559 | 528 | 8.087 |
| 168 | 285 | 50 | 335 | 15 | | | | | | 29.055 |
| 222 | 61 | 6 | 67 | 4 | | | | | | 6.521 |
| 268 | 158 | 14 | 172 | 10 | | | | | | 8.385* |
| 1 | 79 | 1 | 80 | 2 | | | | | | 4.166 |
| 2 | 361 | 1 | 362 | 2 | 6 | | 6 | | | 58.002 |
| 3 | 451 | 28 | 479 | 10 | 44 | 9 | 53 | | | 99.707 |
| 8 | 296 | 7 | 303 | 4 | 100 | | 100 | | | 66.700 |
| 16 | 166 | 389 | 555 | 60 | | | | 40.783 | 748 | 41.531* |
| 22 | 501 | 13 | 514 | 7 | | | | | | 72.083* |
| 26 | 551 | 21 | 572 | 11 | | | | | | 84.978 |
| 29 | 297 | 10 | 307 | 5 | 6 | | 6 | | | 15.579 |
| 30 | 213 | 2 | 215 | 2 | | | | | | 31.937 |
| 31 | 307 | 1 | 308 | 2 | 44 | | 44 | | | 57.563 |
| 32 | 339 | 8 | 347 | 5 | 18 | | 18 | | | 52.560 |
| 35 | 685 | 50 | 735 | 18 | | | | | | 133.110* |
| 49 | 217 | 12 | 229 | 3 | | | | | | 51.528 |
| 84 | 470 | 8 | 478 | 7 | | | | | | 62.121* |
| 93 | 721 | 80 | 801 | 21 | | | | 200.579 | 1.008 | 201.587* |
| 112 | 546 | 21 | 567 | 7 | 163 | 4 | 167 | | | 80.265 |
| 119 | 536 | 64 | 600 | 15 | 91 | 31 | 122 | | | 78.568 |
| 125 | 229 | 3 | 232 | 4 | 28 | | 28 | | | 12.041 |
| 129 | 296 | 3 | 299 | 3 | 5 | | 5 | | | 14.584 |
| 130 | 794 | 137 | 931 | 40 | | | | 143.595 | 1.158 | 144.753* |
| 141 | 110 | 1 | 111 | 2 | | | | | | 2.110 |
| 149 | 1.219 | 82 | 1.301 | 24 | | | | | | 225.363* |
| 151 | 389 | 16 | 405 | 7 | | | | | | 65.316* |
| 153 | 132 | 1 | 133 | 2 | | | | | | 9.907 |
| 155 | 218 | 2 | 220 | 2 | 31 | | 31 | | | 16.389* |
| 157 | 517 | 21 | 538 | 8 | 24 | 1 | 25 | | | 105.927* |
| 158 | 388 | 13 | 401 | 4 | | | | | | 88.509* |
| 180 | 764 | 66 | 830 | 17 | 60 | | 60 | 165.428 | 999 | 166.427* |
| 189 | 156 | 1 | 157 | 2 | 40 | | 40 | | | 39.870 |
| 190 | 451 | 20 | 471 | 6 | 45 | | 45 | | | 61.859* |
| 191 | 198 | 2 | 200 | 3 | | | | | | 22.012 |
| 195 | 108 | 1 | 109 | 2 | | | | | | 13.381 |
| 198 | 657 | 33 | 690 | 14 | | | | | | 81.397* |
| 199 | 1.376 | 72 | 1.448 | 16 | | | | | | 421.107* |
| 200 | 100 | | 100 | 1 | | | | | | 12.612 |
| 201 | 220 | | 220 | 1 | | | | | | 82.332 |
| 202 | 171 | 2 | 173 | 2 | | | | | | 14.614 |
| 224 | 205 | 2 | 207 | 3 | | | | | | 17.207 |

* Visitors Profil Analyses see page 37

Events 2002

Exhibition Space Figures (sq.m.)

| | | Rented Space | | | | | | | | |
|-----|--|--------------------|----------|---------|----------|---------|--------|------------------|----------------|------------------|
| No. | For the complete titles see pp. 89–99 | Duration (Days) | Halls | | Open Air | | Total | Special Shows | Space (net) | Space (gross) |
| | | | Domestic | Foreign | Domestic | Foreign | | | | |
| 225 | wefa, Neustadt/Aisch | 9 | 1.649 | | 816 | | 2.465 | 1.213 | 3.678 | 20.000 |
| 229 | CONSUMENTA, Nürnberg | 9 | 28.110 | 2.940 | 100 | | 31.150 | 16.597 | 47.747 | 87.000 |
| 255 | OBERRHEIN-MESSE, Offenburg | 9 | 10.052 | 1.043 | 11.922 | 41 | 23.058 | 3.300 | 26.358 | 57.450 |
| 256 | Osnabrücker Messe, Osnabrück | 9 | 3.920 | 90 | 584 | | 4.594 | 1.285 | 5.879 | 9.400 |
| 258 | Drei Länder Ausstellung, Passau | 9 | 5.849 | 988 | 1.718 | 76 | 8.631 | 1.443 | 10.074 | 16.900 |
| 260 | VOREA, Plauen | 9 | 3.739 | 222 | 1.063 | 27 | 5.051 | 1.984 | 7.035 | 11.950 |
| 261 | dona, Regensburg | 9 | 7.517 | | 2.865 | | 10.382 | 3.358 | 13.740 | 20.900 |
| 263 | SOM, Rosenheim | 9 | 6.203 | 300 | 1.692 | 146 | 8.341 | 1.425 | 9.766 | 16.500 |
| 264 | ufra, Schweinfurt | 9 | 6.938 | | 2.516 | | 9.454 | 3.839 | 13.293 | 21.650 |
| 274 | Family & Home/Tierwelt/International Minerals and Fossils Exchange, Stuttgart | 10 | 13.643 | 1.295 | | | 14.938 | 5.292 | 20.230 | 54.500 |
| 287 | Südwest-Messe, Villingen-Schwenningen | 9 | 14.269 | 507 | 18.111 | 72 | 32.959 | 1.326 | 34.285 | 58.000 |
| 288 | Messe Wächtersbach | 9 | 6.402 | 506 | 6.331 | 30 | 13.269 | 3.909 | 17.178 | 27.700 |

+ Events with changing venues

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

| Exhibitor Figures | | | | | Additionally represented firms | | | Visitor Figures | | |
|-------------------|----------|---------|-------|-----------------------|--------------------------------|---------|-------|---|---------|----------|
| Exhibitors | | | | | | | | Number of Admissions (Explanations see p. 9) | | |
| No. | Domestic | Foreign | Total | from ... countries | Domestic | Foreign | Total | Domestic | Foreign | Total |
| 225 | 110 | | 110 | 1 | | | | | | 11.519 |
| 229 | 841 | 96 | 937 | 16 | | | | | | 211.399* |
| 255 | 512 | 61 | 573 | 24 | 60 | 6 | 66 | | | 88.374* |
| 256 | 152 | 3 | 155 | 4 | | | | | | 20.834 |
| 258 | 263 | 43 | 306 | 6 | | | | | | 44.538* |
| 260 | 199 | 22 | 221 | 6 | 21 | | 21 | | | 40.526 |
| 261 | 377 | | 377 | 1 | | | | | | 51.053* |
| 263 | 326 | 20 | 346 | 4 | | | | 44.343 | 1.230 | 45.573* |
| 264 | 347 | | 347 | 1 | | | | | | 81.321* |
| 274 | 682 | 89 | 771 | 21 | | | | | | 88.276 |
| 287 | 640 | 19 | 659 | 6 | 213 | 38 | 251 | | | 115.837* |
| 288 | 392 | 38 | 430 | 13 | | | | | | 68.215* |

* 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 2002 in the reporting year, the year of the last survey is given behind the title of event.

Trade Visitors Profile Analyses 2002

GrindTec, Augsburg

| | | | |
|---|--------------|---|----------|
| Total number of visitors | 6 644 | Position in the company/organization | % |
| Proportion of trade visitors | 99 % | Entrepreneur, partner, self-employed | 21 |
| Region of residence | % | Managing director, board member, head of an authority etc. | 7 |
| up to 100 km | 25 | Senior department head, other employee with managerial responsibility | 5 |
| more than 100 km up to 300 km | 41 | Department head, group head | 21 |
| over 300 km | 34 | Other salaried staff | 39 |
| Total Germany | 83 | Skilled worker | 17 |
| Baden-Württemberg | 38 | Lecturer, teacher, scientific assistant | 1 |
| Bavaria | 40 | Student | 1 |
| Berlin | - | Other not gainfully employed | 11 |
| Brandenburg | - | Area of responsibility | % |
| Bremen | - | Management | 25 |
| Hamburg | - | Research/development/design | 9 |
| Hesse | 2 | Planning/work preparation | 4 |
| Mecklenburg-West Pomerania | - | Manufacture/production | 40 |
| Lower Saxony | 1 | Production, quality control | 1 |
| | | Buying/procurement | 1 |
| | | Finance/accounting, controlling | 1 |
| Total Foreign | 17 | Administration/organization/personnel/ social welfare/training | 1 |
| of which EU | 54 | Marketing/sales/advertising/PR | 10 |
| Rest of Europe | 35 | Maintenance/repairs | 2 |
| Africa | 1 | Student | 3 |
| North America | 6 | Other not gainfully employed | 2 |
| South and Central America | - | Frequency of visits to trade fair | % |
| Middle East | - | 2000 | 31 |
| East Asia | 1 | 1998 | 20 |
| Australia | 3 | First visit | 65 |
| The five countries with the highest visitor shares | % | Size of company/organization: | % |
| Switzerland | 29 | Number of employees: | |
| Austria | 29 | 1- 4 | 14 |
| USA | 3 | 5- 9 | 10 |
| Canada | 3 | 10- 49 | 20 |
| Belgium | 8 | 50- 99 | 9 |
| | | 100- 199 | 11 |
| Economic sector | % | Length of stay | % |
| Metalworking industry | 70 | 1. Length of stay (days): | |
| Metal trade | 8 | one | 87 |
| Service | 8 | two | 11 |
| Wood, plastics processing industry | 6 | three | 1 |
| Trade | 5 | 2. Average length of stay | 1,2 days |
| Glass, ceramic, stone industry | 4 | 3. Share of visitors on the event's days: | % |
| Other industry | 4 | 1st day | 26 |
| Other skilled trades | 3 | 2nd day | 33 |
| | | 3rd day | 31 |
| Influence on purchasing/ procurement decisions | % | | |
| Decisively | 29 | | |
| Collectively | 32 | | |
| In an advisory capacity | 24 | | |
| No | 12 | | |

Conducted by: Gelszus Messe-Marktforschung GmbH, Dortmund

KMO - Plastics Processing Fair, Bad Salzflun

| | | | |
|---|---------------|---|----------|
| Total number of visitors | 10 084 | Position in the company/organization | % |
| Proportion of trade visitors | 99 % | Entrepreneur, partner, self-employed | 12 |
| Region of residence | % | Managing director, board member, head of an authority etc. | 13 |
| up to 100 km | 44 | Senior department head, other employee with managerial responsibility | 7 |
| more than 100 km up to 300 km | 42 | Department head, group head | 26 |
| over 300 km | 15 | Other salaried staff | 23 |
| Total Germany | 98 | Skilled worker | 12 |
| Baden-Württemberg | 3 | Lecturer, teacher, scientific assistant | 1 |
| Bavaria | 2 | Trainee | 8 |
| Berlin | - | Student, not gainfully employed | 1 |
| Brandenburg | - | Other | 4 |
| Bremen | - | Area of responsibility | % |
| Hamburg | 2 | Management | 19 |
| Hesse | 7 | Research/development/design | 24 |
| Mecklenburg-West Pomerania | 1 | Planning/work preparation | 10 |
| Lower Saxony | 17 | Manufacture/production | 37 |
| | | Production, quality control | 10 |
| | | Buying/procurement | 14 |
| Total Foreign | 2 | Finance/accounting, controlling | 3 |
| of which EU | 69 | Administration/organization/personnel/ social welfare/training | 4 |
| Rest of Europe | 19 | Marketing/sales/advertising/PR | 23 |
| Africa | - | Storage/material management/logistics/ transport | 2 |
| North America | - | Maintenance/repairs | 6 |
| South and Central America | 6 | Student, not gainfully employed | 1 |
| Middle East | - | Other | 5 |
| East Asia | - | Frequency of visits to trade fair | % |
| Australia | - | 2000 | 18 |
| | | 1999 | 32 |
| | | Earlier events | 11 |
| | | First visit | 39 |
| Economic sector | % | Size of company/organization: | % |
| Plastics processor | 45 | Number of employees: | |
| Plastics user | 2 | 1- 4 | 8 |
| Toolmaking | 15 | 5- 9 | 5 |
| Mechanical engineering | 14 | 10- 49 | 18 |
| Science/development | 2 | 50- 99 | 16 |
| Electrical industry/electrical engineering | 10 | 100- 199 | 10 |
| Trade/services | 12 | 200- 499 | 17 |
| Automobile industry or its supplying firms | 8 | | |
| Chemical industry | 4 | | |
| Other | 12 | | |
| Influence on purchasing/ procurement decisions | % | Length of stay | % |
| Decisively | 22 | 1. Length of stay (days): | |
| Collectively | 31 | 2. Average length of stay | 1,4 days |
| In an advisory capacity | 23 | 3. Share of visitors on the event's days: | % |
| No | 23 | 1st day | 35 |
| Student | 1 | 2nd day | 36 |
| | | 3rd day | 39 |

Conducted by: SOKO Institut GmbH, Bad Salzflun

Workmen's Security, Berlin

| | | | |
|--|---------------|---|----------|
| Total number of visitors | 10 345 | Position in the company/organization | % |
| Proportion of trade visitors | 99 % | Entrepreneur, partner, self-employed | 15 |
| Region of residence | % | Managing director, board member, head of an authority etc. | 3 |
| up to 100 km | 28 | Senior department head, other employee with managerial responsibility | 3 |
| more than 100 km up to 300 km | 24 | Department head, group head | 20 |
| over 300 km | 47 | Other salaried staff | 31 |
| Total Germany | 98 | Other public service | 14 |
| Baden-Württemberg | 8 | Skilled worker | 3 |
| Bavaria | 9 | Lecturer, teacher, scientific assistant | 3 |
| Berlin | 21 | Trainee | 1 |
| Brandenburg | 10 | Other | 6 |
| Bremen | 1 | Not gainfully employed | 1 |
| Hamburg | 2 | Area of responsibility | % |
| Hesse | 7 | Management | 18 |
| Mecklenburg-West Pomerania | 3 | Research/development/design | 6 |
| Lower Saxony | 6 | Planning/work preparation | 7 |
| | | Manufacture/production | 6 |
| | | Production, quality control | 4 |
| Total Foreign | 2 | Buying/procurement | 11 |
| of which EU | 59 | Finance/accounting, controlling | 3 |
| Rest of Europe | 32 | Information, communication technology (EDP) | 3 |
| Africa | - | Administration/organization/personnel/ social welfare/training | 21 |
| North America | 9 | Marketing/sales/advertising/PR | 8 |
| South and Central America | - | Storage/material management/logistics/ transport | 4 |
| Middle East | - | Maintenance/repairs | 7 |
| East Asia | - | Other | 31 |
| Australia | - | Not gainfully employed | 1 |
| The five countries with the highest visitor shares | % | Frequency of visits to trade fair | % |
| Austria | 23 | 2000 | 31 |
| France | 18 | 1998 | 29 |
| | | 1996 | 17 |
| | | 1994 | 10 |
| | | Earlier events | 21 |
| | | First visit | 46 |
| Economic sector | % | Size of company/organization: | % |
| Industry | 27 | Number of employees: | |
| Waste disposal companies | 4 | 1- 4 | 13 |
| Trade | 12 | 5- 9 | 5 |
| Learned professions | 6 | 10- 49 | 13 |
| Skilled trades | 2 | 50- 99 | 6 |
| Research facility | 2 | 100- 199 | 4 |
| Service | 19 | Other not gainfully employed | 1 |
| Administration (authorities, municipal authorities, public facilities) | 19 | Length of stay | % |
| Vocational school/polytechnic/university | 2 | 1. Length of stay (days): | |
| Association/society | 1 | one | 59 |
| Other | 5 | two | 20 |
| Not gainfully employed | 1 | three | 21 |
| Influence on purchasing/ procurement decisions | % | 2. Average length of stay | 1,6 days |
| Decisively | 16 | 3. Share of visitors on the event's days: | % |
| Collectively | 36 | 1st day | 52 |
| In an advisory capacity | 31 | 2nd day | 63 |
| No | 15 | 3rd day | 48 |
| Student | 2 | | |

Conducted by: Gelszus Messe-Marktforschung GmbH, Dortmund

bautech, Berlin

| | | | |
|---|---------------|---|----------|
| Total number of visitors | 76 310 | Position in the company/organization | % |
| Proportion of trade visitors | 83 % | Entrepreneur, partner, self-employed | 36 |
| Region of residence | % | Managing director, board member, head of an authority etc. | 5 |
| up to 100 km | 60 | Senior department head, other employee with managerial responsibility | 3 |
| more than 100 km up to 300 km | 21 | Department head, group head | 10 |
| over 300 km | 19 | Other salaried staff | 18 |
| Total Germany | 95 | Other public service | 3 |
| Baden-Württemberg | 2 | Skilled worker | 9 |
| Bavaria | 3 | Lecturer, teacher, scientific assistant | 2 |
| Berlin | 46 | Trainee | 3 |
| Brandenburg | 21 | Other | 2 |
| Bremen | - | Student | 7 |
| Hamburg | 1 | Other not gainfully employed | 2 |
| Hesse | 2 | Area of responsibility | % |
| Mecklenburg-West Pomerania | 4 | Management | 29 |
| Lower Saxony | 5 | Research/development/design | 7 |
| | | Planning/work preparation | 28 |
| | | Manufacture/production | 13 |
| | | Production, quality control | 6 |
| Total Foreign | 5 | Buying/procurement | 14 |
| of which EU | 29 | Finance/accounting, controlling | 6 |
| Rest of Europe | 55 | Administration/organization/personnel/ social welfare/training | 6 |
| Africa | 2 | Marketing/sales/advertising/PR | 11 |
| North America | 3 | Storage/material management/logistics/ transport | 4 |
| South and Central America | 4 | Maintenance/repairs | 7 |
| Middle East | 3 | Information, communication technology (EDP) | 7 |
| East Asia | - | Student, not gainfully employed | 9 |
| Australia | - | Other | 11 |
| The five countries with the highest visitor shares | % | Frequency of visits to trade fair | % |
| Poland | 27 | 2000 | 53 |
| France | 7 | 1998 | 42 |
| Lithuania | 7 | 1996 | 28 |
| Austria | 5 | Earlier events | 15 |
| | | First visit | 26 |
| Economic sector | % | Size of company/organization: | % |
| Industry | 7 | Number of employees: | |
| Construction industry | 34 | 1- 4 | 30 |
| Other skilled trades | 5 | 5- 9 | 13 |
| Retail trade/building materials trade | 4 | 10- 49 | 20 |
| Wholesale/foreign trade | 3 | 50- 99 | 7 |
| Building owner | 4 | 100- 199 | 6 |
| Authority/public services | 19 | Student, not gainfully employed | 9 |
| Architect's, planner's, engineer's office | 1 | | |
| Other services | 6 | | |
| Research/science | 1 | | |
| Association/guild/chamber | 1 | | |
| Teaching (polytechnic/university/college) | 2 | | |
| Other | 4 | | |
| Student/not gainfully employed | 9 | | |
| Influence on purchasing/ procurement decisions | % | Length of stay | % |
| Decisively | 33 | 1. Length of stay (days): | |
| Collectively | 25 | one | 86 |
| In an advisory capacity | 20 | two | 10 |
| No | 22 | three | 2 |
| | | four | - |
| | | 2. Average length of stay | 1,2 days |
| | | 3. Share of visitors on the event's days: | % |
| | | 1st day | 20 |
| | | 2nd day | 25 |
| | | 3rd day | 30 |
| | | 4th day | 28 |
| | | 5th day | 18 |

Conducted by: Gelszus Messe-Marktforschung GmbH, Dortmund

| FRUIT LOGISTICA, Berlin | | | |
|---|---------------------------|------------------------|----|
| Total number of visitors | | 13 521 | |
| Proportion of trade visitors | | 95 % | |
| Region of residence | | % | |
| up to 100 km | | 7 | |
| more than 100 km up to 300 km | | 16 | |
| over 300 km | | 77 | |
| Total Germany | | 48 | |
| Baden-Württemberg | 9 | North Rhine-Westphalia | 16 |
| Bavaria | 10 | Rhineland-Palatinate | 7 |
| Berlin | 11 | - | - |
| Brandenburg | 5 | Saarland | 4 |
| Bremen | 2 | Saxony | 4 |
| Hamburg | 6 | Saxony-Anhalt | 4 |
| Hesse | 5 | Schleswig-Holstein | 4 |
| Mecklenburg-West Pomerania | 2 | Thuringia | 5 |
| Lower Saxony | 12 | | |
| Total Foreign | | 52 | |
| of which | EU | 69 | |
| | Rest of Europe | 16 | |
| | Africa | 5 | |
| | North America | 2 | |
| | South and Central America | 4 | |
| | Middle East | 3 | |
| | East Asia | 1 | |
| | Australia | - | |
| The five countries with the highest visitor shares | | % | |
| Italy | | 15 | |
| Netherlands | | 14 | |
| France | | 11 | |
| Belgium | | 6 | |
| Austria | | 6 | |
| Economic sector | | % | |
| Fruit and vegetable growers | | 29 | |
| Importers, exporters | | 32 | |
| Industry | | 6 | |
| Retail trade (central buying) | | 5 | |
| Retail trade (distribution) | | 7 | |
| Own wholesale trade of retail grocery trade | | 10 | |
| Other wholesale trade | | 13 | |
| Hotel, catering trade | | 5 | |
| Packaging companies | | 8 | |
| Freight forwarders, transport companies | | 5 | |
| Other services | | 8 | |
| Authority/public services | | 3 | |
| Association, society, institution, organisation | | 3 | |
| Research, apprenticeship, training | | 3 | |
| Other sector | | 6 | |
| Student/not gainfully employed | | 2 | |
| Influence on purchasing/procurement decisions | | % | |
| Decisively | | 48 | |
| Collectively | | 28 | |
| In an advisory capacity | | 15 | |
| No | | 9 | |
| Position in the company/organization | | % | |
| Entrepreneur, partner, self-employed | | 36 | |
| Managing director, board member, head of an authority etc. | | 23 | |
| Senior department head, other employee with managerial responsibility | | 8 | |
| Department head, group head | | 13 | |
| Other salaried staff | | 8 | |
| Other public service | | 2 | |
| Skilled worker | | 2 | |
| Lecturer, teacher, scientific assistant | | 2 | |
| Trainee | | 1 | |
| Other | | 3 | |
| Student | | 2 | |
| Area of responsibility | | % | |
| Management | | 50 | |
| Research/development/design | | 8 | |
| Planning/work preparation | | 11 | |
| Manufacture/production | | 10 | |
| Production, quality control | | 8 | |
| Buying/procurement | | 27 | |
| Finance/accounting, controlling | | 8 | |
| Administration/organization/personnel/social welfare/training | | 9 | |
| Marketing/sales/advertising/PR | | 31 | |
| Storage/material management/logistics/transport | | 10 | |
| Maintenance/repairs | | 2 | |
| Information, communication technology (EDP) | | 6 | |
| Other | | 6 | |
| Student, not gainfully employed | | 2 | |
| Frequency of visits to trade fair | | % | |
| 2001 | | 32 | |
| 2000 | | 26 | |
| 1999 | | 19 | |
| Earlier events | | 10 | |
| First visit | | 51 | |
| Size of company/organization: | | % | |
| Number of employees: | | | |
| 1- 4 | 16 | 200- 499 | 7 |
| 5- 9 | 16 | 500- 999 | 2 |
| 10- 49 | 26 | 1 000- 9 999 | 6 |
| 50- 99 | 12 | 10 000 and more | 3 |
| 100- 199 | 10 | | |
| Student, not gainfully employed | | 2 | |
| Length of stay | | % | |
| 1. Length of stay (days): | | | |
| one | 53 | three | 12 |
| two | 35 | | |
| 2. Average length of stay | | 1,6 days | |
| 3. Share of visitors on the event's days: | | % | |
| 1st day | 46 | 3rd day | 48 |
| 2nd day | 65 | | |
| Conducted by: Gelszus Messe-Marktforschung GmbH, Dortmund | | | |

| InnoTrans, Berlin | | | |
|---|---------------------------|------------------------------|----|
| Total number of visitors | | 36 904 | |
| Proportion of trade visitors | | 97 % | |
| Region of residence | | % | |
| up to 100 km | | 23 | |
| more than 100 km up to 300 km | | 20 | |
| over 300 km | | 58 | |
| Total Germany | | 74 | |
| Baden-Württemberg | 6 | North Rhine-Westphalia | 13 |
| Bavaria | 13 | Rhineland-Palatinate | 2 |
| Berlin | 21 | - | - |
| Brandenburg | 11 | Saarland | 2 |
| Bremen | - | Saxony | 8 |
| Hamburg | 2 | Saxony-Anhalt | 4 |
| Hesse | 6 | Schleswig-Holstein | 2 |
| Mecklenburg-West Pomerania | 1 | Thuringia | 3 |
| Lower Saxony | 7 | | |
| Total Foreign | | 26 | |
| of which | EU | 63 | |
| | Rest of Europe | 28 | |
| | Africa | 1 | |
| | North America | 1 | |
| | South and Central America | - | |
| | Middle East | 3 | |
| | East Asia | 2 | |
| | Australia | 2 | |
| The five countries with the highest visitor shares | | % | |
| Austria | | 20 | |
| France | | 10 | |
| Czech Republic | | 9 | |
| Great Britain | | 6 | |
| Italy | | 6 | |
| Economic sector | | % | |
| Industry | | 52 | |
| Skilled trades | | 2 | |
| Retail trade | | 1 | |
| Wholesale/foreign trade | | 2 | |
| Service | | 30 | |
| Politics, public administration | | 2 | |
| Association/guild/chamber | | 1 | |
| Research/science | | 2 | |
| School, university, education | | 2 | |
| Media | | 1 | |
| Other | | 4 | |
| Student | | 2 | |
| Other not gainfully employed | | 1 | |
| Influence on purchasing/procurement decisions | | % | |
| Decisively | | 15 | |
| Collectively | | 34 | |
| In an advisory capacity | | 31 | |
| No | | 18 | |
| Student | | 2 | |
| N/A | | 1 | |
| Position in the company/organization | | % | |
| Entrepreneur, partner, self-employed | | 9 | |
| Managing director, board member, head of an authority etc. | | 8 | |
| Senior department head, other employee with managerial responsibility | | 8 | |
| Department head, group head | | 24 | |
| Other salaried staff | | 35 | |
| Other public service | | 3 | |
| Skilled worker | | 5 | |
| Lecturer, teacher, scientific assistant | | 2 | |
| Trainee | | 2 | |
| Other | | 2 | |
| Student | | 2 | |
| Other not gainfully employed | | 1 | |
| Area of responsibility | | % | |
| Management | | 20 | |
| Research/development/design | | 27 | |
| Planning/work preparation | | 14 | |
| Manufacture/production | | 11 | |
| Production, quality control | | 6 | |
| Buying/procurement | | 11 | |
| Finance/accounting, controlling | | 4 | |
| Information, communication technology (EDP) | | 5 | |
| Administration/organization/personnel/social welfare/training | | 6 | |
| Marketing/sales/advertising/PR | | 16 | |
| Storage/material management/logistics/transport | | 3 | |
| Maintenance/repairs | | 11 | |
| Other | | 8 | |
| Student | | 2 | |
| Other not gainfully employed | | 1 | |
| Frequency of visits to trade fair | | % | |
| 2000 | | 39 | |
| 1998 | | 28 | |
| 1996 | | 11 | |
| First visit | | 54 | |
| Size of company/organization: | | % | |
| Number of employees: | | | |
| 1- 4 | 6 | 500- 999 | 8 |
| 5- 9 | 4 | 1 000- 9 999 | 18 |
| 10- 49 | 10 | 10 000 and more | 28 |
| 50- 99 | 7 | Student | 2 |
| 100- 199 | 7 | Other not gainfully employed | 1 |
| 200- 499 | 10 | | |
| Length of stay | | % | |
| 1. Length of stay (days): | | | |
| one | 68 | three | 6 |
| two | 23 | four | 3 |
| 2. Average length of stay | | 1,4 days | |
| 3. Share of visitors on the event's days: | | % | |
| 1st day | 31 | 3rd day | 44 |
| 2nd day | 39 | 4th day | 29 |
| Conducted by: Gelszus Messe-Marktforschung GmbH, Dortmund | | | |

| International Green Week Berlin | | | | | | | | |
|---|---------------------------|------------------------|---|---|---------------------------------|----|----------|----|
| Total number of visitors | | 454 725 | Position in the company/organization | | % | | | |
| Proportion of trade visitors | | 23 % | Entrepreneur, partner, self-employed | | 17 | | | |
| Region of residence | | % | Managing director, board member, head of an authority etc. | | 4 | | | |
| up to 100 km | | 46 | Senior department head, other employee with managerial responsibility | | 2 | | | |
| more than 100 km up to 300 km | | 30 | Department head, group head | | 7 | | | |
| over 300 km | | 25 | Other salaried staff | | 9 | | | |
| Total Germany | | 94 | Other public service | | 7 | | | |
| Baden-Württemberg | 2 | North Rhine-Westphalia | 5 | Skilled worker | 7 | | | |
| Bavaria | 4 | Rhineland-Palatinate | 1 | Lecturer, teacher, scientific assistant | 4 | | | |
| Berlin | 31 | - | - | Trainee | 11 | | | |
| Brandenburg | 24 | Saarland | 5 | Farmer | 10 | | | |
| Bremen | - | Saxony | 7 | Other | 13 | | | |
| Hamburg | - | Saxony-Anhalt | 3 | Student | 5 | | | |
| Hesse | 1 | Schleswig-Holstein | 3 | Other not gainfully employed | 3 | | | |
| Mecklenburg-West Pomerania | 8 | Thuringia | 3 | Area of responsibility | % | | | |
| Lower Saxony | 5 | | | Management | 20 | | | |
| Total Foreign | | 7 | Research/development/design | | 4 | | | |
| of which | EU | 18 | Planning/work preparation | | 5 | | | |
| | Rest of Europe | 55 | Manufacture/production | | 11 | | | |
| | Africa | 8 | Production, quality control | | 4 | | | |
| | North America | 5 | Buying/procurement | | 10 | | | |
| | South and Central America | 6 | Finance/accounting, controlling | | 6 | | | |
| | Middle East | 3 | Administration/organization/personnel/social welfare/training | | 10 | | | |
| | East Asia | 5 | Marketing/sales/advertising/PR | | 10 | | | |
| | Australia | 2 | Storage/material management/logistics/transport | | 6 | | | |
| The five countries with the highest visitor shares | | % | Maintenance/repairs | | 5 | | | |
| Poland | | 27 | Information, communication technology (EDP) | | 4 | | | |
| Austria | | 8 | Other | | 18 | | | |
| Switzerland | | 5 | Student, not gainfully employed | | 18 | | | |
| Economic sector | | % | Frequency of visits to trade fair | | % | | | |
| Agriculture/forestry | | 19 | 2001 | 35 | 1998 | 26 | | |
| Horticulture, landscape gardening | | 5 | 2000 | 32 | Earlier events | 23 | | |
| Wholesale/foreign trade | | 3 | 1999 | 29 | First visit | 34 | | |
| Retail trade | | 7 | Size of company/organization: | | % | | | |
| Catering trade (restaurants, hotels and guest houses) | | 7 | Number of employees: | | | | | |
| Other service company | | 8 | 1- 4 | 23 | 200- 499 | 4 | | |
| Food and luxuries industry | | 10 | 5- 9 | 10 | 500- 999 | 3 | | |
| Other industry | | 2 | 10- 49 | 17 | 1 000- 9 999 | 4 | | |
| Authorities, public facilities, associations | | 6 | 50- 99 | 8 | 10 000 and more | 7 | | |
| School, technical college, university | | 5 | 100- 199 | 5 | Student, not gainfully employed | 18 | | |
| Other sector | | 9 | Length of stay | | % | | | |
| Student/not gainfully employed | | 18 | 1. Length of stay (days): | | | | | |
| Influence on purchasing/procurement decisions | | % | one | 78 | five | 1 | nine | - |
| Decisively | | 20 | two | 13 | six | 1 | ten | 1 |
| Collectively | | 22 | three | 4 | seven | - | | |
| In an advisory capacity | | 18 | four | 2 | eight | - | | |
| No | | 40 | 2. Average length of stay | | 1,5 days | | | |
| | | | 3. Share of visitors on the event's days: | | % | | | |
| | | | 1st day | 16 | 5th day | 16 | 9th day | 12 |
| | | | 2nd day | 13 | 6th day | 14 | 10th day | 10 |
| | | | 3rd day | 14 | 7th day | 15 | | |
| | | | 4th day | 18 | 8th day | 17 | | |
| Conducted by: Gelszus Messe-Marktforschung GmbH, Dortmund | | | | | | | | |

Trade Visitors Profile Analyses 2002

MODERNER STAAT, Berlin

| | | | |
|--|--------------|---|----------|
| Total number of visitors | 3 328 | Position in the company/organization | % |
| Proportion of trade visitors | 99 % | Entrepreneur, partner, self-employed | 1 |
| Region of residence | % | Managing director, board member, head of an authority etc. | 8 |
| up to 100 km | 34 | Senior department head, other employee with managerial responsibility | 7 |
| more than 100 km up to 300 km | 20 | Department head, group head | 26 |
| over 300 km | 46 | Other salaried staff | 8 |
| Total Germany | 99 | Other public service | 25 |
| Baden-Württemberg | 6 | Lecturer, teacher, scientific assistant | 5 |
| Bavaria | 5 | Politician | 3 |
| Berlin | 27 | Mayor, president | 2 |
| Brandenburg | 7 | Trainee, student | 4 |
| Bremen | 1 | Other | 10 |
| Hamburg | 2 | Area of responsibility | % |
| Hesse | 5 | Management | 19 |
| Mecklenburg-West Pomerania | 2 | Research/development/design | 6 |
| Lower Saxony | 9 | Planning/work preparation | 1 |
| | | Manufacture/production | 4 |
| | | Production, quality control | 1 |
| Total Foreign | 1 | Buying/procurement | 9 |
| of which EU | 100 | Finance/accounting, controlling | 17 |
| Rest of Europe | - | Administration/organization/personnel/ social welfare/training | 37 |
| Africa | - | Marketing/sales/advertising/PR | 16 |
| North America | - | Storage/material management/logistics/transport | 2 |
| South and Central America | - | Maintenance/repairs | 1 |
| Middle East | - | Other | 18 |
| East Asia | - | Student | 3 |
| Australia | - | Other not gainfully employed | 1 |
| The five countries with the highest visitor shares | % | Frequency of visits to trade fair | % |
| Austria | 67 | 2001 | 30 |
| Great Britain | 33 | 2000 | 17 |
| Economic sector | % | 1999 | 11 |
| Authority/public services | 65 | 1998 | 7 |
| Service | 19 | First visit | 57 |
| Association/society | 2 | Size of company/organization: | % |
| Industry | 4 | Number of employees: | |
| Other sector | 5 | 1 - 4 | 4 |
| Student | 3 | 5 - 9 | 3 |
| Other not gainfully employed | 1 | 10 - 49 | 9 |
| Influence on purchasing/procurement decisions | % | 50 - 99 | 5 |
| Decisively | 17 | 100 - 199 | 10 |
| Collectively | 36 | 200 - 499 | 1 |
| In an advisory capacity | 26 | Other not gainfully employed | 14 |
| No | 17 | Length of stay | % |
| Student | 4 | 1. Length of stay (days): | |
| | | one | 39 |
| | | two | 61 |
| | | 2. Average length of stay | 1,6 days |
| | | 3. Share of visitors on the event's days: | % |
| | | 1st day | 83 |
| | | 2nd day | 78 |

Conducted by: Gelszus Messe-Marktforschung GmbH, Dortmund

Elektrotechnik, Dortmund (2001)

| | | | |
|--|---------------|---|----------|
| Total number of visitors | 32 808 | Position in the company/organization | % |
| Proportion of trade visitors | 97 % | Entrepreneur, partner, self-employed | 17 |
| Region of residence | % | Managing director, board member, head of an authority etc. | 3 |
| over 100 km away | 29 | Senior department head, other employee with managerial responsibility | 2 |
| Total Germany: | 99 | Department head, group head | 16 |
| of which Baden-Württemberg | 1 | Other salaried staff | 13 |
| Bavaria | 1 | Other public service | 3 |
| Berlin | - | Foreman, master craftsman | 12 |
| Brandenburg | - | Skilled worker/apprentice | 13 |
| Bremen | - | Lecturer, teacher, scientific assistant | 2 |
| Hamburg | - | Trainee, student | 16 |
| Hesse | 2 | not gainfully employed | 1 |
| Mecklenburg-West Pomerania | - | Other | 1 |
| Lower Saxony | 4 | Area of responsibility | % |
| North Rhine-Westphalia | 88 | Management | 19 |
| Rhineland-Palatinate | 4 | Research/development/design | 11 |
| Saarland | - | Planning/work preparation | 24 |
| Saxony | - | Manufacture/production | 16 |
| Saxony-Anhalt | - | Production, quality control | 6 |
| Schleswig-Holstein | - | Buying/procurement | 21 |
| Thuringia | - | Finance/accounting, controlling | 5 |
| Total Foreign: | 1 | Administration/organization/personnel/ social welfare/training | 8 |
| of which EU | 54 | Marketing/sales/advertising/PR | 9 |
| Rest of Europe | 15 | Storage/material management/logistics/transport | 8 |
| Africa | - | Maintenance/repairs | 35 |
| North America | 8 | Assembly/new construction | 30 |
| South and Central America | - | Information, communication technology (EDP) | 14 |
| Middle East | 15 | Other | 8 |
| East Asia | 8 | Student, not gainfully employed | 6 |
| Australia | - | Frequency of visits to trade fair | % |
| Economic sector | % | Elektrotechnik/TechnoCOM 2000 | 27 |
| Electrical skilled trade | 40 | Elektrotechnik 1999 | 49 |
| Other skilled trades | 2 | Elektrotechnik/TechnoCOM 1998 | 20 |
| Electrical engineering/electronics industry | 16 | Elektrotechnik 1997 | 34 |
| Other industry | 11 | Earlier events | 37 |
| Electrical wholesale trade | 3 | First visit | 22 |
| Electrical retail trade | 1 | Size of company/organization: | % |
| Other wholesale and retail trade | 1 | Number of employees: | |
| Energy-supply companies | 5 | 1 - 9 | 26 |
| Engineering, planning office, architects | 5 | 10 - 49 | 19 |
| Service companies/telecommunications | 2 | 50 - 99 | 8 |
| Specialist authority, administration | 2 | 100 - 199 | 8 |
| Training institution | 3 | 200 - 499 | 1 |
| Other | 4 | Student, not gainfully employed | 6 |
| Student, not gainfully employed | 6 | Length of stay | % |
| Influence on purchasing/procurement decisions | % | 1. Length of stay (days): | |
| Decisively | 21 | one | 90 |
| Collectively | 38 | two | 8 |
| In an advisory capacity | 20 | three | 1 |
| No | 21 | four | 1 |
| | | 2. Average length of stay | 1,1 days |
| | | 3. Share of visitors on the event's days: | % |
| | | 1st day | 27 |
| | | 2nd day | 30 |
| | | 3rd day | 30 |
| | | 4th day | 27 |

Conducted by: Gelszus Messe-Marktforschung GmbH, Dortmund

Inter-tabac, Dortmund (2001)

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

Conducted by: Gelszus Messe-Marktforschung GmbH, Dortmund

Raumausstattung, Dortmund (2001)

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

Conducted by: Gelszus Messe-Marktforschung GmbH, Dortmund

BEAUTY INTERNATIONAL, Düsseldorf

| | | | |
|---|---------------|---|----------|
| Total number of visitors | 56 310 | Position in the company/organization | % |
| Proportion of trade visitors | 84 % | Entrepreneur, partner, self-employed | 61 |
| Region of residence | % | Managing director, board member, head of an authority etc. | 1 |
| up to 100 km | 55 | Senior department head, other employee with managerial responsibility | 1 |
| more than 100 km up to 300 km | 21 | Department head, group head | 2 |
| over 300 km | 23 | Other salaried staff | 10 |
| Total Germany | 93 | Other public service | 1 |
| Baden-Württemberg | 5 | Skilled worker | 9 |
| Bavaria | 2 | Trainee | 3 |
| Berlin | 1 | Other | 2 |
| Brandenburg | 1 | Student | 5 |
| Bremen | 1 | Other not gainfully employed | 6 |
| Hamburg | 1 | Area of responsibility | % |
| Hesse | 6 | Management | 41 |
| Mecklenburg-West Pomerania | 1 | Research/development/design | 2 |
| Lower Saxony | 8 | Planning/work preparation | 2 |
| | | Manufacture/production | 4 |
| | | Production, quality control | 1 |
| | | Buying/procurement | 7 |
| | | Finance/accounting, controlling | 1 |
| Total Foreign | 7 | Administration/organization/personnel/ social welfare/training | 3 |
| of which EU | 70 | Marketing/sales/advertising/PR | 3 |
| Rest of Europe | 13 | Maintenance/repairs | 1 |
| Africa | 4 | Other | 29 |
| North America | 5 | Student | 6 |
| South and Central America | 4 | Other not gainfully employed | 2 |
| Middle East | 2 | Frequency of visits to trade fair | % |
| East Asia | 2 | 2001 | 53 |
| Australia | 2 | 2000 | 46 |
| The five countries with the highest visitor shares | % | Earlier events | 30 |
| Netherlands | 29 | First visit | 29 |
| Belgium | 9 | Size of company/organization: | % |
| Italy | 7 | Number of employees: | |
| Luxembourg | 5 | 1- 4 | 71 |
| Spain | 5 | 5- 9 | 4 |
| Economic sector | % | 10- 49 | 10 |
| Cosmetic institute | 43 | 50- 99 | 2 |
| Foot care practice | 13 | 100- 199 | 1 |
| Nail studio | 11 | 200- 499 | 1 |
| Hairdressing salon | 8 | 500- 999 | 1 |
| Tanning studios | 4 | 1 000- 9 999 | - |
| Perfumery | 2 | 10 000 and more | 5 |
| Beauty farm, wellness facilities | 2 | Student | 5 |
| Polytechnics | 4 | Other not gainfully employed | 2 |
| Industry | 2 | Length of stay | % |
| Trade | 2 | 1. Length of stay (days): | |
| Other | 10 | one | 77 |
| Influence on purchasing/ procurement decisions | % | two | 18 |
| Decisively | 48 | three | 5 |
| Collectively | 19 | 2. Average length of stay | 1,3 days |
| In an advisory capacity | 14 | 3. Share of visitors on the event's days: | % |
| No | 13 | | N/A |
| Student | 8 | | |

Conducted by: Walter & Partner, Basel

EuroShop, Düsseldorf

| | | | |
|---|---------------|---|----------|
| Total number of visitors | 92 532 | Position in the company/organization | % |
| Proportion of trade visitors | 97 % | Entrepreneur, partner, self-employed | 26 |
| Region of residence | % | Managing director, board member, head of an authority etc. | 17 |
| up to 100 km | 23 | Senior department head, other employee with managerial responsibility | 8 |
| more than 100 km up to 300 km | 20 | Department head, group head | 19 |
| over 300 km | 57 | Other salaried staff | 15 |
| Total Germany | 51 | Other public service | 1 |
| Baden-Württemberg | 12 | Skilled worker | 4 |
| Bavaria | 10 | Lecturer, teacher, scientific assistant | 4 |
| Berlin | 2 | Trainee | 3 |
| Brandenburg | 1 | Other | 3 |
| Bremen | - | Student, not gainfully employed | 4 |
| Hamburg | 3 | Area of responsibility | % |
| Hesse | 9 | Management | 25 |
| Mecklenburg-West Pomerania | 1 | Research/development/design | 8 |
| Lower Saxony | 7 | Planning/work preparation | 12 |
| | | Manufacture/production | 7 |
| | | Production, quality control | 6 |
| | | Buying/procurement | 1 |
| | | Finance/accounting, controlling | 1 |
| Total Foreign | 49 | Administration/organization/personnel/ social welfare/training | 2 |
| of which EU | 61 | Marketing/sales/advertising/PR | 21 |
| Rest of Europe | 19 | Storage/material management/logistics/ transport | 1 |
| Africa | 2 | Maintenance/repairs | 1 |
| North America | 4 | Other | 12 |
| South and Central America | 4 | Student, not gainfully employed | 4 |
| Middle East | 3 | Frequency of visits to trade fair | % |
| East Asia | 5 | 1999 | 33 |
| Australia | 2 | 1996 | 23 |
| The five countries with the highest visitor shares | % | Earlier events | 15 |
| Netherlands | 14 | First visit | 54 |
| Great Britain | 8 | Size of company/organization: | % |
| Italy | 8 | Number of employees: | |
| Belgium | 6 | 1- 4 | 15 |
| Switzerland | 6 | 5- 9 | 10 |
| Economic sector | % | 10- 49 | 24 |
| Retail trade | 23 | 50- 99 | 9 |
| Wholesale trade | 8 | 100- 199 | 8 |
| Industry | 13 | 200- 499 | 8 |
| Skilled trades | 5 | 500- 999 | 4 |
| Shop-fitting/furnishing | 12 | 1 000- 9 999 | 11 |
| Architecture/design | 9 | 10 000 and more | 6 |
| Exhibition stand construction | 9 | Student, not gainfully employed | 4 |
| Graphic design | 5 | Length of stay | % |
| Other services | 10 | 1. Length of stay (days): | |
| University/college/polytechnic | 2 | one | 55 |
| Other | 6 | two | 27 |
| Influence on purchasing/ procurement decisions | % | three | 12 |
| Decisively | 34 | 2. Average length of stay | 1,8 days |
| Collectively | 34 | 3. Share of visitors on the event's days: | % |
| In an advisory capacity | 19 | 1st day | 19 |
| No | 8 | 4th day | 23 |
| Student | 4 | 2nd day | 19 |
| | | 5th day | 19 |
| | | 3rd day | 20 |

Conducted by: Walter & Partner, Basel

EUROCARGO, Düsseldorf (2000)

| | | | |
|---|---------------|---|----------|
| Total number of visitors | 10 238 | Position in the company/organization | % |
| Proportion of trade visitors | 100 % | Entrepreneur, partner, self-employed | 13 |
| Region of residence | % | Managing director, board member, head of an authority etc. | 17 |
| up to 100 km away | 70 | Senior department head, other employee with managerial responsibility | 14 |
| Total Germany: | 89 | Department head, group head | 34 |
| of which Baden-Württemberg | 10 | Other salaried staff | 12 |
| Bavaria | 8 | Other public service | 1 |
| Berlin | 2 | Skilled worker | 2 |
| Brandenburg | 2 | Lecturer, teacher, scientific assistant | 3 |
| Bremen | 3 | Trainee, student | 5 |
| Hamburg | 2 | Other | - |
| Hesse | 9 | Area of responsibility | % |
| Mecklenburg-West Pomerania | - | Management | 24 |
| Lower Saxony | 6 | Research/development/design | 3 |
| North Rhine-Westphalia | 51 | Planning/work preparation | 3 |
| Rhineland-Palatinate | 3 | Manufacture/production | 2 |
| Saarland | 3 | Production, quality control | - |
| Saxony | 1 | Buying/procurement | 13 |
| Saxony-Anhalt | - | Finance/accounting, controlling | 3 |
| Schleswig-Holstein | - | Administration/organization/personnel/ social welfare/training | 3 |
| Thuringia | - | Marketing/sales/advertising/PR | 9 |
| Total Foreign: | 11 | Storage/material management/logistics/ transport | 73 |
| of which EU | 62 | Maintenance/repairs | 1 |
| Rest of Europe | 26 | Other | 2 |
| Africa | 5 | Frequency of visits to trade fair | % |
| North America | 8 | 1999 | 41 |
| South and Central America | - | 1998 | 26 |
| Middle East | - | 1997 | 16 |
| East Asia | - | 1996 | 10 |
| Australia | - | Earlier events | - |
| Economic sector | % | First visit | 48 |
| Freight forwarders, transport companies | 29 | Size of company/organization: | % |
| Other services | 20 | Number of employees: | |
| Industry | 32 | 1- 9 | 12 |
| Trade | 20 | 10- 49 | 12 |
| Public authority | 2 | 50- 99 | 9 |
| University/college, technical college | 7 | 1 000- 9 999 | 14 |
| Influence on purchasing/ procurement decisions | % | 100- 199 | 10 |
| Decisively | 32 | 10 000 and more | 7 |
| Collectively | 35 | | N/A |
| In an advisory capacity | 18 | Length of stay | % |
| No | 11 | 1. Length of stay (days): | |
| N/A | 4 | one | 87 |
| | | two | 10 |
| | | three | 3 |
| | | 2. Average length of stay | 1,2 days |
| | | 3. Share of visitors on the event's days: | % |
| | | 1st day | 31 |
| | | 2nd day | 46 |
| | | 3rd day | 34 |

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

glasstec, Düsseldorf

| | | | |
|---|---------------|---|----------|
| Total number of visitors | 54 765 | Position in the company/organization | % |
| Proportion of trade visitors | 97 % | Entrepreneur, partner, self-employed | 24 |
| Region of residence | % | Managing director, board member, head of an authority etc. | 15 |
| up to 100 km | 16 | Senior department head, other employee with managerial responsibility | 9 |
| more than 100 km up to 300 km | 18 | Department head, group head | 21 |
| over 300 km | 66 | Other salaried staff | 14 |
| Total Germany | 43 | Skilled worker | 7 |
| Baden-Württemberg | 10 | Lecturer, teacher, scientific assistant | 1 |
| Bavaria | 14 | Trainee | 2 |
| Berlin | 3 | Other | 2 |
| Brandenburg | 2 | Student | 3 |
| Bremen | 1 | Other not gainfully employed | 1 |
| Hamburg | - | Area of responsibility | % |
| Hesse | 6 | Management | 27 |
| Mecklenburg-West Pomerania | - | Research/development/design | 12 |
| Lower Saxony | 10 | Planning/work preparation | 6 |
| | | Manufacture/production | 17 |
| | | Production, quality control | 3 |
| | | Buying/procurement | 5 |
| | | Finance/accounting, controlling | 1 |
| Total Foreign | 57 | Administration/organization/personnel/ social welfare/training | 2 |
| of which EU | 50 | Marketing/sales/advertising/PR | 13 |
| Rest of Europe | 19 | Storage/material management/logistics/ transport | 1 |
| Africa | 3 | Maintenance/repairs | 3 |
| North America | 8 | Other | 6 |
| South and Central America | 3 | Student | 3 |
| Middle East | 5 | Other not gainfully employed | 1 |
| East Asia | 8 | Frequency of visits to trade fair | % |
| Australia | 3 | 2000 | 48 |
| The five countries with the highest visitor shares | % | 1998 | 36 |
| Netherlands | 8 | Earlier events | 25 |
| Great Britain | 7 | First visit | 38 |
| USA | 7 | Size of company/organization: | % |
| France | 7 | Number of employees: | |
| Italy | 6 | 1- 4 | 13 |
| Economic sector | % | 5- 9 | 8 |
| Industry | 55 | 10- 49 | 25 |
| Skilled trades | 17 | 50- 99 | 10 |
| Trade | 12 | 100- 199 | 9 |
| Architects/engineers office | 6 | 200- 499 | 14 |
| Other services | 3 | 500- 999 | 5 |
| Public authority | 1 | 1 000- 9 999 | 7 |
| Other | 8 | 10 000 and more | 4 |
| Influence on purchasing/ procurement decisions | % | Student | 3 |
| Decisively | 34 | Other not gainfully employed | 1 |
| Collectively | 32 | Length of stay | % |
| In an advisory capacity | 21 | 1. Length of stay (days): | |
| No | 10 | one | 48 |
| Student | 4 | two | 25 |
| | | three | 14 |
| | | 2. Average length of stay | 2,0 days |
| | | 3. Share of visitors on the event's days: | % |
| | | | N/A |

Conducted by: Walter & Partner, Basel

Trade Visitors Profile Analyses 2002

hogatec, Düsseldorf

| | | | |
|--|---------------|---|----------|
| Total number of visitors | 40 598 | Position in the company/organization | % |
| Proportion of trade visitors | 96 % | Entrepreneur, partner, self-employed | 35 |
| Region of residence | % | Managing director, board member, head of an authority etc. | 10 |
| up to 100 km | 57 | Senior department head, other employee with managerial responsibility | 7 |
| more than 100 km up to 300 km | 22 | Department head, group head | 16 |
| over 300 km | 21 | Other salaried staff | 8 |
| Total Germany | 89 | Other public service | 1 |
| Baden-Württemberg | 5 | Skilled worker | 3 |
| Bavaria | 3 | Lecturer, teacher, scientific assistant | 1 |
| Berlin | 1 | Trainee | 14 |
| Brandenburg | - | Other | 2 |
| Bremen | - | Student | 2 |
| Hamburg | 1 | Other not gainfully employed | 1 |
| Hesse | 5 | Area of responsibility | % |
| Mecklenburg-Schleswig-Holstein | 1 | Management | 38 |
| West Pomerania | 1 | Research/development/design | 2 |
| Lower Saxony | 3 | Planning/work preparation | 7 |
| | | Manufacture/production | 10 |
| Total Foreign | 12 | Production, quality control | 2 |
| of which EU | 75 | Buying/procurement | 7 |
| Rest of Europe | 11 | Finance/accounting, controlling | 1 |
| Africa | 2 | Administration/organization/personnel/ social welfare/training | 3 |
| North America | 4 | Marketing/sales/advertising/PR | 14 |
| South and Central America | - | Maintenance/repairs | 1 |
| Middle East | 3 | Other | 11 |
| East Asia | 4 | Student | 2 |
| Australia | 1 | Other not gainfully employed | 1 |
| The five countries with the highest visitor shares | % | Frequency of visits to trade fair | % |
| Netherlands | 25 | 2000 | 43 |
| Belgium | 11 | 1998 | 30 |
| Italy | 8 | Earlier events | 20 |
| France | 5 | First visit | 42 |
| Denmark | 4 | Size of company/organization: | % |
| Economic sector | % | Number of employees: | |
| Restaurant/bar/cafe | 22 | 1- 4 | 20 |
| Hotel, guest houses | 21 | 5- 9 | 16 |
| Communal catering | 7 | 10- 49 | 29 |
| Franchise restaurant | 4 | 50- 99 | 10 |
| Snack, fast-food business | 3 | 100- 199 | 6 |
| Discotheque, night club, bar | 2 | 200- 499 | 6 |
| Manufacturer/industry | 8 | Other not gainfully employed | 1 |
| Trade, sales/marketing company | 9 | Length of stay | % |
| Skilled trades | 4 | 1. Length of stay (days): | |
| Service | 8 | one | 80 |
| University/college/polytechnic | 2 | two | 14 |
| Other | 9 | three | 3 |
| Influence on purchasing/procurement decisions | % | 2. Average length of stay | 1,3 days |
| Decisively | 37 | 3. Share of visitors on the event's days: | % |
| Collectively | 30 | | N/A |
| In an advisory capacity | 17 | | |
| No | 12 | | |
| Student | 3 | | |

Conducted by: Walter & Partner, Basel

IAM - International Investors' Fair, Düsseldorf

| | | | |
|--|--------------|---|----------|
| Total number of visitors | 8 952 | Position in the company/organization | % |
| Proportion of trade visitors | 50 % | Entrepreneur, partner, self-employed | 27 |
| Region of residence | % | Managing director, board member, head of an authority etc. | 7 |
| up to 100 km | 66 | Senior department head, other employee with managerial responsibility | 6 |
| more than 100 km up to 300 km | 16 | Department head, group head | 16 |
| over 300 km | 19 | Other salaried staff | 22 |
| Total Germany | 97 | Other public service | 3 |
| Baden-Württemberg | 2 | Skilled worker | 1 |
| Bavaria | 5 | Lecturer, teacher, scientific assistant | 2 |
| Berlin | - | Trainee | 3 |
| Brandenburg | - | Other | 3 |
| Bremen | - | Student | 6 |
| Hamburg | 3 | Other not gainfully employed | 3 |
| Hesse | 7 | Area of responsibility | % |
| Mecklenburg-Schleswig-Holstein | 1 | Management | 19 |
| West Pomerania | - | Research/development/design | 1 |
| Lower Saxony | 3 | Planning/work preparation | 3 |
| | | Manufacture/production | 1 |
| Total Foreign | 3 | Buying/procurement | 2 |
| of which EU | 63 | Finance/accounting, controlling | 19 |
| Rest of Europe | 13 | Administration/organization/personnel/ social welfare/training | 2 |
| Africa | - | Marketing/sales/advertising/PR | 33 |
| North America | 13 | Maintenance/repairs | 1 |
| South and Central America | - | Other | 10 |
| Middle East | 13 | Student | 6 |
| East Asia | - | Other not gainfully employed | 3 |
| Australia | - | Frequency of visits to trade fair | % |
| The five countries with the highest visitor shares | % | 2000 | 44 |
| Great Britain | 38 | 1999 | 34 |
| Austria | 13 | Earlier events | 20 |
| France | 13 | First visit | 41 |
| Latvia | 13 | Size of company/organization: | % |
| USA | 13 | Number of employees: | |
| Economic sector | % | 1- 4 | 19 |
| Industry | 4 | 5- 9 | 5 |
| Trade | 2 | 10- 49 | 12 |
| Banks | 39 | 50- 99 | 4 |
| Insurance | 5 | 100- 199 | 8 |
| Stock exchange | 5 | 200- 499 | 3 |
| Other services | 25 | Other not gainfully employed | 5 |
| Public authority | 2 | Length of stay | % |
| University/college/polytechnic | 2 | 1. Length of stay (days): | |
| Association, society, institution, organisation | 15 | one | 80 |
| Other | 15 | two | 13 |
| Influence on purchasing/procurement decisions | % | three | 6 |
| Decisively | 23 | 2. Average length of stay | 1,3 days |
| Collectively | 21 | 3. Share of visitors on the event's days: | % |
| In an advisory capacity | 29 | | N/A |
| No | 20 | | |
| Student | 9 | | |

Conducted by: Walter & Partner, Basel

interbad, Düsseldorf

| | | | |
|--|---------------|---|----------|
| Total number of visitors | 15 465 | Position in the company/organization | % |
| Proportion of trade visitors | 91 % | Entrepreneur, partner, self-employed | 31 |
| Region of residence | % | Managing director, board member, head of an authority etc. | 13 |
| up to 100 km | 25 | Senior department head, other employee with managerial responsibility | 4 |
| more than 100 km up to 300 km | 26 | Department head, group head | 17 |
| over 300 km | 49 | Other salaried staff | 11 |
| Total Germany | 77 | Other public service | 4 |
| Baden-Württemberg | 9 | Skilled worker | 9 |
| Bavaria | 10 | Lecturer, teacher, scientific assistant | 1 |
| Berlin | 2 | Trainee | 6 |
| Brandenburg | 2 | Other | 2 |
| Bremen | 1 | Student | 2 |
| Hamburg | 2 | Other not gainfully employed | 1 |
| Hesse | 10 | Area of responsibility | % |
| Mecklenburg-Schleswig-Holstein | 1 | Management | 34 |
| West Pomerania | 1 | Research/development/design | 8 |
| Lower Saxony | 9 | Planning/work preparation | 5 |
| | | Manufacture/production | 4 |
| Total Foreign | 24 | Production, quality control | 1 |
| of which EU | 65 | Buying/procurement | 4 |
| Rest of Europe | 25 | Administration/organization/personnel/ social welfare/training | 7 |
| Africa | 1 | Marketing/sales/advertising/PR | 11 |
| North America | 3 | Maintenance/repairs | 9 |
| South and Central America | - | Other | 15 |
| Middle East | 2 | Student | 2 |
| East Asia | 3 | Other not gainfully employed | 1 |
| Australia | 2 | Frequency of visits to trade fair | % |
| The five countries with the highest visitor shares | % | 2000 | 35 |
| Austria | 14 | 1998 | 32 |
| Netherlands | 14 | Earlier events | 21 |
| Belgium | 7 | First visit | 45 |
| Denmark | 7 | Size of company/organization: | % |
| Switzerland | 7 | Number of employees: | |
| Economic sector | % | 1- 4 | 22 |
| Industry | 9 | 5- 9 | 14 |
| Skilled trades | 8 | 10- 49 | 36 |
| Trade | 11 | 50- 99 | 8 |
| Baths | 38 | 100- 199 | 6 |
| Architects/engineers' office | 7 | 200- 499 | 4 |
| Sauna | 4 | Other not gainfully employed | 1 |
| Other services | 15 | Length of stay | % |
| Authority/public services | 2 | 1. Length of stay (days): | |
| Other | 7 | one | 74 |
| Influence on purchasing/procurement decisions | % | two | 19 |
| Decisively | 31 | three | 5 |
| Collectively | 33 | 2. Average length of stay | 1,4 days |
| In an advisory capacity | 23 | 3. Share of visitors on the event's days: | % |
| No | 11 | | N/A |
| Student | 3 | | |

Conducted by: Walter & Partner, Basel

InterCool, Düsseldorf

| | | | |
|--|--------------|---|----------|
| Total number of visitors | 9 406 | Position in the company/organization | % |
| Proportion of trade visitors | 95 % | Entrepreneur, partner, self-employed | 20 |
| Region of residence | % | Managing director, board member, head of an authority etc. | 17 |
| up to 100 km | 30 | Senior department head, other employee with managerial responsibility | 10 |
| more than 100 km up to 300 km | 26 | Department head, group head | 20 |
| over 300 km | 44 | Other salaried staff | 19 |
| Total Germany | 72 | Other public service | 1 |
| Baden-Württemberg | 7 | Skilled worker | 5 |
| Bavaria | 7 | Trainee | 3 |
| Brandenburg | 1 | Other | 3 |
| Bremen | 3 | Student | 4 |
| Hamburg | 5 | Area of responsibility | % |
| Hesse | 7 | Management | 30 |
| Mecklenburg-Schleswig-Holstein | 1 | Research/development/design | 9 |
| West Pomerania | 1 | Planning/work preparation | 1 |
| Lower Saxony | 12 | Manufacture/production | 6 |
| | | Production, quality control | 4 |
| Total Foreign | 28 | Buying/procurement | 10 |
| of which EU | 74 | Administration/organization/personnel/ social welfare/training | 1 |
| Rest of Europe | 20 | Marketing/sales/advertising/PR | 28 |
| Africa | - | Storage/material management/logistics/ transport | 3 |
| North America | 3 | Other | 5 |
| South and Central America | - | Student | 4 |
| Middle East | - | Frequency of visits to trade fair | % |
| East Asia | 4 | 2000 | 37 |
| Australia | - | 1998 | 24 |
| The five countries with the highest visitor shares | % | Earlier events | 13 |
| Netherlands | 19 | First visit | 54 |
| Belgium | 15 | Size of company/organization: | % |
| Austria | 9 | Number of employees: | |
| Denmark | 6 | 1- 4 | 13 |
| Hungary | 5 | 5- 9 | 9 |
| Economic sector | % | 10- 49 | 22 |
| Food and grocery trade | 15 | 50- 99 | 8 |
| Specialist wholesale, retail trade | 7 | 100- 199 | 10 |
| Importers, exporters | 12 | Other not gainfully employed | 4 |
| Food trade | 4 | Length of stay | % |
| Communal catering | 7 | 1. Length of stay (days): | |
| Foodstuffs industry | 20 | one | 69 |
| Supply industry for foodstuff manufacture | 9 | two | 23 |
| Other industry | 3 | three | 5 |
| Service | 15 | 2. Average length of stay | 1,4 days |
| Public authority | 1 | 3. Share of visitors on the event's days: | % |
| Other | 8 | | N/A |
| Influence on purchasing/procurement decisions | % | | |
| Decisively | 32 | | |
| Collectively | 30 | | |
| In an advisory capacity | 21 | | |
| No | 13 | | |
| Student | 4 | | |

Conducted by: Walter & Partner, Basel

| InterMeat, Düsseldorf | | | |
|--|-----------------|---------------|--|
| Total number of visitors | | 10 498 | |
| Proportion of trade visitors | | 94 % | |
| Region of residence | | % | |
| up to 100 km | | 28 | |
| more than 100 km up to 300 km | | 27 | |
| over 300 km | | 46 | |
| Total Germany | | 74 | |
| Baden- | North Rhine- | | |
| Württemberg | Westphalia | 45 | |
| Bavaria | Rhineland- | | |
| Berlin | Palatinate | 3 | |
| Brandenburg | - Saarland | 1 | |
| Bremen | 1 Saxony | 3 | |
| Hamburg | 3 Saxony-Anhalt | 1 | |
| Hesse | 6 Schleswig- | | |
| Mecklenburg- | Holstein | 2 | |
| West Pomerania | 1 Thuringia | 1 | |
| Lower Saxony | 16 | | |
| Total Foreign | | 26 | |
| of which EU | | 73 | |
| Rest of Europe | | 19 | |
| Africa | | 1 | |
| North America | | 4 | |
| South and Central America | | 3 | |
| Middle East | | - | |
| East Asia | | - | |
| Australia | | - | |
| The five countries with the highest visitor shares | | % | |
| Netherlands | | 19 | |
| France | | 10 | |
| Austria | | 8 | |
| Italy | | 6 | |
| Belgium | | 6 | |
| Economic sector | | % | |
| Food and grocery trade | | 19 | |
| Specialist wholesale, retail trade | | 11 | |
| Importers, exporters | | 9 | |
| Food trade | | 12 | |
| Community catering | | 5 | |
| Food industry | | 13 | |
| Supply industry for food manufacture | | 9 | |
| Other industry | | 2 | |
| Service | | 11 | |
| Public authority | | 9 | |
| Other | | 4 | |
| Influence on purchasing/procurement decisions | | % | |
| Decisively | | 28 | |
| Collectively | | 29 | |
| In an advisory capacity | | 28 | |
| No | | 11 | |
| Student | | 4 | |

Conducted by: Walter & Partner, Basel

| interpack, Düsseldorf | | | |
|--|-----------------|----------------|--|
| Total number of visitors | | 174 100 | |
| Proportion of trade visitors | | 98 % | |
| Region of residence | | % | |
| up to 100 km | | 16 | |
| more than 100 km up to 300 km | | 21 | |
| over 300 km | | 63 | |
| Total Germany | | 47 | |
| Baden- | North Rhine- | | |
| Württemberg | Westphalia | 38 | |
| Bavaria | 9 Rhineland- | | |
| Berlin | 2 Palatinate | 7 | |
| Brandenburg | - Saarland | 1 | |
| Bremen | 2 Saxony | 1 | |
| Hamburg | 2 Saxony-Anhalt | 1 | |
| Hesse | 10 Schleswig- | | |
| Mecklenburg- | Holstein | 2 | |
| West Pomerania | - Thuringia | - | |
| Lower Saxony | 8 | | |
| Total Foreign | | 53 | |
| of which EU | | 47 | |
| Rest of Europe | | 17 | |
| Africa | | 6 | |
| North America | | 7 | |
| South and Central America | | 7 | |
| Middle East | | 7 | |
| East Asia | | 8 | |
| Australia | | 2 | |
| The five countries with the highest visitor shares | | % | |
| Netherlands | | 11 | |
| Belgium | | 7 | |
| Great Britain | | 6 | |
| USA | | 6 | |
| Switzerland | | 5 | |
| Economic sector | | % | |
| Food and luxuries industry | | 15 | |
| Confectionery industry | | 6 | |
| Chemical industry | | 7 | |
| Pharmaceuticals industry | | 8 | |
| Mechanical engineering | | 10 | |
| Other industry | | 28 | |
| Trade | | 8 | |
| Technical retail trade | | 5 | |
| Service | | 6 | |
| Skilled trades | | 3 | |
| University/college/polytechnic | | 2 | |
| Other | | 3 | |
| Influence on purchasing/procurement decisions | | % | |
| Decisively | | 27 | |
| Collectively | | 38 | |
| In an advisory capacity | | 22 | |
| No | | 10 | |
| Student | | 3 | |

Conducted by: Walter & Partner, Basel

| InterMopro, Düsseldorf | | | |
|--|---------------|--------------|--|
| Total number of visitors | | 9 718 | |
| Proportion of trade visitors | | 95 % | |
| Region of residence | | % | |
| up to 100 km | | 30 | |
| more than 100 km up to 300 km | | 30 | |
| over 300 km | | 40 | |
| Total Germany | | 78 | |
| Baden- | North Rhine- | | |
| Württemberg | Westphalia | 45 | |
| Bavaria | 11 Rhineland- | | |
| Berlin | 3 Palatinate | 7 | |
| Bremen | 1 Saarland | 2 | |
| Hamburg | 3 Saxony | 2 | |
| Hesse | 11 Schleswig- | | |
| Lower Saxony | 7 Holstein | 3 | |
| Total Foreign | | 22 | |
| of which EU | | 64 | |
| Rest of Europe | | 29 | |
| Africa | | 5 | |
| North America | | - | |
| South and Central America | | - | |
| Middle East | | - | |
| East Asia | | 2 | |
| Australia | | 2 | |
| The five countries with the highest visitor shares | | % | |
| Netherlands | | 26 | |
| Italy | | 8 | |
| Belgium | | 6 | |
| France | | 6 | |
| Austria | | 5 | |
| Economic sector | | % | |
| Food and grocery trade | | 32 | |
| Specialist wholesale, retail trade | | 7 | |
| Importers, exporters | | 6 | |
| Food trade | | 4 | |
| Community catering | | 1 | |
| Food industry | | 20 | |
| Supply industry for food manufacture | | 5 | |
| Other industry | | 3 | |
| Service | | 10 | |
| Public authority | | 1 | |
| Other | | 10 | |
| Influence on purchasing/procurement decisions | | % | |
| Decisively | | 22 | |
| Collectively | | 31 | |
| In an advisory capacity | | 25 | |
| No | | 19 | |
| Student | | 4 | |

Conducted by: Walter & Partner, Basel

| MEDICA, Düsseldorf | | | |
|--|-----------------|----------------|--|
| Total number of visitors | | 132 334 | |
| Proportion of trade visitors | | 97 % | |
| Region of residence | | % | |
| up to 100 km | | 31 | |
| more than 100 km up to 300 km | | 18 | |
| over 300 km | | 51 | |
| Total Germany | | 67 | |
| Baden- | North Rhine- | | |
| Württemberg | Westphalia | 51 | |
| Bavaria | 8 Rhineland- | | |
| Berlin | 2 Palatinate | 5 | |
| Brandenburg | 1 Saarland | 2 | |
| Bremen | 1 Saxony | 1 | |
| Hamburg | 2 Saxony-Anhalt | 1 | |
| Hesse | 9 Schleswig- | | |
| Mecklenburg- | Holstein | 2 | |
| West Pomerania | 1 Thuringia | 2 | |
| Lower Saxony | 5 | | |
| Total Foreign | | 33 | |
| of which EU | | 45 | |
| Rest of Europe | | 16 | |
| Africa | | 6 | |
| North America | | 6 | |
| South and Central America | | 4 | |
| Middle East | | 9 | |
| East Asia | | 12 | |
| Australia | | 1 | |
| The five countries with the highest visitor shares | | % | |
| Netherlands | | 8 | |
| Great Britain | | 7 | |
| Italy | | 6 | |
| Austria | | 5 | |
| USA | | 4 | |
| Economic sector | | % | |
| Hospital/clinic | | 25 | |
| Practice | | 12 | |
| Medical laboratory/institute | | 6 | |
| Rehabilitation facility/nursing home | | 2 | |
| Medicine and sanitary/medical specialist trade | | 2 | |
| Other trade | | 13 | |
| Industry | | 14 | |
| Service | | 8 | |
| Public authority | | 3 | |
| University/college/polytechnic | | 2 | |
| Other | | 14 | |
| Influence on purchasing/procurement decisions | | % | |
| Decisively | | 30 | |
| Collectively | | 29 | |
| In an advisory capacity | | 21 | |
| No | | 12 | |
| Student | | 8 | |

Conducted by: Walter & Partner, Basel

Trade Visitors Profile Analyses 2002

METAV, Düsseldorf

| | | | |
|--|---------------|---|----------|
| Total number of visitors | 63 478 | Position in the company/organization | % |
| Proportion of trade visitors | 97 % | Entrepreneur, partner, self-employed | 15 |
| Region of residence | % | Managing director, board member, head of an authority etc. | 5 |
| up to 100 km | 42 | Senior department head, other employee with managerial responsibility | 6 |
| more than 100 km up to 300 km | 26 | Department head, group head | 26 |
| over 300 km | 31 | Other salaried staff | 18 |
| Total Germany | 89 | Other public service | 1 |
| Baden-Württemberg | 10 | Skilled worker | 13 |
| Bavaria | 6 | Lecturer, teacher, scientific assistant | 3 |
| Berlin | 1 | Trainee | 7 |
| Brandenburg | 1 | Other | 2 |
| Bremen | - | Student | 5 |
| Hamburg | 1 | Other not gainfully employed | 1 |
| Hesse | 8 | Area of responsibility | % |
| Mecklenburg-Holstein | 1 | Management | 18 |
| West Pomerania | - | Research/development/design | 12 |
| Lower Saxony | 5 | Planning/work preparation | 10 |
| | | Manufacture/production | 31 |
| Total Foreign | 11 | Production, quality control | 2 |
| of which EU | 59 | Buying/procurement | 4 |
| Rest of Europe | 25 | Finance/accounting, controlling | 1 |
| Africa | 2 | Administration/organization/personnel/ social welfare/training | 2 |
| North America | 2 | Marketing/sales/advertising/PR | 7 |
| South and Central America | 2 | Maintenance/repairs | 4 |
| Middle East | 6 | Other | 5 |
| East Asia | 4 | Student | 5 |
| Australia | - | Other not gainfully employed | 1 |
| The five countries with the highest visitor shares | % | Frequency of visits to trade fair | % |
| Netherlands | 16 | 2000 | 42 |
| Belgium | 12 | 1998 | 35 |
| Austria | 11 | Earlier events | 22 |
| Italy | 6 | First visit | 38 |
| Switzerland | 5 | Size of company/organization: | % |
| Economic sector | % | Number of employees: | |
| Industry | 66 | 1- 4 | 8 |
| Skilled trades | 10 | 5- 9 | 7 |
| Trade | 7 | 10- 49 | 19 |
| Service | 6 | 50- 99 | 11 |
| Public authority | 1 | 100- 199 | 11 |
| University/college/polytechnic | 6 | 200- 499 | 14 |
| Other | 3 | Other not gainfully employed | 1 |
| Influence on purchasing/procurement decisions | % | Length of stay | % |
| Decisively | 22 | 1. Length of stay (days): | |
| Collectively | 33 | one | 76 |
| In an advisory capacity | 26 | two | 17 |
| No | 15 | three | 4 |
| Student | 6 | 2. Average length of stay | 1,4 days |
| | | 3. Share of visitors on the event's days: | % |

Conducted by: Walter & Partner, Basel

ProWein, Düsseldorf

| | | | |
|---|---------------|---|----------|
| Total number of visitors | 27 229 | Position in the company/organization | % |
| Proportion of trade visitors | 92 % | Entrepreneur, partner, self-employed | 46 |
| Region of residence | % | Managing director, board member, head of an authority etc. | 9 |
| up to 100 km | 32 | Senior department head, other employee with managerial responsibility | 6 |
| more than 100 km up to 300 km | 29 | Department head, group head | 14 |
| over 300 km | 39 | Other salaried staff | 8 |
| Total Germany | 86 | Other public service | 1 |
| Baden-Württemberg | 11 | Skilled worker | 4 |
| Bavaria | 8 | Lecturer, teacher, scientific assistant | 2 |
| Berlin | 1 | Trainee | 3 |
| Brandenburg | - | Other | 2 |
| Bremen | 1 | Student, not employed | 5 |
| Hamburg | 2 | Area of responsibility | % |
| Hesse | 9 | Management | 43 |
| Mecklenburg-Holstein | 2 | Research/development/design | 2 |
| West Pomerania | - | Planning/work preparation | 2 |
| Lower Saxony | 5 | Manufacture/production | 3 |
| | | Production, quality control | 1 |
| Total Foreign | 14 | Buying/procurement | 16 |
| of which EU | 74 | Finance/accounting, controlling | 1 |
| Rest of Europe | 16 | Administration/organization/personnel/ social welfare/training | 3 |
| Africa | 1 | Marketing/sales/advertising/PR | 11 |
| North America | 2 | Storage/material management/logistics/ transport | 1 |
| South and Central America | - | Other | 12 |
| Middle East | - | Student, not gainfully employed | 5 |
| East Asia | 2 | Frequency of visits to trade fair | % |
| Australia | 2 | 2001 | 47 |
| The five countries with the highest visitor shares | % | 2000 | 41 |
| Netherlands | 18 | Earlier events | 27 |
| Italy | 12 | First visit | 37 |
| France | 11 | Size of company/organization: | % |
| Austria | 10 | Number of employees: | |
| Switzerland | 7 | 1- 4 | 39 |
| Economic sector | % | 5- 9 | 11 |
| Wine and spirits trade | 18 | 10- 49 | 21 |
| Retail trade | 15 | 50- 99 | 7 |
| Wholesale trade | 12 | 100- 199 | 6 |
| Importer, exporter, mail order | 8 | Student, not gainfully employed | 5 |
| Catering/hotels | 22 | Length of stay | % |
| Trade associations, institutions | 1 | 1. Length of stay (days): | |
| vocational/specialist academies, university/colleges, schools | 2 | one | 60 |
| Viniculture, manufacturing sector, accessories | 9 | two | 26 |
| Service | 8 | three | 14 |
| Other | 6 | 2. Average length of stay | 1,5 days |
| Influence on purchasing/procurement decisions | % | 3. Share of visitors on the event's days: | % |
| Decisively | 45 | 1st day | 34 |
| Collectively | 26 | 2nd day | 37 |
| In an advisory capacity | 17 | 3rd day | 30 |
| No | 8 | | |
| Student | 5 | | |

Conducted by: Walter & Partner, Basel

PSI, Düsseldorf

| | | | |
|--|---------------|---|----------|
| Total number of visitors | 14 835 | Position in the company/organization | % |
| Proportion of trade visitors | 100 % | Entrepreneur, partner, self-employed | 42 |
| Region of residence | % | Managing director, board member, head of an authority etc. | 22 |
| up to 100 km | 17 | Senior department head, other employee with managerial responsibility | 5 |
| more than 100 km up to 300 km | 24 | Department head, group head | 12 |
| over 300 km | 59 | Other salaried staff | 13 |
| Total Germany | 41 | Other public service | 1 |
| Baden-Württemberg | 13 | Skilled worker | 1 |
| Bavaria | 10 | Trainee | 2 |
| Berlin | 2 | Student | 1 |
| Brandenburg | - | Area of responsibility | % |
| Bremen | 2 | Management | 51 |
| Hamburg | 2 | Research/development/design | 12 |
| Hesse | 10 | Planning/work preparation | 14 |
| Mecklenburg-Holstein | 3 | Manufacture/production | 11 |
| West Pomerania | - | Production, quality control | 7 |
| Lower Saxony | 7 | Buying/procurement | 39 |
| | | Finance/accounting, controlling | 18 |
| Total Foreign | 59 | Administration/organization/personnel/ social welfare/training | 13 |
| of which EU | 73 | Marketing/sales/advertising/PR | 45 |
| Rest of Europe | 21 | Maintenance/repairs | 2 |
| Africa | 1 | Other | 6 |
| North America | 1 | Student | 1 |
| South and Central America | - | Frequency of visits to trade fair | % |
| Middle East | 1 | 2001 | 56 |
| East Asia | 3 | 2000 | 48 |
| Australia | - | 1999 | 40 |
| The five countries with the highest visitor shares | % | 1998 | 35 |
| Netherlands | 18 | Earlier events | 33 |
| France | 17 | First visit | 26 |
| Great Britain | 7 | Size of company/organization: | % |
| Belgium | 6 | Number of employees: | |
| Switzerland | 5 | 1- 4 | 41 |
| Economic sector | % | 5- 9 | 23 |
| Advertising agency | 23 | 10- 49 | 23 |
| Full-service agency | 19 | 50- 99 | 4 |
| Importer | 10 | 100- 199 | 4 |
| Producer, supplier | 15 | Length of stay | % |
| Skilled trades | 2 | 1. Length of stay (days): | |
| Industry | 4 | one | 27 |
| Wholesale/foreign trade | 17 | two | 35 |
| Service | 5 | three | 37 |
| Authority/public services | 1 | 2. Average length of stay | 2,1 days |
| Other | 5 | 3. Share of visitors on the event's days: | % |
| Influence on purchasing/procurement decisions | % | 1st day | 72 |
| Decisively | 52 | 2nd day | 80 |
| Collectively | 32 | 3rd day | 58 |
| In an advisory capacity | 11 | | |
| No | 5 | | |

Conducted by: Gelszus Messe-Marktforschung GmbH, Dortmund

REHA CARE International, Düsseldorf

| | | | |
|---|---------------|---|----------|
| Total number of visitors | 48 007 | Position in the company/organization | % |
| Proportion of trade visitors | 75 % | Entrepreneur, partner, self-employed | 11 |
| Region of residence | % | Managing director, board member, head of an authority etc. | 6 |
| up to 100 km | 45 | Senior department head, other employee with managerial responsibility | 3 |
| more than 100 km up to 300 km | 24 | Department head, group head | 12 |
| over 300 km | 31 | Other salaried staff | 25 |
| Total Germany | 84 | Other public service | 14 |
| Baden-Württemberg | 5 | Skilled worker | 6 |
| Bavaria | 5 | Lecturer, teacher, scientific assistant | 5 |
| Berlin | 1 | Trainee | 6 |
| Brandenburg | 1 | Other | 4 |
| Bremen | 1 | Student | 7 |
| Hamburg | 1 | Other not gainfully employed | 2 |
| Hesse | 6 | Area of responsibility | % |
| Mecklenburg-West Pomerania | 1 | Management | 12 |
| Lower Saxony | 9 | Research/development/design | 4 |
| | | Planning/work preparation | 3 |
| Total Foreign | 16 | Manufacture/production | 4 |
| of which EU | 74 | Production, quality control | 1 |
| Rest of Europe | 14 | Buying/procurement | 5 |
| Africa | 1 | Finance/accounting, controlling | 1 |
| North America | 1 | Administration/organization/personnel/ social welfare/training | 13 |
| South and Central America | 1 | Marketing/sales/advertising/PR | 9 |
| Middle East | 3 | Storage/material management/logistics/ transport | 1 |
| East Asia | 4 | Maintenance/repairs | 2 |
| Australia | 2 | Other | 37 |
| The five countries with the highest visitor shares | % | Student | 7 |
| Netherlands | 20 | Other not gainfully employed | 2 |
| Belgium | 14 | Frequency of visits to trade fair | % |
| Great Britain | 9 | 2001 | 37 |
| Italy | 7 | 2000 | 36 |
| Sweden | 6 | 1999 | 30 |
| Economic sector | % | Earlier events | 23 |
| Auxiliary materials/supplies industry, other industry | 5 | First visit | 38 |
| Orthopaedic trade | 7 | Size of company/organization: | % |
| Medicine and sanitary/medical specialist trade | 8 | Number of employees: | |
| Hospital/clinic | 2 | 1- 4 | 10 |
| Surgery/medical laboratory/institute | 2 | 5- 9 | 9 |
| Rehabilitation facilities/nursing home/ old people's home | 15 | 10- 49 | 22 |
| Out-patient nursing services | 3 | 50- 99 | 9 |
| Special facility | 7 | 100- 199 | 10 |
| Cost unit | 3 | Other not gainfully employed | 2 |
| Organizations for the disabled / sport association for the disabled | 5 | 200- 499 | 11 |
| Other services | 8 | N/A | |
| Public authority | 6 | Length of stay | % |
| University/college/polytechnic | 3 | 1. Length of stay (days): | |
| Other | 19 | one | 74 |
| Influence on purchasing/procurement decisions | % | two | 20 |
| Decisively | 18 | three | 4 |
| Collectively | 29 | 2. Average length of stay | 1,3 days |
| In an advisory capacity | 29 | 3. Share of visitors on the event's days: | % |
| No | 15 | N/A | |
| Student | 9 | | |

Conducted by: Walter & Partner, Basel

Tube, Düsseldorf

| | | | |
|--|---------------|---|----------|
| Total number of visitors | 23 968 | Position in the company/organization | % |
| Proportion of trade visitors | 98 % | Entrepreneur, partner, self-employed | 16 |
| Region of residence | % | Managing director, board member, head of an authority etc. | 17 |
| up to 100 km | 27 | Senior department head, other employee with managerial responsibility | 11 |
| more than 100 km up to 300 km | 19 | Department head, group head | 27 |
| over 300 km | 54 | Other salaried staff | 19 |
| Total Germany | 55 | Skilled worker | 5 |
| Baden-Württemberg | 12 | Lecturer, teacher, scientific assistant | 1 |
| Bavaria | 6 | Trainee | 1 |
| Berlin | 1 | Other | 2 |
| Brandenburg | - | Student, not gainfully employed | 2 |
| Bremen | - | Area of responsibility | % |
| Hamburg | 1 | Management | 27 |
| Hesse | 6 | Research/development/design | 12 |
| Mecklenburg-West Pomerania | 1 | Planning/work preparation | 4 |
| Lower Saxony | 6 | Manufacture/production | 14 |
| | | Production, quality control | 4 |
| | | Buying/procurement | 18 |
| Total Foreign | 45 | Finance/accounting, controlling | 1 |
| of which EU | 60 | Administration/organization/personnel/ social welfare/training | 1 |
| Rest of Europe | 16 | Marketing/sales/advertising/PR | 13 |
| Africa | 3 | Maintenance/repairs | 2 |
| North America | 6 | Other | 4 |
| South and Central America | 5 | Student, not gainfully employed | 2 |
| Middle East | 4 | Frequency of visits to trade fair | % |
| East Asia | 7 | 2000 | 40 |
| Australia | 1 | 1998 | 32 |
| The five countries with the highest visitor shares | % | Earlier events | 18 |
| Netherlands | 10 | First visit | 45 |
| France | 9 | Size of company/organization: | % |
| Great Britain | 9 | Number of employees: | |
| Belgium | 6 | 1 - 4 | 9 |
| Italy | 6 | 5 - 9 | 7 |
| Economic sector | % | 10 - 49 | 22 |
| Tube industry | 26 | 50 - 99 | 11 |
| Iron, steel and non-ferrous metals industry | 11 | 100 - 199 | 12 |
| Motor vehicle industry | 8 | Student, not gainfully employed | 2 |
| Other industry | 17 | Length of stay | % |
| Skilled trades | 4 | 1. Length of stay (days): | |
| Technical retail trade | 5 | one | 61 |
| Trade | 21 | two | 26 |
| Service | 5 | three | 6 |
| University/college/polytechnic | 1 | 2. Average length of stay | 1,6 days |
| Other | 3 | 3. Share of visitors on the event's days: | % |
| Influence on purchasing/procurement decisions | % | 1st day | 20 |
| Decisively | 37 | 2nd day | 20 |
| Collectively | 34 | 3rd day | 22 |
| In an advisory capacity | 21 | | |
| No | 7 | | |
| Student | 2 | | |

Conducted by: Walter & Partner, Basel

wire, Düsseldorf

| | | | |
|--|---------------|---|----------|
| Total number of visitors | 36 864 | Position in the company/organization | % |
| Proportion of trade visitors | 99 % | Entrepreneur, partner, self-employed | 18 |
| Region of residence | % | Managing director, board member, head of an authority etc. | 18 |
| up to 100 km | 24 | Senior department head, other employee with managerial responsibility | 13 |
| more than 100 km up to 300 km | 14 | Department head, group head | 24 |
| over 300 km | 62 | Other salaried staff | 13 |
| Total Germany | 44 | Other public service | 1 |
| Baden-Württemberg | 9 | Skilled worker | 7 |
| Bavaria | 11 | Lecturer, teacher, scientific assistant | 1 |
| Berlin | 2 | Trainee | 1 |
| Brandenburg | - | Other | 3 |
| Bremen | 1 | Student, not gainfully employed | 1 |
| Hamburg | 1 | Area of responsibility | % |
| Hesse | 6 | Management | 27 |
| Mecklenburg-West Pomerania | - | Research/development/design | 16 |
| Lower Saxony | 4 | Planning/work preparation | 4 |
| | | Manufacture/production | 22 |
| | | Production, quality control | 4 |
| Total Foreign | 56 | Buying/procurement | 8 |
| of which EU | 54 | Administration/organization/personnel/ social welfare/training | 2 |
| Rest of Europe | 16 | Marketing/sales/advertising/PR | 9 |
| Africa | 5 | Maintenance/repairs | 4 |
| North America | 6 | Other | 3 |
| South and Central America | 5 | Student, not gainfully employed | 1 |
| Middle East | 5 | Frequency of visits to trade fair | % |
| East Asia | 7 | 2000 | 48 |
| Australia | 2 | 1998 | 37 |
| The five countries with the highest visitor shares | % | Earlier events | 26 |
| France | 9 | First visit | 35 |
| Italy | 9 | Size of company/organization: | % |
| Netherlands | 8 | Number of employees: | |
| Great Britain | 6 | 1 - 4 | 8 |
| USA | 6 | 5 - 9 | 5 |
| Economic sector | % | 10 - 49 | 21 |
| Wire industry | 35 | 50 - 99 | 14 |
| Cable industry | 13 | 100 - 199 | 14 |
| Iron, steel and non-ferrous metals industry | 12 | Student, not gainfully employed | 1 |
| other industry | 19 | Length of stay | % |
| Skilled trades | 3 | 1. Length of stay (days): | |
| Technical retail trade | 3 | one | 48 |
| Trade | 8 | two | 28 |
| Service | 3 | three | 14 |
| University/college/polytechnic | 1 | 2. Average length of stay | 1,9 days |
| Other | 2 | 3. Share of visitors on the event's days: | % |
| Influence on purchasing/procurement decisions | % | 1st day | 20 |
| Decisively | 35 | 2nd day | 22 |
| Collectively | 33 | 3rd day | 20 |
| In an advisory capacity | 23 | | |
| No | 8 | | |
| Student | 1 | | |

Conducted by: Walter & Partner, Basel

Inoga, Erfurt (2000)

| | | | |
|--|---------------|---|----------|
| Total number of visitors | 15 319 | Position in the company/organization | % |
| Proportion of trade visitors | 68 % | Entrepreneur, partner, self-employed | 24 |
| Region of residence | % | Managing director, board member, head of an authority etc. | 8 |
| over 100 km away | 53 | Senior department head, other employee with managerial responsibility | 3 |
| Total Germany: | 85 | Department head, group head | 11 |
| of which Baden-Württemberg | 1 | Other salaried staff | 20 |
| Bavaria | 5 | Other public service | 1 |
| Berlin | 4 | Skilled worker | 5 |
| Brandenburg | 2 | Lecturer, teacher, scientific assistant | 6 |
| Bremen | - | Trainee, student | 22 |
| Hamburg | - | Other | 1 |
| Hesse | 7 | Area of responsibility | % |
| Mecklenburg-West Pomerania | 1 | Management | 33 |
| Lower Saxony | 13 | Research/development/design | 2 |
| North Rhine-Westphalia | 2 | Planning/work preparation | 34 |
| Rhineland-Palatinate | - | Manufacture/production | 59 |
| Saarland | 1 | Production, quality control | 34 |
| Saxony | 7 | Buying/procurement | 40 |
| Saxony-Anhalt | 6 | Finance/accounting, controlling | 22 |
| Schleswig-Holstein | 1 | Administration/organization/personnel/ social welfare/training | 50 |
| Thuringia | 47 | Marketing/sales/advertising/PR | 30 |
| Total Foreign: | 15 | Storage/material management/logistics/ transport | 29 |
| of which EU | 24 | Maintenance/repairs | 18 |
| Rest of Europe | 39 | Service | 5 |
| Africa | - | Other | 3 |
| North America | 30 | Frequency of visits to trade fair | % |
| South and Central America | - | 2001 | 75 |
| Middle East | 6 | 2000 | 59 |
| East Asia | 1 | 1999 | 32 |
| Australia | - | First visit | 25 |
| Economic sector | % | Size of company/organization: | % |
| Wholesale trade | 3 | Number of employees: | |
| Retail trade/specialist trade | 14 | 1 - 4 | 28 |
| Industry | 4 | 5 - 9 | - |
| Skilled trades | 9 | 10 - 49 | 36 |
| Manufacturing sector | 10 | 50 - 99 | 11 |
| Agriculture | 1 | 100 - 199 | 17 |
| Tourism, hotels | 24 | 10 000 and more | 3 |
| Authority/public services | 12 | Length of stay | % |
| Catering | 7 | 1. Length of stay (days): | |
| Other | 25 | one | 66 |
| Influence on purchasing/procurement decisions | % | two | 9 |
| Decisively | 35 | three | 25 |
| Collectively | 26 | 2. Average length of stay | 1,6 days |
| In an advisory capacity | 13 | 3. Share of visitors on the event's days: | % |
| No | 26 | 1st day | 30 |
| | | 2nd day | 70 |
| | | 3rd day | 59 |

Conducted by: Messe Erfurt AG, Erfurt

riding-hunting-fishing, Erfurt

| | | | |
|--|---------------|--|----------|
| Total number of visitors | 21 612 | Position in the company/organization | % |
| Proportion of trade visitors | 7 % | Entrepreneur, partner, self-employed | 54 |
| Region of residence | % | Managing director, board member, head of an authority etc. | 15 |
| up to 100 km | 77 | Department head, group head | 11 |
| more than 100 km up to 300 km | 19 | Other salaried staff | 7 |
| over 300 km | 5 | Other public service | 2 |
| Total Germany | 100 | Skilled worker | 4 |
| Baden-Württemberg | 2 | Student | 7 |
| Bavaria | 2 | Area of responsibility | % |
| Berlin | - | Management | 43 |
| Brandenburg | - | Research/development/design | 3 |
| Bremen | - | Planning/work preparation | 5 |
| Hamburg | - | Manufacture/production | 10 |
| Hesse | - | Production, quality control | 3 |
| Mecklenburg-West Pomerania | 5 | Buying/procurement | 3 |
| Lower Saxony | - | Finance/accounting, controlling | 3 |
| | | Administration/organization/personnel/ social welfare/training | 12 |
| Total Foreign | - | Marketing/sales/advertising/PR | 10 |
| of which EU | - | Storage/material management/logistics/ transport | 3 |
| Rest of Europe | - | Maintenance/repairs | 3 |
| Africa | - | Other | 3 |
| North America | - | Frequency of visits to trade fair | % |
| South and Central America | - | 2001 | 75 |
| Middle East | - | 2000 | 59 |
| East Asia | - | 1999 | 32 |
| Australia | - | First visit | 25 |
| Economic sector | % | Size of company/organization: | % |
| Wholesale trade | 2 | Number of employees: | |
| Specialist retail trade | 39 | 1 - 4 | 28 |
| Industry | 5 | 5 - 9 | - |
| Skilled trades | 17 | 10 - 49 | 36 |
| Agriculture | 24 | 50 - 99 | 11 |
| Tourism | 5 | 100 - 199 | 17 |
| Authority/public services | 2 | 10 000 and more | 3 |
| Other | 5 | Length of stay | % |
| Influence on purchasing/procurement decisions | % | 1. Length of stay (days): | |
| Decisively | 39 | one | 66 |
| Collectively | 34 | two | 9 |
| In an advisory capacity | 18 | three | 25 |
| No | 9 | 2. Average length of stay | 1,6 days |
| | | 3. Share of visitors on the event's days: | % |
| | | 1st day | 30 |
| | | 2nd day | 70 |
| | | 3rd day | 59 |

Conducted by: Messe Erfurt AG, Erfurt

Trade Visitors Profile Analyses 2002

ALUMINIUM, Essen

| | | | |
|-------------------------------------|---------------|---|----------|
| Total number of visitors | 12 359 | Position in the company/organization | % |
| Proportion of trade visitors | 99 % | Entrepreneur, partner, self-employed | 16 |
| Region of residence | % | Managing director, board member, head of an authority etc. | 13 |
| up to 100 km | 34 | Senior department head, other employee with managerial responsibility | 11 |
| more than 100 km up to 300 km | 26 | Department head, group head | 30 |
| over 300 km | 40 | Other salaried staff | 23 |
| Total Germany | 64 | Skilled worker | 2 |
| Baden-Württemberg | 11 | Lecturer, teacher, scientific assistant | 1 |
| Bavaria | 6 | Trainee | 1 |
| Berlin | - | Other | 1 |
| Brandenburg | 1 | Student | 1 |
| Bremen | 1 | Area of responsibility | % |
| Hamburg | 1 | Management | 28 |
| Hesse | 6 | Research/development/design | 24 |
| Mecklenburg-West Pomerania | - | Planning/work preparation | 10 |
| Lower Saxony | 6 | Manufacture/production | 18 |
| | | Production, quality control | 7 |
| | | Buying/procurement | 25 |
| | | Finance/accounting, controlling | 3 |
| | | Administration/organization/personnel/ social welfare/training | 3 |
| | | Marketing/sales/advertising/PR | 22 |
| | | Storage/material management/logistics/ transport | 6 |
| | | Maintenance/repairs | 5 |
| | | Other | 4 |
| | | Student | 1 |
| | | Frequency of visits to trade fair | % |
| | | 2000 | 32 |
| | | 1998 | 17 |
| | | 1997 | 10 |
| | | First visit | 58 |
| | | Size of company/organization: | % |
| | | Number of employees: | |
| | | 1- 4 | 8 |
| | | 5- 9 | 6 |
| | | 10- 49 | 17 |
| | | 50- 99 | 10 |
| | | 100- 199 | 13 |
| | | 200- 499 | 12 |
| | | 500- 999 | 10 |
| | | 1 000- 9 999 | 15 |
| | | 10 000 and more | 7 |
| | | Student | 1 |
| | | Length of stay | % |
| | | 1. Length of stay (days): | |
| | | one | 80 |
| | | two | 13 |
| | | three | 7 |
| | | 2. Average length of stay | 1,3 days |
| | | 3. Share of visitors on the event's days: | % |
| | | 1st day | 41 |
| | | 2nd day | 49 |
| | | 3rd day | 37 |

Conducted by: Gelszus Messe-Marktforschung GmbH, Dortmund

DEUBAU, Essen

| | | | |
|-------------------------------------|----------------|---|----------|
| Total number of visitors | 102 482 | Position in the company/organization | % |
| Proportion of trade visitors | 76 % | Entrepreneur, partner, self-employed | 33 |
| Region of residence | % | Managing director, board member, head of an authority etc. | 4 |
| up to 100 km | 69 | Senior department head, other employee with managerial responsibility | 4 |
| more than 100 km up to 300 km | 26 | Department head, group head | 11 |
| over 300 km | 6 | Other salaried staff | 14 |
| Total Germany: | 98 | Other public service | 4 |
| Baden-Württemberg | 2 | Foreman, master craftsman | 8 |
| Bavaria | 1 | Skilled worker | 6 |
| Berlin | - | Lecturer, teacher, scientific assistant | 2 |
| Brandenburg | - | Trainee | 5 |
| Bremen | - | Other | 2 |
| Hamburg | - | Student | 7 |
| Hesse | 2 | Other not gainfully employed | 1 |
| Mecklenburg-West Pomerania | - | Area of responsibility | % |
| Lower Saxony | - | Management | 28 |
| | | Research/development/design | 5 |
| | | Planning/work preparation | 27 |
| | | Manufacture/production | 17 |
| | | Production, quality control | 6 |
| | | Buying/procurement | 15 |
| | | Finance/accounting, controlling | 6 |
| | | Information, communication technology (EDP) | 4 |
| | | Administration/organization/personnel/ social welfare/training | 6 |
| | | Marketing/sales/advertising/PR | 8 |
| | | Storage/material management/logistics/ transport | 5 |
| | | Maintenance/repairs | 9 |
| | | Other | 9 |
| | | Student, not gainfully employed | 8 |
| | | Frequency of visits to trade fair | % |
| | | 2000 | 38 |
| | | 1998 | 35 |
| | | 1996 | 26 |
| | | Earlier events | 23 |
| | | First visit | 36 |
| | | Size of company/organization: | % |
| | | Number of employees: | |
| | | 1- 4 | 28 |
| | | 5- 9 | 16 |
| | | 10- 49 | 20 |
| | | 50- 99 | 8 |
| | | 100- 199 | 5 |
| | | 200- 499 | 5 |
| | | 500- 999 | 3 |
| | | 1 000- 9 999 | 5 |
| | | 10 000 and more | 3 |
| | | Student, not gainfully employed | 8 |
| | | Length of stay | % |
| | | 1. Length of stay (days): | |
| | | one | 92 |
| | | two | 7 |
| | | three | 1 |
| | | 2. Average length of stay | 1,1 days |
| | | 3. Share of visitors on the event's days: | % |
| | | 1st day | 15 |
| | | 2nd day | 16 |
| | | 3rd day | 18 |
| | | 4th day | 19 |
| | | 5th day | 18 |
| | | 6th day | 24 |

Conducted by: Gelszus Messe-Marktforschung GmbH, Dortmund

E - world of energy, Essen

| | | | |
|-------------------------------------|--------------|---|----------|
| Total number of visitors | 7 426 | Position in the company/organization | % |
| Proportion of trade visitors | 97 % | Entrepreneur, partner, self-employed | 10 |
| Region of residence | % | Managing director, board member, head of an authority etc. | 8 |
| up to 100 km | 49 | Senior department head, other employee with managerial responsibility | 9 |
| more than 100 km up to 300 km | 18 | Department head, group head | 22 |
| over 300 km | 32 | Other salaried staff | 30 |
| Total Germany | 85 | Other public service | 3 |
| Baden-Württemberg | 4 | Foreman, master craftsman | 3 |
| Bavaria | 7 | Skilled worker | 2 |
| Berlin | 3 | Lecturer, teacher, scientific assistant | 1 |
| Brandenburg | - | Trainee | 1 |
| Bremen | 1 | Other | 3 |
| Hamburg | 2 | Student | 7 |
| Hesse | 4 | Other not gainfully employed | 1 |
| Mecklenburg-West Pomerania | - | Area of responsibility | % |
| Lower Saxony | 5 | Management | 19 |
| | | Research/development/design | 6 |
| | | Planning/work preparation | 10 |
| | | Manufacture/production | 3 |
| | | Production, quality control | 2 |
| | | Buying/procurement | 11 |
| | | Finance/accounting, controlling | 6 |
| | | Information, communication technology (EDP) | 12 |
| | | Administration/organization/personnel/ social welfare/training | 4 |
| | | Marketing/sales/advertising/PR | 31 |
| | | Storage/material management/logistics/ transport | 1 |
| | | Maintenance/repairs | 4 |
| | | Other | 11 |
| | | Student, not gainfully employed | 8 |
| | | Frequency of visits to trade fair | % |
| | | 2001 | 25 |
| | | 2000 | 6 |
| | | First visit | 68 |
| | | Size of company/organization: | % |
| | | Number of employees: | |
| | | 1- 4 | 8 |
| | | 5- 9 | 4 |
| | | 10- 49 | 15 |
| | | 50- 99 | 9 |
| | | 100- 199 | 8 |
| | | 200- 499 | 10 |
| | | 500- 999 | 8 |
| | | 1 000- 9 999 | 21 |
| | | 10 000 and more | 10 |
| | | Student, not gainfully employed | 8 |
| | | Length of stay | % |
| | | 1. Length of stay (days): | |
| | | one | 76 |
| | | two | 15 |
| | | three | 9 |
| | | 2. Average length of stay | 1,3 days |
| | | 3. Share of visitors on the event's days: | % |
| | | 1st day | 42 |
| | | 2nd day | 49 |
| | | 3rd day | 43 |

Conducted by: Gelszus Messe-Marktforschung GmbH, Dortmund

FIBO, Essen

| | | | |
|-------------------------------------|---------------|---|----------|
| Total number of visitors | 53 414 | Position in the company/organization | % |
| Proportion of trade visitors | 50 % | Entrepreneur, partner, self-employed | 37 |
| Region of residence | % | Managing director, board member, head of an authority etc. | 7 |
| up to 100 km | 28 | Senior department head, other employee with managerial responsibility | 2 |
| more than 100 km up to 300 km | 29 | Department head, group head | 8 |
| over 300 km | 43 | Other salaried staff | 15 |
| Total Germany | 81 | Other public service | 6 |
| Baden-Württemberg | 9 | Skilled worker | 4 |
| Bavaria | 8 | Lecturer, teacher, scientific assistant | 4 |
| Berlin | 2 | Trainee | 3 |
| Brandenburg | 1 | Other | 3 |
| Bremen | 1 | Student | 9 |
| Hamburg | 2 | Other not gainfully employed | 1 |
| Hesse | 7 | Area of responsibility | % |
| Mecklenburg-West Pomerania | 1 | Management | 35 |
| Lower Saxony | 10 | Research/development/design | 4 |
| | | Planning/work preparation | 13 |
| | | Manufacture/production | 5 |
| | | Production, quality control | 3 |
| | | Buying/procurement | 18 |
| | | Finance/accounting, controlling | 10 |
| | | Information, communication technology (EDP) | 5 |
| | | Administration/organization/personnel/ social welfare/training | 16 |
| | | Marketing/sales/advertising/PR | 15 |
| | | Storage/material management/logistics/ transport | 5 |
| | | Maintenance/repairs | 5 |
| | | Other | 16 |
| | | Student, not gainfully employed | 10 |
| | | Frequency of visits to trade fair | % |
| | | 2001 | 40 |
| | | 2000 | 38 |
| | | 1999 | 30 |
| | | 1998 | 25 |
| | | Earlier events | 20 |
| | | First visit | 31 |
| | | Size of company/organization: | % |
| | | Number of employees: | |
| | | 1- 4 | 26 |
| | | 5- 9 | 16 |
| | | 10- 49 | 24 |
| | | 50- 99 | 6 |
| | | 100- 199 | 5 |
| | | 200- 499 | 4 |
| | | 500- 999 | 2 |
| | | 1 000- 9 999 | 3 |
| | | 10 000 and more | 5 |
| | | Student, not gainfully employed | 10 |
| | | Length of stay | % |
| | | 1. Length of stay (days): | |
| | | one | 77 |
| | | two | 18 |
| | | three | 3 |
| | | four | 2 |
| | | 2. Average length of stay | 1,3 days |
| | | 3. Share of visitors on the event's days: | % |
| | | 1st day | 36 |
| | | 2nd day | 46 |
| | | 3rd day | 28 |
| | | 4th day | 21 |

Conducted by: Gelszus Messe-Marktforschung GmbH, Dortmund

| IFLO, Essen | | | |
|---|---------------------------|---------------|--------------------------------|
| Total number of visitors | | 11 326 | |
| Proportion of trade visitors | | 97 % | |
| Region of residence | | % | |
| up to 100 km | | 36 | |
| more than 100 km up to 300 km | | 30 | |
| over 300 km | | 35 | |
| Total Germany | | 90 | |
| Baden- | North Rhine- | | |
| Württemberg | Westphalia | 48 | |
| Bavaria | Rhineland- | | |
| Berlin | Palatinate | 6 | |
| Brandenburg | Saarland | 1 | |
| Bremen | Saxony | 2 | |
| Hamburg | Saxony-Anhalt | 2 | |
| Hesse | Schleswig- | | |
| Mecklenburg- | Holstein | 2 | |
| West Pomerania | Thuringia | 1 | |
| Lower Saxony | | 14 | |
| Total Foreign | | 10 | |
| of which | EU | 51 | |
| | Rest of Europe | 40 | |
| | Africa | 2 | |
| | North America | 2 | |
| | South and Central America | - | |
| | Middle East | 2 | |
| | East Asia | 2 | |
| | Australia | 2 | |
| The five countries with the highest visitor shares | | % | |
| Poland | | 16 | |
| Netherlands | | 13 | |
| France | | 9 | |
| Italy | | 9 | |
| Belgium | | 7 | |
| Economic sector | | % | |
| Florist's specialist business | | 61 | |
| Retail garden store | | 8 | |
| Wholesale trade | | 3 | |
| Garden centre | | 4 | |
| Cemetery market garden | | 3 | |
| Florist wholesale trade | | 1 | |
| Hypermarket | | 1 | |
| Funeral companies | | 1 | |
| Decorations | | 6 | |
| Gift articles, art and handicrafts | | 5 | |
| Other | | 6 | |
| Student | | 3 | |
| Other not gainfully employed | | 1 | |
| Influence on purchasing/procurement decisions | | % | |
| Decisively | | 50 | |
| Collectively | | 27 | |
| In an advisory capacity | | 11 | |
| No | | 9 | |
| Student | | 4 | |
| Position in the company/organization | | % | |
| Entrepreneur, partner, self-employed | | 55 | |
| Managing director, board member, head of an authority etc. | | 4 | |
| Senior department head, other employee with managerial responsibility | | 2 | |
| Department head, group head | | 5 | |
| Other salaried staff | | 9 | |
| Other public service | | 1 | |
| Skilled worker | | 9 | |
| Lecturer, teacher, scientific assistant | | 3 | |
| Trainee | | 9 | |
| Other | | 1 | |
| Student | | 3 | |
| Other not gainfully employed | | 1 | |
| Area of responsibility | | % | |
| Management | | 52 | |
| Research/development/design | | 23 | |
| Planning/work preparation | | 23 | |
| Manufacture/production | | 44 | |
| Production, quality control | | 11 | |
| Buying/procurement | | 46 | |
| Finance/accounting, controlling | | 18 | |
| Information, communication technology (EDP) | | 6 | |
| Administration/organization/personnel/social welfare/training | | 15 | |
| Marketing/sales/advertising/PR | | 15 | |
| Storage/material management/logistics/transport | | 11 | |
| Maintenance/repairs | | 8 | |
| Other | | 15 | |
| Student | | 3 | |
| Other not gainfully employed | | 1 | |
| Frequency of visits to trade fair | | % | |
| 2001 | | 45 | |
| 2000 | | 43 | |
| 1999 | | 33 | |
| 1998 | | 30 | |
| Earlier events | | 21 | |
| First visit | | 33 | |
| Size of company/organization: | | % | |
| Number of employees: | | | |
| 1- 4 | | 52 | 500- 999 - |
| 5- 9 | | 23 | 1 000- 9 999 1 |
| 10- 49 | | 15 | 10 000 and more - |
| 50- 99 | | 2 | Student 3 |
| 100- 199 | | 1 | Other not gainfully employed 1 |
| 200- 499 | | 1 | |
| Length of stay | | % | |
| 1. Length of stay (days): | | | |
| one | | 85 | two 11 three 4 |
| 2. Average length of stay | | | 1,2 days |
| 3. Share of visitors on the event's days: | | % | |
| 1st day | | 36 | 2nd day 42 3rd day 41 |

Conducted by: Gelszus Messe-Marktforschung GmbH, Dortmund

| METPACK, Essen | | | |
|---|---------------------------|--------------|-----------------------------------|
| Total number of visitors | | 6 745 | |
| Proportion of trade visitors | | 99 % | |
| Region of residence | | % | |
| up to 100 km | | 23 | |
| more than 100 km up to 300 km | | 22 | |
| over 300 km | | 55 | |
| Total Germany | | 41 | |
| Baden- | North Rhine- | | |
| Württemberg | Westphalia | 37 | |
| Bavaria | Rhineland- | | |
| Berlin | Palatinate | 17 | |
| Brandenburg | Saarland | - | |
| Bremen | Saxony | - | |
| Hamburg | Saxony-Anhalt | - | |
| Hesse | Schleswig- | | |
| Mecklenburg- | Holstein | 2 | |
| West Pomerania | Thuringia | 1 | |
| Lower Saxony | | 16 | |
| Total Foreign | | 59 | |
| of which | EU | 42 | |
| | Rest of Europe | 19 | |
| | Africa | 3 | |
| | North America | 4 | |
| | South and Central America | 10 | |
| | Middle East | 6 | |
| | East Asia | 14 | |
| | Australia | 2 | |
| The five countries with the highest visitor shares | | % | |
| Netherlands | | 10 | |
| Italy | | 7 | |
| Switzerland | | 7 | |
| Great Britain | | 7 | |
| France | | 5 | |
| Economic sector | | % | |
| Industry | | 83 | |
| Skilled trades | | 4 | |
| Retail trade | | 1 | |
| Wholesale/foreign trade | | 4 | |
| Commercial agent | | 1 | |
| Service | | 4 | |
| Organisation/association/society | | 1 | |
| Other sector | | 2 | |
| Student/not gainfully employed | | 2 | |
| Influence on purchasing/procurement decisions | | % | |
| Decisively | | 30 | |
| Collectively | | 33 | |
| In an advisory capacity | | 24 | |
| No | | 14 | |
| Position in the company/organization | | % | |
| Entrepreneur, partner, self-employed | | 14 | |
| Managing director, board member, head of an authority etc. | | 17 | |
| Senior department head, other employee with managerial responsibility | | 9 | |
| Department head, group head | | 25 | |
| Other salaried staff | | 16 | |
| Foreman, master craftsman | | 6 | |
| Skilled worker, journeyman | | 5 | |
| Lecturer, teacher, scientific assistant | | 2 | |
| Trainee | | 2 | |
| Other | | 3 | |
| Student | | 1 | |
| Other not gainfully employed | | 1 | |
| Area of responsibility | | % | |
| Management | | 26 | |
| Research/development/design | | 23 | |
| Planning/work preparation | | 11 | |
| Manufacture/production | | 31 | |
| Production, quality control | | 12 | |
| Buying/procurement | | 11 | |
| Finance/accounting, controlling | | 4 | |
| Administration/organization/personnel/social welfare/training | | 5 | |
| Marketing/sales/advertising/PR | | 17 | |
| Storage/material management/logistics/transport | | 3 | |
| Maintenance/repairs | | 11 | |
| Information, communication technology (EDP) | | 5 | |
| Other | | 6 | |
| Student, not gainfully employed | | 2 | |
| Frequency of visits to trade fair | | % | |
| 1999 | | 35 | |
| 1996 | | 26 | |
| 1993 | | 15 | |
| First visit | | 49 | |
| Size of company/organization: | | % | |
| Number of employees: | | | |
| 1- 4 | | 5 | 200- 499 20 |
| 5- 9 | | 5 | 500- 999 7 |
| 10- 49 | | 14 | 1 000- 9 999 14 |
| 50- 99 | | 12 | 10 000 and more 8 |
| 100- 199 | | 15 | Student, not gainfully employed 2 |
| Length of stay | | % | |
| 1. Length of stay (days): | | | |
| one | | 67 | three 7 five 3 |
| two | | 19 | four 4 |
| 2. Average length of stay | | | 1,6 days |
| 3. Share of visitors on the event's days: | | % | |
| 1st day | | 29 | 3rd day 36 5th day 20 |
| 2nd day | | 37 | 4th day 35 |

Conducted by: Gelszus Messe-Marktforschung GmbH, Dortmund

| IPM, Essen | | | |
|---|---------------------------|---------------|-----------------------------------|
| Total number of visitors | | 61 168 | |
| Proportion of trade visitors | | 90 % | |
| Region of residence | | % | |
| up to 100 km | | 28 | |
| more than 100 km up to 300 km | | 33 | |
| over 300 km | | 38 | |
| Total Germany | | 82 | |
| Baden- | | | |
| Württemberg | 6 | North Rhine- | 43 |
| Bavaria | 8 | Westphalia | |
| Berlin | 2 | Rhineland- | |
| | | Palatinate | 6 |
| Brandenburg | 1 | Saarland | 2 |
| Bremen | - | Saxony | 3 |
| Hamburg | 1 | Saxony-Anhalt | 1 |
| Hesse | 9 | Schleswig- | |
| | | Holstein | 3 |
| Mecklenburg- | | Thuringia | 2 |
| West Pomerania | 1 | | |
| Lower Saxony | 14 | | |
| Total Foreign | | 18 | |
| of which | EU | 77 | |
| | Rest of Europe | 17 | |
| | Africa | - | |
| | North America | 2 | |
| | South and Central America | 2 | |
| | Middle East | 1 | |
| | East Asia | 2 | |
| | Australia | - | |
| The five countries with the highest visitor shares | | % | |
| Netherlands | | 18 | |
| Belgium | | 17 | |
| Austria | | 10 | |
| France | | 10 | |
| Denmark | | 9 | |
| Economic sector | | % | |
| Plant producer | | 15 | |
| Wholesale trade | | 7 | |
| Seed trade | | 1 | |
| End-sales outlet | | 12 | |
| Public authority, municipal garden department | | 4 | |
| Horticulture and landscape gardening | | 8 | |
| Landscape designer | | 3 | |
| Garden centre | | 6 | |
| Gardening company | | 7 | |
| Florist, specialist retailer | | 21 | |
| Full range retailer | | 1 | |
| Student/not gainfully employed | | 7 | |
| Other | | 8 | |
| Influence on purchasing/procurement decisions | | % | |
| Decisively | | 34 | |
| Collectively | | 29 | |
| In an advisory capacity | | 15 | |
| No | | 22 | |
| Position in the company/organization | | % | |
| Entrepreneur, partner, self-employed | | 36 | |
| Managing director, board member, head of an authority etc. | | 4 | |
| Senior department head, other employee with managerial responsibility | | 2 | |
| Department head, group head | | 8 | |
| Farmer | | 1 | |
| Foreman, master craftsman | | 7 | |
| Other salaried staff | | 6 | |
| Other public service | | 3 | |
| Skilled worker | | 7 | |
| Lecturer, teacher, scientific assistant | | 2 | |
| Trainee | | 15 | |
| Other | | 3 | |
| Student | | 6 | |
| Not gainfully employed | | 1 | |
| Area of responsibility | | % | |
| Management | | 37 | |
| Research/development/design | | 19 | |
| Planning/work preparation | | 5 | |
| Manufacture/production | | 33 | |
| Production, quality control | | 8 | |
| Buying/procurement | | 30 | |
| Finance/accounting, controlling | | 10 | |
| Administration/organization/personnel/social welfare/training | | 12 | |
| Marketing/sales/advertising/PR | | 13 | |
| Storage/material management/logistics/transport | | 8 | |
| Maintenance/repairs | | 9 | |
| Information, communication technology (EDP) | | 15 | |
| Other | | 5 | |
| Student, not gainfully employed | | 7 | |
| Frequency of visits to trade fair | | % | |
| 2001 | | 47 | |
| 2000 | | 45 | |
| 1999 | | 40 | |
| 1998 | | 35 | |
| Earlier events | | 26 | |
| First visit | | 30 | |
| Size of company/organization: | | % | |
| Number of employees: | | | |
| 1- 9 | | 57 | 500- 999 1 |
| 10- 49 | | 22 | 1 000- 9 999 2 |
| 50- 99 | | 5 | 10 000 and more 1 |
| 100- 199 | | 4 | Student, not gainfully employed 7 |
| 200- 499 | | 2 | |
| Length of stay | | % | |
| 1. Length of stay (days): | | | |
| one | | 76 | three 2 |
| two | | 21 | four 2 |
| 2. Average length of stay | | | 1,3 days |
| 3. Share of visitors on the event's days: | | | % |
| 1st day | | 33 | 3rd day 34 |
| 2nd day | | 33 | 4th day 30 |
| Conducted by: Gelszus Messe-Marktforschung GmbH, Dortmund | | | |

Trade Visitors Profile Analyses 2002

REIFEN, Essen

| | | | |
|---|---------------|---|----------|
| Total number of visitors | 15 561 | Position in the company/organization | % |
| Proportion of trade visitors | 93 % | Entrepreneur, partner, self-employed | 41 |
| Region of residence | % | Managing director, board member, head of an authority etc. | 12 |
| up to 100 km | 20 | Senior department head, other employee with managerial responsibility | 5 |
| more than 100 km up to 300 km | 29 | Department head, group head | 13 |
| over 300 km | 51 | Other salaried staff | 10 |
| Total Germany | 66 | Other public service | 1 |
| Baden- | | Foreman, master craftsman | 5 |
| Württemberg | 10 | Skilled worker, journeyman | 6 |
| Bavaria | 9 | Lecturer, teacher, scientific assistant | 1 |
| Berlin | 2 | Trainee | 3 |
| Brandenburg | 1 | Other | 2 |
| Bremen | 1 | Student | 1 |
| Hamburg | 1 | Other not gainfully employed | 1 |
| Hesse | 8 | Area of responsibility | % |
| Mecklenburg- | | Management | 47 |
| West Pomerania | 1 | Research/development/design | 6 |
| Lower Saxony | 10 | Planning/work preparation | 11 |
| Total Foreign | 34 | Manufacture/production | 8 |
| of which | | Production, quality control | 5 |
| EU | 50 | Buying/procurement | 32 |
| Rest of Europe | 32 | Finance/accounting, controlling | 12 |
| Africa | 5 | Information, communication technology (EDP) | 7 |
| North America | 3 | Administration/organization/personnel/ social welfare/training | 13 |
| South and Central America | 2 | Marketing/sales/advertising/PR | 22 |
| Middle East | 3 | Storage/material management/logistics/ transport | 17 |
| East Asia | 4 | Maintenance/repairs | 13 |
| Australia | 1 | Other | 9 |
| The five countries with the highest visitor shares | % | Student, not gainfully employed | 2 |
| Netherlands | 15 | Frequency of visits to trade fair | % |
| Great Britain | 6 | 2000 | 42 |
| Italy | 6 | 1998 | 35 |
| Czech Republic | 5 | 1996 | 26 |
| Belgium | 5 | 1994 | 18 |
| Economic sector | % | Earlier events | 14 |
| Tyre service | 30 | First visit | 40 |
| Tyre trade | 26 | Size of company/organization: | % |
| Vulcanizing company | 4 | Number of employees: | |
| Motor vehicle workshop | 8 | 1- 4 | 33 |
| Filling station | 1 | 5- 9 | 17 |
| Transport company | 1 | 10- 49 | 22 |
| Tire trade, craftsman's company | 4 | 50- 99 | 6 |
| Independent car dealer's | 1 | 100- 199 | 5 |
| Contractually-bound car dealer's | 1 | 200- 499 | 4 |
| Tire manufacturing technology | 2 | 500- 999 | 3 |
| Tire manufacturing and design | 3 | 1 000- 9 999 | 7 |
| Industry | 7 | 10 000 and more | 4 |
| Public authority | 1 | Student, not gainfully employed | 2 |
| Other | 9 | Length of stay | % |
| Student/not gainfully employed | 2 | 1. Length of stay (days): | |
| Influence on purchasing/ procurement decisions | % | one 70 three 5 | |
| Decisively | 44 | two 21 four 4 | |
| Collectively | 28 | 2. Average length of stay | 1,4 days |
| In an advisory capacity | 14 | 3. Share of visitors on the event's days: | % |
| No | 13 | 1st day 30 3rd day 45 | |
| | | 2nd day 39 4th day 29 | |

Conducted by: Gelszus Messe-Marktforschung GmbH, Dortmund

SHK, Essen

| | | | |
|---|---------------|---|----------|
| Total number of visitors | 60 694 | Position in the company/organization | % |
| Proportion of trade visitors | 92 % | Entrepreneur, partner, self-employed | 30 |
| Region of residence | % | Managing director, board member, head of an authority etc. | 4 |
| up to 100 km | 65 | Senior department head, other employee with managerial responsibility | 3 |
| more than 100 km up to 300 km | 29 | Department head, group head | 8 |
| over 300 km | 6 | Other salaried staff | 12 |
| Total Germany | 98 | Other public service | 3 |
| Baden- | | Foreman, master craftsman | 11 |
| Württemberg | 1 | Skilled worker | 10 |
| Bavaria | 1 | Lecturer, teacher, scientific assistant | 2 |
| Berlin | - | Trainee | 2 |
| Brandenburg | - | Other | 5 |
| Bremen | - | Student | 3 |
| Hamburg | - | Other not gainfully employed | 1 |
| Hesse | 3 | Area of responsibility | % |
| Mecklenburg- | | Management | 26 |
| West Pomerania | - | Research/development/design | 5 |
| Lower Saxony | 6 | Planning/work preparation | 24 |
| Total Foreign | 2 | Manufacture/production | 13 |
| of which | | Production, quality control | 5 |
| EU | 52 | Buying/procurement | 19 |
| Rest of Europe | 19 | Finance/accounting, controlling | 7 |
| Africa | 5 | Administration/organization/personnel/ social welfare/training | 8 |
| North America | 14 | Marketing/sales/advertising/PR | 11 |
| South and Central America | 5 | Storage/material management/logistics/ transport | 9 |
| Middle East | - | Maintenance/repairs | 25 |
| East Asia | 5 | Information, communication technology (EDP) | 5 |
| Australia | - | Other | 11 |
| The five countries with the highest visitor shares | % | Student, not gainfully employed | 3 |
| Greece | 14 | Frequency of visits to trade fair | % |
| Italy | 14 | 2000 | 56 |
| USA | 10 | 1998 | 43 |
| Economic sector | % | 1996 | 35 |
| Industry | 10 | Earlier events | 25 |
| Wholesale/foreign trade | 2 | First visit | 23 |
| Retail trade/building materials trade | 2 | Size of company/organization: | % |
| Skilled trades | 52 | Number of employees: | |
| Service | 9 | 1- 4 | 26 |
| Research/science | 2 | 5- 9 | 19 |
| Teaching/university/polytechnic staff | 2 | 10- 49 | 24 |
| Authority/public services | 4 | 50- 99 | 6 |
| Other sector | 6 | 100- 199 | 5 |
| Student/not gainfully employed | 3 | 200- 499 | 4 |
| Influence on purchasing/ procurement decisions | % | 500- 999 | 3 |
| Decisively | 29 | 1 000- 9 999 | 6 |
| Collectively | 33 | 10 000 and more | 5 |
| In an advisory capacity | 19 | Student | 3 |
| No | | Other not gainfully employed | 1 |

Conducted by: Gelszus Messe-Marktforschung GmbH, Dortmund

SECURITY, Essen

| | | | |
|---|---------------|---|----------|
| Total number of visitors | 37 031 | Position in the company/organization | % |
| Proportion of trade visitors | 98 % | Entrepreneur, partner, self-employed | 21 |
| Region of residence | % | Managing director, board member, head of an authority etc. | 9 |
| up to 100 km | 29 | Senior department head, other employee with managerial responsibility | 8 |
| more than 100 km up to 300 km | 28 | Department head, group head | 23 |
| over 300 km | 43 | Other salaried staff | 19 |
| Total Germany | 81 | Other public service | 8 |
| Baden- | | Skilled worker | 6 |
| Württemberg | 11 | Lecturer, teacher, scientific assistant | 1 |
| Bavaria | 9 | Trainee | 1 |
| Berlin | 3 | Student | 1 |
| Brandenburg | 1 | Other not gainfully employed | 1 |
| Bremen | 1 | Area of responsibility | % |
| Hamburg | 2 | Management | 28 |
| Hesse | 8 | Research/development/design | 10 |
| Mecklenburg- | | Planning/work preparation | 21 |
| West Pomerania | 1 | Manufacture/production | 8 |
| Lower Saxony | 7 | Production, quality control | 4 |
| Total Foreign | 19 | Buying/procurement | 16 |
| of which | | Finance/accounting, controlling | 5 |
| EU | 65 | Administration/organization/personnel/ social welfare/training | 10 |
| Rest of Europe | 26 | Marketing/sales/advertising/PR | 14 |
| Africa | 2 | Storage/material management/logistics/ transport | 5 |
| North America | 2 | Maintenance/repairs | 16 |
| South and Central America | 1 | Student | 1 |
| Middle East | 4 | Other not gainfully employed | 1 |
| East Asia | 1 | Frequency of visits to trade fair | % |
| Australia | - | 2000 | 42 |
| The five countries with the highest visitor shares | % | 1998 | 30 |
| Netherlands | 29 | 1996 | 20 |
| Belgium | 10 | 1994 | 13 |
| Austria | 8 | Earlier events | 8 |
| Switzerland | 7 | First visit | 45 |
| Great Britain | 6 | Size of company/organization: | % |
| Economic sector | % | Number of employees: | |
| Industry (without plant security) | 21 | 1- 4 | 13 |
| Plant security | 8 | 5- 9 | 9 |
| Skilled trades | 14 | 10- 49 | 20 |
| Wholesale trade | 6 | 50- 99 | 8 |
| Retail trade | 2 | 100- 199 | 7 |
| Police | 4 | 200- 499 | 9 |
| Fire brigade | 3 | 500- 999 | 8 |
| Public authority | 4 | 1 000- 9 999 | 14 |
| Banks, saving banks | 3 | 10 000 and more | 10 |
| Guards/surveillance sector | 3 | Student | 1 |
| Insurance | 2 | Other not gainfully employed | 1 |
| Engineer's consultant's office | 9 | Length of stay | % |
| Public institutions | 1 | 1. Length of stay (days): | |
| Other | 12 | one 75 three 4 | |
| Influence on purchasing/ procurement decisions | % | two 19 four 2 | |
| Decisively | 28 | 2. Average length of stay | 1,3 days |
| Collectively | 38 | 3. Share of visitors on the event's days: | % |
| In an advisory capacity | 21 | 1st day 32 3rd day 36 | |
| No | 11 | 2nd day 38 4th day 28 | |
| Student | 2 | | |

Conducted by: Gelszus Messe-Marktforschung GmbH, Dortmund

Ambiente, Frankfurt/Main

| | | | |
|---|----------------|---|----------|
| Total number of visitors | 144 668 | Position in the company/organization | % |
| Proportion of trade visitors | 84 % | Entrepreneur, partner, self-employed | 53 |
| Region of residence | % | Managing director, board member, head of an authority etc. | 12 |
| up to 100 km | 26 | Senior department head, other employee with managerial responsibility | 5 |
| more than 100 km up to 300 km | 26 | Department head, group head | 10 |
| over 300 km | 48 | Other salaried staff | 9 |
| Total Germany | 66 | Other public service | 1 |
| Baden- | | Skilled worker | 2 |
| Württemberg | 15 | Lecturer, teacher, scientific assistant | 1 |
| Bavaria | 15 | Trainee | 3 |
| Berlin | 2 | Other | 2 |
| Brandenburg | 1 | Student | 3 |
| Bremen | 1 | Other not gainfully employed | 1 |
| Hamburg | 2 | Area of responsibility | % |
| Hesse | 26 | Management | 48 |
| Mecklenburg- | | Research/development/design | 3 |
| West Pomerania | - | Planning/work preparation | 6 |
| Lower Saxony | 5 | Manufacture/production | 4 |
| Total Foreign | 34 | Buying/procurement | 14 |
| of which | | Finance/accounting, controlling | 1 |
| EU | 52 | Administration/organization/personnel/ social welfare/training | 1 |
| Rest of Europe | 17 | Marketing/sales/advertising/PR | 11 |
| Africa | 2 | Storage/material management/logistics/ transport | 1 |
| North America | 10 | Other | 6 |
| South and Central America | 3 | Student | 3 |
| Middle East | 3 | Other not gainfully employed | 1 |
| East Asia | 13 | Frequency of visits to trade fair | % |
| Australia | 1 | 2001 | 48 |
| The five countries with the highest visitor shares | % | 2000 | 44 |
| USA | 8 | Earlier events | 43 |
| Italy | 7 | First visit | 30 |
| Great Britain | 7 | Size of company/organization: | % |
| France | 6 | Number of employees: | |
| Netherlands | 5 | 1- 4 | 40 |
| Economic sector | % | 5- 9 | 13 |
| Specialist retail trade | 31 | 10- 49 | 18 |
| Department store | 4 | 50- 99 | 5 |
| Hyper market, self-service department store | 1 | 100- 199 | 5 |
| Mail order | 2 | 200- 499 | 5 |
| Wholesale/foreign trade | 18 | 500- 999 | 3 |
| Skilled trades | 7 | 1 000- 9 999 | 4 |
| Industry | 7 | 10 000 and more | 2 |
| Service | 17 | Student | 3 |
| University/college/polytechnic | 1 | Other not gainfully employed | 1 |
| Public authority | 1 | Length of stay | % |
| Other | 6 | 1. Length of stay (days): | |
| Student | 3 | one 52 four 6 | |
| Other not gainfully employed | 1 | two 21 five 7 | |
| Influence on purchasing/ procurement decisions | % | three 15 | |
| Decisively | 53 | 2. Average length of stay | 2,0 days |
| Collectively | 24 | 3. Share of visitors on the event's days: | % |
| In an advisory capacity | 11 | | N/A |
| No | 7 | | |
| Student | 4 | | |

Conducted by: Walter & Partner, Basel

| Automechanika, Frankfurt/Main | | | |
|--|----------------|---|----------|
| Total number of visitors | 160 819 | Position in the company/organization | % |
| Proportion of trade visitors | 92 % | Entrepreneur, partner, self-employed | 28 |
| Region of residence | % | Managing director, board member, head of an authority etc. | 13 |
| up to 100 km | 22 | Senior department head, other employee with managerial responsibility | 6 |
| more than 100 km up to 300 km | 27 | Department head, group head | 13 |
| over 300 km | 51 | Other salaried staff | 11 |
| Total Germany | 62 | Other public service | 1 |
| Baden-Württemberg | 20 | Skilled worker | 8 |
| Bavaria | 12 | Lecturer, teacher, scientific assistant | 2 |
| Berlin | 1 | Trainee | 11 |
| Brandenburg | 1 | Other | 2 |
| Bremen | - | Student | 4 |
| Hamburg | 1 | Other not gainfully employed | 3 |
| Hesse | 24 | Area of responsibility | % |
| Mecklenburg-West Pomerania | - | Management | 33 |
| Lower Saxony | 5 | Research/development/design | 5 |
| | | Planning/work preparation | 3 |
| | | Manufacture/production | 4 |
| Total Foreign | 38 | Production, quality control | 1 |
| of which EU | 49 | Buying/procurement | 7 |
| Rest of Europe | 23 | Finance/accounting, controlling | 2 |
| Africa | 4 | Administration/organization/personnel/ social welfare/training | 2 |
| North America | 4 | Marketing/sales/advertising/PR | 10 |
| South and Central America | 4 | Storage/material management/logistics/transport | 3 |
| Middle East | 7 | Maintenance/repairs | 15 |
| East Asia | 8 | Other | 9 |
| Australia | 1 | Student | 4 |
| The five countries with the highest visitor shares | % | Other not gainfully employed | 3 |
| Italy | 8 | Frequency of visits to trade fair | % |
| France | 6 | 2000 | 42 |
| Great Britain | 6 | 1998 | 32 |
| Belgium | 5 | Earlier events | 25 |
| Netherlands | 5 | First visit | 38 |
| Economic sector | % | Size of company/organization: | % |
| Workshop | 32 | Number of employees: | |
| Filling station | 2 | 1- 4 | 18 |
| Automobile trade | 4 | 5- 9 | 14 |
| Automobile wholesale/importer | 6 | 10- 49 | 27 |
| Automobile parts and accessories trade | 12 | 50- 99 | 8 |
| Other trade | 6 | 100- 199 | 7 |
| Industry | 11 | 200- 499 | 6 |
| Service | 8 | Other not gainfully employed | 3 |
| Public authority | 2 | Length of stay | % |
| Other | 10 | 1. Length of stay (days): | |
| Student | 4 | one | 55 |
| Other not gainfully employed | 3 | two | 16 |
| | | three | 11 |
| Influence on purchasing/procurement decisions | % | 2. Average length of stay | 2,1 days |
| Decisively | 33 | 3. Share of visitors on the event's days: | % |
| Collectively | 27 | | N/A |
| In an advisory capacity | 18 | | |
| No | 16 | | |
| Student | 7 | | |

Conducted by: Walter & Partner, Basel

| European Banking Technology Fair, Frankfurt/Main | | | |
|--|--------------|---|----------|
| Total number of visitors | 7 541 | Position in the company/organization | % |
| Proportion of trade visitors | 91 % | Entrepreneur, partner, self-employed | 11 |
| Region of residence | % | Managing director, board member, head of an authority etc. | 11 |
| over 100 km | 41 | Senior department head, other employee with managerial responsibility | 10 |
| Total Germany | 92 | Department head, group head | 23 |
| Baden-Württemberg | 12 | Other salaried staff | 28 |
| Bavaria | 10 | Other public service | 2 |
| Berlin | 2 | Lecturer, teacher, scientific assistant | 1 |
| Brandenburg | 1 | Trainee | 11 |
| Bremen | 1 | Other | 3 |
| Hamburg | 2 | Area of responsibility | % |
| Hesse | 50 | Management | 20 |
| Mecklenburg-West Pomerania | - | Research/development/design | 12 |
| Lower Saxony | 1 | Manufacture/production | 6 |
| | | Production, quality control | 2 |
| | | Buying/procurement | 1 |
| Total Foreign | 8 | Finance/accounting, controlling | 10 |
| of which EU | 67 | Administration/organization/personnel/ social welfare/training | 9 |
| Rest of Europe | 26 | Marketing/sales/advertising/PR | 21 |
| Africa | 2 | Other | 19 |
| North America | 1 | Frequency of visits to trade fair | % |
| South and Central America | - | 2001 | 42 |
| Middle East | 2 | 2000 | 32 |
| East Asia | 1 | 1999 | 20 |
| Australia | - | 1998 | 13 |
| The five countries with the highest visitor shares | % | Size of company/organization: | % |
| Great Britain | 19 | Number of employees: | |
| Switzerland | 16 | 1- 4 | 7 |
| Luxembourg | 16 | 5- 9 | 8 |
| Austria | 12 | 10- 49 | 15 |
| Netherlands | 8 | 50- 99 | 6 |
| | | 100- 199 | 7 |
| Economic sector | % | Length of stay | % |
| Bank, savings bank, cooperative bank | 26 | 1. Length of stay (days): | |
| Consulting | 23 | 2. Average length of stay | 1,2 days |
| Financial services | 8 | 3. Share of visitors on the event's days: | % |
| Telecommunication/multimedia | 4 | 1st day | 42 |
| Computer centre | 3 | 2nd day | 47 |
| Insurance | 2 | 3rd day | 35 |
| Stock market services | 1 | | |
| Leasing company | 1 | | |
| Other services | 11 | | |
| Industry | 9 | | |
| Public authority | 3 | | |
| Other | 10 | | |
| Influence on purchasing/procurement decisions | % | | |
| Decisively | 20 | | |
| Collectively | 35 | | |
| In an advisory capacity | 29 | | |
| No | 16 | | |

Conducted by: Rogartor, München

| ROOF + WALL, Frankfurt/Main | | | |
|--|---------------|---|----------|
| Total number of visitors | 28 830 | Position in the company/organization | % |
| Proportion of trade visitors | 94 % | Entrepreneur, partner, self-employed | 34 |
| Region of residence | % | Managing director, board member, head of an authority etc. | 8 |
| up to 100 km | 34 | Senior department head, other employee with managerial responsibility | 5 |
| more than 100 km up to 300 km | 39 | Department head, group head | 10 |
| over 300 km | 27 | Other salaried staff | 13 |
| Total Germany | 89 | Other public service | 1 |
| Baden-Württemberg | 16 | Skilled worker | 16 |
| Bavaria | 9 | Lecturer, teacher, scientific assistant | 2 |
| Berlin | - | Trainee | 5 |
| Brandenburg | 1 | Other | 2 |
| Bremen | - | Student | 2 |
| Hamburg | 1 | Other not gainfully employed | 2 |
| Hesse | 27 | Area of responsibility | % |
| Mecklenburg-West Pomerania | 1 | Management | 39 |
| Lower Saxony | 5 | Research/development/design | 5 |
| | | Planning/work preparation | 9 |
| | | Manufacture/production | 14 |
| Total Foreign | 11 | Production, quality control | 1 |
| of which EU | 62 | Buying/procurement | 7 |
| Rest of Europe | 25 | Administration/organization/personnel/ social welfare/training | 1 |
| Africa | 1 | Marketing/sales/advertising/PR | 6 |
| North America | 5 | Storage/material management/logistics/transport | 1 |
| South and Central America | 3 | Maintenance/repairs | 3 |
| Middle East | 1 | Other | 10 |
| East Asia | - | Student | 2 |
| Australia | 4 | Other not gainfully employed | 2 |
| The five countries with the highest visitor shares | % | Frequency of visits to trade fair | % |
| Belgium | 14 | 2001 | 35 |
| Netherlands | 10 | 2000 | 40 |
| Switzerland | 10 | Earlier events | 54 |
| France | 7 | First visit | 26 |
| Austria | 7 | Size of company/organization: | % |
| Economic sector | % | Number of employees: | |
| Construction industry | 20 | 1- 4 | 24 |
| Other industry | 9 | 5- 9 | 23 |
| Building materials trade | 4 | 10- 49 | 28 |
| Other trade | 4 | 50- 99 | 5 |
| Skilled trades | 45 | 100- 199 | 3 |
| Service | 6 | 200- 499 | 5 |
| University/college/polytechnic | 2 | Other not gainfully employed | 2 |
| Public authority, organization | 3 | Length of stay | % |
| Other | 3 | 1. Length of stay (days): | |
| Student | 2 | one | 73 |
| Other not gainfully employed | 2 | two | 14 |
| | | three | 7 |
| Influence on purchasing/procurement decisions | % | 2. Average length of stay | 1,4 days |
| Decisively | 34 | 3. Share of visitors on the event's days: | % |
| Collectively | 25 | | N/A |
| In an advisory capacity | 23 | | |
| No | 15 | | |
| Student | 4 | | |

Conducted by: Walter & Partner, Basel

| Franchise, Frankfurt/Main | | | |
|--|--------------|---|----------|
| Total number of visitors | 3 251 | Position in the company/organization | % |
| Proportion of trade visitors | 87 % | Entrepreneur, partner, self-employed | 39 |
| Region of residence | % | Managing director, board member, head of an authority etc. | 9 |
| up to 100 km | 36 | Senior department head, other employee with managerial responsibility | 5 |
| more than 100 km up to 300 km | 37 | Department head, group head | 10 |
| over 300 km | 27 | Other salaried staff | 11 |
| Total Germany | 94 | Other public service | 3 |
| Baden-Württemberg | 12 | Skilled worker | 1 |
| Bavaria | 13 | Lecturer, teacher, scientific assistant | 1 |
| Berlin | 2 | Trainee | 1 |
| Brandenburg | 1 | Other | 9 |
| Bremen | 1 | Student | 9 |
| Hamburg | 2 | Other not gainfully employed | 6 |
| Hesse | 31 | Area of responsibility | % |
| Mecklenburg-West Pomerania | 1 | Management | 33 |
| Lower Saxony | 3 | Research/development/design | 7 |
| | | Planning/work preparation | 7 |
| | | Manufacture/production | 3 |
| Total Foreign | 6 | Production, quality control | 1 |
| of which EU | 48 | Buying/procurement | 6 |
| Rest of Europe | 38 | Finance/accounting, controlling | 10 |
| Africa | 5 | Information, communication technology (EDP) | 5 |
| North America | - | Administration/organization/personnel/ social welfare/training | 9 |
| South and Central America | - | Marketing/sales/advertising/PR | 18 |
| Middle East | - | Storage/material management/logistics/transport | 4 |
| East Asia | 10 | Maintenance/repairs | 3 |
| Australia | - | Other | 11 |
| The five countries with the highest visitor shares | % | Student | 9 |
| Italy | 14 | Other not gainfully employed | 6 |
| France | 10 | Frequency of visits to trade fair | % |
| Austria | 10 | 2001 | 11 |
| Poland | 10 | 2000 | 9 |
| Hungary | 10 | 1999 | 7 |
| Economic sector | % | Earlier events | 10 |
| Industry | 9 | First visit | 76 |
| Retail trade | 10 | Size of company/organization: | % |
| Wholesale/foreign trade | 1 | Number of employees: | |
| Mail order | 6 | 1- 4 | 26 |
| Banks, insurance companies | 34 | 5- 9 | 11 |
| Service | 1 | 10- 49 | 19 |
| Association/society | 1 | 50- 99 | 8 |
| Media, press, publishing | 4 | 100- 199 | 6 |
| School, university, education | 3 | 200- 499 | 6 |
| Other | 11 | Other not gainfully employed | 4 |
| Student | 9 | Length of stay | % |
| Other not gainfully employed | 6 | 1. Length of stay (days): | |
| Influence on purchasing/procurement decisions | % | one | 89 |
| Decisively | 34 | two | 8 |
| Collectively | 27 | three | 1 |
| In an advisory capacity | 11 | four | 1 |
| No | 14 | 2. Average length of stay | 1,1 days |
| Student | 15 | 3. Share of visitors on the event's days: | % |
| | | 1st day | 34 |
| | | 2nd day | 28 |
| | | 3rd day | 31 |
| | | 4th day | 21 |

Conducted by: Gelszus Messe-Marktforschung GmbH, Dortmund

Trade Visitors Profile Analyses 2002

Heimtextil, Frankfurt/Main

| | | | |
|--|---------------|---|----------|
| Total number of visitors | 96 429 | Position in the company/organization | % |
| Proportion of trade visitors | 90 % | Entrepreneur, partner, self-employed | 41 |
| Region of residence | % | Managing director, board member, head of an authority etc. | 15 |
| up to 100 km | 12 | Senior department head, other employee with managerial responsibility | 7 |
| more than 100 km up to 300 km | 27 | Department head, group head | 12 |
| over 300 km | 61 | Other salaried staff | 11 |
| Total Germany | 56 | Other public service | 1 |
| Baden-Württemberg | 19 | Skilled worker | 3 |
| Bavaria | 18 | Lecturer, teacher, scientific assistant | 3 |
| Berlin | 2 | Trainee | 3 |
| Brandenburg | 1 | Other | 1 |
| Bremen | - | Saxony | 2 |
| Hamburg | 2 | Saxony-Anhalt | 1 |
| Hesse | 14 | Schleswig-Holstein | 2 |
| Mecklenburg-West Pomerania | - | Thuringia | 2 |
| Lower Saxony | 6 | | |
| Total Foreign | 44 | Area of responsibility | % |
| of which EU | 49 | Management | 46 |
| Rest of Europe | 18 | Research/development/design | 13 |
| Africa | 2 | Planning/work preparation | 2 |
| North America | 8 | Manufacture/production | 7 |
| South and Central America | 1 | Production, quality control | 1 |
| Middle East | 6 | Buying/procurement | 10 |
| East Asia | 14 | Administration/organization/personnel/ social welfare/training | 1 |
| Australia | 1 | Marketing/sales/advertising/PR | 11 |
| The five countries with the highest visitor shares | % | Maintenance/repairs | 1 |
| Great Britain | 11 | Other | 6 |
| Italy | 8 | Student | 3 |
| USA | 7 | Other not gainfully employed | 2 |
| Korea (Republic) | 6 | Frequency of visits to trade fair | % |
| France | 6 | 2001 | 53 |
| Economic sector | % | 2000 | 53 |
| Specialist retail trade | 19 | Earlier events | 52 |
| Department store | 2 | First visit | 23 |
| Hyper market, self-service department store | 1 | Size of company/organization: | % |
| Mail order | 1 | Number of employees: | |
| Wholesale/foreign trade | 20 | 1- 4 | 28 |
| Skilled trades | 11 | 5- 9 | 12 |
| Industry | 22 | 10- 49 | 21 |
| Service | 11 | 50- 99 | 7 |
| University/college/polytechnic | 11 | 100- 199 | 7 |
| Other | 6 | 200- 499 | 8 |
| Student | 3 | 500- 999 | 4 |
| Other not gainfully employed | 2 | 1 000- 9 999 | 5 |
| Influence on purchasing/procurement decisions | % | 10 000 and more | 3 |
| Decisively | 43 | Other not gainfully employed | 2 |
| Collectively | 27 | Length of stay | % |
| In an advisory capacity | 16 | 1. Length of stay (days): | |
| No | 9 | one 45 four 13 | |
| Student | 5 | two 22 | |
| | | three 16 | |
| | | 2. Average length of stay | 2,0 days |
| | | 3. Share of visitors on the event's days: | % |
| | | | N/A |

Conducted by: Walter & Partner, Basel

INTERGEO, Frankfurt/Main

| | | | |
|--|---------------|---|----------|
| Total number of visitors | 15 578 | Position in the company/organization | % |
| Proportion of trade visitors | 99 % | Entrepreneur, partner, self-employed | 12 |
| Region of residence | % | Managing director, board member, head of an authority etc. | 4 |
| up to 100 km | 24 | Senior department head, other employee with managerial responsibility | 3 |
| more than 100 km up to 300 km | 45 | Department head, group head | 20 |
| over 300 km | 31 | Other salaried staff | 22 |
| Total Germany | 91 | Other public service | 17 |
| Baden-Württemberg | 14 | Skilled worker | 4 |
| Bavaria | 10 | Lecturer, teacher, scientific assistant | 4 |
| Berlin | 3 | Trainee | 2 |
| Brandenburg | 2 | Other | 4 |
| Bremen | - | Saxony | 8 |
| Hamburg | 1 | Saxony-Anhalt | 1 |
| Hesse | 19 | Schleswig-Holstein | 1 |
| Mecklenburg-West Pomerania | 1 | Thuringia | 5 |
| Lower Saxony | 5 | | |
| Total Foreign | 9 | Area of responsibility | % |
| of which EU | 56 | Management | 17 |
| Rest of Europe | 28 | Research/development/design | 13 |
| Africa | 2 | Planning/work preparation | 19 |
| North America | 2 | Manufacture/production | 11 |
| South and Central America | 5 | Production, quality control | 5 |
| Middle East | 2 | Buying/procurement | 6 |
| East Asia | 5 | Finance/accounting, controlling | 3 |
| Australia | - | Information, communication technology (EDP) | 23 |
| The five countries with the highest visitor shares | % | Administration/organization/personnel/ social welfare/training | 13 |
| Switzerland | 16 | Marketing/sales/advertising/PR | 6 |
| Luxembourg | 11 | Storage/material management/logistics/transport | 1 |
| Austria | 11 | Maintenance/repairs | 3 |
| Great Britain | 7 | Other | 13 |
| Netherlands | 7 | Student | 8 |
| Economic sector | % | Other not gainfully employed | 1 |
| Industrial company | 5 | Frequency of visits to trade fair | % |
| Energy supplies | 6 | Cologne 2001 | 41 |
| Water supplies | 2 | Berlin 2000 | 31 |
| Trade, craft/skilled trades | 1 | Hanover 1999 | 32 |
| Engineer's office | 19 | Wiesbaden 1998 | 37 |
| Research | 2 | Earlier events | 35 |
| Telecommunication | 1 | First visit | 30 |
| Architecture/construction | 4 | Size of company/organization: | % |
| Other service company | 8 | Number of employees: | |
| Professional, specialist association | 1 | 1- 4 | 10 |
| Authority/public services | 34 | 5- 9 | 8 |
| Vocational school/polytechnic/university | 3 | 10- 49 | 18 |
| Other | 6 | 50- 99 | 13 |
| Student | 8 | 100- 199 | 10 |
| Other not gainfully employed | 1 | 200- 499 | 11 |
| Influence on purchasing/procurement decisions | % | 500- 999 | 6 |
| Decisively | 14 | 1 000- 9 999 | 9 |
| Collectively | 35 | 10 000 and more | 5 |
| In an advisory capacity | 24 | Student | 8 |
| No | 19 | Other not gainfully employed | 1 |
| Student | 9 | Length of stay | % |
| | | 1. Length of stay (days): | |
| | | one 68 two 17 three 17 | |
| | | 2. Average length of stay | 1,5 days |
| | | 3. Share of visitors on the event's days: | % |
| | | 1st day 47 2nd day 59 3rd day 42 | |

Conducted by: Gelszus Messe-Marktforschung GmbH, Dortmund

Light + Building, Frankfurt/Main

| | | | |
|--|----------------|---|----------|
| Total number of visitors | 120 298 | Position in the company/organization | % |
| Proportion of trade visitors | 93 % | Entrepreneur, partner, self-employed | 25 |
| Region of residence | % | Managing director, board member, head of an authority etc. | 10 |
| up to 100 km | 29 | Senior department head, other employee with managerial responsibility | 5 |
| more than 100 km up to 300 km | 32 | Department head, group head | 16 |
| over 300 km | 39 | Other salaried staff | 17 |
| Total Germany | 76 | Other public service | 2 |
| Baden-Württemberg | 16 | Skilled worker | 8 |
| Bavaria | 13 | Lecturer, teacher, scientific assistant | 1 |
| Berlin | 2 | Trainee | 5 |
| Brandenburg | 1 | Other | 2 |
| Bremen | - | Saxony | 2 |
| Hamburg | 1 | Saxony-Anhalt | 1 |
| Hesse | 28 | Schleswig-Holstein | 1 |
| Mecklenburg-West Pomerania | - | Thuringia | 2 |
| Lower Saxony | 4 | | |
| Total Foreign | 24 | Area of responsibility | % |
| of which EU | 54 | Management | 28 |
| Rest of Europe | 24 | Research/development/design | 9 |
| Africa | 2 | Planning/work preparation | 16 |
| North America | 3 | Manufacture/production | 5 |
| South and Central America | 2 | Production, quality control | 1 |
| Middle East | 5 | Buying/procurement | 1 |
| East Asia | 9 | Finance/accounting, controlling | 5 |
| Australia | 1 | Administration/organization/personnel/ social welfare/training | 2 |
| The five countries with the highest visitor shares | % | Marketing/sales/advertising/PR | 7 |
| Netherlands | 8 | Storage/material management/logistics/transport | 1 |
| Italy | 7 | Maintenance/repairs | 10 |
| Belgium | 7 | Other | 7 |
| Switzerland | 6 | Student | 7 |
| Great Britain | 6 | Other not gainfully employed | 2 |
| Economic sector | % | Frequency of visits to trade fair | % |
| Retail trade | 10 | 2000 | 41 |
| Wholesale trade | 7 | First visit | 59 |
| Foreign trade | 2 | Size of company/organization: | % |
| Commercial agency | 2 | Number of employees: | |
| Skilled trades | 17 | 1- 4 | 19 |
| Construction company | 2 | 5- 9 | 12 |
| Property developer, housing company | 2 | 10- 49 | 20 |
| Industry | 18 | 50- 99 | 7 |
| Architect's office | 5 | 100- 199 | 6 |
| Interior designer | 2 | 500- 999 | 9 |
| Engineer's and planning office | 2 | 1 000- 9 999 | 6 |
| Other services | 5 | 10 000 and more | 9 |
| University/college/polytechnic | 2 | Other not gainfully employed | 2 |
| Public authority | 4 | Length of stay | % |
| Other sector | 8 | 1. Length of stay (days): | |
| Student | 7 | one 67 four 3 | |
| Other not gainfully employed | 2 | two 17 five 5 | |
| Influence on purchasing/procurement decisions | % | three 8 | |
| Decisively | 27 | 2. Average length of stay | 1,6 days |
| Collectively | 29 | 3. Share of visitors on the event's days: | % |
| In an advisory capacity | 22 | | N/A |
| No | 13 | | |
| Student | 9 | | |

Conducted by: Walter & Partner, Basel

Musikmesse/ProLight + Sound, Frankfurt/Main

| | | | |
|--|---------------|---|----------|
| Total number of visitors | 98 514 | Position in the company/organization | % |
| Proportion of trade visitors | 69 % | Entrepreneur, partner, self-employed | 31 |
| Region of residence | % | Managing director, board member, head of an authority etc. | 7 |
| up to 100 km | 26 | Senior department head, other employee with managerial responsibility | 3 |
| more than 100 km up to 300 km | 27 | Department head, group head | 3 |
| over 300 km | 47 | Other salaried staff | 9 |
| Total Germany | 70 | Other public service | 3 |
| Baden-Württemberg | 17 | Skilled worker | 8 |
| Bavaria | 17 | Lecturer, teacher, scientific assistant | 7 |
| Berlin | 1 | Trainee | 3 |
| Brandenburg | 1 | Other | 7 |
| Bremen | 1 | Saxony | 3 |
| Hamburg | 1 | Saxony-Anhalt | 1 |
| Hesse | 24 | Schleswig-Holstein | 1 |
| Mecklenburg-West Pomerania | - | Thuringia | 3 |
| Lower Saxony | 5 | | |
| Total Foreign | 30 | Area of responsibility | % |
| of which EU | 56 | Management | 26 |
| Rest of Europe | 27 | Research/development/design | 5 |
| Africa | 2 | Planning/work preparation | 7 |
| North America | 3 | Manufacture/production | 1 |
| South and Central America | 3 | Production, quality control | 1 |
| Middle East | 1 | Buying/procurement | 4 |
| East Asia | 7 | Finance/accounting, controlling | 2 |
| Australia | 1 | Administration/organization/personnel/ social welfare/training | 3 |
| The five countries with the highest visitor shares | % | Marketing/sales/advertising/PR | 7 |
| Netherlands | 10 | Storage/material management/logistics/transport | 1 |
| Belgium | 9 | Maintenance/repairs | 4 |
| Switzerland | 7 | Other | 21 |
| France | 6 | Student | 11 |
| Sweden | 5 | Other not gainfully employed | 4 |
| Economic sector | % | Frequency of visits to trade fair | % |
| Retail trade | 16 | 2001 | 47 |
| Wholesale trade | 4 | 2000 | 44 |
| Foreign trade | 2 | Earlier events | 46 |
| Commercial agency | 1 | First visit | 26 |
| Skilled trades | 4 | Size of company/organization: | % |
| Industry | 4 | Number of employees: | |
| Services/free-lance | 15 | 1- 4 | 34 |
| Event venue | 3 | 5- 9 | 12 |
| Radio, television, film | 2 | 10- 49 | 17 |
| IT/Internet/Multimedia | 3 | 50- 99 | 4 |
| Music publisher | 3 | 100- 199 | 4 |
| Press/publications | 1 | 200- 499 | 3 |
| Educational institution | 24 | 500- 999 | 2 |
| Public authority | 2 | 1 000- 9 999 | 3 |
| Other sector | 2 | 10 000 and more | 4 |
| Student | 10 | Student | 11 |
| Other not gainfully employed | 4 | Other not gainfully employed | 4 |
| Influence on purchasing/procurement decisions | % | Length of stay | % |
| Decisively | 30 | 1. Length of stay (days): | |
| Collectively | 25 | one 54 four 5 | |
| In an advisory capacity | 19 | two 18 five 11 | |
| No | 11 | three 12 | |
| Student | 15 | 2. Average length of stay | 2,0 days |
| | | 3. Share of visitors on the event's days: | % |
| | | | N/A |

Conducted by: Walter & Partner, Basel

Paperworld, Christmasworld, Beautyworld, Frankfurt/Main

| | | | |
|---|---------------|---|----------|
| Total number of visitors | 99 523 | Position in the company/organization | % |
| Proportion of trade visitors | 93 % | Entrepreneur, partner, self-employed | 43 |
| Region of residence | % | Managing director, board member, head of an authority etc. | 16 |
| up to 100 km | 19 | Senior department head, other employee with managerial responsibility | 7 |
| more than 100 km up to 300 km | 26 | Department head, group head | 13 |
| over 300 km | 55 | Other salaried staff | 11 |
| Total Germany | 59 | Other public service | 1 |
| Baden-Württemberg | 17 | Skilled worker | 2 |
| Bavaria | 17 | Trainee | 3 |
| Berlin | 2 | Other | 1 |
| Brandenburg | - | Student | 2 |
| Bremen | - | Other not gainfully employed | 1 |
| Hamburg | 2 | Area of responsibility | % |
| Hesse | 22 | Management | 48 |
| Mecklenburg-West Pomerania | 1 | Research/development/design | 4 |
| Lower Saxony | 6 | Planning/work preparation | 2 |
| Total Foreign | 41 | Manufacture/production | 6 |
| of which EU | 54 | Production, quality control | 1 |
| Rest of Europe | 23 | Buying/procurement | 14 |
| Africa | 2 | Finance/accounting, controlling | 1 |
| North America | 5 | Administration/organization/personnel/ social welfare/training | 1 |
| South and Central America | 3 | Marketing/sales/advertising/PR | 14 |
| Middle East | 6 | Storage/material management/logistics/ transport | 1 |
| East Asia | 6 | Maintenance/repairs | 1 |
| Australia | 1 | Other | 6 |
| The five countries with the highest visitor shares | % | Student | 2 |
| France | 10 | Other not gainfully employed | 1 |
| Italy | 9 | Frequency of visits to trade fair | % |
| Great Britain | 6 | 2001 | 47 |
| Switzerland | 5 | 2000 | 36 |
| Netherlands | 5 | Earlier events | 26 |
| Economic sector | % | First visit | 29 |
| Specialist retail trade | 24 | Size of company/organization: | % |
| Department store | 5 | Number of employees: | |
| Hyper market, self-service department store | 2 | 1- 4 | 28 |
| Mail order | 3 | 5- 9 | 13 |
| Wholesale/foreign trade | 27 | 10- 49 | 24 |
| Skilled trades | 4 | 50- 99 | 7 |
| Industry | 12 | 100- 199 | 6 |
| Service | 14 | 200- 499 | 6 |
| University/college/polytechnic | 1 | Other not gainfully employed | 1 |
| Public authority | 1 | Length of stay | % |
| Other | 6 | 1. Length of stay (days): | |
| Student | 2 | one 48 four 7 | |
| Other not gainfully employed | 1 | two 24 five 6 | |
| Influence on purchasing/ procurement decisions | % | three 14 | |
| Decisively | 48 | 2. Average length of stay | 2,0 days |
| Collectively | 27 | 3. Share of visitors on the event's days: | % |
| In an advisory capacity | 14 | | N/A |
| No | 9 | | |
| Student | 3 | | |

Conducted by: Walter & Partner, Basel

PROSIGN, Frankfurt/Main

| | | | |
|---|--------------|---|----------|
| Total number of visitors | 7 007 | Position in the company/organization | % |
| Proportion of trade visitors | 97 % | Entrepreneur, partner, self-employed | 47 |
| Region of residence | % | Managing director, board member, head of an authority etc. | 10 |
| up to 100 km | 25 | Senior department head, other employee with managerial responsibility | 3 |
| more than 100 km up to 300 km | 37 | Department head, group head | 13 |
| over 300 km | 38 | Other salaried staff | 9 |
| Total Germany | 84 | Other public service | 1 |
| Baden-Württemberg | 16 | Skilled worker | 5 |
| Bavaria | 16 | Lecturer, teacher, scientific assistant | 1 |
| Berlin | 1 | Trainee | 4 |
| Brandenburg | 1 | Other | 1 |
| Bremen | 1 | Student | 4 |
| Hamburg | 1 | Other not gainfully employed | 1 |
| Hesse | 21 | Area of responsibility | % |
| Mecklenburg-West Pomerania | 1 | Management | 51 |
| Lower Saxony | 5 | Research/development/design | 9 |
| Total Foreign | 16 | Planning/work preparation | 17 |
| of which EU | 54 | Manufacture/production | 31 |
| Rest of Europe | 33 | Production, quality control | 11 |
| Africa | 2 | Buying/procurement | 27 |
| North America | 1 | Finance/accounting, controlling | 9 |
| South and Central America | 1 | Administration/organization/personnel/ social welfare/training | 10 |
| Middle East | 1 | Information, communication technology (EDP) | 9 |
| East Asia | 6 | Marketing/sales/advertising/PR | 30 |
| Australia | 1 | Storage/material management/logistics/ transport | 8 |
| The five countries with the highest visitor shares | % | Maintenance/repairs | 6 |
| Austria | 21 | Other | 6 |
| Switzerland | 15 | Student | 4 |
| Netherlands | 7 | Other not gainfully employed | 1 |
| France | 5 | Frequency of visits to trade fair | % |
| Great Britain | 5 | 2000 | 40 |
| Economic sector | % | 1998 | 28 |
| Industry | 17 | 1996 | 14 |
| Skilled trades | 24 | Earlier events | 12 |
| Retail trade | 12 | First visit | 43 |
| Wholesale/foreign trade | 6 | Size of company/organization: | % |
| Service | 27 | Number of employees: | |
| Authority/public services | 2 | 1- 4 | 40 |
| Other sector | 7 | 5- 9 | 16 |
| Student | 4 | 10- 49 | 22 |
| Other not gainfully employed | 1 | 50- 99 | 6 |
| Influence on purchasing/ procurement decisions | % | 100- 199 | 3 |
| Decisively | 52 | 200- 499 | 1 |
| Collectively | 27 | Length of stay | % |
| In an advisory capacity | 11 | 1. Length of stay (days): | |
| No | 5 | one 88 two 10 three 2 | |
| Student | 5 | 2. Average length of stay | 1,1 days |
| | | 3. Share of visitors on the event's days: | % |
| | | 1st day 39 2nd day 43 3rd day 32 | |

Conducted by: Gelszus Messe-Marktforschung GmbH, Dortmund

Tendence, Frankfurt/Main

| | | | |
|---|---------------|---|----------|
| Total number of visitors | 99 682 | Position in the company/organization | % |
| Proportion of trade visitors | 86 % | Entrepreneur, partner, self-employed | 53 |
| Region of residence | % | Managing director, board member, head of an authority etc. | 10 |
| up to 100 km | 27 | Senior department head, other employee with managerial responsibility | 5 |
| more than 100 km up to 300 km | 31 | Department head, group head | 9 |
| over 300 km | 43 | Other salaried staff | 10 |
| Total Germany | 74 | Other public service | 1 |
| Baden-Württemberg | 17 | Skilled worker | 2 |
| Bavaria | 15 | Lecturer, teacher, scientific assistant | 1 |
| Berlin | 2 | Trainee | 1 |
| Brandenburg | - | Other | 3 |
| Bremen | 1 | Student | 3 |
| Hamburg | 3 | Other not gainfully employed | 2 |
| Hesse | 23 | Area of responsibility | % |
| Mecklenburg-West Pomerania | - | Management | 44 |
| Lower Saxony | 5 | Research/development/design | 5 |
| Total Foreign | 26 | Planning/work preparation | 3 |
| of which EU | 52 | Manufacture/production | 5 |
| Rest of Europe | 22 | Production, quality control | 1 |
| Africa | 1 | Buying/procurement | 14 |
| North America | 5 | Finance/accounting, controlling | 1 |
| South and Central America | 2 | Administration/organization/personnel/ social welfare/training | 1 |
| Middle East | 4 | Marketing/sales/advertising/PR | 12 |
| East Asia | 13 | Maintenance/repairs | 1 |
| Australia | 1 | Other | 8 |
| The five countries with the highest visitor shares | % | Student | 3 |
| Switzerland | 9 | Other not gainfully employed | 2 |
| Netherlands | 7 | Frequency of visits to trade fair | % |
| Italy | 7 | 2001 | 50 |
| France | 6 | 2000 | 45 |
| Austria | 6 | Earlier events | 41 |
| Economic sector | % | First visit | 30 |
| Specialist retail trade | 32 | Size of company/organization: | % |
| Other retail | 8 | Number of employees: | |
| Wholesale/foreign trade | 16 | 1- 4 | 43 |
| Skilled trades | 8 | 5- 9 | 12 |
| Service | 16 | 10- 49 | 16 |
| Industry | 7 | 50- 99 | 6 |
| Public authority | 1 | 100- 199 | 4 |
| University/college/polytechnic | 1 | 200- 499 | 4 |
| Other | 5 | Other not gainfully employed | 2 |
| Student | 3 | Length of stay | % |
| Other not gainfully employed | 2 | 1. Length of stay (days): | |
| Influence on purchasing/ procurement decisions | % | one 55 four 5 | |
| Decisively | 50 | two 23 five 6 | |
| Collectively | 24 | three 12 | |
| In an advisory capacity | 13 | 2. Average length of stay | 1,9 days |
| No | 7 | 3. Share of visitors on the event's days: | % |
| Student | 5 | | N/A |

Conducted by: Walter & Partner, Basel

EUROBIKE, Friedrichshafen

| | | | |
|---|---------------|---|----------|
| Total number of visitors | 36 611 | Position in the company/organization | % |
| Proportion of trade visitors | 63 % | Entrepreneur, partner, self-employed | 45 |
| Region of residence | % | Managing director, board member, head of an authority etc. | 10 |
| up to 100 km | 17 | Senior department head, other employee with managerial responsibility | 5 |
| more than 100 km up to 300 km | 35 | Department head, group head | 10 |
| over 300 km | 48 | Other salaried staff | 11 |
| Total Germany | 64 | Other public service | 1 |
| Baden-Württemberg | 45 | Skilled worker | 7 |
| Bavaria | 24 | Lecturer, teacher, scientific assistant | 1 |
| Berlin | 2 | Trainee | 2 |
| Brandenburg | - | Other | 2 |
| Bremen | - | Student | 4 |
| Hamburg | - | Other not gainfully employed | 1 |
| Hesse | 7 | Area of responsibility | % |
| Mecklenburg-West Pomerania | - | Management | 50 |
| Lower Saxony | 2 | Research/development/design | 11 |
| Total Foreign | 36 | Planning/work preparation | 10 |
| of which EU | 49 | Manufacture/production | 10 |
| Rest of Europe | 42 | Production, quality control | 7 |
| Africa | - | Buying/procurement | 33 |
| North America | 2 | Finance/accounting, controlling | 12 |
| South and Central America | - | Information, communication technology (EDP) | 6 |
| Middle East | 2 | Administration/organization/personnel/ social welfare/training | 10 |
| East Asia | 3 | Marketing/sales/advertising/PR | 22 |
| Australia | 2 | Storage/material management/logistics/ transport | 12 |
| The five countries with the highest visitor shares | % | Maintenance/repairs | 21 |
| Switzerland | 28 | Other | 9 |
| France | 12 | Student | 4 |
| Austria | 7 | Other not gainfully employed | 1 |
| Italy | 6 | Frequency of visits to trade fair | % |
| Czech Republic | 6 | 2001 | 51 |
| Economic sector | % | 2000 | 52 |
| Bicycle trade | 62 | 1999 | 48 |
| Sports retailer | 7 | Earlier events | 42 |
| Department store/chain store | 1 | First visit | 22 |
| Bicycle industry | 9 | Size of company/organization: | % |
| Service | 7 | Number of employees: | |
| Administration | 1 | 1- 4 | 49 |
| Other sector | 8 | 5- 9 | 15 |
| Student | 1 | 10- 49 | 15 |
| Other not gainfully employed | 4 | 50- 99 | 6 |
| Influence on purchasing/ procurement decisions | % | 100- 199 | 2 |
| Decisively | 43 | 200- 499 | 2 |
| Collectively | 32 | Length of stay | % |
| In an advisory capacity | 14 | 1. Length of stay (days): | |
| No | 6 | one 57 three 11 | |
| Student | 5 | two 28 four 4 | |
| | | 2. Average length of stay | 1,6 days |
| | | 3. Share of visitors on the event's days: | % |
| | | 1st day 50 2nd day 55 3rd day 43 4th day 14 | |

Conducted by: Gelszus Messe-Marktforschung GmbH, Dortmund

Trade Visitors Profile Analyses 2002

OutDoor, Friedrichshafen

| | | | |
|---|---------------|---|----------|
| Total number of visitors | 11 462 | Position in the company/organization | % |
| Proportion of trade visitors | 85 % | Entrepreneur, partner, self-employed | 43 |
| Region of residence | % | Managing director, board member, head of an authority etc. | 16 |
| up to 100 km | 20 | Senior department head, other employee with managerial responsibility | 5 |
| more than 100 km up to 300 km | 23 | Department head, group head | 12 |
| over 300 km | 57 | Other salaried staff | 13 |
| Total Germany | 48 | Other public service | 1 |
| Baden- | | Skilled worker | 2 |
| Württemberg | 45 | Lecturer, teacher, scientific assistant | 1 |
| Bavaria | 22 | Trainee | 2 |
| Berlin | 1 | Other | 2 |
| Brandenburg | 1 | Student | 3 |
| Bremen | 1 | Other not gainfully employed | 1 |
| Hamburg | 1 | Area of responsibility | % |
| Hesse | 8 | Management | 48 |
| Mecklenburg- | | Research/development/design | 12 |
| West Pomerania | 1 | Planning/work preparation | 11 |
| Lower Saxony | 3 | Manufacture/production | 8 |
| | | Production, quality control | 4 |
| Total Foreign | 52 | Buying/procurement | 35 |
| of which | 52 | Finance/accounting, controlling | 10 |
| EU | 52 | Information, communication technology (EDP) | 6 |
| Rest of Europe | 34 | Administration/organization/personnel/ social welfare/training | 10 |
| Africa | 1 | Marketing/sales/advertising/PR | 29 |
| North America | 2 | Storage/material management/logistics/ transport | 9 |
| South and Central America | 1 | Maintenance/repairs | 5 |
| Middle East | 1 | Other | 11 |
| East Asia | 7 | Student | 3 |
| Australia | 2 | Other not gainfully employed | 1 |
| The five countries with the highest visitor shares | % | Frequency of visits to trade fair | % |
| Switzerland | 19 | 2001 | 42 |
| Austria | 8 | 2000 | 36 |
| France | 7 | 1999 | 33 |
| Great Britain | 7 | Earlier events | 27 |
| Netherlands | 7 | First visit | 38 |
| Economic sector | % | Size of company/organization: | % |
| Outdoor shop | 33 | Number of employees: | |
| Sport retail trade | 19 | 1- 4 | 32 |
| Department store/chain store | 2 | 5- 9 | 19 |
| Sporting goods industry | 14 | 10- 49 | 23 |
| Leisure, Tourism | 8 | 50- 99 | 5 |
| Service | 10 | 100- 199 | 4 |
| Other | 11 | 200- 499 | 4 |
| Student | 3 | | |
| Other not gainfully employed | 1 | | |
| Influence on purchasing/ procurement decisions | % | Length of stay | % |
| Decisively | 45 | 1. Length of stay (days): | |
| Collectively | 32 | one 46 three 13 | |
| In an advisory capacity | 13 | two 34 four 7 | |
| No | 7 | 2. Average length of stay | 1,8 days |
| Student | 4 | 3. Share of visitors on the event's days: | % |
| | | 1st day 44 3rd day 52 | |
| | | 2nd day 57 4th day 29 | |

Conducted by: Gelszus Messe-Marktforschung GmbH, Dortmund

Marketing Services, Hamburg

| | | | |
|---|--------------|---|----------|
| Total number of visitors | 6 987 | Position in the company/organization | % |
| Proportion of trade visitors | 100 % | Entrepreneur, partner, self-employed | 24 |
| Region of residence | % | Managing director, board member, head of an authority etc. | 7 |
| up to 100 km | | Senior department head, other employee with managerial responsibility | 10 |
| more than 100 km up to 300 km | | Department head, group head | 23 |
| over 300 km | | Other salaried staff | 24 |
| Total Germany | 92 | Trainee, student | 9 |
| Baden- | | Other | 2 |
| Württemberg | 5 | N/A | 1 |
| Bavaria | 7 | Area of responsibility | % |
| Berlin | 3 | Management | 19 |
| Brandenburg | - | Media planning | 3 |
| Bremen | 4 | Event management | 2 |
| Hamburg | 38 | Buying/procurement | 7 |
| Hesse | 5 | Marketing/sales/advertising/PR | 64 |
| Mecklenburg- | | Creation, design | 5 |
| West Pomerania | 2 | Other area | 5 |
| Lower Saxony | 7 | N/A | 5 |
| Total Foreign | 8 | Frequency of visits to trade fair | % |
| of which | 87 | Frankfurt 2001 | 22 |
| EU | 87 | Hamburg 2000 | 21 |
| Rest of Europe | 13 | Frankfurt 1999 | 14 |
| Africa | - | Earlier events | 12 |
| North America | - | First visit | 55 |
| South and Central America | - | Size of company/organization: | % |
| Middle East | - | Number of employees: | |
| East Asia | - | 1- 5 | 21 |
| Australia | - | 6- 20 | 17 |
| The five countries with the highest visitor shares | % | 21- 50 | 10 |
| Netherlands | 20 | 51- 100 | 10 |
| Denmark | 20 | | |
| Austria | 20 | Length of stay | % |
| Great Britain | 13 | 1. Length of stay (days): | |
| France | 13 | one 95 two 4 three 1 | |
| Economic sector | % | 2. Average length of stay | 1,1 days |
| Services/free-lance | 31 | 3. Share of visitors on the event's days: | % |
| Agency | 28 | 1st day 40 | |
| Industry | 24 | 2nd day 33 | |
| Trade | 8 | 3rd day 41 | |
| Authority/public services | 2 | | |
| Other sector | 5 | | |
| N/A | 7 | | |
| Influence on purchasing/ procurement decisions | % | | |
| Decisively | 40 | | |
| Collectively | 41 | | |
| In an advisory capacity | 13 | | |
| No | 4 | | |
| Student | 5 | | |

Conducted by: MFA Messe Frankfurt Ausstellun-gen GmbH, Wiesbaden

INTERNORGA, Hamburg

| | | | |
|---|----------------|---|----------|
| Total number of visitors | 109 085 | Position in the company/organization | % |
| Proportion of trade visitors | 84 % | Entrepreneur, partner, self-employed | 27 |
| Region of residence | % | Managing director, board member, head of an authority etc. | 6 |
| up to 100 km | 37 | Senior department head, other employee with managerial responsibility | 2 |
| more than 100 km up to 300 km | 30 | Department head, group head | 13 |
| over 300 km | 33 | Other salaried staff | 12 |
| Total Germany | 96 | Other public service | 2 |
| Baden- | | Skilled worker | 8 |
| Württemberg | 1 | Lecturer, teacher, scientific assistant | 1 |
| Bavaria | 1 | Trainee | 23 |
| Berlin | 2 | Other | 2 |
| Brandenburg | 3 | Student | 4 |
| Bremen | 2 | Other not gainfully employed | 1 |
| Hamburg | 14 | Area of responsibility | % |
| Hesse | 2 | Management | 25 |
| Mecklenburg- | | Research/development/design | 1 |
| West Pomerania | 5 | Planning/work preparation | 2 |
| Lower Saxony | 30 | Manufacture/production | 4 |
| Total Foreign | 4 | Production, quality control | 1 |
| of which | 49 | Buying/procurement | 4 |
| EU | 49 | Finance/accounting, controlling | 2 |
| Rest of Europe | 23 | Administration/organization/personnel/ social welfare/training | 4 |
| Africa | 9 | Marketing/sales/advertising/PR | 6 |
| North America | 1 | Storage/material management/logistics/ transport | 1 |
| South and Central America | 2 | Maintenance/repairs | 1 |
| Middle East | 9 | Kitchen | 25 |
| East Asia | 4 | Service sector | 20 |
| Australia | 4 | Student | 4 |
| The five countries with the highest visitor shares | % | Other not gainfully employed | 1 |
| Norway | 10 | Frequency of visits to trade fair | % |
| Denmark | 7 | 2001 | 37 |
| Austria | 7 | 2000 | 32 |
| Switzerland | 7 | 1999 | 27 |
| Netherlands | 6 | 1998 | 22 |
| Economic sector | % | Earlier events | 6 |
| Restaurant | 29 | First visit | 43 |
| Franchise restaurant | 3 | Size of company/organization: | % |
| Discotheque, night club, bar | 2 | Number of employees: | |
| Trend and communication gastronomy | 2 | 1- 4 | 17 |
| Hotels/guest house | 19 | 5- 9 | 17 |
| Bakery, confectioners, cafe | 9 | 10- 49 | 31 |
| Community catering, canteens, institutions | 6 | 50- 99 | 10 |
| Catering/party service | 6 | 100- 199 | 7 |
| Food, drinks trade, trade chain | 4 | 200- 499 | 5 |
| Food industry/non-food industry | 4 | | |
| Fast food/snack bar | 2 | | |
| Planning/architecture/interior furnishings | 2 | | |
| Butcher | 2 | | |
| Other sector | 6 | | |
| Student/not gainfully employed | 5 | | |
| Influence on purchasing/ procurement decisions | % | Length of stay | % |
| Decisively | 23 | 1. Length of stay (days): | |
| Collectively | 34 | one 82 three 3 five - | |
| In an advisory capacity | 21 | two 14 four - six 1 | |
| No | 17 | 2. Average length of stay | 1,2 days |
| Student | 4 | 3. Share of visitors on the event's days: | % |
| N/A | 1 | 1st day 14 3rd day 21 5th day 24 | |
| | | 2nd day 20 4th day 31 6th day 16 | |

Conducted by: PhoneResearch KG, Hamburg

NORD ELEKTRO, Hamburg

| | | | |
|---|---------------|---|----------|
| Total number of visitors | 12 322 | Position in the company/organization | % |
| Proportion of trade visitors | 97 % | Entrepreneur, partner, self-employed | 14 |
| Region of residence | % | Managing director, board member, head of an authority etc. | 3 |
| up to 100 km | 63 | Senior department head, other employee with managerial responsibility | 1 |
| more than 100 km up to 300 km | 31 | Department head, group head, master craftsman | 11 |
| over 300 km | 7 | Other salaried staff | 7 |
| Total Germany | 98 | Other public service | 2 |
| Baden- | | Skilled worker | 12 |
| Württemberg | - | Lecturer, teacher, scientific assistant | 3 |
| Bavaria | - | Trainee | 39 |
| Berlin | - | Other | 1 |
| Brandenburg | 1 | Student | 7 |
| Bremen | 1 | Other not gainfully employed | 1 |
| Hamburg | 20 | Area of responsibility | % |
| Hesse | - | Management | 14 |
| Mecklenburg- | | Research/development/design | 3 |
| West Pomerania | 12 | Planning/work preparation | 7 |
| Lower Saxony | 29 | Manufacture/production | 23 |
| Total Foreign | 2 | Production, quality control | 2 |
| of which | 25 | Buying/procurement | 1 |
| EU | 25 | Finance/accounting, controlling | 4 |
| Rest of Europe | 30 | Administration/organization/personnel/ social welfare/training | 3 |
| Africa | 15 | Marketing/sales/advertising/PR | 1 |
| North America | - | Storage/material management/logistics/ transport | 29 |
| South and Central America | - | Maintenance/repairs | 3 |
| Middle East | 5 | Other | 2 |
| East Asia | 20 | Student | 7 |
| Australia | 5 | Other not gainfully employed | 1 |
| The five countries with the highest visitor shares | % | Frequency of visits to trade fair | % |
| Italy | 10 | 2000 | 33 |
| Spain | 10 | 1998 | 23 |
| Croatia | 10 | 1995 | 13 |
| Turkey | 10 | 1993 | 8 |
| Denmark | 5 | First visit | 56 |
| Economic sector | % | Earlier events | 3 |
| Industry | 13 | Size of company/organization: | % |
| Wholesale/foreign trade | 3 | Number of employees: | |
| Retail trade | 2 | 1- 4 | 19 |
| Skilled trades | 57 | 5- 9 | 17 |
| Service company | 7 | 10- 49 | 25 |
| Authority/public services | 5 | 50- 99 | 8 |
| Vocational school/polytechnic/university | 4 | 100- 199 | 6 |
| Association/society | 1 | 200- 499 | 6 |
| Other sector | 2 | | |
| Student | 7 | | |
| Other not gainfully employed | 1 | | |
| Influence on purchasing/ procurement decisions | % | Length of stay | % |
| Decisively | 16 | 1. Length of stay (days): | |
| Collectively | 23 | one 95 two 4 three 1 | |
| In an advisory capacity | 21 | 2. Average length of stay | 1,1 days |
| No | 32 | 3. Share of visitors on the event's days: | % |
| Student | 8 | 1st day 26 2nd day 40 3rd day 39 | |

Conducted by: PhoneResearch KG, Hamburg

| NORTEC, Hamburg | | | | | | |
|---|--|---------------|---------------|---|---|----------|
| Total number of visitors | | 13 900 | | Position in the company/organization | | % |
| Proportion of trade visitors | | 88 % | | Entrepreneur, partner, self-employed | | 10 |
| Region of residence | | % | | Managing director, board member, head of an authority etc. | | 3 |
| up to 100 km | | 69 | | Senior department head, other employee with managerial responsibility | | 3 |
| more than 100 km up to 300 km | | 31 | | Department head, group head | | 21 |
| over 300 km | | | | Other salaried staff | | 13 |
| Total Germany | | 95 | | Other public service | | 2 |
| Baden- | | | | Skilled worker | | 14 |
| Württemberg | | 1 | Westphalia | 4 | Lecturer, teacher, scientific assistant | 3 |
| Bavaria | | 1 | Rhineland- | | Trainee, student | 28 |
| Berlin | | 1 | Palatinate | 1 | Other | 2 |
| Brandenburg | | 1 | Saarland | - | Area of responsibility | % |
| Bremen | | 1 | Saxony | - | Management | 13 |
| Hamburg | | 32 | Saxony-Anhalt | 1 | Research/development/design | 13 |
| Hesse | | 1 | Schleswig- | | Planning/work preparation | 7 |
| Mecklenburg- | | | Holstein | 30 | Manufacture/production | 30 |
| West Pomerania | | 3 | Thuringia | 1 | Production, quality control | 6 |
| Lower Saxony | | 21 | | | Buying/procurement | 6 |
| Total Foreign | | 5 | | Finance/accounting, controlling | | 1 |
| of which EU | | 33 | | Administration/organization/personnel/ social welfare/training | | 6 |
| Rest of Europe | | 31 | | Marketing/sales/advertising/PR | | 9 |
| Africa | | 2 | | Storage/material management/logistics/ transport | | 2 |
| North America | | 7 | | Maintenance/repairs | | 6 |
| South and Central America | | - | | Frequency of visits to trade fair | | % |
| Middle East | | 4 | | 2000 | | 30 |
| East Asia | | 16 | | 1998 | | 23 |
| Australia | | 7 | | 1996 | | 14 |
| Economic sector | | % | | 1994 | | 8 |
| Industry | | 53 | | Earlier events | | 2 |
| Wholesale/foreign trade | | 4 | | First visit | | 59 |
| Retail trade | | 1 | | Size of company/organization: | | % |
| Skilled trades | | 20 | | Number of employees: | | |
| Commercial agent | | 2 | | 1- 9 | | 16 |
| Service company | | 6 | | 10- 49 | | 25 |
| Agency | | 1 | | 50- 99 | | 10 |
| Authority/public services | | 4 | | 100- 199 | | 11 |
| Vocational school/polytechnic/university | | 4 | | 200- 499 | | 14 |
| Association/society | | 1 | | 500- 999 | | 6 |
| Other | | 3 | | 1 000- 9 999 | | 12 |
| Influence on purchasing/ procurement decisions | | % | | 10 000 and more | | 7 |
| Decisively | | 16 | | Length of stay | | % |
| Collectively | | 37 | | 1. Length of stay (days): | | |
| In an advisory capacity | | 23 | | one 90 four 1 | | |
| No | | 23 | | two 9 | | |
| | | | | three 1 | | |
| | | | | 2. Average length of stay | | 1,1 days |
| | | | | 3. Share of visitors on the event's days: | | % |
| | | | | 1st day 25 4th day 22 | | |
| | | | | 2nd day 33 | | |
| | | | | 3rd day 32 | | |

Conducted by: PhoneResearch KG, Hamburg

| SMM, Hamburg | | | | | |
|--|--|--------|---|--|----------|
| Total number of visitors | | 40 290 | Position in the company/organization | | % |
| Proportion of trade visitors | | 92 % | Entrepreneur, partner, self-employed | | 10 |
| Region of residence | | % | Managing director, board member, head of an authority etc. | | 7 |
| up to 100 km | | 42 | Senior department head, other employee with managerial responsibility | | 7 |
| more than 100 km up to 300 km | | 24 | Department head, group head | | 21 |
| over 300 km | | 34 | Other salaried staff | | 20 |
| Total Germany | | 76 | Other public service | | 4 |
| Baden- | | | Skilled worker | | 7 |
| Württemberg | | 2 | Lecturer, teacher, scientific assistant | | 3 |
| Bavaria | | 3 | Trainee | | 7 |
| Berlin | | 1 | Student, not gainfully employed | | 14 |
| Brandenburg | | 1 | Other | | 3 |
| Bremen | | 5 | Area of responsibility | | % |
| Hamburg | | 25 | Management | | 12 |
| Hesse | | 1 | Research/development/design | | 16 |
| Mecklenburg- | | | Planning/work preparation | | 5 |
| West Pomerania | | 8 | Manufacture/production | | 8 |
| Lower Saxony | | 23 | Production, quality control | | 3 |
| Total Foreign | | 24 | Buying/procurement | | 7 |
| of which EU | | 65 | Finance/accounting, controlling | | 2 |
| Rest of Europe | | 21 | Administration/organization/personnel/ social welfare/training | | 3 |
| Africa | | 2 | Marketing/sales/advertising/PR | | 10 |
| North America | | 6 | Storage/material management/logistics/ transport | | 1 |
| South and Central America | | 2 | Maintenance/repairs | | 9 |
| Middle East | | 1 | Seafaring and navigation | | 10 |
| East Asia | | 4 | Other | | 1 |
| Australia | | - | Student, not gainfully employed | | 14 |
| The five countries with the highest visitor shares | | % | Frequency of visits to trade fair | | % |
| Denmark | | 19 | 2000 | | 40 |
| Great Britain | | 10 | 1998 | | 35 |
| Netherlands | | 11 | 1996 | | 23 |
| Sweden | | 9 | 1994 | | 18 |
| Norway | | 8 | Earlier events | | 3 |
| Economic sector | | % | First visit | | 45 |
| Industry | | 36 | Size of company/organization: | | % |
| Wholesale/foreign trade (Import/Export) | | 5 | Number of employees: | | |
| Shipping company | | 15 | 1- 4 | | 6 |
| Skilled trades | | 3 | 5- 9 | | 6 |
| Agency | | 2 | 10- 49 | | 16 |
| Services/free-lance | | 12 | 50- 99 | | 10 |
| Authority/public services | | 6 | 1 000- 9 999 | | 18 |
| Vocational school/polytechnic/university | | 3 | 10 000 and more | | 5 |
| Association/society | | 1 | Student, not gainfully employed | | 14 |
| Other sector | | 3 | Length of stay | | % |
| Student | | 13 | 1. Length of stay (days): | | |
| Other not gainfully employed | | 1 | one 77 three 5 five 1 | | |
| Influence on purchasing/ procurement decisions | | % | two 16 four 2 | | |
| Decisively | | 13 | 2. Average length of stay | | 1,3 days |
| Collectively | | 29 | 3. Share of visitors on the event's days: | | % |
| In an advisory capacity | | 24 | 1st day 26 3rd day 36 5th day 11 | | |
| No | | 20 | 2nd day 38 4th day 22 | | |
| Student | | 14 | | | |

Conducted by: PhoneResearch KG, Hamburg

| shk, Hamburg | | | | | |
|---|--|---------------|---|--|----------|
| Total number of visitors | | 38 455 | Position in the company/organization | | % |
| Proportion of trade visitors | | 90 % | Entrepreneur, partner, self-employed | | 19 |
| Region of residence | | % | Managing director, board member, head of an authority etc. | | 3 |
| up to 100 km | | 50 | Senior department head, other employee with managerial responsibility | | 1 |
| more than 100 km up to 300 km | | 39 | Department head, group head | | 12 |
| over 300 km | | 11 | Other salaried staff | | 11 |
| Total Germany | | 97 | Other public service | | 1 |
| Baden- | | | Skilled worker | | 17 |
| Württemberg | | - | Lecturer, teacher, scientific assistant | | 1 |
| Bavaria | | - | Trainee | | 31 |
| Berlin | | 1 | Other | | 1 |
| Brandenburg | | 1 | Student, not gainfully employed | | 3 |
| Bremen | | 3 | Area of responsibility | | % |
| Hamburg | | 15 | Management | | 18 |
| Hesse | | - | Research/development/design | | 2 |
| Mecklenburg- | | | Planning/work preparation | | 9 |
| West Pomerania | | 6 | Manufacture/production | | 20 |
| Lower Saxony | | 43 | Production, quality control | | 2 |
| Total Foreign | | 3 | Buying/procurement | | 4 |
| of which EU | | 70 | Finance/accounting, controlling | | 2 |
| Rest of Europe | | 20 | Administration/organization/personnel/ social welfare/training | | 4 |
| Africa | | 3 | Marketing/sales/advertising/PR | | 4 |
| North America | | - | Storage/material management/logistics/ transport | | 1 |
| South and Central America | | - | Maintenance/repairs | | 31 |
| Middle East | | 3 | Student | | 2 |
| East Asia | | - | Other not gainfully employed | | 1 |
| Australia | | 3 | Frequency of visits to trade fair | | % |
| The five countries with the highest visitor shares | | % | 2000 | | 46 |
| Denmark | | 20 | 1998 | | 34 |
| Italy | | 13 | 1996 | | 24 |
| Sweden | | 13 | 1994 | | 16 |
| Poland | | 10 | Earlier events | | 4 |
| Finland | | 7 | First visit | | 40 |
| Economic sector | | % | Size of company/organization: | | % |
| Industry | | 8 | Number of employees: | | |
| Wholesale/foreign trade (Import/Export) | | 6 | 1- 4 | | 26 |
| Skilled trades | | 69 | 5- 9 | | 25 |
| Retail trade | | 2 | 10- 49 | | 27 |
| Services/free-lance | | 7 | 50- 99 | | 6 |
| Authority/public services | | 3 | 1 000- 9 999 | | 2 |
| Vocational school/polytechnic/university | | 1 | 10 000 and more | | 3 |
| Association/society | | 1 | Student, not gainfully employed | | 3 |
| Other | | 2 | Length of stay | | % |
| Student | | 2 | 1. Length of stay (days): | | |
| Other not gainfully employed | | 2 | one 90 four - | | |
| Influence on purchasing/ procurement decisions | | % | two 9 | | |
| Decisively | | 17 | three 1 | | |
| Collectively | | 28 | 2. Average length of stay | | 1,1 days |
| In an advisory capacity | | 24 | 3. Share of visitors on the event's days: | | % |
| No | | 27 | 1st day 25 4th day 21 | | |
| Student | | 3 | 2nd day 34 | | |
| | | | 3rd day 33 | | |

Conducted by: PhoneResearch KG, Hamburg

| CeBIT, Hannover | | | | | | | | | |
|--|--|---------------------------|--|---|--|------------|--|---------------------------------|--|
| Total number of visitors | | 673 992 | | Position in the company/organization | | % | | | |
| Proportion of trade visitors | | 83 % | | Entrepreneur, partner, self-employed | | 12 | | | |
| Region of residence | | % | | Managing director, board member, head of an authority etc. | | 10 | | | |
| up to 100 km | | 20 | | Senior department head, other employee with managerial responsibility | | 7 | | | |
| more than 100 km up to 300 km | | 37 | | Department head, group head | | 21 | | | |
| over 300 km | | 44 | | Other salaried staff | | 28 | | | |
| Total Germany | | 77 | | Other public service | | 3 | | | |
| Baden- | | North Rhine- | | Skilled worker | | 3 | | | |
| Württemberg | | Westphalia | | Lecturer, teacher, scientific assistant | | 3 | | | |
| Bavaria | | Rhineland- | | Trainee | | 4 | | | |
| Berlin | | Palatinate | | Other | | 1 | | | |
| Brandenburg | | Saarland | | Student | | 8 | | | |
| Bremen | | Saxony | | Other not gainfully employed | | 1 | | | |
| Hamburg | | Saxony-Anhalt | | Area of responsibility | | % | | | |
| Hesse | | Schleswig- | | Management | | 12 | | | |
| Mecklenburg- | | Holstein | | Research/development/design | | 21 | | | |
| West Pomerania | | Thuringia | | Planning/work preparation | | 5 | | | |
| Lower Saxony | | 23 | | Manufacture/production | | 4 | | | |
| Total Foreign | | 23 | | Production, quality control | | 2 | | | |
| of which | | EU | | Buying/procurement | | 5 | | | |
| | | Rest of Europe | | Finance/accounting, controlling | | 4 | | | |
| | | Africa | | Administration/organization/personnel/ social welfare/training | | 6 | | | |
| | | North America | | Marketing/sales/advertising/PR | | 15 | | | |
| | | South and Central America | | Storage/material management/logistics/transport | | 3 | | | |
| | | Middle East | | Maintenance/repairs | | 2 | | | |
| | | East Asia | | DP/IT-Management | | 22 | | | |
| | | Australia | | Telecommunications | | 4 | | | |
| The five countries with the highest visitor shares | | % | | Student, not gainfully employed | | 13 | | | |
| Netherlands | | 8 | | Frequency of visits to trade fair | | % | | | |
| Great Britain | | 6 | | 2001 | | 55 | | | |
| Austria | | 6 | | 2000 | | 52 | | | |
| Sweden | | 4 | | Earlier events | | 52 | | | |
| Belgium | | 4 | | First visit | | 24 | | | |
| Economic sector | | % | | Size of company/organization: | | % | | | |
| Energy industry/water supplies/mining | | 1 | | Number of employees: | | | | | |
| manufacturing sector | | 9 | | 1 - 4 | | 9 | | 200 - 499 | |
| Manufacturer of personal equipment | | 14 | | 5 - 9 | | 7 | | 500 - 999 | |
| Manufacturer of OEM products, components | | 2 | | 10 - 49 | | 18 | | 1 000 - 9 999 | |
| Trade | | 9 | | 50 - 99 | | 9 | | 10 000 and more | |
| Software company/DP consultant | | 9 | | 100 - 199 | | 8 | | Student, not gainfully employed | |
| Skilled trades | | 1 | | | | | | 13 | |
| Building trade | | 1 | | | | | | | |
| Traffic/transport | | 1 | | | | | | | |
| News transmission, telecommunications | | 7 | | | | | | | |
| Banking/insurance | | 4 | | | | | | | |
| Services (of companies and freelance) | | 20 | | | | | | | |
| Authority/public services | | 9 | | | | | | | |
| Other | | 1 | | | | | | | |
| Trainee/student/pupil | | 13 | | | | | | | |
| Influence on purchasing/procurement decisions | | % | | Length of stay | | | | % | |
| Decisively | | 32 | | 1. Length of stay (days): | | | | | |
| Collectively | | 26 | | one 59 | | four 4 | | seven 1 | |
| In an advisory capacity | | 18 | | two 20 | | five 2 | | eight 3 | |
| No | | 10 | | three 10 | | six 1 | | | |
| Student | | 12 | | | | | | | |
| | | | | 2. Average length of stay | | | | 1,9 days | |
| | | | | 3. Share of visitors on the event's days: | | | | | |
| | | | | 1st day 16 | | 4th day 26 | | 7th day 26 | |
| | | | | 2nd day 28 | | 5th day 20 | | 8th day 16 | |
| | | | | 3rd day 31 | | 6th day 28 | | | |
| Conducted by: GfK, Hamburg | | | | | | | | | |

Trade Visitors Profile Analyses 2002

DOMOTEX, Hannover

| | | | |
|--|---------------|---|----------|
| Total number of visitors | 42 873 | Position in the company/organization | % |
| Proportion of trade visitors | 97 % | Entrepreneur, partner, self-employed | 30 |
| Region of residence | % | Managing director, board member, head of an authority etc. | 23 |
| up to 100 km | 17 | Senior department head, other employee with managerial responsibility | 11 |
| more than 100 km up to 300 km | 38 | Department head, group head | 19 |
| over 300 km | 40 | Other salaried staff | 14 |
| Total Germany | 47 | Skilled worker | 1 |
| Baden-Württemberg | 11 | Trainee | 1 |
| Bavaria | 10 | Area of responsibility | % |
| Berlin | 3 | Management | 49 |
| Brandenburg | 2 | Research/development/design | 9 |
| Bremen | 2 | Planning/work preparation | 8 |
| Hamburg | 4 | Manufacture/production | 9 |
| Hesse | 8 | Production, quality control | 4 |
| Mecklenburg-West Pomerania | 2 | Buying/procurement | 15 |
| Lower Saxony | 24 | Finance/accounting, controlling | 6 |
| Total Foreign | 53 | Administration/organization/personnel/social welfare/training | 2 |
| of which EU | 45 | Marketing/sales/advertising/PR | 33 |
| Rest of Europe | 17 | Storage/material management/logistics/transport | 2 |
| Africa | 3 | Maintenance/repairs | 2 |
| North America | 6 | Other | 3 |
| South and Central America | 2 | Student | 1 |
| Middle East | 7 | Frequency of visits to trade fair | % |
| East Asia | 18 | 2001 | 59 |
| Australia | 2 | 2000 | 59 |
| The five countries with the highest visitor shares | % | Earlier events | 54 |
| Belgium | 8 | First visit | 26 |
| Great Britain | 8 | Size of company/organization: | % |
| India | 7 | Number of employees: | |
| Netherlands | 7 | 1- 4 | 20 |
| Switzerland | 5 | 5- 9 | 13 |
| Economic sector | % | 10- 49 | 29 |
| Specialist retail trade | 23 | 50- 99 | 9 |
| Wholesale trade | 30 | 100- 199 | 8 |
| Furnishing/furniture stores | 3 | 200- 499 | 7 |
| Department store/mail order/DIY centre | 2 | 500- 999 | 4 |
| Skilled trades | 21 | 1 000- 9 999 | 7 |
| Interior decorator | 7 | 10 000 and more | 2 |
| Parquet and floor layer | 13 | Length of stay | % |
| Painter | 2 | 1. Length of stay (days): | |
| Architect | 2 | one | 41 |
| Interior architect, contract furnisher/fitter | 2 | two | 28 |
| Industry | 20 | three | 19 |
| Other services | 5 | 2. Average length of stay | 2,0 days |
| Authority/public services | 1 | 3. Share of visitors on the event's days: | % |
| Other | 1 | 1st day | 50 |
| Influence on purchasing/procurement decisions | % | 2nd day | 62 |
| Decisively | 57 | 3rd day | 55 |
| Collectively | 23 | | |
| In an advisory capacity | 10 | | |
| No | 8 | | |
| Student | 1 | | |

Conducted by: GfK, Hamburg

EuroBLECH, Hannover

| | | | |
|--|---------------|---|----------|
| Total number of visitors | 57 363 | Position in the company/organization | % |
| Proportion of trade visitors | 99 % | Entrepreneur, partner, self-employed | 12 |
| Region of residence | % | Managing director, board member, head of an authority etc. | 15 |
| up to 100 km | 18 | Senior department head, other employee with managerial responsibility | 6 |
| more than 100 km up to 300 km | 34 | Department head, group head | 31 |
| over 300 km | 49 | Other salaried staff | 23 |
| Total Germany | 70 | Skilled worker | 6 |
| Baden-Württemberg | 17 | Lecturer, teacher, scientific assistant | 1 |
| Bavaria | 9 | Trainee | 3 |
| Berlin | 2 | Student | 1 |
| Brandenburg | 1 | Other not gainfully employed | 1 |
| Bremen | 1 | Area of responsibility | % |
| Hamburg | 1 | Management | 27 |
| Hesse | 8 | Research/development/design | 18 |
| Mecklenburg-West Pomerania | 1 | Planning/work preparation | 9 |
| Lower Saxony | 20 | Manufacture/production | 26 |
| Total Foreign | 30 | Production, quality control | 3 |
| of which EU | 52 | Buying/procurement | 7 |
| Rest of Europe | 22 | Finance/accounting, controlling | 1 |
| Africa | 2 | Administration/organization/personnel/social welfare/training | 1 |
| North America | 5 | Marketing/sales/advertising/PR | 12 |
| South and Central America | 4 | Storage/material management/logistics/transport | 1 |
| Middle East | 6 | Maintenance/repairs | 4 |
| East Asia | 8 | Frequency of visits to trade fair | % |
| Australia | 2 | 2000 | 47 |
| The five countries with the highest visitor shares | % | 1998 | 32 |
| Switzerland | 9 | 1996 | 21 |
| Netherlands | 9 | 1994 | 14 |
| Austria | 8 | Earlier events | 13 |
| Belgium | 5 | First visit | 42 |
| Sweden | 5 | Size of company/organization: | % |
| Economic sector | % | Number of employees: | |
| Industry | 79 | 1- 4 | 200- 499 |
| Wholesale/foreign trade | 4 | 5- 9 | 6 |
| Retail trade | 1 | 10- 49 | 21 |
| Skilled trades | 8 | 50- 99 | 15 |
| Service | 5 | 100- 199 | 12 |
| Authority/public services | 1 | 200- 499 | 15 |
| University/college/polytechnic | 2 | 500- 999 | 7 |
| Other | 1 | 1 000- 9 999 | 12 |
| Influence on purchasing/procurement decisions | % | 10 000 and more | 6 |
| Decisively | 36 | Length of stay | % |
| Collectively | 34 | 1. Length of stay (days): | |
| In an advisory capacity | 18 | one | 64 |
| No | 11 | two | 25 |
| Student | 1 | three | 6 |
| | | 2. Average length of stay | 1,6 days |
| | | 3. Share of visitors on the event's days: | % |
| | | 1st day | 23 |
| | | 2nd day | 38 |
| | | 3rd day | 40 |
| | | 4th day | 33 |
| | | 5th day | 23 |

Conducted by: Deutsche Messe AG / ARGEFA, Hannover

EuroTier, Hannover

| | | | |
|--|----------------|---|----------|
| Total number of visitors | 120 746 | Position in the company/organization | % |
| Proportion of trade visitors | 94 % | Entrepreneur, partner, self-employed | 7 |
| Region of residence | % | Managing director, board member, head of an authority etc. | 3 |
| up to 100 km | 16 | Senior department head, other employee with managerial responsibility | 1 |
| more than 100 km up to 300 km | 49 | Department head, group head | 3 |
| over 300 km | 35 | Other salaried staff | 4 |
| Total Germany | 85 | Other public service | 1 |
| Baden-Württemberg | 9 | Skilled worker | 5 |
| Bavaria | 14 | Lecturer, teacher, scientific assistant | 2 |
| Berlin | 1 | Owner (agriculture, forestry) | 41 |
| Brandenburg | 2 | Administrator, leaseholder/lessee | 6 |
| Bremen | - | Works manager, administrator (agriculture, forestry) | 5 |
| Hamburg | - | Working family member (agriculture, forestry) | 10 |
| Hesse | 7 | Trainee | 5 |
| Mecklenburg-West Pomerania | 2 | Other | 2 |
| Lower Saxony | 32 | Student | 5 |
| Total Foreign | 15 | Other not gainfully employed | 1 |
| of which EU | 45 | Area of responsibility | % |
| Rest of Europe | 34 | Management | 22 |
| Africa | 2 | Research/development/design | 10 |
| North America | 2 | Planning/work preparation | 4 |
| South and Central America | 2 | Manufacture/production | 7 |
| Asia | 10 | Production, quality control | 2 |
| Australia | - | Buying/procurement | 5 |
| The five countries with the highest visitor shares | % | Finance/accounting, controlling | 2 |
| Austria | 15 | Administration/organization/personnel/social welfare/training | 3 |
| Netherlands | 11 | Marketing/sales/advertising/PR | 9 |
| Poland | 7 | Storage/material management/logistics/transport | 1 |
| Czech Republic | 6 | Maintenance/repairs | 3 |
| Switzerland | 5 | Other | 14 |
| Economic sector | % | Student | 16 |
| Agricultural business, company | 70 | Other not gainfully employed | 3 |
| Slaughter house/meat processing | 1 | Frequency of visits to trade fair | % |
| Egg processing | 5 | 2000 | 58 |
| Industry | 5 | 1998 | 44 |
| Trade/sales | 4 | Earlier events | 37 |
| Skilled trades | 1 | First visit | 27 |
| Engineer's/planning office/consulting | 1 | Size of company/organization: | % |
| Veterinary/veterinary practice/official vet | 1 | Number of employees: | |
| Official-consulting | 1 | 1- 4 | N/A |
| Association/agricultural organization | 2 | 5- 9 | |
| Other services | 2 | 10- 49 | |
| Authority/public services | 1 | 50- 99 | |
| University/college/polytechnic | 3 | 100- 199 | |
| Other | 2 | 200- 499 | |
| Student | 5 | 500- 999 | |
| Other not gainfully employed | 1 | 1 000- 9 999 | |
| Influence on purchasing/procurement decisions | % | 10 000 and more | |
| Decisively | 40 | Student, not gainfully employed | 10 |
| Collectively | 29 | Length of stay | % |
| In an advisory capacity | 17 | 1. Length of stay (days): | |
| No | 8 | one | 64 |
| Student | 6 | two | 21 |
| | | three | 8 |
| | | 2. Average length of stay | 1,3 days |
| | | 3. Share of visitors on the event's days: | % |
| | | 1st day | 18 |
| | | 2nd day | 30 |
| | | 3rd day | 34 |
| | | 4th day | 24 |
| | | 5th day | 29 |
| | | 6th day | 19 |

Conducted by: Walter & Partner, Basel

HANNOVER MESSE, Hannover

| | | | |
|--|----------------|---|----------|
| Total number of visitors | 244 539 | Position in the company/organization | % |
| Proportion of trade visitors | 95 % | Entrepreneur, partner, self-employed | 11 |
| Region of residence | % | Managing director, board member, head of an authority etc. | 12 |
| up to 100 km | 23 | Senior department head, other employee with managerial responsibility | 7 |
| more than 100 km up to 300 km | 39 | Department head, group head | 24 |
| over 300 km | 38 | Other salaried staff | 28 |
| Total Germany | 74 | Other public service | 1 |
| Baden-Württemberg | 11 | Skilled worker | 5 |
| Bavaria | 10 | Lecturer, teacher, scientific assistant | 3 |
| Berlin | 3 | Trainee | 1 |
| Brandenburg | 2 | Student | 8 |
| Bremen | 2 | Other not gainfully employed | 1 |
| Hamburg | 4 | Area of responsibility | % |
| Hesse | 7 | Management | 19 |
| Mecklenburg-West Pomerania | 1 | Research/development/design | 24 |
| Lower Saxony | 26 | Planning/work preparation | 9 |
| Total Foreign | 26 | Manufacture/production | 13 |
| of which EU | 51 | Production, quality control | 3 |
| Rest of Europe | 19 | Buying/procurement | 7 |
| Africa | 2 | Finance/accounting, controlling | 2 |
| North America | 5 | Administration/organization/personnel/social welfare/training | 3 |
| South and Central America | 3 | Marketing/sales/advertising/PR | 15 |
| Middle East | 4 | Storage/material management/logistics/transport | 5 |
| East Asia | 12 | Maintenance/repairs | 7 |
| Australia | 2 | Other | 1 |
| The five countries with the highest visitor shares | % | Student, not gainfully employed | 10 |
| Netherlands | 9 | Frequency of visits to trade fair | % |
| Sweden | 7 | 2001 | 43 |
| Austria | 6 | 2000 | 46 |
| Switzerland | 4 | Earlier events | 51 |
| France | 4 | First visit | 28 |
| Economic sector | % | Size of company/organization: | % |
| Energy | 7 | Number of employees: | |
| Mining industry | 1 | 1- 4 | 200- 499 |
| Raw materials and production goods | 15 | 5- 9 | 5 |
| industry | 39 | 10- 49 | 17 |
| Investment goods industry | 5 | 50- 99 | 10 |
| Consumer goods industry | 5 | 100- 199 | 11 |
| Food and luxury food industry | 2 | 200- 499 | 13 |
| Trade | 6 | 500- 999 | 14 |
| Service | 8 | 1 000- 9 999 | 4 |
| Authority/public services | 4 | 10 000 and more | 4 |
| Trainee/apprentice | 1 | Student, not gainfully employed | 10 |
| Other | 9 | Length of stay | % |
| Student/not gainfully employed | 9 | 1. Length of stay (days): | |
| Influence on purchasing/procurement decisions | % | one | 64 |
| Decisively | 32 | two | 21 |
| Collectively | 30 | three | 8 |
| In an advisory capacity | 18 | 2. Average length of stay | 1,6 days |
| No | 10 | 3. Share of visitors on the event's days: | % |
| Student | 10 | 1st day | 18 |
| | | 2nd day | 30 |
| | | 3rd day | 34 |
| | | 4th day | 24 |
| | | 5th day | 29 |
| | | 6th day | 19 |

Conducted by: GfK, Hamburg

HANNOVER MESSE - CeMAT

| | | | |
|--|---------------|---|----------|
| Total number of visitors | 68 471 | Position in the company/organization | % |
| Proportion of trade visitors | 97 % | Entrepreneur, partner, self-employed | 11 |
| Region of residence | % | Managing director, board member, head of an authority etc. | 13 |
| up to 100 km | 20 | Senior department head, other employee with managerial responsibility | 10 |
| more than 100 km up to 300 km | 40 | Department head, group head | 26 |
| over 300 km | 41 | Other salaried staff | 26 |
| Total Germany | 68 | Other public service | - |
| Baden-Württemberg | 12 | Skilled worker | 5 |
| Bavaria | 12 | Lecturer, teacher, scientific assistant | 1 |
| Berlin | 3 | Trainee | 1 |
| Brandenburg | 1 | Student | 6 |
| Bremen | 2 | Area of responsibility | % |
| Hamburg | 3 | Management | 20 |
| Hesse | 7 | Research/development/design | 18 |
| Mecklenburg-West Pomerania | 1 | Planning/work preparation | 10 |
| Lower Saxony | 23 | Manufacture/production | 14 |
| | | Production, quality control | 3 |
| | | Buying/procurement | 7 |
| Total Foreign | 32 | Finance/accounting, controlling | 2 |
| of which EU | 56 | Administration/organization/personnel/ social welfare/training | 3 |
| Rest of Europe | 17 | Marketing/sales/advertising/PR | 17 |
| Africa | 1 | Storage/material management/logistics/transport | 15 |
| North America | 7 | Maintenance/repairs | 6 |
| South and Central America | 4 | Student, not gainfully employed | 1 |
| Middle East | 4 | Other | 7 |
| East Asia | 9 | Frequency of visits to trade fair | % |
| Australia | 1 | 2001 | 37 |
| The five countries with the highest visitor shares | % | 2000 | 52 |
| Netherlands | 12 | Earlier events | 52 |
| Austria | 9 | First visit | 27 |
| USA | 6 | Size of company/organization: | % |
| France | 5 | Number of employees: | |
| Belgium | 5 | 1- 4 | 6 |
| Economic sector | % | 5- 9 | 4 |
| Energy | 2 | 10- 49 | 15 |
| Mining industry | 1 | 50- 99 | 12 |
| Raw materials and production goods industry | 18 | 100- 199 | 14 |
| Investment goods industry | 38 | 200- 499 | 9 |
| Consumer goods industry | 6 | 500- 999 | 9 |
| Food and luxury food industry | 2 | 1 000- 9 999 | 14 |
| Trade | 9 | 10 000 and more | 4 |
| Service | 9 | Student, not gainfully employed | 7 |
| Authority/public services | 2 | Length of stay | % |
| Trainee/apprentice | 1 | 1. Length of stay (days): | |
| Student/not gainfully employed | 6 | one | 58 |
| Other | 11 | two | 24 |
| Influence on purchasing/procurement decisions | % | three | 10 |
| Decisively | 34 | 2. Average length of stay | 1,7 days |
| Collectively | 31 | 3. Share of visitors on the event's days: | % |
| In an advisory capacity | 17 | 1st day | 18 |
| No | 10 | 2nd day | 30 |
| Student, not gainfully employed | 7 | 3rd day | 37 |
| | | 4th day | 38 |
| | | 5th day | 31 |
| | | 6th day | 22 |

Conducted by: GfK, Hamburg

HANNOVER MESSE - Energy

| | | | |
|--|---------------|---|----------|
| Total number of visitors | 51 353 | Position in the company/organization | % |
| Proportion of trade visitors | 94 % | Entrepreneur, partner, self-employed | 12 |
| Region of residence | % | Managing director, board member, head of an authority etc. | 12 |
| up to 100 km | 24 | Senior department head, other employee with managerial responsibility | 6 |
| more than 100 km up to 300 km | 35 | Department head, group head | 22 |
| over 300 km | 42 | Other salaried staff | 24 |
| Total Germany | 73 | Other public service | 1 |
| Baden-Württemberg | 12 | Skilled worker | 5 |
| Bavaria | 12 | Lecturer, teacher, scientific assistant | 4 |
| Berlin | 3 | Trainee | 1 |
| Brandenburg | 1 | Student | 13 |
| Bremen | 2 | Area of responsibility | % |
| Hamburg | 4 | Management | 21 |
| Hesse | 7 | Research/development/design | 23 |
| Mecklenburg-West Pomerania | 2 | Planning/work preparation | 10 |
| Lower Saxony | 27 | Manufacture/production | 10 |
| | | Production, quality control | 4 |
| | | Buying/procurement | 6 |
| Total Foreign | 27 | Finance/accounting, controlling | 3 |
| of which EU | 48 | Administration/organization/personnel/ social welfare/training | 5 |
| Rest of Europe | 18 | Marketing/sales/advertising/PR | 16 |
| Africa | 3 | Storage/material management/logistics/transport | 2 |
| North America | 6 | Maintenance/repairs | 7 |
| South and Central America | 3 | Student, not gainfully employed | 2 |
| Middle East | 7 | Other | 13 |
| East Asia | 12 | Frequency of visits to trade fair | % |
| Australia | 4 | 2001 | 40 |
| The five countries with the highest visitor shares | % | 2000 | 43 |
| Netherlands | 8 | Earlier events | 49 |
| France | 5 | First visit | 29 |
| Great Britain | 4 | Size of company/organization: | % |
| Sweden | 5 | Number of employees: | |
| Austria | 4 | 1- 4 | 8 |
| Economic sector | % | 5- 9 | 5 |
| Energy | 20 | 10- 49 | 17 |
| Mining industry | 1 | 50- 99 | 11 |
| Raw materials and production goods industry | 10 | 100- 199 | 11 |
| Investment goods industry | 26 | 200- 499 | 11 |
| Consumer goods industry | 3 | 500- 999 | 7 |
| Foodstuff and luxury foodstuff industry | 2 | 1 000- 9 999 | 14 |
| Trade | 5 | 10 000 and more | 4 |
| Service | 10 | Student, not gainfully employed | 13 |
| Authority/public services | 5 | Length of stay | % |
| Trainee/apprentice | 8 | 1. Length of stay (days): | |
| Student/not gainfully employed | 1 | one | 61 |
| Other | 13 | two | 21 |
| Influence on purchasing/procurement decisions | % | three | 9 |
| Decisively | 30 | 2. Average length of stay | 1,8 days |
| Collectively | 26 | 3. Share of visitors on the event's days: | % |
| In an advisory capacity | 18 | 1st day | 21 |
| No | 11 | 2nd day | 29 |
| Student, not gainfully employed | 13 | 3rd day | 33 |
| | | 4th day | 37 |
| | | 5th day | 32 |
| | | 6th day | 24 |

Conducted by: GfK, Hamburg

HANNOVER MESSE - Factory Automation

| | | | |
|--|----------------|---|----------|
| Total number of visitors | 179 247 | Position in the company/organization | % |
| Proportion of trade visitors | 96 % | Entrepreneur, partner, self-employed | 10 |
| Region of residence | % | Managing director, board member, head of an authority etc. | 11 |
| up to 100 km | 24 | Senior department head, other employee with managerial responsibility | 7 |
| more than 100 km up to 300 km | 38 | Department head, group head | 23 |
| over 300 km | 38 | Other salaried staff | 29 |
| Total Germany | 74 | Other public service | 1 |
| Baden-Württemberg | 12 | Skilled worker | 6 |
| Bavaria | 10 | Lecturer, teacher, scientific assistant | 3 |
| Berlin | 3 | Trainee | 2 |
| Brandenburg | 2 | Student | 9 |
| Bremen | 2 | Area of responsibility | % |
| Hamburg | 4 | Management | 19 |
| Hesse | 7 | Research/development/design | 26 |
| Mecklenburg-West Pomerania | 1 | Planning/work preparation | 10 |
| Lower Saxony | 27 | Manufacture/production | 15 |
| | | Production, quality control | 3 |
| | | Buying/procurement | 7 |
| Total Foreign | 26 | Finance/accounting, controlling | 2 |
| of which EU | 49 | Administration/organization/personnel/ social welfare/training | 3 |
| Rest of Europe | 19 | Marketing/sales/advertising/PR | 13 |
| Africa | 2 | Storage/material management/logistics/transport | 4 |
| North America | 6 | Maintenance/repairs | 7 |
| South and Central America | 4 | Student, not gainfully employed | 10 |
| Middle East | 5 | Other | 1 |
| East Asia | 14 | Frequency of visits to trade fair | % |
| Australia | 2 | 2001 | 45 |
| The five countries with the highest visitor shares | % | 2000 | 47 |
| Netherlands | 8 | Earlier events | 52 |
| Sweden | 6 | First visit | 26 |
| Austria | 4 | Size of company/organization: | % |
| USA | 5 | Number of employees: | |
| France | 4 | 1- 4 | 6 |
| Economic sector | % | 5- 9 | 5 |
| Energy | 6 | 10- 49 | 17 |
| Mining industry | 1 | 50- 99 | 10 |
| Raw materials and production goods industry | 15 | 100- 199 | 11 |
| Investment goods industry | 43 | 200- 499 | 13 |
| Consumer goods industry | 5 | 500- 999 | 9 |
| Foodstuff and luxury foodstuff industry | 2 | 1 000- 9 999 | 13 |
| Trade | 5 | 10 000 and more | 5 |
| Service | 7 | Student, not gainfully employed | 7 |
| Authority/public services | 3 | Length of stay | % |
| Trainee/apprentice | 8 | 1. Length of stay (days): | |
| Student/not gainfully employed | 2 | one | 63 |
| Other | 9 | two | 21 |
| Influence on purchasing/procurement decisions | % | three | 9 |
| Decisively | 31 | 2. Average length of stay | 1,7 days |
| Collectively | 31 | 3. Share of visitors on the event's days: | % |
| In an advisory capacity | 18 | 1st day | 18 |
| No | 9 | 2nd day | 30 |
| Student, not gainfully employed | 10 | 3rd day | 34 |
| | | 4th day | 35 |
| | | 5th day | 30 |
| | | 6th day | 19 |

Conducted by: GfK, Hamburg

HANNOVER MESSE - Micro Technology

| | | | |
|--|---------------|---|----------|
| Total number of visitors | 25 677 | Position in the company/organization | % |
| Proportion of trade visitors | 94 % | Entrepreneur, partner, self-employed | 11 |
| Region of residence | % | Managing director, board member, head of an authority etc. | 11 |
| up to 100 km | 19 | Senior department head, other employee with managerial responsibility | 7 |
| more than 100 km up to 300 km | 38 | Department head, group head | 22 |
| over 300 km | 43 | Other salaried staff | 22 |
| Total Germany | 66 | Other public service | 1 |
| Baden-Württemberg | 15 | Skilled worker | 5 |
| Bavaria | 8 | Lecturer, teacher, scientific assistant | 5 |
| Berlin | 5 | Trainee | 2 |
| Brandenburg | 1 | Student | 14 |
| Bremen | 2 | Other not gainfully employed | 1 |
| Hamburg | 3 | Area of responsibility | % |
| Hesse | 7 | Management | 18 |
| Mecklenburg-West Pomerania | 1 | Research/development/design | 30 |
| Lower Saxony | 22 | Planning/work preparation | 6 |
| | | Manufacture/production | 12 |
| | | Production, quality control | 5 |
| Total Foreign | 34 | Buying/procurement | 7 |
| of which EU | 45 | Finance/accounting, controlling | 2 |
| Rest of Europe | 16 | Administration/organization/personnel/ social welfare/training | 4 |
| Africa | 4 | Marketing/sales/advertising/PR | 15 |
| North America | 7 | Storage/material management/logistics/transport | 2 |
| South and Central America | 2 | Maintenance/repairs | 4 |
| Middle East | 2 | Student, not gainfully employed | 1 |
| East Asia | 20 | Other | 16 |
| Australia | 3 | Frequency of visits to trade fair | % |
| The five countries with the highest visitor shares | % | 2001 | 38 |
| Sweden | 7 | 2000 | 37 |
| Austria | 6 | Earlier events | 47 |
| France | 6 | First visit | 35 |
| Switzerland | 5 | Size of company/organization: | % |
| Belgium | 5 | Number of employees: | |
| Economic sector | % | 1- 4 | 6 |
| Energy | 4 | 5- 9 | 5 |
| Mining industry | 1 | 10- 49 | 17 |
| Raw materials and production goods industry | 14 | 50- 99 | 7 |
| Investment goods industry | 35 | 100- 199 | 10 |
| Consumer goods industry | 4 | 200- 499 | 11 |
| Foodstuff and luxury foodstuff industry | 2 | 500- 999 | 9 |
| Trade | 3 | 1 000- 9 999 | 14 |
| Service | 10 | 10 000 and more | 5 |
| Authority/public services | 6 | Student, not gainfully employed | 16 |
| Trainee/apprentice | 2 | Length of stay | % |
| Student/not gainfully employed | 4 | 1. Length of stay (days): | |
| Other | 16 | one | 52 |
| Influence on purchasing/procurement decisions | % | two | 24 |
| Decisively | 33 | three | 13 |
| Collectively | 26 | 2. Average length of stay | 1,9 days |
| In an advisory capacity | 15 | 3. Share of visitors on the event's days: | % |
| No | 10 | 1st day | 22 |
| Student, not gainfully employed | 16 | 2nd day | 31 |
| | | 3rd day | 38 |
| | | 4th day | 38 |
| | | 5th day | 37 |
| | | 6th day | 26 |

Conducted by: GfK, Hamburg

Trade Visitors Profile Analyses 2002

HANNOVER MESSE - Research & Technology

| | | | |
|--|---------------|---|----------|
| Total number of visitors | 40 838 | Position in the company/organization | % |
| Proportion of trade visitors | 93 % | Entrepreneur, partner, self-employed | 9 |
| Region of residence | % | Managing director, board member, head of an authority etc. | 10 |
| up to 100 km | 23 | Senior department head, other employee with managerial responsibility | 8 |
| more than 100 km up to 300 km | 37 | Department head, group head | 22 |
| over 300 km | 40 | Other salaried staff | 24 |
| Total Germany | 71 | Other public service | 2 |
| Baden-Württemberg | 13 | Skilled worker | 4 |
| Bavaria | 11 | Lecturer, teacher, scientific assistant | 6 |
| Berlin | 4 | Trainee | 1 |
| Brandenburg | 1 | Student | 14 |
| Bremen | 2 | Other not gainfully employed | 1 |
| Hamburg | 4 | Area of responsibility | % |
| Hesse | 7 | Management | 16 |
| Mecklenburg-West Pomerania | 1 | Research/development/design | 35 |
| Lower Saxony | 27 | Planning/work preparation | 7 |
| Total Foreign | 29 | Manufacture/production | 11 |
| of which EU | 51 | Production, quality control | 3 |
| Rest of Europe | 19 | Buying/procurement | 5 |
| Africa | 2 | Finance/accounting, controlling | 2 |
| North America | 8 | Administration/organization/personnel/ social welfare/training | 4 |
| South and Central America | 2 | Marketing/sales/advertising/PR | 13 |
| Middle East | 4 | Storage/material management/logistics/transport | 2 |
| East Asia | 11 | Maintenance/repairs | 2 |
| Australia | 4 | Student, not gainfully employed | 2 |
| The five countries with the highest visitor shares | % | Other | 2 |
| Netherlands | 8 | Frequency of visits to trade fair | % |
| Sweden | 6 | 2001 | 43 |
| Austria | 6 | 2000 | 43 |
| France | 6 | Earlier events | 49 |
| Great Britain | 6 | First visit | 31 |
| Economic sector | % | Size of company/organization: | % |
| Energy | 5 | Number of employees: | |
| Mining industry | 1 | 1- 4 | 6 |
| Raw materials and production goods industry | 13 | 5- 9 | 5 |
| Investment goods industry | 33 | 10- 49 | 15 |
| Consumer goods industry | 4 | 50- 99 | 9 |
| Foodstuff and luxury foodstuff industry | 2 | 100- 199 | 8 |
| Trade | 3 | Student, not gainfully employed | 15 |
| Service | 11 | Length of stay | % |
| Authority/public services | 8 | 1. Length of stay (days): | |
| Trainee/apprentice | 8 | one | 58 |
| Student/not gainfully employed | 1 | two | 21 |
| Other | 14 | three | 11 |
| Influence on purchasing/procurement decisions | % | 2. Average length of stay | 1,9 days |
| Decisively | 29 | 3. Share of visitors on the event's days: | % |
| Collectively | 29 | 1st day | 21 |
| In an advisory capacity | 16 | 2nd day | 32 |
| No | 9 | 3rd day | 37 |
| Student, not gainfully employed | 15 | 4th day | 37 |
| | | 5th day | 34 |
| | | 6th day | 25 |

Conducted by: GfK, Hamburg

HANNOVER MESSE - Subcon Technology

| | | | |
|--|---------------|---|----------|
| Total number of visitors | 39 615 | Position in the company/organization | % |
| Proportion of trade visitors | 94 % | Entrepreneur, partner, self-employed | 10 |
| Region of residence | % | Managing director, board member, head of an authority etc. | 14 |
| up to 100 km | 24 | Senior department head, other employee with managerial responsibility | 10 |
| more than 100 km up to 300 km | 36 | Department head, group head | 24 |
| over 300 km | 41 | Other salaried staff | 29 |
| Total Germany | 70 | Other public service | 3 |
| Baden-Württemberg | 14 | Skilled worker | 3 |
| Bavaria | 9 | Lecturer, teacher, scientific assistant | 3 |
| Berlin | 4 | Trainee | 1 |
| Brandenburg | 2 | Student | 6 |
| Bremen | 2 | Area of responsibility | % |
| Hamburg | 4 | Management | 20 |
| Hesse | 7 | Research/development/design | 26 |
| Mecklenburg-West Pomerania | 1 | Planning/work preparation | 9 |
| Lower Saxony | 25 | Manufacture/production | 13 |
| Total Foreign | 30 | Production, quality control | 5 |
| of which EU | 55 | Buying/procurement | 16 |
| Rest of Europe | 18 | Finance/accounting, controlling | 3 |
| Africa | - | Administration/organization/personnel/ social welfare/training | 2 |
| North America | 5 | Marketing/sales/advertising/PR | 13 |
| South and Central America | 4 | Storage/material management/logistics/transport | 3 |
| Middle East | 2 | Maintenance/repairs | 4 |
| East Asia | 14 | Student, not gainfully employed | 2 |
| Australia | 1 | Other | 1 |
| The five countries with the highest visitor shares | % | Frequency of visits to trade fair | % |
| Netherlands | 9 | 2001 | 46 |
| France | 8 | 2000 | 49 |
| Sweden | 7 | Earlier events | 54 |
| Austria | 5 | First visit | 25 |
| Switzerland | 5 | Size of company/organization: | % |
| Economic sector | % | Number of employees: | |
| Energy | 3 | 1- 4 | 7 |
| Mining industry | 1 | 5- 9 | 4 |
| Raw materials and production goods industry | 24 | 10- 49 | 16 |
| Investment goods industry | 42 | 50- 99 | 12 |
| Consumer goods industry | 5 | 100- 199 | 12 |
| Foodstuff and luxury foodstuff industry | 1 | Student, not gainfully employed | 6 |
| Trade | 5 | Length of stay | % |
| Service | 7 | 1. Length of stay (days): | |
| Authority/public services | 3 | one | 58 |
| Trainee/apprentice | 8 | two | 23 |
| Student/not gainfully employed | 1 | three | 11 |
| Other | 6 | 2. Average length of stay | 1,8 days |
| Influence on purchasing/procurement decisions | % | 3. Share of visitors on the event's days: | % |
| Decisively | 39 | 1st day | 19 |
| Collectively | 30 | 2nd day | 30 |
| In an advisory capacity | 16 | 3rd day | 35 |
| No | 8 | 4th day | 35 |
| Student, not gainfully employed | 6 | 5th day | 35 |
| | | 6th day | 24 |

Conducted by: GfK, Hamburg

HANNOVER MESSE - Surface Technology

| | | | |
|--|---------------|---|----------|
| Total number of visitors | 31 301 | Position in the company/organization | % |
| Proportion of trade visitors | 96 % | Entrepreneur, partner, self-employed | 11 |
| Region of residence | % | Managing director, board member, head of an authority etc. | 14 |
| up to 100 km | 18 | Senior department head, other employee with managerial responsibility | 9 |
| more than 100 km up to 300 km | 43 | Department head, group head | 27 |
| over 300 km | 39 | Other salaried staff | 25 |
| Total Germany | 69 | Skilled worker | 3 |
| Baden-Württemberg | 14 | Lecturer, teacher, scientific assistant | 2 |
| Bavaria | 8 | Trainee | 1 |
| Berlin | 4 | Student | 8 |
| Brandenburg | 1 | Area of responsibility | % |
| Bremen | 2 | Management | 23 |
| Hamburg | 1 | Research/development/design | 30 |
| Hesse | 8 | Planning/work preparation | 9 |
| Mecklenburg-West Pomerania | 1 | Manufacture/production | 17 |
| Lower Saxony | 22 | Production, quality control | 4 |
| Total Foreign | 31 | Buying/procurement | 9 |
| of which EU | 48 | Finance/accounting, controlling | 2 |
| Rest of Europe | 22 | Administration/organization/personnel/ social welfare/training | 3 |
| Africa | 1 | Marketing/sales/advertising/PR | 13 |
| North America | 7 | Storage/material management/logistics/transport | 3 |
| South and Central America | 3 | Maintenance/repairs | 4 |
| Middle East | 4 | Student, not gainfully employed | 9 |
| East Asia | 14 | Other | 1 |
| Australia | 2 | Frequency of visits to trade fair | % |
| The five countries with the highest visitor shares | % | 2001 | 42 |
| Netherlands | 8 | 2000 | 43 |
| Switzerland | 6 | Earlier events | 50 |
| Austria | 6 | First visit | 29 |
| France | 5 | Size of company/organization: | % |
| USA | 5 | Number of employees: | |
| Economic sector | % | 1- 4 | 5 |
| Energy | 3 | 5- 9 | 4 |
| Mining industry | - | 10- 49 | 18 |
| Raw materials and production goods industry | 22 | 50- 99 | 11 |
| Investment goods industry | 38 | 100- 199 | 11 |
| Consumer goods industry | 6 | Student, not gainfully employed | 9 |
| Foodstuff and luxury foodstuff industry | 1 | Length of stay | % |
| Trade | 4 | 1. Length of stay (days): | |
| Service | 8 | one | 59 |
| Authority/public services | 4 | two | 21 |
| Trainee/apprentice | 7 | three | 11 |
| Student/not gainfully employed | 7 | 2. Average length of stay | 1,8 days |
| Other | 8 | 3. Share of visitors on the event's days: | % |
| Influence on purchasing/procurement decisions | % | 1st day | 20 |
| Decisively | 36 | 2nd day | 32 |
| Collectively | 30 | 3rd day | 35 |
| In an advisory capacity | 16 | 4th day | 36 |
| No | 8 | 5th day | 33 |
| Student, not gainfully employed | 9 | 6th day | 23 |

Conducted by: GfK, Hamburg

INTERGEM, Idar-Oberstein

| | | | |
|--|--------------|--|----------|
| Total number of visitors | 2 381 | Position in the company/organization | % |
| Proportion of trade visitors | 100 % | Entrepreneur, partner, self-employed | 56 |
| Region of residence | % | Managing director, board member, head of an authority etc. | 8 |
| up to 100 km | | Department head, group head | 15 |
| more than 100 km up to 300 km | N/A | Other salaried staff | 4 |
| over 300 km | | Trainee, student | 13 |
| Total Germany | 82 | Other | 4 |
| Baden-Württemberg | 11 | Area of responsibility | % |
| Bavaria | 3 | Management | 64 |
| Berlin | 1 | Research/development/design | 4 |
| Hamburg | 1 | Buying/procurement | 15 |
| Hesse | 7 | Administration/organization/personnel/ social welfare/training | 13 |
| Lower Saxony | 1 | Other | 4 |
| Total Foreign | 18 | Frequency of visits to trade fair | % |
| of which EU | 66 | N/A | |
| Rest of Europe | 5 | Size of company/organization: | % |
| Africa | 5 | Number of employees: | |
| North America | 6 | 1- 9 | 85 |
| South and Central America | 4 | 10- 49 | 10 |
| Middle East | 2 | 50- 99 | 4 |
| East Asia | 5 | 100- 199 | 1 |
| Australia | 3 | Length of stay | % |
| Economic sector | % | 1. Length of stay (days): | |
| Retail trade, jeweller | 47 | one | 82 |
| Wholesale trade | 29 | two | 15 |
| Manufacturing | 14 | three | 2 |
| Department store/chain store | 1 | 2. Average length of stay | 1,2 days |
| Designer, designer studio | 6 | 3. Share of visitors on the event's days: | % |
| Other | 3 | 1st day | 28 |
| Influence on purchasing/procurement decisions | % | 2nd day | 22 |
| Decisively | 64 | 3rd day | 22 |
| Collectively | 15 | | |
| In an advisory capacity | 4 | | |
| No | 17 | | |

Conducted by: Intergem Messe GmbH, Idar-Oberstein

| BodyLife, Karlsruhe | | | | | | |
|---|--|--------------|---|----|------------------------------|----|
| Total number of visitors | | 6 686 | Position in the company/organization | | % | |
| Proportion of trade visitors | | 87 % | Entrepreneur, partner, self-employed | | 32 | |
| Region of residence | | % | Managing director, board member, head of an authority etc. | | 6 | |
| up to 100 km | | 28 | Senior department head, other employee with managerial responsibility | | 3 | |
| more than 100 km up to 300 km | | 34 | Department head, group head | | 12 | |
| over 300 km | | 39 | Other salaried staff | | 14 | |
| Total Germany | | 91 | Other public service | | 4 | |
| Baden-Württemberg | | 43 | Skilled worker | | 2 | |
| Bavaria | | 16 | Lecturer, teacher, scientific assistant | | 5 | |
| Berlin | | 2 | Trainee | | 7 | |
| Brandenburg | | 1 | Other | | 7 | |
| Bremen | | 1 | Student | | 8 | |
| Hamburg | | 2 | Other not gainfully employed | | 1 | |
| Hesse | | 6 | Area of responsibility | | % | |
| Mecklenburg-West Pomerania | | - | Management | | 28 | |
| Lower Saxony | | 3 | Research/development/design | | 4 | |
| Total Foreign | | 9 | Planning/work preparation | | 11 | |
| of which EU | | 60 | Manufacture/production | | 3 | |
| Rest of Europe | | 37 | Production, quality control | | 2 | |
| Africa | | - | Buying/procurement | | 12 | |
| North America | | - | Finance/accounting, controlling | | 8 | |
| South and Central America | | - | Information, communication technology (EDP) | | 4 | |
| Middle East | | 3 | Administration/organization/personnel/ social welfare/training | | 17 | |
| East Asia | | - | Marketing/sales/advertising/PR | | 16 | |
| Australia | | - | Storage/material management/logistics/ transport | | 3 | |
| The five countries with the highest visitor shares | | % | Maintenance/repairs | | 4 | |
| Austria | | 40 | Other | | 27 | |
| Switzerland | | 29 | Student | | 8 | |
| France | | 29 | Other not gainfully employed | | 1 | |
| Slovenia | | 6 | Frequency of visits to trade fair | | % | |
| Spain | | 6 | 2001 | | 34 | |
| Economic sector | | % | 2000 | | 28 | |
| Industry | | 5 | 1999 | | 20 | |
| Wholesale/foreign trade | | 3 | 1998 | | 15 | |
| Retail trade | | 4 | Earlier events | | 10 | |
| Skilled trades | | 1 | First visit | | 52 | |
| Service company | | 62 | Size of company/organization: | | % | |
| Authority/public services | | 6 | Number of employees: | | | |
| Vocational school/polytechnic/university | | 2 | 1- 4 | 20 | 500- 999 | 2 |
| Other | | 10 | 5- 9 | 16 | 1 000- 9 999 | 3 |
| Student | | 8 | 10- 49 | 34 | 10 000 and more | 2 |
| Other not gainfully employed | | 1 | 50- 99 | 8 | Student | 8 |
| Influence on purchasing/ procurement decisions | | % | 100- 199 | 4 | Other not gainfully employed | 1 |
| Decisively | | 24 | 200- 499 | 3 | | |
| Collectively | | 30 | Length of stay | | % | |
| In an advisory capacity | | 19 | 1. Length of stay (days): | | | |
| No | | 19 | one | 40 | three | 8 |
| Student | | 9 | two | 37 | four | 15 |
| | | | 2. Average length of stay | | 2,0 days | |
| | | | 3. Share of visitors on the event's days: | | % | |
| | | | 1st day | 46 | 3rd day | 59 |
| | | | 2nd day | 51 | 4th day | 43 |

Conducted by: Gelszus Messe-Marktforschung GmbH, Dortmund

| Bildungsmesse, Köln | | | | | | |
|---|--|--------|---|--|----------|------------|
| Total number of visitors | | 90 175 | Position in the company/organization | | % | |
| Proportion of trade visitors | | 84 % | Entrepreneur, partner, self-employed | | 4 | |
| Region of residence | | % | Head master, executive director, board member, authority director | | 5 | |
| up to 100 km | | 62 | Department head, group head | | 4 | |
| more than 100 km up to 300 km | | 25 | Other salaried staff | | 4 | |
| over 300 km | | 13 | Other public service | | 2 | |
| Total Germany | | 97 | Skilled worker | | 1 | |
| Baden-Württemberg | | 5 | Lecturer, teacher, scientific assistant | | 61 | |
| North Rhine-Westphalia | | 68 | Trainee, student | | 15 | |
| Bavaria | | 2 | Other | | 3 | |
| Berlin | | 1 | Area of responsibility | | % | |
| Palatinate | | 11 | Management | | 4 | |
| Saarland | | 1 | Research/development/design | | 2 | |
| Saxony | | 1 | Planning/work preparation | | 2 | |
| Saxony-Anhalt | | - | Manufacture, production, production and quality controls | | 2 | |
| Schleswig-Holstein | | 1 | Buying/procurement | | 4 | |
| Mecklenburg-West Pomerania | | - | Finance/accounting, controlling | | 1 | |
| Lower Saxony | | 5 | Administration/organization/personnel/ social welfare/training | | 38 | |
| Total Foreign | | 3 | Marketing/sales/advertising/PR | | 4 | |
| of which EU | | 72 | Storage/material management/logistics/ transport | | 3 | |
| Rest of Europe | | 28 | Educational theory (educationist, teacher etc.) | | 70 | |
| Africa | | - | Education | | 13 | |
| North America | | - | Other | | 5 | |
| South and Central America | | - | Frequency of visits to trade fair | | % | |
| Middle East | | - | Hanover 2001 | | 14 | |
| East Asia | | - | Cologne 2000 | | 34 | |
| Australia | | - | Stuttgart 1999 | | 9 | |
| Economic sector | | % | First visit | | 56 | |
| Industry | | 3 | Size of company/organization: | | % | |
| Skilled trades | | 1 | Number of employees: | | | |
| Trade | | 2 | | | N/A | |
| Services, training, consulting | | 10 | Length of stay | | % | |
| Administration | | 2 | 1. Length of stay (days): | | | |
| Preschool, kindergarten | | 10 | one | | 84 | four 1 |
| General education system | | 51 | two | | 11 | five 2 |
| Vocational education system | | 12 | three | | 2 | |
| Higher education system | | 5 | 2. Average length of stay | | 1,3 days | |
| Other | | 4 | 3. Share of visitors on the event's days: | | % | |
| Influence on purchasing/procurement decisions | | % | 1st day | | 19 | 4th day 29 |
| Decisively | | 21 | 2nd day | | 24 | 5th day 22 |
| Collectively | | 45 | 3rd day | | 30 | |
| In an advisory capacity | | 14 | | | | |
| No | | 20 | | | | |

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

| LEARNTEC, Karlsruhe | | | | | |
|---|--|--------------|---|--|--|
| Total number of visitors | | 9 221 | Position in the company/organization | | |
| Proportion of trade visitors | | 98 % | Entrepreneur, partner, self-employed | | |
| Region of residence | | % | Managing director, board member, head of an authority etc. | | |
| up to 100 km | | 30 | Senior department head, other employee with managerial responsibility | | |
| more than 100 km up to 300 km | | 31 | Department head, group head | | |
| over 300 km | | 39 | Other salaried staff | | |
| Total Germany | | 90 | Other public service | | |
| Baden-Württemberg | | 36 | Lecturer, teacher, scientific assistant | | |
| Bavaria | | 16 | University staff member | | |
| Berlin | | 4 | Trainee | | |
| Brandenburg | | 1 | Other | | |
| Bremen | | 1 | Student | | |
| Hamburg | | 2 | Other not gainfully employed | | |
| Hesse | | 13 | Area of responsibility | | |
| Mecklenburg-West Pomerania | | - | Management | | |
| Lower Saxony | | 3 | Research/development/design | | |
| Total Foreign | | 10 | Planning/work preparation | | |
| of which EU | | 47 | Manufacture/production | | |
| Rest of Europe | | 36 | Production, quality control | | |
| Africa | | 5 | Buying/procurement | | |
| North America | | 4 | Finance/accounting, controlling | | |
| South and Central America | | 3 | Administration/organization/personnel/ social welfare/training | | |
| Middle East | | 3 | Marketing/sales/advertising/PR | | |
| East Asia | | 3 | Storage/material management/logistics/ transport | | |
| Australia | | 1 | Maintenance/repairs | | |
| The five countries with the highest visitor shares | | % | Information, communication technology (EDP) | | |
| Switzerland | | 33 | Other | | |
| Austria | | 28 | Student, not gainfully employed | | |
| Italy | | 6 | Frequency of visits to trade fair | | |
| France | | 5 | 2001 | | |
| Finland | | 4 | 2000 | | |
| Economic sector | | % | 1999 | | |
| University/research/teaching | | 20 | 1998 | | |
| Public authority/administration | | 7 | Earlier events | | |
| Industry | | 15 | First visit | | |
| Trade | | 4 | Size of company/organization: | | |
| Banks/transport | | 4 | Number of employees: | | |
| Association | | 1 | 1- 4 12 200- 499 9 | | |
| Publishing house | | 4 | 5- 9 5 500- 999 6 | | |
| Educational facility | | 20 | 10- 49 15 1 000- 9 999 16 | | |
| Other | | 18 | 50- 99 8 10 000 and more 14 | | |
| Student/not gainfully employed | | 8 | 100- 199 8 Student, not gainfully employed 8 | | |
| Influence on purchasing/ procurement decisions | | % | Length of stay | | |
| Decisively | | 20 | 1. Length of stay (days): | | |
| Collectively | | 39 | one 62 three 9 | | |
| In an advisory capacity | | 22 | two 22 four 7 | | |
| No | | 20 | 2. Average length of stay 1,6 days | | |
| | | | 3. Share of visitors on the event's days: % | | |
| | | | 1st day 39 3rd day 43 | | |
| | | | 2nd day 48 4th day 32 | | |

Conducted by: Gelszus Messe-Marktforschung GmbH, Dortmund

| IFMA, Köln | | | | | |
|--|--|---------------|---|--|----------|
| Total number of visitors | | 32 843 | Position in the company/organization | | % |
| Proportion of trade visitors | | 76 % | Entrepreneur, partner, self-employed | | 58 |
| Region of residence | | % | Managing director, board member, head of an authority etc. | | 8 |
| over 100 km | | 70 | Senior department head, other employee with managerial responsibility | | 6 |
| Total Germany | | 82 | Department head, group head | | 7 |
| Baden-Württemberg | | 9 | Other salaried staff | | 16 |
| Bavaria | | 7 | Skilled worker | | 2 |
| Berlin | | 2 | Lecturer, teacher, scientific assistant | | 1 |
| Brandenburg | | 2 | Other | | 1 |
| Bremen | | 1 | Student | | 1 |
| Hamburg | | 3 | Area of responsibility | | % |
| Hesse | | 3 | Management | | 67 |
| Mecklenburg-West Pomerania | | 1 | Research/development/design | | 3 |
| Lower Saxony | | 10 | Planning/work preparation | | 1 |
| Total Foreign | | 18 | Manufacture/production | | 2 |
| of which EU | | 68 | Production, quality control | | 1 |
| Rest of Europe | | 11 | Buying/procurement | | 7 |
| Africa | | - | Administration/organization/personnel/ social welfare/training | | 10 |
| North America | | 3 | Marketing/sales/advertising/PR | | 1 |
| South and Central America | | 2 | Storage/material management/logistics/ transport | | 1 |
| Middle East | | 2 | Maintenance/repairs | | 4 |
| East Asia | | 12 | Other | | 3 |
| Australia | | 2 | Frequency of visits to trade fair | | % |
| The five countries with the highest visitor shares | | % | 2001 | | 75 |
| Netherlands | | 25 | 2000 | | 75 |
| Belgium | | 11 | 1999 | | 67 |
| Poland | | 6 | Earlier events | | 40 |
| France | | 6 | First visit | | 13 |
| Italy | | 5 | Size of company/organization: | | % |
| Economic sector | | % | Number of employees: | | |
| Cash & Carry | | 2 | 1 - 9 | | 64 |
| Department store | | 1 | 10 - 49 | | 20 |
| Mail order | | 1 | 50 - 99 | | 5 |
| Specialist retail trade | | 62 | 100 - 199 | | 4 |
| Wholesale/foreign trade with retail trade | | 7 | 200 - 499 | | 3 |
| Wholesale/foreign trade without retail trade | | 4 | 500 - 999 | | 1 |
| Import/export | | 3 | 1 000 - 9 999 | | 2 |
| Skilled trades | | 1 | 10 000 and more | | 1 |
| Industry | | 11 | Length of stay | | % |
| Service | | 5 | 1. Length of stay (days): | | |
| Authority/public services | | 2 | one | | 61 |
| Other | | 1 | two | | 27 |
| Influence on purchasing/procurement decisions | | % | three | | 6 |
| Decisively | | 73 | 2. Average length of stay | | 1,6 days |
| Collectively | | 17 | 3. Share of visitors on the event's days: | | % |
| In an advisory capacity | | 6 | 1st day | | 43 |
| No | | 4 | 2nd day | | 50 |
| | | | 3rd day | | 42 |

Trade Visitors Profile Analyses 2002

INTERNATIONAL FURNITURE FAIR, Köln (2001)

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

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

ISM, Köln

| | | | |
|-------------------------------------|---------------|---|----------|
| Total number of visitors | 32 891 | Position in the company/organization | % |
| Proportion of trade visitors | 98 % | Entrepreneur, partner, self-employed | 30 |
| Region of residence | % | Managing director, board member, head of an authority etc. | 14 |
| up to 100 km | 22 | Senior department head, other employee with managerial responsibility | 9 |
| more than 100 km | 78 | Department head, group head | 16 |
| Total Germany | 53 | Other salaried staff | 22 |
| Baden-Württemberg | 8 | Skilled worker | 1 |
| Bavaria | 6 | Lecturer, teacher, scientific assistant | 1 |
| Berlin | 2 | Trainee | 2 |
| Brandenburg | 1 | Other | 3 |
| Bremen | 2 | Student | 2 |
| Hamburg | 3 | Area of responsibility | % |
| Hesse | 7 | Management | 36 |
| Mecklenburg-West Pomerania | - | Research/development/design | 8 |
| Lower Saxony | 10 | Planning/work preparation | 1 |
| | | Manufacture/production | 6 |
| | | Production, quality control | 1 |
| | | Buying/procurement | 9 |
| | | Finance/accounting, controlling | 1 |
| | | Administration/organization/personnel/ social welfare/training | 3 |
| | | Marketing/sales/advertising/PR | 29 |
| | | Other | 6 |
| | | Frequency of visits to trade fair | % |
| | | 2001 | 50 |
| | | 2000 | 46 |
| | | 1999 | 37 |
| | | 1998 | 29 |
| | | First visit | 40 |
| | | Size of company/organization: | % |
| | | Number of employees: | |
| | | 5 - 9 | 18 |
| | | 10 - 49 | 22 |
| | | 50 - 99 | 11 |
| | | 100 - 199 | 11 |
| | | 200 - 499 | 12 |
| | | 500 - 999 | 7 |
| | | 1 000 - 9 999 | 13 |
| | | 10 000 and more | 6 |
| | | Length of stay | % |
| | | 1. Length of stay (days): | |
| | | one 57 four 13 | |
| | | two 19 | |
| | | three 11 | |
| | | 2. Average length of stay | 1,8 days |
| | | 3. Share of visitors on the event's days: | % |
| | | 1st day 43 4th day 36 | |
| | | 2nd day 51 | |
| | | 3rd day 51 | |
| | | Influence on purchasing/ procurement decisions | % |
| | | Decisively | 42 |
| | | Collectively | 29 |
| | | In an advisory capacity | 12 |
| | | No | 17 |

The five countries with the highest visitor shares

| | |
|---------------|----|
| Netherlands | 15 |
| Belgium | 10 |
| Italy | 8 |
| Great Britain | 7 |
| France | 5 |

Economic sector

| | |
|---------------------------|----|
| Industry | 45 |
| Wholesale/foreign trade | 22 |
| Retail trade | 13 |
| Skilled trades | 1 |
| Catering | 3 |
| Service | 10 |
| Authority/public services | 2 |
| Other sector | 4 |

Influence on purchasing/ procurement decisions

| | |
|-------------------------|----|
| Decisively | 42 |
| Collectively | 29 |
| In an advisory capacity | 12 |
| No | 17 |

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

Kind + Jugend (Spring), Köln

| | | | |
|-------------------------------------|--------------|---|----------|
| Total number of visitors | 4 534 | Position in the company/organization | % |
| Proportion of trade visitors | 98 % | Entrepreneur, partner, self-employed | 54 |
| Region of residence | % | Managing director, board member, head of an authority etc. | 12 |
| up to 100 km | 28 | Senior department head, other employee with managerial responsibility | 3 |
| more than 100 km up to 300 km | 25 | Department head, group head | 10 |
| over 300 km | 47 | Other salaried staff | 9 |
| Total Germany | 63 | Other public service | 1 |
| Baden-Württemberg | 9 | Skilled worker | 2 |
| Bavaria | 5 | Lecturer, teacher, scientific assistant | 1 |
| Berlin | 3 | Trainee | 1 |
| Brandenburg | - | Student | 2 |
| Bremen | - | Other not gainfully employed | 2 |
| Hamburg | 3 | Area of responsibility | % |
| Hesse | 7 | Management | 50 |
| Mecklenburg-West Pomerania | - | Research/development/design | 4 |
| Lower Saxony | 8 | Planning/work preparation | 1 |
| | | Manufacture/production | 2 |
| | | Production, quality control | 1 |
| | | Buying/procurement | 18 |
| | | Administration/organization/personnel/ social welfare/training | 1 |
| | | Marketing/sales/advertising/PR | 13 |
| | | Storage/material management/logistics/ transport | 1 |
| | | Other not gainfully employed | 9 |
| | | Frequency of visits to trade fair | % |
| | | Spring 2001 | 37 |
| | | Autumn 2000 | 32 |
| | | Spring 2000 | 27 |
| | | Earlier events | 30 |
| | | First visit | 35 |
| | | Size of company/organization: | % |
| | | Number of employees: | |
| | | 1 - 4 | 46 |
| | | 5 - 9 | 12 |
| | | 10 - 49 | 12 |
| | | 50 - 99 | 8 |
| | | 100 - 199 | 3 |
| | | 200 - 499 | 4 |
| | | 500 - 999 | 3 |
| | | 1 000 - 9 999 | 5 |
| | | 10 000 and more | 2 |
| | | Other not gainfully employed | 5 |
| | | Length of stay | % |
| | | 1. Length of stay (days): | |
| | | one 75 | |
| | | two 19 | |
| | | three 6 | |
| | | 2. Average length of stay | 1,3 days |
| | | 3. Share of visitors on the event's days: | % |
| | | 1st day 45 | |
| | | 2nd day 46 | |
| | | 3rd day 40 | |
| | | Influence on purchasing/ procurement decisions | % |
| | | Decisively | 60 |
| | | Collectively | 20 |
| | | In an advisory capacity | 13 |
| | | No | 7 |

Conducted by: Walter & Partner, Basel

Kind + Jugend (Autumn), Köln

| | | | |
|-------------------------------------|---------------|---|----------|
| Total number of visitors | 11 176 | Position in the company/organization | % |
| Proportion of trade visitors | 97 % | Entrepreneur, partner, self-employed | 43 |
| Region of residence | % | Managing director, board member, head of an authority etc. | 17 |
| up to 100 km | 22 | Senior department head, other employee with managerial responsibility | 6 |
| more than 100 km up to 300 km | 25 | Department head, group head | 13 |
| over 300 km | 53 | Other salaried staff | 11 |
| Total Germany | 47 | Skilled worker | 2 |
| Baden-Württemberg | 7 | Trainee | 1 |
| Bavaria | 11 | Other not gainfully employed | 6 |
| Berlin | 1 | Student | 1 |
| Brandenburg | 1 | Area of responsibility | % |
| Bremen | 1 | Management | 39 |
| Hamburg | 1 | Research/development/design | 3 |
| Hesse | 9 | Manufacture/production | 17 |
| Mecklenburg-West Pomerania | - | Buying/procurement | 18 |
| Lower Saxony | 9 | Finance/accounting, controlling | 1 |
| | | Administration/organization/personnel/ social welfare/training | 2 |
| | | Marketing/sales/advertising/PR | 6 |
| | | Storage/material management/logistics/ transport | 1 |
| | | Other not gainfully employed | 6 |
| | | Design | 7 |
| | | Frequency of visits to trade fair | % |
| | | Spring 2002 | 20 |
| | | Autumn 2001 | 40 |
| | | Spring 2001 | 17 |
| | | Autumn 2000 | 30 |
| | | Earlier events | 28 |
| | | First visit | 40 |
| | | Size of company/organization: | % |
| | | Number of employees: | |
| | | 1 - 4 | 35 |
| | | 5 - 9 | 16 |
| | | 10 - 49 | 18 |
| | | 50 - 99 | 6 |
| | | 100 - 199 | 5 |
| | | 200 - 499 | 4 |
| | | 500 - 999 | 4 |
| | | 1 000 - 9 999 | 5 |
| | | 10 000 and more | 2 |
| | | Other not gainfully employed | 5 |
| | | Length of stay | % |
| | | 1. Length of stay (days): | |
| | | one 59 | |
| | | two 22 | |
| | | three 19 | |
| | | 2. Average length of stay | 1,6 days |
| | | 3. Share of visitors on the event's days: | % |
| | | 1st day 53 | |
| | | 2nd day 60 | |
| | | 3rd day 47 | |
| | | Influence on purchasing/ procurement decisions | % |
| | | Decisively | 54 |
| | | Collectively | 20 |
| | | In an advisory capacity | 15 |
| | | No | 11 |

Conducted by: Walter & Partner, Basel

ORGATEC, Köln (2000)

| | | | |
|---|---------------|---|----------|
| Total number of visitors | 75 078 | Position in the company/organization | % |
| Proportion of trade visitors | 90 % | Entrepreneur, partner, self-employed | 31 |
| Region of residence | % | Managing director, board member, head of an authority etc. | 11 |
| over 100 km away | 74 | Senior department head, other employee with managerial responsibility | 5 |
| Total Germany: | 68 | Department head, group head | 17 |
| of which | | Other salaried staff | 22 |
| Baden-Württemberg | 14 | Other public service | 3 |
| Bavaria | 10 | Skilled worker | 1 |
| Berlin | 3 | Lecturer, teacher, scientific assistant | 1 |
| Brandenburg | 3 | Trainee, student | 7 |
| Bremen | 1 | Other | 3 |
| Hamburg | 3 | Area of responsibility | % |
| Hesse | 9 | Management | 36 |
| Mecklenburg-West Pomerania | - | Research/development/design | 8 |
| Lower Saxony | 6 | Planning/work preparation | 11 |
| North Rhine-Westphalia | 46 | Manufacture/production | 5 |
| Rhineland-Palatinate | 4 | Buying/procurement | 8 |
| Saarland | - | Finance/accounting, controlling | 2 |
| Saxony | 1 | Administration/organization/personnel/ social welfare/training | 7 |
| Saxony-Anhalt | 1 | Marketing/sales/advertising/PR | 14 |
| Schleswig-Holstein | 1 | Storage/material management/logistics/ transport | 2 |
| Thuringia | 2 | Maintenance/repairs | 1 |
| Total Foreign: | 32 | Other | 8 |
| of which | | Frequency of visits to trade fair | % |
| EU | 66 | 1998 | 44 |
| Rest of Europe | 16 | 1996 | 35 |
| Africa | 3 | 1994 | 26 |
| North America | 6 | First visit | 48 |
| South and Central America | 1 | Size of company/organization: | % |
| Middle East | 2 | Number of employees: | |
| East Asia | 2 | 1 - 9 | 31 |
| Australia | 4 | 10 - 49 | 22 |
| | | 50 - 99 | 7 |
| | | 100 - 199 | 8 |
| | | 200 - 499 | 11 |
| | | 500 - 999 | 7 |
| | | 1 000 - 9 999 | 10 |
| | | 10 000 and more | 4 |
| Economic sector | % | Length of stay | % |
| Industry | 26 | 1. Length of stay (days): | |
| Skilled trades | 5 | one | 59 |
| Trade | 7 | two | 22 |
| Bank and insurance | 6 | three | 11 |
| Learned professions | 26 | four | 4 |
| Service companies | 19 | five | 1 |
| Public authority | 12 | six | 4 |
| Influence on purchasing/ procurement decisions | % | 2. Average length of stay | 1,8 days |
| Decisively | 48 | 3. Share of visitors on the event's days: | % |
| Collectively | 34 | 1st day | 26 |
| In an advisory capacity | 7 | 2nd day | 35 |
| No | 11 | 3rd day | 35 |
| | | 4th day | 29 |
| | | 5th day | 29 |
| | | 6th day | 21 |

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

SPOGA/GAFA, Köln (2001)

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

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

photokina, Köln (2000)

| | | | |
|---|----------------|---|----------|
| Total number of visitors | 129 092 | Position in the company/organization | % |
| Proportion of trade visitors | 58 % | Entrepreneur, partner, self-employed | 41 |
| Region of residence | % | Managing director, board member, head of an authority etc. | 10 |
| over 100 km away | 51 | Senior department head, other employee with managerial responsibility | 4 |
| Total Germany: | 72 | Department head, group head | 13 |
| of which | | Other salaried staff | 15 |
| Baden-Württemberg | 9 | Other public service | 1 |
| Bavaria | 7 | Skilled worker | 2 |
| Berlin | 1 | Lecturer, teacher, scientific assistant | 2 |
| Brandenburg | 1 | Trainee, student | 11 |
| Bremen | 1 | Other | 2 |
| Hamburg | 1 | Area of responsibility | % |
| Hesse | 9 | Management | 43 |
| Mecklenburg-West Pomerania | - | Research/development/design | 5 |
| Lower Saxony | 6 | Planning/work preparation | 4 |
| North Rhine-Westphalia | 56 | Manufacture/production | 12 |
| Rhineland-Palatinate | 6 | Buying/procurement | 4 |
| Saarland | 1 | Finance/accounting, controlling | 1 |
| Saxony | 1 | Administration/organization/personnel/ social welfare/training | 3 |
| Saxony-Anhalt | 1 | Marketing/sales/advertising/PR | 12 |
| Schleswig-Holstein | 1 | Storage/material management/logistics/ transport | - |
| Thuringia | 1 | Maintenance/repairs | 1 |
| Total Foreign: | 28 | Other | 15 |
| of which | | Frequency of visits to trade fair | % |
| EU | 64 | 1998 | 47 |
| Rest of Europe | 17 | 1996 | 40 |
| Africa | 3 | 1994 | 33 |
| North America | 6 | First visit | 41 |
| South and Central America | 2 | Size of company/organization: | % |
| Middle East | 5 | Number of employees: | |
| East Asia | 2 | 1 - 9 | 53 |
| Australia | 2 | 10 - 49 | 21 |
| | | 50 - 99 | 6 |
| | | 100 - 199 | 5 |
| | | 200 - 499 | 4 |
| | | 500 - 999 | 3 |
| | | 1 000 - 9 999 | 5 |
| | | 10 000 and more | 4 |
| Economic sector | % | Length of stay | % |
| Industry | 14 | 1. Length of stay (days): | |
| Trade | 9 | one | 67 |
| Skilled trades | 12 | two | 16 |
| Service | 18 | three | 9 |
| Learned professions | 25 | four | 2 |
| Public authority/administration | 7 | five | 1 |
| Radio, TV, press | 8 | six | 5 |
| Other | 8 | 2. Average length of stay | 1,7 days |
| Influence on purchasing/ procurement decisions | % | 3. Share of visitors on the event's days: | % |
| Decisively | 52 | 1st day | 23 |
| Collectively | 25 | 2nd day | 29 |
| In an advisory capacity | 13 | 3rd day | 30 |
| No | 10 | 4th day | 31 |
| | | 5th day | 30 |
| | | 6th day | 24 |

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

CADEAUX - Spring, Leipzig (2001)

| | | | |
|---|---------------|---|----------|
| Total number of visitors | 11 479 | Position in the company/organization | % |
| Proportion of trade visitors | 91 % | Entrepreneur, partner, self-employed | 74 |
| Region of residence | % | 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 | Area of responsibility | % |
| 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 | 13 | 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 | Other | 33 |
| Africa | - | Student, not gainfully employed | 1 |
| North America | - | Frequency of visits to trade fair | % |
| South and Central America | - | Autumn 2000 | 35 |
| Middle East | - | Spring 2000 | 36 |
| East Asia | 14 | Autumn 1999 | 30 |
| Australia | - | Earlier events | 34 |
| | | First visit | 29 |
| Economic sector | % | Size of company/organization: | % |
| Industry | 2 | Number of employees: | |
| Skilled trades | 15 | 1 - 9 | 82 |
| Retail trade | 68 | 10 - 49 | 9 |
| Wholesale/foreign trade | 3 | 50 - 99 | 9 |
| Service | 6 | 100 - 199 | 1 |
| Public authority/administration | 1 | 200 - 499 | 2 |
| Teaching (polytechnic/university/college) | 1 | 500 - 999 | 2 |
| Student, not gainfully employed | 1 | 1 000 - 9 999 | - |
| Other | 3 | 10 000 and more | 1 |
| Influence on purchasing/ procurement decisions | % | Student, not gainfully employed | 1 |
| Decisively | 61 | Length of stay | % |
| Collectively | 20 | 1. Length of stay (days): | |
| In an advisory capacity | 11 | one | 90 |
| No | 8 | two | 8 |
| | | three | 1 |
| | | four | 1 |
| | | 2. Average length of stay | 1,1 days |
| | | 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

Trade Visitors Profile Analyses 2002

CADEAUX (September), Leipzig

| | | | |
|--|-------------|---|----------|
| Total number of visitors | *) | Position in the company/organization | % |
| Proportion of trade visitors | 93 % | Entrepreneur, partner, self-employed | 79 |
| Region of residence | % | Managing director, board member, head of an authority etc. | 4 |
| up to 100 km | 37 | Senior department head, other employee with managerial responsibility | 2 |
| more than 100 km up to 300 km | 55 | Department head, group head | 3 |
| over 300 km | 9 | Other salaried staff | 6 |
| Total Germany | 98 | Other public service | 2 |
| Baden-Württemberg | 1 | Skilled worker | 2 |
| Bavaria | 3 | Lecturer, teacher, scientific assistant | 1 |
| Berlin | 3 | Trainee | 1 |
| Brandenburg | 14 | Other | 3 |
| Bremen | - | Student | 1 |
| Hamburg | - | Area of responsibility | % |
| Hesse | - | Management | 61 |
| Mecklenburg-West Pomerania | 3 | Research/development/design | 2 |
| Lower Saxony | 3 | Planning/work preparation | 5 |
| | | Manufacture/production | 7 |
| | | Production, quality control | 2 |
| Total Foreign | 2 | Buying/procurement | 34 |
| of which EU | 83 | Finance/accounting, controlling | 3 |
| Rest of Europe | 17 | Information, Communication technology | 39 |
| Africa | - | Administration/organization/personnel/ social welfare/training | 8 |
| North America | - | Marketing/sales/advertising/PR | 10 |
| South and Central America | - | Storage/material management/logistics/transport | 5 |
| Middle East | 3 | Maintenance/repairs | 3 |
| East Asia | 3 | Student, not gainfully employed | 1 |
| Australia | - | Other | - |
| The four countries with the highest visitor shares | % | Frequency of visits to trade fair | % |
| Greece | 33 | Spring 2002 | 41 |
| Austria | 33 | Autumn 2001 | 49 |
| France | 17 | Spring 2001 | 35 |
| Czech Republic | 17 | Earlier events | 36 |
| | | First visit | 22 |
| Economic sector | % | Size of company/organization: | % |
| Industry | 4 | Number of employees: | |
| Skilled trades | 13 | 1- 4 | 77 |
| Retail trade | 71 | 5- 9 | 11 |
| Wholesale/foreign trade | 5 | 10- 49 | 6 |
| Service | 4 | 50- 99 | 1 |
| Public authority/administration | 1 | 100- 199 | 1 |
| Teaching (polytechnic/university/college) | 1 | Student, not gainfully employed | 1 |
| Other | 1 | | |
| Student/not gainfully employed | 1 | Length of stay | % |
| Influence on purchasing/procurement decisions | % | 1. Length of stay (days): | |
| Decisively | 62 | one 89 two 9 three 2 | |
| Collectively | 24 | 2. Average length of stay | 1,1 days |
| In an advisory capacity | 9 | 3. Share of visitors on the event's days: | % |
| No | 4 | 1st day 34 2nd day 54 3rd day 25 | |
| Student, not gainfully employed | 1 | | |

* individual number of visitors not available, combined with COMFORTEX

Conducted by: Gelszus Messe-Marktforschung GmbH, Dortmund

COMFORTEX, Leipzig

| | | | |
|--|-------------|---|----------|
| Total number of visitors | *) | Position in the company/organization | % |
| Proportion of trade visitors | 95 % | Entrepreneur, partner, self-employed | 65 |
| Region of residence | % | Managing director, board member, head of an authority etc. | 6 |
| up to 100 km | 31 | Senior department head, other employee with managerial responsibility | 2 |
| more than 100 km up to 300 km | 60 | Department head, group head | 4 |
| over 300 km | 10 | Other salaried staff | 10 |
| Total Germany | 98 | Skilled worker | 8 |
| Baden-Württemberg | - | Lecturer, teacher, scientific assistant | 1 |
| Bavaria | 4 | Trainee | 2 |
| Berlin | 3 | Other | 2 |
| Brandenburg | 15 | Student | 1 |
| Bremen | - | Area of responsibility | % |
| Hamburg | - | Management | 52 |
| Hesse | 2 | Research/development/design | 4 |
| Mecklenburg-West Pomerania | 3 | Planning/work preparation | 13 |
| Lower Saxony | 2 | Manufacture/production | 20 |
| | | Production, quality control | 7 |
| Total Foreign | 4 | Buying/procurement | 35 |
| of which EU | 10 | Finance/accounting, controlling | 16 |
| Rest of Europe | 90 | Information, communication technology | 3 |
| Africa | - | Administration/organization/personnel/ social welfare/training | 9 |
| North America | - | Marketing/sales/advertising/PR | 15 |
| South and Central America | - | Storage/material management/logistics/transport | 8 |
| Middle East | - | Maintenance/repairs | 6 |
| East Asia | - | Other | 53 |
| Australia | - | Student, not gainfully employed | 1 |
| The four countries with the highest visitor shares | % | Other | - |
| Poland | 50 | Frequency of visits to trade fair | % |
| Czech Republic | 30 | 2001 | 53 |
| Denmark | 10 | 2000 | 54 |
| Switzerland | 10 | 1999 | 48 |
| Economic sector | % | Earlier events | 31 |
| Industry | 6 | First visit | 22 |
| Skilled trades | 40 | Size of company/organization: | % |
| Wholesale/foreign trade | 6 | Number of employees: | |
| Retail trade | 38 | 1- 4 | 63 |
| Trade representative | 2 | 5- 9 | 17 |
| Architect's, planner's, engineer's office | 1 | 10- 49 | 9 |
| Association/institution/organization | 1 | 50- 99 | 1 |
| Research/teaching | 1 | 100- 199 | 4 |
| Other services | 5 | Student, not gainfully employed | 1 |
| Student/not gainfully employed | 1 | Length of stay | % |
| Influence on purchasing/procurement decisions | % | 1. Length of stay (days): | |
| Decisively | 48 | one 92 two 5 three 3 | |
| Collectively | 30 | 2. Average length of stay | 1,1 days |
| In an advisory capacity | 13 | 3. Share of visitors on the event's days: | % |
| No | 8 | 1st day 34 2nd day 45 3rd day 32 | |
| Student, not gainfully employed | 1 | | |

* individual number of visitors not available, combined with CADEAUX - September

Conducted by: Gelszus Messe-Marktforschung GmbH, Dortmund

denkmal, Leipzig (2000)

| | | | |
|--|---------------|---|----------|
| Total number of visitors | 17 292 | Position in the company/organization | % |
| Proportion of trade visitors | 90 % | Entrepreneur, partner, self-employed | 31 |
| Region of residence | % | Managing director, board member, head of an authority etc. | 5 |
| over 100 km away | 72 | Senior department head, other employee with managerial responsibility | 2 |
| Total Germany: | 89 | Department head, group head | 5 |
| of which Baden-Württemberg | 4 | Other salaried staff | 7 |
| Bavaria | 11 | Other public service | 8 |
| Berlin | 7 | Project manager | 6 |
| Brandenburg | 5 | Foreman, master craftsman | 6 |
| Bremen | - | Apprentice | 3 |
| Hamburg | - | Skilled worker | 3 |
| Hesse | 6 | Lecturer, teacher, scientific assistant | 3 |
| Mecklenburg-West Pomerania | 3 | Trainee, student, not gainfully employed | 20 |
| Lower Saxony | 3 | Other | 2 |
| North Rhine-Westphalia | 6 | Area of responsibility | % |
| Rhineland-Palatinate | - | Management | 23 |
| Saarland | 3 | Research/development/design | 11 |
| Saxony | 29 | Planning/work preparation | 26 |
| Saxony-Anhalt | 11 | Manufacture/production | 25 |
| Schleswig-Holstein | 1 | Production, quality control | 7 |
| Thuringia | 12 | Buying/procurement | 10 |
| Total Foreign: | 11 | Finance/accounting, controlling | 8 |
| of which EU | 44 | Administration/organization/personnel/ social welfare/training | 13 |
| Rest of Europe | 45 | Marketing/sales/advertising/PR | 14 |
| Africa | - | Storage/material management/logistics/transport | 4 |
| North America | - | Maintenance/repairs | 14 |
| South and Central America | - | student, not gainfully employed | 17 |
| Middle East | 4 | Other | 12 |
| East Asia | 3 | Frequency of visits to trade fair | % |
| Australia | 3 | 1998 | 32 |
| Economic sector | % | 1996 | 20 |
| Industry | 3 | 1994 | 13 |
| Skilled trades | 29 | First visit | 56 |
| Wholesale/foreign trade | 2 | Size of company/organization: | % |
| Trade representative | 1 | Number of employees: | |
| Services/IT, EDP, office technology | 18 | 1- 9 | 43 |
| Architect's, planner's, engineer's office | 1 | 10- 49 | 18 |
| Association/institution/organization | 1 | 50- 99 | 6 |
| Other services | 5 | 100- 199 | 4 |
| Authority/public services | 15 | Student, not gainfully employed | 17 |
| Teaching, research | 5 | Length of stay | % |
| Other | 3 | 1. Length of stay (days): | |
| student/not gainfully employed | 17 | one 76 two 16 three 5 | |
| Influence on purchasing/procurement decisions | % | 2. Average length of stay | 1,4 days |
| Decisively | 29 | 3. Share of visitors on the event's days: | % |
| Collectively | 20 | 1st day 20 2nd day 37 3rd day 42 | |
| In an advisory capacity | 19 | | |
| No | 32 | | |

Conducted by: Gelszus Messe-Marktforschung GmbH, Dortmund

efa, Leipzig

| | | | |
|--|---------------|---|----------|
| Total number of visitors | 18 757 | Position in the company/organization | % |
| Proportion of trade visitors | 94 % | Entrepreneur, partner, self-employed | 18 |
| Region of residence | % | Senior department head, other employee with managerial responsibility | 1 |
| up to 100 km | 62 | Department head, group head | 6 |
| more than 100 km up to 300 km | 38 | Other salaried staff | 29 |
| over 300 km | - | Other public service | 1 |
| Total Germany | 100 | Skilled worker | 14 |
| Baden-Württemberg | - | Lecturer, teacher, scientific assistant | 3 |
| Bavaria | - | Trainee | 14 |
| Berlin | 4 | Other | 6 |
| Brandenburg | 4 | Student | 7 |
| Bremen | - | Area of responsibility | % |
| Hamburg | 4 | Management | 22 |
| Hesse | 1 | Research/development/design | 4 |
| Mecklenburg-West Pomerania | 1 | Planning/work preparation | 17 |
| Lower Saxony | - | Manufacture/production | 9 |
| | | Production, quality control | 1 |
| Total Foreign | - | Buying/procurement | 9 |
| of which EU | - | Finance/accounting, controlling | 3 |
| Rest of Europe | - | Administration/organization/personnel/ social welfare/training | 6 |
| Africa | - | Marketing/sales/advertising/PR | 5 |
| North America | - | Storage/material management/logistics/transport | 1 |
| South and Central America | - | Maintenance/repairs | 17 |
| Middle East | - | Plant construction/installation | 27 |
| East Asia | - | Other | 2 |
| Australia | - | N/A | 1 |
| Economic sector | % | Frequency of visits to trade fair | % |
| Electrical skilled trade | 45 | 2000 | 47 |
| Electrical engineering industry | 11 | 1998 | 31 |
| Electrical trade | 5 | 1996 | 20 |
| Consultants, architects, planning office | 4 | Earlier events | 9 |
| Power industry | 5 | First visit | 43 |
| Other services | 7 | Size of company/organization: | % |
| Authority/public services | 6 | Number of employees: | |
| Sanitary/heating/air-conditioning-trade | 2 | 1- 9 | 39 |
| Construction industry | 8 | 10- 49 | 26 |
| Other | - | 50- 99 | 12 |
| Influence on purchasing/procurement decisions | % | 100- 199 | 5 |
| Decisively | 24 | 200- 499 | 7 |
| Collectively | 23 | Length of stay | % |
| In an advisory capacity | 22 | 1. Length of stay (days): | |
| No | 31 | one 99 two 1 | |
| | | 2. Average length of stay | 1,0 days |
| | | 3. Share of visitors on the event's days: | % |
| | | 1st day 35 2nd day 37 3rd day 29 | |

Conducted by: Messe- und Congressberatung Dirr, Hamburg

Leipzig Book Fair, Leipzig (2001)

| | | | |
|---|---------------|---|----------|
| Total number of visitors | 67 192 | Position in the company/organization | % |
| Proportion of trade visitors | 62 % | Entrepreneur, partner, self-employed | 20 |
| Region of residence | % | Managing director, board member, head of an authority etc. | 3 |
| over 100 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 | Area of responsibility | % |
| Mecklenburg-West Pomerania | 2 | Management | 16 |
| Lower Saxony | 3 | Research/development/design | 5 |
| North Rhine-Westphalia | 6 | Planning/work preparation | 4 |
| Rhineland-Palatinate | 1 | Manufacture/production | 2 |
| Saarland | - | Production, quality control | 1 |
| Saxony | 40 | Buying/procurement | 12 |
| Saxony-Anhalt | 10 | Finance/accounting, controlling | 5 |
| Schleswig-Holstein | 8 | Administration/organization/personnel/ social welfare/training | 10 |
| Thuringia | 1 | 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 | Frequency of visits to trade fair | % |
| South and Central America | 5 | 2000 | 47 |
| Middle East | 2 | 1999 | 42 |
| East Asia | 2 | 1998 | 36 |
| Australia | 2 | Earlier events | 32 |
| | | First visit | 34 |
| Economic sector | % | Size of company/organization: | % |
| 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 | 1 000 - 9 999 | 5 |
| IT, EDP, office communication | 1 | 100 - 199 | 6 |
| Telecommunication | 1 | 10 000 and more | 4 |
| Publishers, media | 14 | Student, not gainfully employed | 22 |
| Other services | 14 | Length of stay | % |
| Student, not gainfully employed | 22 | 1. Length of stay (days): | |
| Other | 19 | one | 65 |
| | | two | 23 |
| Influence on purchasing/ procurement decisions | % | three | 7 |
| Decisively | 20 | four | 5 |
| Collectively | 25 | 2. Average length of stay | 1,5 days |
| In an advisory capacity | 17 | 3. Share of visitors on the event's days: | % |
| No | 37 | 1st day | 37 |
| | | 2nd day | 45 |
| | | 3rd day | 40 |
| | | 4th day | 30 |

Conducted by: Gelszus Messe-Marktforschung GmbH, Dortmund

MIDORA, Leipzig

| | | | |
|-------------------------------------|--------------|---|----------|
| Total number of visitors | 2 446 | Position in the company/organization | % |
| Proportion of trade visitors | 92 % | Entrepreneur, partner, self-employed | 76 |
| Region of residence | % | Managing director, board member, head of an authority etc. | 4 |
| up to 100 km | 36 | Senior department head, other employee with managerial responsibility | 1 |
| more than 100 km up to 300 km | 47 | Department head, group head | 4 |
| over 300 km | 17 | Other salaried staff | 5 |
| Total Germany | 96 | Other public service | 1 |
| Baden-Württemberg | 4 | Skilled worker | 4 |
| Bavaria | 3 | Lecturer, teacher, scientific assistant | 1 |
| Berlin | 4 | Project manager | 4 |
| Brandenburg | 11 | Trainee | 2 |
| Bremen | - | Not gainfully employed | 1 |
| Hamburg | - | Area of responsibility | % |
| Hesse | 3 | Management | 62 |
| Mecklenburg-West Pomerania | 4 | Research/development/design | 2 |
| Lower Saxony | 3 | Planning/work preparation | 8 |
| | | Manufacture/production | 12 |
| | | Production, quality control | 4 |
| | | Buying/procurement | 33 |
| | | Finance/accounting, controlling | 15 |
| | | Information, communication technology (EDP) | 37 |
| | | Administration/organization/personnel/ social welfare/training | 7 |
| | | Marketing/sales/advertising/PR | 14 |
| | | Storage/material management/logistics/ transport | 5 |
| | | Maintenance/repairs | 10 |
| | | Not gainfully employed | 1 |
| | | Frequency of visits to trade fair | % |
| | | 2001 | 54 |
| | | 2000 | 55 |
| | | 1999 | 50 |
| | | Earlier events | 45 |
| | | First visit | 18 |
| | | Size of company/organization: | % |
| | | Number of employees: | |
| | | 1 - 4 | 82 |
| | | 5 - 9 | 7 |
| | | 10 - 49 | 5 |
| | | 50 - 99 | 1 |
| | | 100 - 199 | 1 |
| | | 200 - 499 | 2 |
| | | 500 - 999 | 2 |
| | | 1 000 - 9 999 | 1 |
| | | 10 000 and more | 1 |
| | | Student | 4 |
| | | Length of stay | % |
| | | 1. Length of stay (days): | |
| | | one | 88 |
| | | two | 11 |
| | | three | 1 |
| | | 2. Average length of stay | 1,1 days |
| | | 3. Share of visitors on the event's days: | % |
| | | 1st day | 26 |
| | | 2nd day | 41 |
| | | 3rd day | 48 |

Conducted by: Gelszus Messe-Marktforschung GmbH, Dortmund

SHKG, Leipzig

| | | | |
|-------------------------------------|---------------|---|----------|
| Total number of visitors | 22 735 | Position in the company/organization | % |
| Proportion of trade visitors | 93 % | Entrepreneur, partner, self-employed | 36 |
| Region of residence | % | Managing director, board member, head of an authority etc. | 5 |
| up to 100 km | 53 | Senior department head, other employee with managerial responsibility | 2 |
| more than 100 km up to 300 km | 41 | Department head, group head | 5 |
| over 300 km | 6 | Other salaried staff | 12 |
| Total Germany | 98 | Other public service | 2 |
| Baden-Württemberg | 1 | Skilled worker | 12 |
| Bavaria | 1 | Lecturer, teacher, scientific assistant | 3 |
| Berlin | 4 | Trainee | 7 |
| Brandenburg | 5 | Project manager | 8 |
| Bremen | - | Other | 3 |
| Hamburg | - | Student | 5 |
| Hesse | 1 | Other not gainfully employed | 1 |
| Mecklenburg-West Pomerania | 3 | Area of responsibility | % |
| Lower Saxony | 1 | Management | 30 |
| | | Research/development/design | 4 |
| | | Planning/work preparation | 28 |
| | | Manufacture/production | 9 |
| | | Production, quality control | 5 |
| | | Buying/procurement | 18 |
| | | Finance/accounting, controlling | 10 |
| | | Administration/organization/personnel/ social welfare/training | 8 |
| | | Marketing/sales/advertising/PR | 7 |
| | | Storage/material management/logistics/ transport | 5 |
| | | Maintenance/repairs | 20 |
| | | Information, communication technology (EDP) | 7 |
| | | Other | 48 |
| | | Student | 5 |
| | | Other not gainfully employed | 1 |
| | | Frequency of visits to trade fair | % |
| | | 2000 | 21 |
| | | 1998 | 41 |
| | | Earlier events | 27 |
| | | First visit | 33 |
| | | Size of company/organization: | % |
| | | Number of employees: | |
| | | 1 - 4 | 34 |
| | | 5 - 9 | 19 |
| | | 10 - 49 | 18 |
| | | 50 - 99 | 6 |
| | | 100 - 199 | 6 |
| | | 200 - 499 | 3 |
| | | 500 - 999 | 1 |
| | | 1 000 - 9 999 | 5 |
| | | 10 000 and more | 2 |
| | | Student | 5 |
| | | Other not gainfully employed | 1 |
| | | Influence on purchasing/ procurement decisions | % |
| | | Decisively | 32 |
| | | Collectively | 26 |
| | | In an advisory capacity | 20 |
| | | No | 16 |
| | | Student | 6 |

Conducted by: Gelszus Messe-Marktforschung GmbH, Dortmund

Z - The Subcontracting Fair, Leipzig

| | | | |
|-------------------------------------|--------------|---|----------|
| Total number of visitors | 2 772 | Position in the company/organization | % |
| Proportion of trade visitors | 99 % | Entrepreneur, partner, self-employed | 18 |
| Region of residence | % | Managing director, board member, head of an authority etc. | 13 |
| up to 100 km | 37 | Senior department head, other employee with managerial responsibility | 10 |
| more than 100 km up to 300 km | 35 | Department head, group head | 14 |
| over 300 km | 28 | Other salaried staff | 22 |
| Total Germany | 89 | Other public service | 2 |
| Baden-Württemberg | 7 | Skilled worker | 1 |
| Bavaria | 3 | Lecturer, teacher, scientific assistant | 1 |
| Berlin | 4 | Project manager | 14 |
| Brandenburg | 3 | Student | 4 |
| Bremen | - | Other | 2 |
| Hamburg | - | Area of responsibility | % |
| Hesse | 2 | Management | 28 |
| Mecklenburg-West Pomerania | - | Research/development/design | 11 |
| Lower Saxony | 4 | Planning/work preparation | 6 |
| | | Manufacture/production | 9 |
| | | Production, quality control | 6 |
| | | Buying/procurement | 20 |
| | | Finance/accounting, controlling | 5 |
| | | Information, communication technology (EDP) | 36 |
| | | Administration/organization/personnel/ social welfare/training | 6 |
| | | Marketing/sales/advertising/PR | 26 |
| | | Storage/material management/logistics/ transport | 4 |
| | | Maintenance/repairs | 3 |
| | | Student | 4 |
| | | Frequency of visits to trade fair | % |
| | | 2001 | 15 |
| | | 2000 | 13 |
| | | 1999 | 76 |
| | | Earlier events | 4 |
| | | First visit | 3 |
| | | Size of company/organization: | % |
| | | Number of employees: | |
| | | 1 - 4 | 13 |
| | | 5 - 9 | 4 |
| | | 10 - 49 | 21 |
| | | 50 - 99 | 13 |
| | | 100 - 199 | 16 |
| | | 200 - 499 | 10 |
| | | 500 - 999 | 5 |
| | | 1 000 - 9 999 | 12 |
| | | 10 000 and more | 3 |
| | | Student | 4 |
| | | Length of stay | % |
| | | 1. Length of stay (days): | |
| | | one | 85 |
| | | two | 11 |
| | | three | 4 |
| | | 2. Average length of stay | 1,2 days |
| | | 3. Share of visitors on the event's days: | % |
| | | 1st day | 39 |
| | | 2nd day | 51 |
| | | 3rd day | 30 |

Conducted by: Gelszus Messe-Marktforschung GmbH, Dortmund

Trade Visitors Profile Analyses 2002

ANALYTICA, München

| | | | |
|--|---------------|---|----------|
| Total number of visitors | 33 708 | Position in the company/organization | % |
| Proportion of trade visitors | 100 % | Entrepreneur, partner, self-employed | 7 |
| Region of residence | % | Managing director, board member, head of an authority etc. | 12 |
| up to 100 km | 33 | Senior department head, other employee with managerial responsibility | 7 |
| more than 100 km up to 300 km | 17 | Department head, group head | 18 |
| over 300 km | 50 | Other salaried staff | 34 |
| Total Germany | 73 | Other public service | 6 |
| Baden-Württemberg | 20 | Skilled worker | 4 |
| Bavaria | 54 | Lecturer, teacher, scientific assistant | 14 |
| Berlin | 3 | Trainee | 1 |
| Brandenburg | - | Other | 1 |
| Bremen | - | Student, not gainfully employed | 5 |
| Hamburg | 1 | Area of responsibility | % |
| Hesse | 6 | Management | 14 |
| Mecklenburg-West Pomerania | - | Research/development/design | 44 |
| Lower Saxony | 2 | Planning/work preparation | 5 |
| | | Manufacture/production | 6 |
| | | Production, quality control | 11 |
| Total Foreign | 27 | Buying/procurement | 6 |
| of which EU | 46 | Finance/accounting, controlling | 2 |
| Rest of Europe | 29 | Administration/organization/personnel/ social welfare/training | 3 |
| Africa | 2 | Marketing/sales/advertising/PR | 19 |
| North America | 4 | Storage/material management/logistics/ transport | 1 |
| South and Central America | 2 | Maintenance/repairs | 5 |
| Middle East | 7 | Other | 6 |
| East Asia | 10 | Student, not gainfully employed | 5 |
| Australia | 1 | Frequency of visits to trade fair | % |
| The five countries with the highest visitor shares | % | 2000 | 47 |
| Austria | 13 | 1998 | 35 |
| Switzerland | 11 | 1996 | 24 |
| Great Britain | 7 | Earlier events | 13 |
| Italy | 6 | First visit | 38 |
| France | 4 | Size of company/organization: | % |
| Economic sector | % | Number of employees: | % |
| User of instrumental analytics | 25 | 1- 4 5 500- 999 | 6 |
| Manufacturer of instrumental analytics | 24 | 5- 9 9 1 000- 9 999 | 13 |
| Active in industrial research & development | 7 | 10- 49 25 10 000 and more | 4 |
| Active in other research & development | 4 | 50- 99 12 Student, not gainfully employed | 5 |
| Dealer in instrumental analytics | 13 | 100- 199 11 Other | 1 |
| Service/consulting in connection with instrumental analytics | 11 | 200- 499 9 | |
| Active in university research & development | 11 | Length of stay | % |
| Student | 5 | 1. Length of stay (days): | |
| Influence on purchasing/procurement decisions | % | one 62 four 6 | |
| Decisively | 38 | two 23 | |
| Collectively | 31 | three 9 | |
| In an advisory capacity | 14 | 2. Average length of stay | 1,6 days |
| No | 11 | 3. Share of visitors on the event's days: | % |
| Student | 5 | 1st day 34 4th day 30 | |
| | | 2nd day 47 | |
| | | 3rd day 48 | |

Conducted by: NFO Infratest, München

electronica, München

| | | | |
|---|---------------|---|----------|
| Total number of visitors | 77 242 | Position in the company/organization | % |
| Proportion of trade visitors | 100 % | Entrepreneur, partner, self-employed | 12 |
| Region of residence | % | Managing director, board member, head of an authority etc. | 11 |
| up to 100 km | 23 | Senior department head, other employee with managerial responsibility | 8 |
| more than 100 km up to 300 km | 23 | Department head, group head | 22 |
| over 300 km | 54 | Other salaried staff | 38 |
| Total Germany | 68 | Other public service | 2 |
| Baden-Württemberg | 23 | Skilled worker | 5 |
| Bavaria | 48 | Lecturer, teacher, scientific assistant | 3 |
| Berlin | 2 | Trainee | 1 |
| Brandenburg | 1 | Student | 2 |
| Bremen | - | Other not gainfully employed | 1 |
| Hamburg | 2 | Area of responsibility | % |
| Hesse | 7 | Business, company, factory management, commercial | 13 |
| Mecklenburg-West Pomerania | - | Business, company, factory management, technical | 15 |
| Lower Saxony | 3 | Electronic development | 37 |
| | | Electronic design | 17 |
| Total Foreign | 32 | Design/construction | 9 |
| of which EU | 52 | System development | 10 |
| Rest of Europe | 31 | System integration | 4 |
| Africa | 3 | Planning/work preparation | 6 |
| North America | 5 | Manufacture/production | 9 |
| South and Central America | - | Quality assurance/control/test | 7 |
| Middle East | 2 | Buying/procurement | 18 |
| East Asia | 6 | Marketing/sales/advertising/PR | 19 |
| Australia | 1 | Research, development | 19 |
| The five countries with the highest visitor shares | % | Finance/accounting, controlling | 1 |
| Austria | 11 | Consulting | 5 |
| Switzerland | 8 | Administration/organization/personnel/ social welfare/training | 2 |
| Italy | 8 | Storage/material management/logistics/ transport | 3 |
| Belgium | 5 | Maintenance/repairs | 2 |
| Denmark | 5 | Other | 2 |
| Economic sector | % | Student | 2 |
| Application, use of electronic components, assembly group sub-systems | 17 | Frequency of visits to trade fair | % |
| Manufacture of electronic components | 24 | 2000 | 62 |
| Manufacture of electronic assembly groups, sub-systems | 18 | 1998 | 49 |
| Trade in electronic components, assembly groups, sub-systems | 12 | 1996 | 37 |
| Service | 9 | Size of company/organization: | % |
| Research and development | 17 | Number of employees: | % |
| Student | 2 | 1- 4 7 200- 499 | 8 |
| Influence on purchasing/procurement decisions | % | 5- 9 6 500- 999 | 9 |
| Decisively | 40 | 10- 49 20 1 000- 9 999 | 18 |
| Collectively | 35 | 50- 99 10 10 000 and more | 11 |
| In an advisory capacity | 14 | 100- 199 8 Student | 2 |
| No | 9 | Length of stay | % |
| Student | 2 | 1. Length of stay (days): | |
| | | one 54 three 11 | |
| | | two 28 four 7 | |
| | | 2. Average length of stay | 1,7 days |
| | | 3. Share of visitors on the event's days: | % |
| | | 1st day 34 3rd day 54 | |
| | | 2nd day 55 4th day 30 | |

Conducted by: NFO Infratest, München

ELTEC, München

| | | | |
|--|---------------|---|----------|
| Total number of visitors | 15 259 | Position in the company/organization | % |
| Proportion of trade visitors | 99 % | Entrepreneur, partner, self-employed | 29 |
| Region of residence | % | Managing director, board member, head of an authority etc. | 4 |
| up to 100 km | 51 | Senior department head, other employee with managerial responsibility | 2 |
| more than 100 km up to 300 km | 43 | Department head, group head | 8 |
| over 300 km | 6 | Other salaried staff | 15 |
| Total Germany | 95 | Other public service | 6 |
| Baden-Württemberg | 5 | Foreman, master craftsman | 20 |
| Bavaria | 92 | Skilled worker | 16 |
| Berlin | - | Lecturer, teacher, scientific assistant | 2 |
| Brandenburg | 1 | Trainee | 9 |
| Bremen | - | Student | 1 |
| Hamburg | - | Other not gainfully employed | 4 |
| Hesse | - | Area of responsibility | % |
| Mecklenburg-West Pomerania | - | Management | 32 |
| Lower Saxony | - | Research/development/design | 27 |
| | | Planning/work preparation | 35 |
| Total Foreign | 5 | Manufacture/production | 7 |
| of which EU | 94 | Production, quality control | 29 |
| Rest of Europe | 6 | Buying/procurement | 9 |
| Africa | - | Finance/accounting, controlling | 6 |
| North America | - | Administration/organization/personnel/ social welfare/training | 6 |
| South and Central America | - | Marketing/sales/advertising/PR | 15 |
| Middle East | - | Storage/material management/logistics/ transport | 11 |
| East Asia | - | Maintenance/repairs | 34 |
| Australia | - | Other | 8 |
| The five countries with the highest visitor shares | % | Student, not gainfully employed | 1 |
| Austria | 2 | Frequency of visits to trade fair | % |
| France | 1 | 2000 | 64 |
| Italy | 1 | 1998 | 48 |
| Economic sector | % | Earlier events | 23 |
| Electrical installations | 43 | First visit | 23 |
| Other skilled trades | 6 | Size of company/organization: | % |
| Electrical engineering industry | 7 | Number of employees: | % |
| Mechanical engineering | 5 | 1- 4 26 200- 499 | 8 |
| Other industry | 7 | 5- 9 14 500- 999 | 3 |
| Trade | 4 | 10- 49 17 1 000- 9 999 | 11 |
| Electricity supply companies | 5 | 50- 99 9 10 000 and more | 6 |
| Service | 7 | 100- 199 5 Student, not gainfully employed | 1 |
| Engineering, planning office, architects | 6 | Length of stay | % |
| Public authority | 4 | 1. Length of stay (days): | |
| University/polytechnic/master craftsman, vocational school | 2 | one 98 | |
| Other | 2 | two 2 | |
| Student/not gainfully employed | 1 | three 1 | |
| Influence on purchasing/procurement decisions | % | 2. Average length of stay | 1,0 days |
| Decisively | 47 | 3. Share of visitors on the event's days: | % |
| Collectively | 27 | 1st day 26 | |
| In an advisory capacity | 13 | 2nd day 38 | |
| No | 13 | 3rd day 39 | |
| Student | 1 | | |

Conducted by: NFO Infratest, München

EXPO REAL, München

| | | | |
|--|---------------|---|----------|
| Total number of visitors | 22 227 | Position in the company/organization | % |
| Proportion of trade visitors | 100 % | Entrepreneur, partner, self-employed | 28 |
| Region of residence | % | Managing director, board member, head of an authority etc. | 16 |
| up to 100 km | 22 | Senior department head, other employee with managerial responsibility | 8 |
| more than 100 km up to 300 km | 13 | Department head, group head | 13 |
| over 300 km | 65 | Other salaried staff | 30 |
| Total Germany | 84 | Other public service | 2 |
| Baden-Württemberg | 13 | Trainee | 1 |
| Bavaria | 31 | Student | 6 |
| Berlin | 7 | Other not gainfully employed | 1 |
| Brandenburg | 1 | Area of responsibility | % |
| Bremen | 1 | Management | 27 |
| Hamburg | 5 | Planning/work preparation | 15 |
| Hesse | 15 | Buying/procurement | 6 |
| Mecklenburg-West Pomerania | - | Finance/accounting, controlling | 11 |
| Lower Saxony | 2 | Administration/organization/personnel/ social welfare/training | 8 |
| Total Foreign | 16 | Marketing/sales/advertising/PR | 25 |
| of which EU | 60 | Other | 21 |
| Rest of Europe | 23 | Student | 6 |
| Africa | - | Other not gainfully employed | 1 |
| North America | 15 | Frequency of visits to trade fair | % |
| South and Central America | - | 2001 | 40 |
| Middle East | - | 2000 | 26 |
| East Asia | 2 | 1999 | 15 |
| Australia | - | Earlier events | 5 |
| The five countries with the highest visitor shares | % | First visit | 52 |
| Austria | 23 | Size of company/organization: | % |
| USA | 12 | Number of employees: | % |
| Great Britain | 7 | 1- 4 16 500- 999 | 4 |
| Czech Republic | 7 | 5- 9 11 1 000- 9 999 | 10 |
| Netherlands | 5 | 10- 49 21 10 000 and more | 7 |
| Economic sector | % | 50- 99 6 Student | 6 |
| Property consulting/agent | 21 | 100- 199 8 Other not gainfully employed | 1 |
| Property development | 14 | 200- 499 7 | |
| Property financing | 8 | | |
| Property management (operator) and use | 5 | | |
| Property investment | 7 | | |
| Corporate real estate | 3 | | |
| Project management/control | 7 | | |
| Facility management | 5 | | |
| Information technology | 2 | | |
| Property communication | 3 | | |
| Economic regions and cities | 4 | | |
| Architecture, planning, engineering office | 11 | | |
| Training and further training | 3 | | |
| Association | 2 | | |
| Student | 1 | | |
| Other not gainfully employed | 6 | | |
| Influence on purchasing/procurement decisions | % | | |
| Decisively | 22 | | |
| Collectively | 25 | | |
| In an advisory capacity | 28 | | |
| No | 18 | | |
| Student | 7 | | |

Conducted by: NFO Infratest, München

FARBE, München

| | | | |
|-------------------------------------|---------------|---|----------|
| Total number of visitors | 45 936 | Position in the company/organization | % |
| Proportion of trade visitors | 98 % | Entrepreneur, partner, self-employed | 47 |
| Region of residence | % | Managing director, board member, head of an authority etc. | 13 |
| up to 100 km | 19 | Senior department head, other employee with managerial responsibility | 4 |
| more than 100 km up to 300 km | 34 | Department head, group head | 8 |
| over 300 km | 47 | Other salaried staff | 10 |
| Total Germany | 85 | Other public service | 1 |
| Baden-Württemberg | 25 | Foreman, master craftsman | 24 |
| Bavaria | 42 | Skilled worker, journeyman | 10 |
| Berlin | 2 | Lecturer, teacher, scientific assistant | 4 |
| Brandenburg | 1 | Trainee | 6 |
| Bremen | - | Other | 3 |
| Hamburg | - | Student, not gainfully employed | 2 |
| Hesse | 6 | Area of responsibility | % |
| Mecklenburg-West Pomerania | 1 | Management | 51 |
| Lower Saxony | 3 | Research/development/design | 6 |
| | | Planning/work preparation | 22 |
| | | Manufacture/production | 22 |
| | | Production, quality control | 11 |
| | | Buying/procurement | 27 |
| | | Finance/accounting, controlling | 16 |
| | | Administration/organization/personnel/ social welfare/training | 14 |
| | | Marketing/sales/advertising/PR | 24 |
| | | Storage/material management/logistics/transport | 16 |
| | | Maintenance/repairs | 10 |
| | | Field-assembly work, after-sales service | 12 |
| | | Other | 12 |
| | | Student, not gainfully employed | 2 |
| | | Frequency of visits to trade fair | % |
| | | Cologne 1999 | 47 |
| | | Munich 1996 | 44 |
| | | Cologne 1993 | 24 |
| | | Munich 1990 | 20 |
| | | Earlier events | 8 |
| | | First visit | 33 |
| | | Size of company/organization: | % |
| | | Number of employees: | |
| | | 1- 4 | 27 |
| | | 5- 9 | 23 |
| | | 10- 49 | 29 |
| | | 50- 99 | 5 |
| | | 100- 199 | 5 |
| | | 200- 499 | 3 |
| | | Length of stay | % |
| | | 1. Length of stay (days): | |
| | | one | 74 |
| | | two | 19 |
| | | three | 5 |
| | | four | 2 |
| | | 2. Average length of stay | 1,4 days |
| | | 3. Share of visitors on the event's days: | % |
| | | 1st day | 28 |
| | | 2nd day | 47 |
| | | 3rd day | 41 |
| | | 4th day | 21 |

Conducted by: NFO Infratest, München

GOLF EUROPE, München (2001)

| | | | |
|-------------------------------------|--------------|--|----------|
| Total number of visitors | 4 280 | Position in the company/organization | % |
| Proportion of trade visitors | 100 % | Pro-shop owner, independent contractor, partner, free profession | 36 |
| Region of residence | % | Pro-shop operator, managing director, board member, head of a public authority | 21 |
| over 100 km away | 84 | Senior department head, other employee with managerial responsibility | 7 |
| Total Germany: | 57 | Department head, group head | 6 |
| of which | | Pro | 13 |
| Baden-Württemberg | 16 | Pro-assistant, other employee | 7 |
| Bavaria | 36 | Pro-apprentice, trainee | 4 |
| Berlin | 3 | Student, not gainfully employed | 2 |
| Brandenburg | - | Other | 7 |
| Bremen | 2 | Area of responsibility | % |
| Hamburg | 10 | Management | 51 |
| Hesse | 7 | Research/development/design | 2 |
| Mecklenburg-West Pomerania | 1 | Planning/work preparation | 5 |
| Lower Saxony | 2 | Manufacture/production | 2 |
| North Rhine-Westphalia | 11 | Production, quality control | 1 |
| Rhineland-Palatinate | 3 | Buying/procurement | 20 |
| Saarland | 4 | Finance/accounting, controlling | 4 |
| Saxony | 1 | Administration/organization/personnel/ social welfare/training | 3 |
| Saxony-Anhalt | - | Marketing/sales/advertising/PR | 9 |
| Schleswig-Holstein | 3 | Storage/material management/logistics/transport | 1 |
| Thuringia | - | Maintenance/repairs | 1 |
| Total Foreign: | 43 | Sales | 15 |
| of which | | Other | 13 |
| EU | 66 | Student, not gainfully employed | 2 |
| Rest of Europe | 28 | Frequency of visits to trade fair | % |
| Africa | 1 | 2000 | 49 |
| North America | 3 | 1999 | 34 |
| South and Central America | 1 | 1998 | 24 |
| Middle East | - | Earlier events | 14 |
| East Asia | 1 | First visit | 38 |
| Australia | - | Size of company/organization: | % |
| | | Number of employees: | |
| | | 1- 9 | 45 |
| | | 10- 49 | 29 |
| | | 50- 99 | 8 |
| | | 100- 499 | 7 |
| | | 500 and more | 8 |
| | | Student, not gainfully employed | 2 |
| | | N/A | 1 |
| | | Length of stay | % |
| | | 1. Length of stay (days): | |
| | | one | 61 |
| | | two | 16 |
| | | three | 23 |
| | | 2. Average length of stay | 1,6 days |
| | | 3. Share of visitors on the event's days: | % |
| | | 1st day | 55 |
| | | 2nd day | 63 |
| | | 3rd day | 43 |

Conducted by: Messe München GmbH

IFAT, München

| | | | |
|-------------------------------------|---------------|---|----------|
| Total number of visitors | 97 245 | Position in the company/organization | % |
| Proportion of trade visitors | 100 % | Entrepreneur, partner, self-employed | 15 |
| Region of residence | % | Managing director, board member, head of an authority etc. | 12 |
| up to 100 km | 17 | Senior department head, other employee with managerial responsibility | 8 |
| more than 100 km up to 300 km | 22 | Department head, group head | 20 |
| over 300 km | 61 | Other salaried staff | 22 |
| Total Germany | 70 | Other public service | 9 |
| Baden-Württemberg | 19 | Foreman, master craftsman | 7 |
| Bavaria | 37 | Skilled worker, journeyman | 3 |
| Berlin | 2 | Lecturer, teacher, scientific assistant | 3 |
| Brandenburg | 1 | Trainee | 2 |
| Bremen | 1 | Other | 2 |
| Hamburg | 1 | Student, not gainfully employed | 3 |
| Hesse | 10 | Area of responsibility | % |
| Mecklenburg-West Pomerania | 1 | Management | 25 |
| Lower Saxony | 4 | Research/development/design | 10 |
| | | Planning/work preparation | 19 |
| | | Manufacture/production | 7 |
| | | Production, quality control | 7 |
| | | Buying/procurement | 18 |
| | | Finance/accounting, controlling | 4 |
| | | Administration/organization/personnel/ social welfare/training | 9 |
| | | Marketing/sales/advertising/PR | 16 |
| | | Storage/material management/logistics/transport | 4 |
| | | Maintenance/repairs | 9 |
| | | Application/process engineering | 10 |
| | | Other | 5 |
| | | Student, not gainfully employed | 3 |
| | | Frequency of visits to trade fair | % |
| | | 1999 | 48 |
| | | 1996 | 35 |
| | | 1993 | 24 |
| | | Earlier events | 9 |
| | | First visit | 42 |
| | | Size of company/organization: | % |
| | | Number of employees: | |
| | | 1- 4 | 12 |
| | | 5- 9 | 11 |
| | | 10- 49 | 28 |
| | | 50- 99 | 12 |
| | | 100- 199 | 10 |
| | | 200- 499 | 5 |
| | | 500- 999 | 8 |
| | | 1 000- 9 999 | 6 |
| | | 10 000 and more | 3 |
| | | Student, not gainfully employed | 3 |
| | | Length of stay | % |
| | | 1. Length of stay (days): | |
| | | one | 54 |
| | | two | 24 |
| | | three | 14 |
| | | four | 5 |
| | | five | 2 |
| | | 2. Average length of stay | 1,8 days |
| | | 3. Share of visitors on the event's days: | % |
| | | 1st day | 27 |
| | | 2nd day | 44 |
| | | 3rd day | 45 |
| | | 4th day | 41 |
| | | 5th day | 20 |

Conducted by: NFO Infratest, München

I. H. M., München

| | | | |
|-------------------------------------|----------------|---|----------|
| Total number of visitors | 180 967 | Position in the company/organization | % |
| Proportion of trade visitors | 66 % | Entrepreneur, partner, self-employed | 33 |
| Region of residence | % | Managing director, board member, head of an authority etc. | 6 |
| up to 100 km | 59 | Senior department head, other employee with managerial responsibility | 3 |
| more than 100 km up to 300 km | 32 | Department head, group head | 9 |
| over 300 km | 10 | Other salaried staff | 13 |
| Total Germany | 95 | Other public service | 5 |
| Baden-Württemberg | 8 | Skilled worker, journeyman | 14 |
| Bavaria | 87 | Lecturer, teacher, scientific assistant | 3 |
| Berlin | - | Trainee | 7 |
| Brandenburg | 1 | Other | 20 |
| Bremen | - | Student, not gainfully employed | 6 |
| Hamburg | - | Area of responsibility | % |
| Hesse | 1 | Management | 27 |
| Mecklenburg-West Pomerania | - | Research/development/design | 8 |
| Lower Saxony | - | Planning/work preparation | 14 |
| | | Manufacture/production | 26 |
| | | Production, quality control | 9 |
| | | Buying/procurement | 18 |
| | | Finance/accounting, controlling | 9 |
| | | Administration/organization/personnel/ social welfare/training | 10 |
| | | Marketing/sales/advertising/PR | 13 |
| | | Storage/material management/logistics/transport | 10 |
| | | Maintenance/repairs | 18 |
| | | Structural organization and design | 10 |
| | | Other | 11 |
| | | Student, not gainfully employed | 6 |
| | | Frequency of visits to trade fair | % |
| | | 2001 | 58 |
| | | 2000 | 59 |
| | | 1999 | 50 |
| | | Earlier events | 32 |
| | | First visit | 20 |
| | | Size of company/organization: | % |
| | | Number of employees: | |
| | | 1- 4 | 23 |
| | | 5- 9 | 13 |
| | | 10- 49 | 24 |
| | | 50- 99 | 7 |
| | | 100- 199 | 5 |
| | | 200- 499 | 6 |
| | | 500- 999 | 4 |
| | | 1 000- 9 999 | 7 |
| | | 10 000 and more | 4 |
| | | Student | 4 |
| | | Other | 2 |
| | | Length of stay | % |
| | | 1. Length of stay (days): | |
| | | one | 92 |
| | | two | 5 |
| | | three | 1 |
| | | 2. Average length of stay | 1,1 days |
| | | 3. Share of visitors on the event's days: | % |
| | | 1st day | 10 |
| | | 2nd day | 13 |
| | | 3rd day | 20 |
| | | 4th day | 23 |
| | | 5th day | 14 |
| | | 6th day | 19 |

Conducted by: NFO Infratest, München

Trade Visitors Profile Analyses 2002

inhorgenta, München

| | | | |
|---|---------------|---|----------|
| Total number of visitors | 30 411 | Position in the company/organization | % |
| Proportion of trade visitors | 100 % | Entrepreneur, partner, self-employed | 50 |
| Region of residence | % | Managing director, board member, head of an authority etc. | 13 |
| up to 100 km | 22 | Senior department head, other employee with managerial responsibility | 6 |
| more than 100 km up to 300 km | 26 | Department head, group head | 9 |
| over 300 km | 52 | Other salaried staff | 8 |
| Total Germany | 75 | Other public service | 1 |
| Baden-Württemberg | 18 | Foreman, master craftsman | 15 |
| Bavaria | 43 | Skilled worker, journeyman | 4 |
| Berlin | 3 | Lecturer, teacher, scientific assistant | 2 |
| Brandenburg | - | Trainee | 3 |
| Bremen | 1 | Other | 3 |
| Hamburg | 1 | Student | 4 |
| Hesse | 4 | Other not gainfully employed | 2 |
| Mecklenburg-West Pomerania | - | Area of responsibility | % |
| Lower Saxony | 4 | Management | 38 |
| Total Foreign | 25 | Research/development/design | 4 |
| of which EU | 62 | Planning/work preparation | 9 |
| Rest of Europe | 32 | Manufacture/production | 30 |
| Africa | 2 | Production, quality control | 6 |
| North America | - | Buying/procurement | 27 |
| South and Central America | 1 | Finance/accounting, controlling | 9 |
| Middle East | 2 | Administration/organization/personnel/ social welfare/training | 8 |
| East Asia | 1 | Marketing/sales/advertising/PR | 25 |
| Australia | - | Storage/material management/logistics/ transport | 8 |
| The five countries with the highest visitor shares | % | Maintenance/repairs | 8 |
| Austria | 22 | Student, not gainfully employed | 5 |
| Italy | 11 | Sales | 32 |
| Great Britain | 8 | Product development / design | 13 |
| Switzerland | 8 | Other | 9 |
| Belgium | 7 | Frequency of visits to trade fair | % |
| Economic sector | % | 2001 | 49 |
| Specialist retail trade | 33 | 2000 | 44 |
| Other retail | 2 | 1999 | 40 |
| Department store | 1 | Earlier events | 28 |
| Wholesale/foreign trade | 8 | First visit | 29 |
| Other wholesale trade | 1 | Size of company/organization: | % |
| Trade representative | 1 | Number of employees: | % |
| Gold, silversmith | 15 | 1- 4 | 52 |
| Watchmaker | 2 | 5- 9 | 15 |
| Producer | 4 | 10- 49 | 19 |
| Supplier | 1 | 50- 99 | 3 |
| Polytechnics | 2 | 100- 199 | 1 |
| Designer | 2 | 200- 499 | 2 |
| Gallery | 1 | | N/A |
| Other | 22 | Length of stay | % |
| Student/not gainfully employed | 5 | 1. Length of stay (days): | |
| Influence on purchasing/ procurement decisions | % | one 69 three 11 | |
| Decisively | 46 | two 16 four 4 | |
| Collectively | 24 | 2. Average length of stay | 1,5 days |
| In an advisory capacity | 14 | 3. Share of visitors on the event's days: | % |
| No | 11 | 1st day 28 3rd day 51 | |
| Student | 5 | 2nd day 48 4th day 23 | |

Conducted by: NFO Infratest, München

INTERFORST, München

| | | | |
|---|---------------|---|------------------------------|
| Total number of visitors | 45 307 | Position in the company/organization | % |
| Proportion of trade visitors | 93 % | Entrepreneur, partner, self-employed | 43 |
| Region of residence | % | Managing director, board member, head of an authority etc. | 9 |
| up to 100 km | 26 | Senior department head, other employee with managerial responsibility | 2 |
| more than 100 km up to 300 km | 39 | Department head, group head | 6 |
| over 300 km | 35 | Other salaried staff | 10 |
| Total Germany | 86 | Other public service | 14 |
| Baden-Württemberg | 17 | Skilled worker | 17 |
| Bavaria | 62 | Lecturer, teacher, scientific assistant | 3 |
| Berlin | 1 | Trainee | 3 |
| Brandenburg | - | Other | 5 |
| Bremen | - | Student | 1 |
| Hamburg | - | Other not gainfully employed | 1 |
| Hesse | 4 | Area of responsibility | % |
| Mecklenburg-West Pomerania | - | Management | 39 |
| Lower Saxony | 2 | Research/development/design | 5 |
| Total Foreign | 14 | Planning/work preparation | 10 |
| of which EU | 55 | Production, timber collection | 27 |
| Rest of Europe | 43 | Production, quality control | 4 |
| Africa | - | Buying/procurement | 13 |
| North America | - | Finance/accounting, controlling | 8 |
| South and Central America | - | Administration/organization/personnel/ social welfare/training | 14 |
| Middle East | - | Marketing/sales/advertising/PR | 11 |
| East Asia | 2 | Storage/material management/logistics/ transport | 6 |
| Australia | - | Maintenance/repairs | 9 |
| America | - | Student | 1 |
| The five countries with the highest visitor shares | % | Other | 14 |
| Austria | 39 | Other not gainfully employed | 1 |
| Switzerland | 16 | Frequency of visits to trade fair | % |
| Italy | 6 | 1998 | 56 |
| Czech Republic | 6 | 1994 | 38 |
| Croatia | 4 | 1990 | 26 |
| Economic sector | % | Earlier events | 12 |
| State forest | 21 | First visit | 33 |
| Other public forest | 7 | Size of company/organization: | % |
| Private forest: Farmer | 18 | Number of employees: | % |
| Other private woodlands | 8 | 1- 4 | 44 |
| Forestry sub-contractor | 10 | 5- 9 | 13 |
| Nurseries/horticulture/forestry colleges and schools | 3 | 10- 49 | 25 |
| Industry | 9 | 50- 99 | 5 |
| Timber trade | 5 | 100- 199 | 3 |
| Service provider | 8 | 200- 499 | 3 |
| Authority (without forestry) | 2 | | Other not gainfully employed |
| Other | 7 | | 1 |
| Student | 7 | Length of stay | % |
| Other not gainfully employed | 1 | 1. Length of stay (days): | |
| Influence on purchasing/ procurement decisions | % | one 77 three 5 | |
| Decisively | 50 | two 16 four 2 | |
| Collectively | 24 | 2. Average length of stay | 1,3 days |
| In an advisory capacity | 10 | 3. Share of visitors on the event's days: | % |
| No | 13 | 1st day 20 4th day 29 | |
| Student | 1 | 2nd day 38 5th day 18 | |
| N/A | 1 | 3rd day 27 | |

Conducted by: NFO Infratest, München

INTERMOT, München

| | | | |
|---|----------------|---|----------|
| Total number of visitors | 147 181 | Position in the company/organization | % |
| Proportion of trade visitors | 40 % | Entrepreneur, partner, self-employed | 32 |
| Region of residence | % | Managing director, board member, head of an authority etc. | 15 |
| up to 100 km | 26 | Senior department head, other employee with managerial responsibility | 5 |
| more than 100 km up to 300 km | 24 | Department head, group head | 8 |
| over 300 km | 49 | Other salaried staff | 17 |
| Total Germany | 72 | Other public service | 4 |
| Baden-Württemberg | 17 | Foreman, master craftsman | 11 |
| Bavaria | 55 | Skilled worker, journeyman | 9 |
| Berlin | 1 | Lecturer, teacher, scientific assistant | 2 |
| Brandenburg | 1 | Trainee | 5 |
| Bremen | - | Other | 3 |
| Hamburg | 1 | Student | 2 |
| Hesse | 4 | Area of responsibility | % |
| Mecklenburg-West Pomerania | 1 | Management | 35 |
| Lower Saxony | 4 | Research/development/design | 11 |
| Total Foreign | 28 | Planning/work preparation | 7 |
| of which EU | 64 | Manufacture/production | 13 |
| Rest of Europe | 21 | Production, quality control | 5 |
| Africa | 1 | Buying/procurement | 25 |
| North America | 6 | Finance/accounting, controlling | 8 |
| South and Central America | 1 | Administration/organization/personnel/ social welfare/training | 10 |
| Middle East | 1 | Marketing/sales/advertising/PR | 22 |
| East Asia | 3 | Storage/material management/logistics/ transport | 8 |
| Australia | 3 | Maintenance/repairs | 15 |
| The five countries with the highest visitor shares | % | Other | 9 |
| Italy | 17 | Student | 2 |
| Austria | 7 | Frequency of visits to trade fair | % |
| Switzerland | 11 | 2000 | 62 |
| France | 6 | 1998 | 42 |
| Sweden | 6 | 1999 | 33 |
| Economic sector | % | First visit | 33 |
| Wholesale trade with retail | 14 | Size of company/organization: | % |
| Wholesale trade | 9 | Number of employees: | % |
| Retail trade with workshop | 26 | 1- 4 | 27 |
| Retail trade without workshop | 4 | 5- 9 | 16 |
| Buying association | 2 | 10- 49 | 21 |
| Skilled trades | 9 | 50- 99 | 7 |
| Industry | 18 | 100- 199 | 5 |
| Service | 10 | 200- 499 | 5 |
| Authority/public services | 3 | | N/A |
| Other | 3 | Length of stay | % |
| Student | 2 | 1. Length of stay (days): | |
| Influence on purchasing/ procurement decisions | % | one 64 four 2 | |
| Decisively | 42 | two 22 five 2 | |
| Collectively | 28 | 2. Average length of stay | 1,5 days |
| In an advisory capacity | 13 | 3. Share of visitors on the event's days: | % |
| No | 15 | 1st day 27 4th day 36 | |
| Student | 2 | 2nd day 36 5th day 28 | |
| | | 3rd day 30 | |

Conducted by: NFO Infratest, München

ISPO - Summer, München (2001)

| | | | |
|---|---------------|---|------------------------------|
| Total number of visitors | 52 667 | Position in the company/organization | % |
| Proportion of trade visitors | 100 % | Entrepreneur, partner, self-employed | 33 |
| Region of residence | % | Managing director, board member, head of an authority etc. | 18 |
| up to 100 km away | 85 | Senior department head, other employee with managerial responsibility | 10 |
| over 100 km away | 15 | Department head, group head | 20 |
| Total Germany: | 40 | Other salaried staff | 11 |
| of which 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 | Area of responsibility | % |
| 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 | - | Administration/organization/personnel/ social welfare/training | 5 |
| Schleswig-Holstein | - | Marketing/sales/advertising/PR | 23 |
| Thuringia | 1 | Storage/material management/logistics/ transport | 3 |
| Total Foreign: | 60 | Maintenance/repairs | 4 |
| of which EU | 58 | Sales | 34 |
| Rest of Europe | 27 | Fashion/product design | 7 |
| Africa | - | Student, not gainfully employed | 5 |
| North America | 5 | Other | 3 |
| South and Central America | 1 | Frequency of visits to trade fair | % |
| Middle East | 1 | ***ispo Winter*** 2000 | 51 |
| East Asia | 6 | ***ispo Winter*** 1999 | 30 |
| Australia | 2 | Earlier events | 15 |
| Economic sector | % | First visit | 26 |
| Sport specialist retail trade | 59 | Size of company/organization: | % |
| Clothing retail trade | 3 | Number of employees: | % |
| Shoe retail trade | 2 | 1- 9 | 41 |
| Department store, chain store | 3 | 10- 49 | 30 |
| Mail order business, TV/Internet-shopping | 8 | 50- 99 | 8 |
| Import and export of sporting goods | 3 | 100- 199 | 8 |
| Trade representative | 1 | | Other not gainfully employed |
| Sports studio, fitness studio | 1 | | 5 |
| Designer | 2 | | 1 |
| Producer | 5 | | 1 |
| Supplier | 2 | | 1 |
| Other retail | 1 | | 1 |
| Marketing agency | 1 | | 1 |
| Other | 3 | | 1 |
| Student, not gainfully employed | 5 | | 1 |
| Influence on purchasing/ procurement decisions | % | | 1 |
| Decisively | 43 | | 1 |
| Collectively | 32 | | 1 |
| In an advisory capacity | 16 | | 1 |
| No | 4 | | 1 |

Conducted by: NFO Infratest, München

ispo - winter, München

| | | | |
|--|---------------|---|----------|
| Total number of visitors | 47 565 | Position in the company/organization | % |
| Proportion of trade visitors | 100 % | Entrepreneur, partner, self-employed | 25 |
| Region of residence | % | Managing director, board member, head of an authority etc. | 21 |
| up to 100 km | 12 | Senior department head, other employee with managerial responsibility | 10 |
| more than 100 km up to 300 km | 21 | Department head, group head | 13 |
| over 300 km | 67 | Other salaried staff | 19 |
| Total Germany | 41 | Other public service | 1 |
| Baden-Württemberg | 18 | Skilled worker | 4 |
| Bavaria | 52 | Lecturer, teacher, scientific assistant | 2 |
| Berlin | 2 | Trainee | 3 |
| Brandenburg | 1 | Other | 3 |
| Bremen | 2 | Student | 6 |
| Hamburg | 2 | Other not gainfully employed | 1 |
| Hesse | 3 | Area of responsibility | % |
| Mecklenburg-West Pomerania | 1 | Management | 26 |
| Lower Saxony | 4 | Research/development/design | 10 |
| Total Foreign | 59 | Planning/work preparation | 5 |
| of which EU | 57 | Manufacture/production | 6 |
| Rest of Europe | 28 | Production, quality control | 4 |
| Africa | 1 | Buying/procurement | 28 |
| North America | 6 | Finance/accounting, controlling | 4 |
| South and Central America | 1 | Sales | 27 |
| Middle East | 1 | Administration/organization/personnel/ social welfare/training | 4 |
| East Asia | 5 | Marketing/sales/advertising/PR | 25 |
| Australia | 1 | Storage/material management/logistics/transport | 5 |
| The five countries with the highest visitor shares | % | Maintenance/repairs | 2 |
| Austria | 15 | Fashion/product design | 7 |
| Italy | 12 | Other | 5 |
| Great Britain | 7 | Student | 6 |
| Switzerland | 5 | Other not gainfully employed | 1 |
| France | 5 | Frequency of visits to trade fair | % |
| Economic sector | % | 2001 | 46 |
| Sport specialist retail trade | 22 | 2000 | 33 |
| Clothing retail trade | 11 | Earlier events | 19 |
| Shoe retail trade | 5 | First visit | 31 |
| Department store | 2 | Size of company/organization: | % |
| Mail order | 2 | Number of employees: | |
| Import and export of sports goods | 14 | 1- 9 | 33 |
| Chain store | 1 | 10- 49 | 27 |
| Trade representative | 5 | 50- 99 | 7 |
| Sports studio, fitness studio | 2 | 100- 199 | 6 |
| Designer | 3 | 200- 499 | 5 |
| Producer | 12 | 500- 999 | 4 |
| Supplier | 4 | Other not gainfully employed | 1 |
| Other retail | 2 | N/A | 2 |
| TV and internet-shopping | 1 | Length of stay | % |
| Marketing agency | 1 | 1. Length of stay (days): | |
| Other | 8 | one 48 three 13 | |
| Student | 6 | two 26 four 13 | |
| Other not gainfully employed | 1 | 2. Average length of stay | 1,9 days |
| Influence on purchasing/procurement decisions | % | 3. Share of visitors on the event's days: | % |
| Decisively | 31 | 1st day 41 3rd day 53 | |
| Collectively | 34 | 2nd day 62 4th day 34 | |
| In an advisory capacity | 16 | | |
| No | 12 | | |
| Student | 6 | | |

Conducted by: NFO Infratest, München

MATERIALICA, München

| | | | |
|--|--------------|---|----------|
| Total number of visitors | 5 785 | Position in the company/organization | % |
| Proportion of trade visitors | 100 % | Entrepreneur, partner, self-employed | 8 |
| Region of residence | % | Managing director, board member, head of an authority etc. | 8 |
| up to 100 km | 32 | Senior department head, other employee with managerial responsibility | 6 |
| more than 100 km up to 300 km | 28 | Department head, group head | 25 |
| over 300 km | 40 | Other salaried staff | 27 |
| Total Germany | 83 | Other public service | 3 |
| Baden-Württemberg | 22 | Foreman, master craftsman | 2 |
| Bavaria | 49 | Skilled worker | 3 |
| Berlin | 3 | Lecturer, teacher, scientific assistant | 11 |
| Brandenburg | - | Other | 6 |
| Bremen | - | Student | 5 |
| Hamburg | - | Area of responsibility | % |
| Hesse | 5 | Management | 14 |
| Mecklenburg-West Pomerania | - | Research/development/design | 58 |
| Lower Saxony | 2 | Planning/work preparation | 5 |
| Total Foreign | 17 | Manufacture/production | 7 |
| of which EU | 66 | Production, quality control | 6 |
| Rest of Europe | 28 | Buying/procurement | 8 |
| Africa | - | Finance/accounting, controlling | 1 |
| North America | - | Administration/organization/personnel/ social welfare/training | 3 |
| South and Central America | - | Marketing/sales/advertising/PR | 11 |
| Middle East | 1 | Storage/material management/logistics/transport | 1 |
| East Asia | 4 | Maintenance/repairs | 2 |
| Australia | 1 | Other | 5 |
| The five countries with the highest visitor shares | % | Student | 5 |
| Austria | 41 | Frequency of visits to trade fair | % |
| Switzerland | 14 | 2001 | 24 |
| Italy | 9 | 2000 | 20 |
| Czech Republic | 6 | Earlier events | 13 |
| Netherlands | 5 | First visit | 66 |
| Economic sector | % | Size of company/organization: | % |
| Automobile industry | 20 | Number of employees: | |
| Aerospace | 6 | 1- 4 | 8 |
| Mechanical engineering | 18 | 5- 9 | 4 |
| Plant construction | 5 | 10- 49 | 14 |
| Sporting and consumer goods industry | 3 | 50- 99 | 7 |
| Medical technology | 6 | 100- 199 | 12 |
| Information technology | 3 | Other not gainfully employed | 5 |
| Other information goods | 7 | Length of stay | % |
| Universities/polytechnics, research institutes etc. | 10 | 1. Length of stay (days): | |
| Authorities and other state organizations | 2 | one 81 | |
| Other sector | 16 | two 14 | |
| Student | 5 | three 5 | |
| Influence on purchasing/procurement decisions | % | 2. Average length of stay | 1,2 days |
| Decisively | 19 | 3. Share of visitors on the event's days: | % |
| Collectively | 42 | 1st day 39 | |
| In an advisory capacity | 29 | 2nd day 51 | |
| No | 6 | 3rd day 34 | |
| Student | 5 | | |

Conducted by: NFO Infratest, München

SYSTEMS, München

| | | | |
|--|---------------|---|----------|
| Total number of visitors | 72 950 | Position in the company/organization | % |
| Proportion of trade visitors | 99 % | Entrepreneur, partner, self-employed | 22 |
| Region of residence | % | Managing director, board member, head of an authority etc. | 9 |
| up to 100 km | 53 | Senior department head, other employee with managerial responsibility | 5 |
| more than 100 km up to 300 km | 28 | Department head, group head | 17 |
| over 300 km | 20 | Other salaried staff | 31 |
| Total Germany | 92 | Other public service | 6 |
| Baden-Württemberg | 13 | Skilled worker | 3 |
| Bavaria | 75 | Lecturer, teacher, scientific assistant | 6 |
| Berlin | 1 | Trainee | 4 |
| Brandenburg | - | Other | 1 |
| Bremen | - | Student | 5 |
| Hamburg | 1 | Other not gainfully employed | 1 |
| Hesse | 3 | Area of responsibility | % |
| Mecklenburg-West Pomerania | - | Management | 19 |
| Lower Saxony | 1 | Research/development/design | 15 |
| Total Foreign | 8 | Planning/work preparation | 7 |
| of which EU | 81 | Manufacture/production | 2 |
| Rest of Europe | 13 | Production, quality control | 4 |
| Africa | 1 | Buying/procurement | 10 |
| North America | - | Finance/accounting, controlling | 7 |
| South and Central America | 1 | DP | 35 |
| Middle East | 1 | Administration/organization/personnel/ social welfare/training | 8 |
| East Asia | 3 | Marketing/sales/advertising/PR | 20 |
| Australia | - | Storage/material management/logistics/transport | 3 |
| The five countries with the highest visitor shares | % | Maintenance/repairs | 11 |
| Austria | 60 | E-Business | 12 |
| Italy | 10 | Telecommunications | 4 |
| Great Britain | 7 | Other | 9 |
| India | 3 | Student | 5 |
| Norway | 2 | Other not gainfully employed | 1 |
| Economic sector | % | Frequency of visits to trade fair | % |
| Application of information and communication technologies | 30 | 2001 | 53 |
| Manufacturer of information and communication technologies | 15 | 2000 | 54 |
| Dealer in area of information and communication technologies | 7 | 1999 | 38 |
| Service provider in the area of information and communication technology | 42 | Earlier events | 20 |
| Student | 5 | First visit | 29 |
| Other not gainfully employed | 1 | Size of company/organization: | % |
| Influence on purchasing/procurement decisions | % | Number of employees: | |
| Decisively | 36 | 1- 4 | 13 |
| Collectively | 29 | 5- 9 | 7 |
| In an advisory capacity | 19 | 10- 49 | 17 |
| No | 10 | 50- 99 | 9 |
| Student | 5 | 100- 199 | 8 |
| N/A | 1 | 200- 499 | 9 |
| | | Other not gainfully employed | 1 |
| | | Length of stay | % |
| | | 1. Length of stay (days): | |
| | | one 82 three 3 five 1 | |
| | | two 13 four 1 | |
| | | 2. Average length of stay | 1,3 days |
| | | 3. Share of visitors on the event's days: | % |
| | | 1st day 16 3rd day 31 5th day 21 | |
| | | 2nd day 28 4th day 30 | |

Conducted by: NFO Infratest, München

BeBoSa, Nürnberg

| | | | |
|--|--------------|---|----------|
| Total number of visitors | 1 494 | Position in the company/organization | % |
| Proportion of trade visitors | 98 % | Entrepreneur, partner, self-employed | 49 |
| Region of residence | % | Managing director, board member, head of an authority etc. | 12 |
| up to 100 km | 13 | Senior department head, other employee with managerial responsibility | 3 |
| more than 100 km up to 300 km | 40 | Department head, group head | 12 |
| over 300 km | 47 | Other salaried staff | 12 |
| Total Germany | 66 | Foreman, master craftsman | 3 |
| Baden-Württemberg | 19 | Skilled worker, journeyman | 5 |
| Bavaria | 37 | Trainee | 1 |
| Berlin | 1 | Other | 2 |
| Brandenburg | 2 | Student | 1 |
| Bremen | 1 | Other not gainfully employed | 1 |
| Hamburg | 1 | Area of responsibility | % |
| Hesse | 7 | Management | 53 |
| Mecklenburg-West Pomerania | 1 | Research/development/design | 13 |
| Lower Saxony | 4 | Planning/work preparation | 20 |
| Total Foreign | 34 | Manufacture/production | 19 |
| of which EU | 61 | Production, quality control | 7 |
| Rest of Europe | 26 | Buying/procurement | 27 |
| Africa | 1 | Finance/accounting, controlling | 14 |
| North America | - | Administration/organization/personnel/ social welfare/training | 9 |
| South and Central America | - | Marketing/sales/advertising/PR | 17 |
| Middle East | - | Storage/material management/logistics/transport | 11 |
| East Asia | 11 | Maintenance/repairs | 14 |
| Australia | 1 | Information, communication technology (EDP) | 6 |
| The five countries with the highest visitor shares | % | Other | 5 |
| Austria | 25 | Student, not gainfully employed | 2 |
| Switzerland | 11 | Frequency of visits to trade fair | % |
| Netherlands | 9 | 2000 | 53 |
| Czech Republic | 8 | First visit | 47 |
| Japan | 8 | Size of company/organization: | % |
| Economic sector | % | Number of employees: | |
| Industry | 29 | 1- 4 | 28 |
| Skilled trades | 42 | 5- 9 | 20 |
| Trade | 12 | 10- 49 | 25 |
| Architect | 1 | 50- 99 | 6 |
| Other services | 11 | 100- 199 | 5 |
| Authority/public services | 1 | Student, not gainfully employed | 2 |
| Research | 1 | Length of stay | % |
| Other sector | 2 | 1. Length of stay (days): | |
| Student/not gainfully employed | 2 | one 81 | |
| Influence on purchasing/procurement decisions | % | two 15 | |
| Decisively | 51 | three 4 | |
| Collectively | 28 | 2. Average length of stay | 1,2 days |
| In an advisory capacity | 11 | 3. Share of visitors on the event's days: | % |
| No | 10 | 1st day 52 | |
| | | 2nd day 32 | |
| | | 3rd day 39 | |

Conducted by: Gelszus Messe-Marktforschung GmbH, Dortmund

Trade Visitors Profile Analyses 2002

BioFach, Nürnberg

| | | | |
|-------------------------------------|---------------|---|----------|
| Total number of visitors | 27 787 | Position in the company/organization | % |
| Proportion of trade visitors | 94 % | Entrepreneur, partner, self-employed | 45 |
| Region of residence | % | Managing director, board member, head of an authority etc. | 10 |
| up to 100 km | 16 | Senior department head, other employee with managerial responsibility | 4 |
| more than 100 km up to 300 km | 36 | Department head, group head | 13 |
| over 300 km | 49 | Other salaried staff | 15 |
| Total Germany | 68 | Other public service | 1 |
| Baden-Württemberg | 17 | Skilled worker | 2 |
| Bavaria | 43 | Lecturer, teacher, scientific assistant | 3 |
| Berlin | 2 | Trainee | 1 |
| Brandenburg | 1 | Other | 1 |
| Bremen | 1 | Student | 4 |
| Hamburg | 2 | Other not gainfully employed | 1 |
| Hesse | 8 | Area of responsibility | % |
| Mecklenburg-West Pomerania | - | Management | 48 |
| Lower Saxony | 6 | Research/development/design | 9 |
| | | Planning/work preparation | 10 |
| | | Manufacture/production | 11 |
| | | Production, quality control | 6 |
| | | Buying/procurement | 28 |
| | | Finance/accounting, controlling | 11 |
| | | Administration/organization/personnel/ social welfare/training | 10 |
| | | Marketing/sales/advertising/PR | 24 |
| | | Storage/material management/logistics/transport | 9 |
| | | Maintenance/repairs | 4 |
| | | Information, communication technology (EDP) | 6 |
| | | Other | 8 |
| | | Student, not gainfully employed | 5 |
| | | Frequency of visits to trade fair | % |
| | | 2001 | 38 |
| | | 2000 | 30 |
| | | 1999 | 22 |
| | | Earlier events | 23 |
| | | First visit | 45 |
| | | Size of company/organization: | % |
| | | Number of employees: | |
| | | 1- 4 | 39 |
| | | 5- 9 | 15 |
| | | 10- 49 | 21 |
| | | 50- 99 | 7 |
| | | 100- 199 | 4 |
| | | 200- 499 | 4 |
| | | 500- 999 | 2 |
| | | 1 000- 9 999 | 3 |
| | | 10 000 and more | 2 |
| | | Student, not gainfully employed | 5 |
| | | Length of stay | % |
| | | 1. Length of stay (days): | |
| | | one | 64 |
| | | two | 24 |
| | | three | 7 |
| | | four | 5 |
| | | 1,5 days | |
| | | 2. Average length of stay | 1,5 days |
| | | 3. Share of visitors on the event's days: | % |
| | | 1st day | 38 |
| | | 2nd day | 43 |
| | | 3rd day | 42 |
| | | 4th day | 29 |

Conducted by: Gelszus Messe-Marktforschung GmbH, Dortmund

BRAU, Nürnberg (2000)

| | | | |
|-------------------------------------|---------------|---|----------|
| Total number of visitors | 37 482 | Position in the company/organization | % |
| Proportion of trade visitors | 94 % | Entrepreneur, partner, self-employed | 23 |
| Region of residence | % | Managing director, board member, head of an authority etc. | 8 |
| up to 100 km | 83 | Senior department head, other employee with managerial responsibility | 7 |
| more than 100 km up to 300 km | 17 | Department head, group head | 13 |
| over 300 km | 13 | Other salaried staff | 1 |
| Total Germany: | 81 | Other public service | 1 |
| of which | | Foreman, master craftsman | 10 |
| Baden-Württemberg | 16 | Skilled worker | 8 |
| Bavaria | 43 | Lecturer, teacher, scientific assistant | 1 |
| Berlin | 1 | Trainee, student, not gainfully employed | 13 |
| Brandenburg | 1 | Other | 1 |
| Bremen | - | Area of responsibility | % |
| Hamburg | 2 | Management | 32 |
| Hesse | 9 | Research/development/design | 15 |
| Mecklenburg-West Pomerania | - | Planning/work preparation | 14 |
| Lower Saxony | 2 | Manufacture/production | 31 |
| North Rhine-Westphalia | 11 | Production, quality control | 16 |
| Rhineland-Palatinate | 6 | Buying/procurement | 20 |
| Saarland | 1 | Finance/accounting, controlling | 8 |
| Saxony | 3 | Administration/organization/personnel/ social welfare/training | 9 |
| Saxony-Anhalt | 1 | Marketing/sales/advertising/PR | 20 |
| Schleswig-Holstein | - | Storage/material management/logistics/transport | 11 |
| Thuringia | 3 | Maintenance/repairs | 17 |
| | | Other | 7 |
| | | Frequency of visits to trade fair | % |
| | | 1999 | 45 |
| | | 1998 | 43 |
| | | 1996 | 33 |
| | | Earlier events | 32 |
| | | First visit | 31 |
| | | Size of company/organization: | % |
| | | Number of employees: | |
| | | 1- 9 | 27 |
| | | 10- 49 | 24 |
| | | 50- 99 | 11 |
| | | 100- 199 | 11 |
| | | 200- 499 | 12 |
| | | 500- 999 | 8 |
| | | 1 000- 9 999 | 6 |
| | | 10 000 and more | 2 |
| | | Student, not gainfully employed | 2 |
| | | Length of stay | % |
| | | 1. Length of stay (days): | |
| | | one | 68 |
| | | two | 24 |
| | | three | 8 |
| | | 1,4 days | |
| | | 2. Average length of stay | 1,4 days |
| | | 3. Share of visitors on the event's days: | % |
| | | 1st day | 41 |
| | | 2nd day | 54 |
| | | 3rd day | 45 |

Conducted by: Gelszus Messe-Marktforschung GmbH, Dortmund

ENKON, Nürnberg

| | | | |
|-------------------------------------|--------------|---|----------|
| Total number of visitors | 3 059 | Position in the company/organization | % |
| Proportion of trade visitors | 97 % | Entrepreneur, partner, self-employed | 19 |
| Region of residence | % | Managing director, board member, head of an authority etc. | 7 |
| up to 100 km | 39 | Senior department head, other employee with managerial responsibility | 6 |
| more than 100 km up to 300 km | 38 | Department head, group head | 26 |
| over 300 km | 24 | Other salaried staff | 20 |
| Total Germany | 95 | Other public service | 5 |
| Baden-Württemberg | 12 | Foreman, master craftsman | 4 |
| Bavaria | 58 | Skilled worker | 4 |
| Berlin | 2 | Lecturer, teacher, scientific assistant | 3 |
| Brandenburg | - | Other | 1 |
| Bremen | 1 | Student | 8 |
| Hamburg | 1 | Other not gainfully employed | 1 |
| Hesse | 7 | Area of responsibility | % |
| Mecklenburg-West Pomerania | 1 | Management | 24 |
| Lower Saxony | 2 | Research/development/design | 17 |
| | | Planning/work preparation | 22 |
| | | Manufacture/production | 6 |
| | | Production, quality control | 1 |
| | | Buying/procurement | 9 |
| | | Finance/accounting, controlling | 4 |
| | | Administration/organization/personnel/ social welfare/training | 6 |
| | | Marketing/sales/advertising/PR | 22 |
| | | Storage/material management/logistics/transport | 3 |
| | | Maintenance/repairs | 14 |
| | | Information, communication technology (EDP) | 3 |
| | | Student | 8 |
| | | Other not gainfully employed | 1 |
| | | Frequency of visits to trade fair | % |
| | | 2000 | 28 |
| | | 1999 | 21 |
| | | 1997 | 12 |
| | | Earlier events | 7 |
| | | First visit | 62 |
| | | Size of company/organization: | % |
| | | Number of employees: | |
| | | 1- 4 | 17 |
| | | 5- 9 | 7 |
| | | 10- 49 | 14 |
| | | 50- 99 | 9 |
| | | 100- 199 | 7 |
| | | 200- 499 | 10 |
| | | 500- 999 | 7 |
| | | 1 000- 9 999 | 13 |
| | | 10 000 and more | 6 |
| | | Student | 8 |
| | | Other not gainfully employed | 1 |
| | | Length of stay | % |
| | | 1. Length of stay (days): | |
| | | one | 92 |
| | | two | 6 |
| | | three | 2 |
| | | 1,1 days | |
| | | 2. Average length of stay | 1,1 days |
| | | 3. Share of visitors on the event's days: | % |
| | | 1st day | 38 |
| | | 2nd day | 41 |
| | | 3rd day | 31 |

Conducted by: Gelszus Messe-Marktforschung GmbH, Dortmund

e_procure, Nürnberg

| | | | |
|-------------------------------------|--------------|---|----------|
| Total number of visitors | 3 061 | Position in the company/organization | % |
| Proportion of trade visitors | 100 % | Entrepreneur, partner, self-employed | 8 |
| Region of residence | % | Managing director, board member, head of an authority etc. | 5 |
| up to 100 km | 18 | Senior department head, other employee with managerial responsibility | 10 |
| more than 100 km up to 300 km | 49 | Department head, group head | 31 |
| over 300 km | 32 | Other salaried staff | 29 |
| Total Germany | 95 | Other public service | 3 |
| Baden-Württemberg | 19 | Skilled worker | 1 |
| Bavaria | 41 | Lecturer, teacher, scientific assistant | 2 |
| Berlin | 3 | Other | 3 |
| Brandenburg | - | Student, not gainfully employed | 9 |
| Bremen | - | Area of responsibility | % |
| Hamburg | 2 | Management | 12 |
| Hesse | 9 | Research/development/design | 3 |
| Mecklenburg-West Pomerania | - | Planning/work preparation | 3 |
| Lower Saxony | 2 | Manufacture/production | 11 |
| | | Production, quality control | 1 |
| | | Buying/procurement | 44 |
| | | Finance/accounting, controlling | 3 |
| | | Administration/organization/personnel/ social welfare/training | 4 |
| | | Marketing/sales/advertising/PR | 16 |
| | | Storage/material management/logistics/transport | 11 |
| | | Maintenance/repairs | 1 |
| | | Information, communication technology (EDP) | 19 |
| | | Other | 4 |
| | | Student, not gainfully employed | 9 |
| | | Frequency of visits to trade fair | % |
| | | 2001 | 18 |
| | | First visit | 82 |
| | | Size of company/organization: | % |
| | | Number of employees: | |
| | | 1- 4 | 4 |
| | | 5- 9 | 3 |
| | | 10- 49 | 9 |
| | | 50- 99 | 6 |
| | | 100- 199 | 7 |
| | | 200- 499 | 9 |
| | | 500- 999 | 14 |
| | | 1 000- 9 999 | 23 |
| | | 10 000 and more | 16 |
| | | Student, not gainfully employed | 9 |
| | | Length of stay | % |
| | | 1. Length of stay (days): | |
| | | one | 83 |
| | | two | 13 |
| | | three | 5 |
| | | 1,2 days | |
| | | 2. Average length of stay | 1,2 days |
| | | 3. Share of visitors on the event's days: | % |
| | | 1st day | 38 |
| | | 2nd day | 49 |
| | | 3rd day | 35 |

Conducted by: Gelszus Messe-Marktforschung GmbH, Dortmund

ExploRisk, Nürnberg (2001)

| | | | |
|---|--------------|---|----------|
| Total number of visitors | *) | Position in the company/organization | % |
| Proportion of trade visitors | 100 % | Entrepreneur, partner, self-employed | 7 |
| Region of residence | % | 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 | Area of responsibility | % |
| Mecklenburg-West Pomerania | - | Management | 23 |
| Lower Saxony | 6 | Research/development/design | 31 |
| North Rhine-Westphalia | 20 | Planning/work preparation | 18 |
| Rhineland-Palatinate | - | 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 | Frequency of visits to trade fair | % |
| Africa | - | First event 2001 | |
| North America | 2 | Size of company/organization: | % |
| South and Central America | 3 | Number of employees: | |
| Middle East | 1 | 1 - 9 | 6 |
| East Asia | 5 | 10 - 49 | 18 |
| Australia | - | 50 - 99 | 8 |
| | | 100 - 199 | 16 |
| | | 200 - 499 | 13 |
| | | 500 - 999 | 9 |
| | | 1 000 - 9 999 | 22 |
| | | 10 000 and more | 9 |
| Economic sector | % | Length of stay | % |
| Industry | 72 | 1. Length of stay (days): | |
| Skilled trades | 1 | one | 52 |
| Wholesale/foreign trade | 1 | two | 26 |
| Service | 12 | three | 23 |
| Authority/Public service | 9 | 4 | |
| Teaching (polytechnic/university/college) | 3 | 5 | |
| Research | 3 | 6 | |
| Other | 2 | 7 | |
| Influence on purchasing/ procurement decisions | % | 2. Average length of stay | 1,7 days |
| Decisively | 16 | 3. Share of visitors on the event's days: | % |
| Collectively | 48 | 1st day | 55 |
| In an advisory capacity | 26 | 2nd day | 73 |
| No | 10 | 3rd day | 43 |

*) individual number of visitors not available, combined with Powtech and Technopharm

Conducted by: Gelszus Messe-Marktforschung GmbH, Dortmund

fensterbau/frontale, Nürnberg

| | | | |
|-------------------------------------|-------------|---|----------|
| Total number of visitors | *) | Position in the company/organization | % |
| Proportion of trade visitors | 94 % | Entrepreneur, partner, self-employed | 34 |
| Region of residence | % | Managing director, board member, head of an authority etc. | 9 |
| up to 100 km | 19 | Senior department head, other employee with managerial responsibility | 4 |
| more than 100 km up to 300 km | 44 | Department head, group head | 11 |
| over 300 km | 37 | Other salaried staff | 13 |
| Total Germany | 86 | Other public service | 2 |
| Baden-Württemberg | 21 | Foreman/master craftsman | 7 |
| Bavaria | 40 | Skilled worker | 9 |
| Berlin | 1 | Lecturer, teacher, scientific assistant | 1 |
| Brandenburg | 1 | Trainee | 7 |
| Bremen | - | Other | 2 |
| Hamburg | - | Student | 3 |
| Hesse | 6 | Other not gainfully employed | 1 |
| Mecklenburg-West Pomerania | 1 | Area of responsibility | % |
| Lower Saxony | 2 | Management | 38 |
| | | Research/development/design | 12 |
| | | Planning/work preparation | 26 |
| | | Manufacture/production | 33 |
| | | Production, quality control | 10 |
| | | Buying/procurement | 22 |
| | | Finance/accounting, controlling | 10 |
| | | Administration/organization/personnel/ social welfare/training | 10 |
| | | Marketing/sales/advertising/PR | 17 |
| | | Storage/material management/logistics/ transport | 10 |
| | | Maintenance/repairs | 11 |
| | | Trainee | - |
| | | Information, communication technology | 7 |
| | | Other | 6 |
| | | Student, not gainfully employed | 3 |
| | | Frequency of visits to trade fair | % |
| | | fensterbau 2000 | 47 |
| | | fensterbau 1998 | 34 |
| | | fensterbau 1996 | 20 |
| | | earlier events | 21 |
| | | first visit | 33 |
| | | Size of company/organization: | % |
| | | Number of employees: | |
| | | 1 - 4 | 27 |
| | | 5 - 9 | 16 |
| | | 10 - 49 | 25 |
| | | 50 - 99 | 8 |
| | | 100 - 199 | 6 |
| | | 200 - 499 | 6 |
| | | 500 - 999 | 3 |
| | | 1 000 - 9 999 | 4 |
| | | 10 000 and more | 2 |
| | | Student, not gainfully employed | 3 |
| | | Length of stay | % |
| | | 1. Length of stay (days): | |
| | | one | 78 |
| | | two | 18 |
| | | three | 3 |
| | | four | 1 |
| | | 2. Average length of stay | 1,3 days |
| | | 3. Share of visitors on the event's days: | % |
| | | 1st day | 22 |
| | | 2nd day | 33 |
| | | 3rd day | 37 |
| | | 4th day | 34 |
| | | * individual number of visitors not available, combined with Holz-Handwerk | |

Conducted by: Gelszus Messe-Marktforschung GmbH, Dortmund

GaLaBau, Nürnberg

| | | | |
|--|---------------|---|----------|
| Total number of visitors | 49 219 | Position in the company/organization | % |
| Proportion of trade visitors | 96 % | Entrepreneur, partner, self-employed | 32 |
| Region of residence | % | Managing director, board member, head of an authority etc. | 5 |
| up to 100 km | 14 | Senior department head, other employee with managerial responsibility | 3 |
| more than 100 km up to 300 km | 47 | Department head, group head | 11 |
| over 300 km | 38 | Other salaried staff | 8 |
| Total Germany | 93 | Foreman, master craftsman | 8 |
| Baden-Württemberg | 20 | Other public service | 4 |
| Bavaria | 31 | Skilled worker/journeyman | 10 |
| Berlin | 2 | Lecturer, teacher, scientific assistant | 1 |
| Brandenburg | 2 | Trainee | 10 |
| Hamburg | 1 | Student, not gainfully employed | 7 |
| Hesse | 11 | Area of responsibility | % |
| Mecklenburg-Schleswig-Holstein | 2 | Management | 37 |
| West Pomerania | 1 | Research/development/design | 4 |
| Lower Saxony | 6 | Planning/work preparation | 30 |
| Total Foreign | 7 | Manufacture/production | 22 |
| of which | | Production, quality control | 5 |
| EU | 57 | Buying/procurement | 22 |
| Rest of Europe | 29 | Finance/accounting, controlling | 10 |
| Africa | 1 | Administration/organization/personnel/ social welfare/training | 12 |
| North America | 5 | Marketing/sales/advertising/PR | 9 |
| South and Central America | 1 | Storage/material management/logistics/ transport | 8 |
| Middle East | 1 | Maintenance/repairs | 13 |
| East Asia | 5 | Information, communication technology (EDP) | 4 |
| Australia | - | Student, not gainfully employed | 7 |
| The five countries with the highest visitor shares | % | Frequency of visits to trade fair | % |
| Austria | 30 | 2000 | 44 |
| Belgium | 6 | 1998 | 35 |
| Italy | 6 | 1996 | 23 |
| Switzerland | 6 | Earlier events | 18 |
| Czech Republic | 5 | First visit | 41 |
| Economic sector | % | Size of company/organization: | % |
| Companies in the garden, landscape and sports grounds construction | 46 | Number of employees: | |
| Other construction companies | 3 | 1 - 4 | 24 |
| Landscape architect, other architect | 3 | 5 - 9 | 16 |
| Public authority (Federal/regional) | 5 | 10 - 49 | 31 |
| Public authority (municipal and districts) in the parks and garden | 11 | 50 - 99 | 6 |
| Construction and housing | 2 | 100 - 199 | 6 |
| Road construction, construction | 5 | 200 - 499 | 4 |
| Operator of leisure facilities, of sports facilities | 1 | 500 - 999 | 2 |
| Planners of leisure facilities, sports facilities | 1 | 1 000 - 9 999 | 2 |
| Association and organization for design of parks and gardens | 1 | 10 000 and more | 7 |
| Industry | 6 | Student, not gainfully employed | 7 |
| School, university | 2 | Length of stay | % |
| Other sector | 9 | 1. Length of stay (days): | |
| Student/not gainfully employed | 7 | one | 81 |
| Influence on purchasing/ procurement decisions | % | two | 16 |
| Decisively | 33 | three | 2 |
| Collectively | 30 | four | 1 |
| In an advisory capacity | 15 | 2. Average length of stay | 1,2 days |
| No | 16 | 3. Share of visitors on the event's days: | % |
| Student | 7 | 1st day | 28 |
| | | 2nd day | 34 |
| | | 3rd day | 39 |
| | | 4th day | 23 |

Conducted by: Gelszus Messe-Marktforschung GmbH, Dortmund

Holzbau und Ausbau, Nürnberg

| | | | |
|---|---------------|---|----------|
| Total number of visitors | 23 836 | Position in the company/organization | % |
| Proportion of trade visitors | 91 % | Entrepreneur, partner, self-employed | 34 |
| Region of residence | % | Managing director, board member, head of an authority etc. | 5 |
| up to 100 km | 21 | Senior department head, other employee with managerial responsibility | 2 |
| more than 100 km up to 300 km | 54 | Department head, group head | 8 |
| over 300 km | 25 | Other salaried staff | 7 |
| Total Germany | 93 | Other public service | 1 |
| Baden-Württemberg | 29 | Skilled worker/apprentice | 16 |
| Bavaria | 46 | Lecturer, teacher, scientific assistant | 2 |
| Berlin | - | Foreman, master craftsman | 11 |
| Brandenburg | - | Trainee | 6 |
| Bremen | - | Other | 1 |
| Hamburg | - | Student | 7 |
| Hesse | 5 | Other not gainfully employed | 1 |
| Mecklenburg-Schleswig-Holstein | 1 | Area of responsibility | % |
| Lower Saxony | 3 | Management | 34 |
| Total Foreign | 8 | Research/development/design | 11 |
| of which | | Planning/work preparation | 33 |
| EU | 65 | Manufacture/production | 41 |
| Rest of Europe | 30 | Production, quality control | 16 |
| Africa | 3 | Buying/procurement | 22 |
| North America | 1 | Finance/accounting, controlling | 12 |
| South and Central America | - | Administration/organization/personnel/ social welfare/training | 11 |
| Middle East | - | Marketing/sales/advertising/PR | 14 |
| East Asia | - | Storage/material management/logistics/ transport | 13 |
| Australia | 1 | Maintenance/repairs | 12 |
| The five countries with the highest visitor shares | % | Other | 6 |
| Austria | 28 | Information, communication technology (EDP) | 8 |
| Italy | 20 | Student, not gainfully employed | 8 |
| Switzerland | 12 | Frequency of visits to trade fair | % |
| Czech Republic | 7 | Friedrichshafen 2000 | 31 |
| France | 5 | Nürnberg 1998 | 37 |
| | | Friedrichshafen 1996 | 16 |
| | | Nürnberg 1994 | 16 |
| | | Earlier events | 15 |
| | | First visit | 38 |
| Economic sector | % | Size of company/organization: | % |
| Industry | 9 | Number of employees: | |
| Skilled trades | 65 | 1 - 4 | 28 |
| Building materials trade | 5 | 5 - 9 | 21 |
| Architecture, planning, engineering office | 7 | 10 - 49 | 27 |
| Service | 2 | 50 - 99 | 3 |
| Authority/public services | 2 | 100 - 199 | 4 |
| Teaching (polytechnic/university/college) | 1 | 200 - 499 | 2 |
| Other | 8 | 500 - 999 | 1 |
| Not gainfully employed, no details | 1 | 1 000 - 9 999 | 2 |
| Influence on purchasing/ procurement decisions | % | 10 000 and more | 3 |
| Decisively | 33 | Student, not gainfully employed | 8 |
| Collectively | 25 | Length of stay | % |
| In an advisory capacity | 20 | 1. Length of stay (days): | |
| No | 23 | one | 84 |
| | | two | 11 |
| | | three | 3 |
| | | four | 2 |
| | | 2. Average length of stay | 1,2 days |
| | | 3. Share of visitors on the event's days: | % |
| | | 1st day | 30 |
| | | 2nd day | 36 |
| | | 3rd day | 31 |
| | | 4th day | 26 |

Conducted by: Gelszus Messe-Marktforschung GmbH, Dortmund

Trade Visitors Profile Analyses 2002

HOLZ-HANDWERK, Nürnberg

| | | | |
|-------------------------------------|-------------|--|----------|
| Total number of visitors | *) | Position in the company/organization | % |
| Proportion of trade visitors | 94 % | Entrepreneur, partner, self-employed | 31 |
| Region of residence | % | Managing director, board member, head of an authority etc. | 4 |
| up to 100 km | 20 | Senior department head, other employee with managerial responsibility | 2 |
| more than 100 km up to 300 km | 56 | Department head, group head | 6 |
| over 300 km | 24 | Other salaried staff | 6 |
| Total Germany | 94 | Other public service | 2 |
| Baden-Württemberg | 19 | Foreman/master craftsman | 11 |
| Bavaria | 51 | Skilled worker | 15 |
| Berlin | - | Lecturer, teacher, scientific assistant | 2 |
| Brandenburg | 1 | Trainee | 12 |
| Bremen | - | Other | 2 |
| Hamburg | - | Student | 6 |
| Hesse | 7 | Other not gainfully employed | 1 |
| Mecklenburg-Holstein | - | Area of responsibility | % |
| West Pomerania | 1 | Management | 33 |
| Lower Saxony | 2 | Research/development/design | 11 |
| | | Planning/work preparation | 27 |
| | | Manufacture/production | 47 |
| | | Production, quality control | 14 |
| | | Buying/procurement | 21 |
| | | Finance/accounting, controlling | 10 |
| | | Administration/organization/personnel/ social welfare/training | 9 |
| | | Marketing/sales/advertising/PR | 12 |
| | | Storage/material management/logistics/transport | 12 |
| | | Maintenance/repairs | 14 |
| | | Trainee | - |
| | | Information, communication technology | 7 |
| | | Other | 7 |
| | | Student, not gainfully employed | 7 |
| | | Frequency of visits to trade fair | % |
| | | 2001 | 43 |
| | | 2000 | 47 |
| | | 1999 | 33 |
| | | 1998 | 29 |
| | | earlier events | 22 |
| | | first visit | 27 |
| | | Size of company/organization: | % |
| | | Number of employees: | |
| | | 1- 4 | 34 |
| | | 5- 9 | 19 |
| | | 10- 49 | 20 |
| | | 50- 99 | 7 |
| | | 100- 199 | 4 |
| | | 200- 499 | 3 |
| | | 500- 999 | 1 |
| | | 1 000- 9 999 | 3 |
| | | 10 000 and more | 2 |
| | | Student, not gainfully employed | 7 |
| | | Length of stay | % |
| | | 1. Length of stay (days): | |
| | | one 83 three 2 | |
| | | two 13 four 2 | |
| | | 2. Average length of stay | 1,2 days |
| | | 3. Share of visitors on the event's days: | % |
| | | 1st day 25 3rd day 36 | |
| | | 2nd day 34 4th day 28 | |
| | | * individual number of visitors not available, combined with fensterbau/frontale | |

Conducted by: Gelszus Messe-Marktforschung GmbH, Dortmund

IFH/INTHERM, Nürnberg

| | | | |
|-------------------------------------|---------------|---|----------|
| Total number of visitors | 40 837 | Position in the company/organization | % |
| Proportion of trade visitors | 95 % | Entrepreneur, partner, self-employed | 43 |
| Region of residence | % | Managing director, board member, head of an authority etc. | 11 |
| up to 100 km | 36 | Senior department head, other employee with managerial responsibility | 3 |
| more than 100 km up to 300 km | 57 | Department head, group head | 6 |
| over 300 km | 7 | Other salaried staff | 13 |
| Total Germany | 99 | Other public service | 4 |
| Baden-Württemberg | 27 | Foreman, master craftsman | 27 |
| Bavaria | 67 | Skilled worker | 15 |
| Berlin | - | Lecturer, teacher, scientific assistant | 1 |
| Brandenburg | - | Trainee | 4 |
| Bremen | - | Student | 3 |
| Hamburg | - | Area of responsibility | % |
| Hesse | 1 | Management | 43 |
| Mecklenburg-Holstein | - | Research/development/design | 5 |
| West Pomerania | - | Planning/work preparation | 29 |
| Lower Saxony | - | Manufacture/production | 13 |
| | | Production, quality control | 5 |
| | | Buying/procurement | 32 |
| | | Finance/accounting, controlling | 12 |
| | | Administration/organization/personnel/ social welfare/training | 12 |
| | | Marketing/sales/advertising/PR | 24 |
| | | Storage/material management/logistics/transport | 13 |
| | | Maintenance/repairs | 27 |
| | | Customer service/installation | 35 |
| | | Student | 2 |
| | | Other not gainfully employed | 3 |
| | | Frequency of visits to trade fair | % |
| | | 2000 | 66 |
| | | IFH 1998 | 50 |
| | | Intherm 1998 | 25 |
| | | IFH 1996 | 37 |
| | | Earlier events | 19 |
| | | First visit | 20 |
| | | Size of company/organization: | % |
| | | Number of employees: | |
| | | 1- 4 | 30 |
| | | 5- 9 | 20 |
| | | 10- 49 | 25 |
| | | 50- 99 | 7 |
| | | 100- 199 | 5 |
| | | 200- 499 | 4 |
| | | 500- 999 | 2 |
| | | 1 000- 9 999 | 4 |
| | | 10 000 and more | 1 |
| | | Student | 2 |
| | | Length of stay | % |
| | | 1. Length of stay (days): | |
| | | one 90 four 1 | |
| | | two 8 | |
| | | three 2 | |
| | | 2. Average length of stay | 1,1 days |
| | | 3. Share of visitors on the event's days: | % |
| | | 1st day 21 4th day 15 | |
| | | 2nd day 40 | |
| | | 3rd day 35 | |

Conducted by: NFO Infratest, München

IKK, Nürnberg

| | | | |
|-------------------------------------|---------------|---|----------|
| Total number of visitors | 23 444 | Position in the company/organization | % |
| Proportion of trade visitors | 99 % | Entrepreneur, partner, self-employed | 23 |
| Region of residence | % | Managing director, board member, head of an authority etc. | 13 |
| up to 100 km | 6 | Senior department head, other employee with managerial responsibility | 6 |
| more than 100 km up to 300 km | 38 | Department head, group head | 16 |
| over 300 km | 56 | Other salaried staff | 14 |
| Total Germany | 55 | Other public service | 1 |
| Baden-Württemberg | 29 | Skilled worker | 7 |
| Bavaria | 29 | Lecturer, teacher, scientific assistant | 3 |
| Berlin | 2 | Trainee | 5 |
| Brandenburg | - | Other | 3 |
| Bremen | 1 | Student | 2 |
| Hamburg | - | Other not gainfully employed | 1 |
| Hesse | 9 | Area of responsibility | % |
| Mecklenburg-Holstein | - | Management | 33 |
| West Pomerania | - | Research/development/design | 20 |
| Lower Saxony | 5 | Planning/work preparation | 22 |
| | | Manufacture/production | 18 |
| | | Production, quality control | 8 |
| | | Buying/procurement | 17 |
| | | Finance/accounting, controlling | 8 |
| | | Administration/organization/personnel/ social welfare/training | 8 |
| | | Marketing/sales/advertising/PR | 21 |
| | | Storage/material management/logistics/transport | 6 |
| | | Maintenance/repairs | 23 |
| | | Information, communication technology (EDP) | 5 |
| | | Other | 5 |
| | | Student | 2 |
| | | Other not gainfully employed | 1 |
| | | Frequency of visits to trade fair | % |
| | | 2001 | 24 |
| | | 2000 | 39 |
| | | 1999 | 21 |
| | | Earlier events | 26 |
| | | First visit | 38 |
| | | Size of company/organization: | % |
| | | Number of employees: | |
| | | 1- 4 | 17 |
| | | 5- 9 | 12 |
| | | 10- 49 | 26 |
| | | 50- 99 | 8 |
| | | 100- 199 | 9 |
| | | 200- 499 | 8 |
| | | 500- 999 | 4 |
| | | 1 000- 9 999 | 5 |
| | | 10 000 and more | 8 |
| | | Student | 2 |
| | | Other not gainfully employed | 1 |
| | | Length of stay | % |
| | | 1. Length of stay (days): | |
| | | one 63 two 24 three 14 | |
| | | 2. Average length of stay | 1,5 days |
| | | 3. Share of visitors on the event's days: | % |
| | | 1st day 49 2nd day 54 3rd day 48 | |

Conducted by: Gelszus Messe-Marktforschung GmbH, Dortmund

IMA, Nürnberg

| | | | |
|-------------------------------------|--------------|---|----------|
| Total number of visitors | 6 328 | Position in the company/organization | % |
| Proportion of trade visitors | 96 % | Entrepreneur, partner, self-employed | 57 |
| Region of residence | % | Managing director, board member, head of an authority etc. | 10 |
| up to 100 km | 11 | Senior department head, other employee with managerial responsibility | 3 |
| more than 100 km up to 300 km | 38 | Department head, group head | 8 |
| over 300 km | 52 | Other salaried staff | 10 |
| Total Germany | 90 | Other public service | 1 |
| Baden-Württemberg | 13 | Skilled worker | 5 |
| Bavaria | 26 | Lecturer, teacher, scientific assistant | 1 |
| Berlin | 3 | Trainee | 1 |
| Brandenburg | 2 | Other | 3 |
| Bremen | - | Student | 1 |
| Hamburg | - | Other not gainfully employed | 1 |
| Hesse | 8 | Area of responsibility | % |
| Mecklenburg-Holstein | - | Management | 56 |
| West Pomerania | - | Research/development/design | 7 |
| Lower Saxony | 12 | Planning/work preparation | 13 |
| | | Manufacture/production | 4 |
| | | Production, quality control | 2 |
| | | Buying/procurement | 26 |
| | | Finance/accounting, controlling | 17 |
| | | Administration/organization/personnel/ social welfare/training | 13 |
| | | Marketing/sales/advertising/PR | 19 |
| | | Storage/material management/logistics/transport | 11 |
| | | Maintenance/repairs | 22 |
| | | Information, communication technology (EDP) | 10 |
| | | Other | 10 |
| | | Student, not gainfully employed | 2 |
| | | Frequency of visits to trade fair | % |
| | | 2001 | 49 |
| | | 2000 | 53 |
| | | 1998 | 47 |
| | | Earlier events | 43 |
| | | First visit | 24 |
| | | Size of company/organization: | % |
| | | Number of employees: | |
| | | 1- 4 | 40 |
| | | 5- 9 | 16 |
| | | 10- 49 | 22 |
| | | 50- 99 | 8 |
| | | 100- 199 | 3 |
| | | 200- 499 | 3 |
| | | 500- 999 | 2 |
| | | 1 000- 9 999 | 4 |
| | | 10 000 and more | 3 |
| | | Student, not gainfully employed | 2 |
| | | Length of stay | % |
| | | 1. Length of stay (days): | |
| | | one 72 three 4 | |
| | | two 22 four 2 | |
| | | 2. Average length of stay | 1,4 days |
| | | 3. Share of visitors on the event's days: | % |
| | | 1st day 17 3rd day 43 | |
| | | 2nd day 43 4th day 33 | |

Conducted by: Gelszus Messe-Marktforschung GmbH, Dortmund

Interzoo, Nürnberg

| | | | |
|---|---------------|---|----------|
| Total number of visitors | 22 718 | Position in the company/organization | % |
| Proportion of trade visitors | 95 % | Entrepreneur, partner, self-employed | 53 |
| Region of residence | % | Managing director, board member, head of an authority etc. | 14 |
| up to 100 km | 11 | Senior department head, other employee with managerial responsibility | 4 |
| more than 100 km up to 300 km | 27 | Department head, group head | 9 |
| over 300 km | 63 | Other salaried staff | 10 |
| Total Germany | 56 | Other public service | 1 |
| Baden-Württemberg | 15 | Foreman, master craftsman | 1 |
| Bavaria | 33 | Skilled worker, journeyman | 3 |
| Berlin | 3 | Lecturer, teacher, scientific assistant | 1 |
| Brandenburg | 1 | Trainee | 1 |
| Bremen | - | Other | 2 |
| Hamburg | 2 | Student, not gainfully employed | 1 |
| Hesse | 7 | Area of responsibility | % |
| Mecklenburg-West Pomerania | 1 | Management | 55 |
| Lower Saxony | 6 | Research/development/design | 10 |
| Total Foreign | 44 | Planning/work preparation | 12 |
| of which EU | 52 | Manufacture/production | 9 |
| Rest of Europe | 25 | Production, quality control | 6 |
| Africa | 1 | Buying/procurement | 36 |
| North America | 4 | Finance/accounting, controlling | 15 |
| South and Central America | 2 | Administration/organization/personnel/ social welfare/training | 11 |
| Middle East | 3 | Marketing/sales/advertising/PR | 25 |
| East Asia | 12 | Storage/material management/logistics/ transport | 13 |
| Australia | 1 | Maintenance/repairs | 8 |
| The five countries with the highest visitor shares | % | Information, communication technology (EDP) | 7 |
| Italy | 11 | Other | 10 |
| France | 8 | Student, not gainfully employed | 1 |
| Netherlands | 6 | Frequency of visits to trade fair | % |
| Czech Republic | 5 | 2000 | 45 |
| Great Britain | 5 | 1998 | 36 |
| Economic sector | % | 1996 | 26 |
| Industry | 14 | Earlier events | 19 |
| Skilled trades | 3 | First visit | 41 |
| Retail trade | 45 | Size of company/organization: | % |
| Wholesale/foreign trade | 24 | Number of employees: | |
| Service | 7 | 1- 4 | 46 |
| Authority/public services | 1 | 5- 9 | 17 |
| Research | 1 | 10- 49 | 19 |
| Other | 4 | 50- 99 | 4 |
| Student/not gainfully employed | 1 | 100- 199 | 3 |
| Influence on purchasing/ procurement decisions | % | 200- 499 | 3 |
| Decisively | 56 | 500- 999 | 2 |
| Collectively | 23 | 1 000- 9 999 | 3 |
| In an advisory capacity | 13 | 10 000 and more | 2 |
| No | 8 | Student, not gainfully employed | 1 |
| Length of stay | % | Length of stay | % |
| 1. Length of stay (days): | | 1. Length of stay (days): | |
| one | 47 | one | 26 |
| two | 3 | three | 16 |
| three | 11 | four | 11 |
| 2. Average length of stay | 1,9 days | 2. Average length of stay | 1,9 days |
| 3. Share of visitors on the event's days: | % | 3. Share of visitors on the event's days: | % |
| 1st day | 45 | 1st day | 45 |
| 2nd day | 54 | 3rd day | 53 |
| 4th day | 39 | 2nd day | 54 |
| | | 4th day | 39 |

Conducted by: Gelszus Messe-Marktforschung GmbH, Dortmund

RESALE, Nürnberg

| | | | |
|---|---------------|---|----------|
| Total number of visitors | 10 356 | Position in the company/organization | % |
| Proportion of trade visitors | 97 % | Entrepreneur, partner, self-employed | 40 |
| Region of residence | % | Managing director, board member, head of an authority etc. | 26 |
| up to 100 km | 15 | Senior department head, other employee with managerial responsibility | 7 |
| more than 100 km up to 300 km | 18 | Department head, group head | 13 |
| over 300 km | 67 | Other salaried staff | 4 |
| Total Germany | 42 | Other public service | 1 |
| Baden-Württemberg | 20 | Skilled worker | 4 |
| Bavaria | 45 | Lecturer, teacher, scientific assistant | 4 |
| Berlin | 3 | Trainee | 1 |
| Brandenburg | 1 | Other | 1 |
| Bremen | - | Student | 3 |
| Hamburg | 4 | Area of responsibility | % |
| Hesse | 6 | Management | 51 |
| Mecklenburg-West Pomerania | - | Research/development/design | 11 |
| Lower Saxony | 3 | Planning/work preparation | 14 |
| Total Foreign | 58 | Manufacture/production | 24 |
| of which EU | 6 | Production, quality control | 7 |
| Rest of Europe | 61 | Buying/procurement | 20 |
| Africa | 13 | Finance/accounting, controlling | 5 |
| North America | - | Administration/organization/personnel/ social welfare/training | 6 |
| South and Central America | 2 | Marketing/sales/advertising/PR | 12 |
| Middle East | 9 | Storage/material management/logistics/ transport | 4 |
| East Asia | 8 | Maintenance/repairs | 9 |
| Australia | - | Other | 6 |
| The five countries with the highest visitor shares | % | Student | 2 |
| Romania | 24 | Frequency of visits to trade fair | % |
| Ukraine | 6 | 2001 | 16 |
| India | 6 | 2000 | 12 |
| Yugoslavia (Serbia, Montenegro) | 4 | 1999 | 7 |
| Nigeria | 4 | 1998 | 7 |
| Economic sector | % | Earlier events | 6 |
| Industry | 55 | First visit | 74 |
| Trade | 18 | Size of company/organization: | % |
| Skilled trades | 7 | Number of employees: | |
| Service | 11 | 1- 4 | 17 |
| Authority/public services | 2 | 5- 9 | 14 |
| Other sector | 2 | 10- 49 | 26 |
| Student/not gainfully employed | 6 | 50- 99 | 11 |
| Influence on purchasing/ procurement decisions | % | 100- 199 | 9 |
| Decisively | 48 | 200- 499 | 10 |
| Collectively | 30 | 500- 999 | 3 |
| In an advisory capacity | 14 | 1 000- 9 999 | 7 |
| No | 8 | 10 000 and more | 2 |
| Length of stay | % | Student | 2 |
| 1. Length of stay (days): | | Length of stay | % |
| one | 57 | 1. Length of stay (days): | |
| two | 23 | one | 57 |
| three | 10 | two | 23 |
| 2. Average length of stay | 1,5 days | three | 10 |
| 3. Share of visitors on the event's days: | % | 2. Average length of stay | 1,5 days |
| 1st day | 50 | 3. Share of visitors on the event's days: | % |
| 2nd day | 64 | 1st day | 40 |
| 3rd day | 49 | 3rd day | 41 |
| | | 2nd day | 35 |

Conducted by: Gelszus Messe-Marktforschung GmbH, Dortmund

Powtech, Nürnberg (2001)

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

*) individual visitor figure not available, combined with TechnoPharm and ExploRisk

Conducted by: Gelszus Messe-Marktforschung GmbH, Dortmund

TechnoPharm, Nürnberg (2001)

| | | | |
|---|-------------|---|----------|
| Total number of visitors | *) | Position in the company/organization | % |
| Proportion of trade visitors | 99 % | Entrepreneur, partner, self-employed | 3 |
| Region of residence | % | Managing director, board member, head of an authority etc. | 3 |
| over 100 km away | 86 | Senior department head, other employee with managerial responsibility | 8 |
| Total Germany: | 84 | Department head, group head | 33 |
| of which Baden-Württemberg | 24 | Other salaried staff | 32 |
| Bavaria | 29 | Other public service | 1 |
| Berlin | 1 | Skilled worker/apprentice | 1 |
| Brandenburg | 1 | Lecturer, teacher, scientific assistant | 2 |
| Bremen | - | Trainee, student, not gainfully employed | 10 |
| Hamburg | 2 | Foreman, master craftsman | 4 |
| Hesse | 13 | Other | 3 |
| Mecklenburg-West Pomerania | - | Area of responsibility | % |
| Lower Saxony | 5 | Management | 13 |
| North Rhine-Westphalia | 10 | Research/development/design | 33 |
| Rhineland-Palatinate | 5 | Planning/work preparation | 16 |
| Saarland | - | Manufacture/production | 28 |
| Saxony | 5 | Production, quality control | 13 |
| Saxony-Anhalt | 1 | Buying/procurement | 7 |
| Schleswig-Holstein | 2 | Finance/accounting, controlling | 2 |
| Thuringia | 2 | Administration/organization/personnel/ social welfare/training | 2 |
| Total Foreign: | 16 | Marketing/sales/advertising/PR | 19 |
| of which EU | 51 | Storage/material management/logistics/ transport | 3 |
| Rest of Europe | 42 | Maintenance/repairs | 13 |
| Africa | - | Other | 8 |
| North America | 3 | Frequency of visits to trade fair | % |
| South and Central America | - | 1999 | 16 |
| Middle East | 2 | First visit | 84 |
| East Asia | 2 | Size of company/organization: | % |
| Australia | - | Number of employees: | |
| Economic sector | % | 1- 9 | 9 |
| Industry | 77 | 10 - 49 | 13 |
| Skilled trades | 2 | 50 - 99 | 14 |
| Retail trade/building materials trade | 1 | 100 - 199 | 10 |
| Wholesale/foreign trade | 6 | 200- 499 | 18 |
| Service | 10 | 500- 999 | 10 |
| Teaching (polytechnic/university/college) | 1 | 1 000- 9 999 | 15 |
| Research | 3 | 10 000 and more | 11 |
| Other | 1 | Length of stay | % |
| Influence on purchasing/ procurement decisions | % | 1. Length of stay (days): | |
| Decisively | 15 | one | 86 |
| Collectively | 52 | two | 12 |
| In an advisory capacity | 21 | 3. Share of visitors on the event's days: | % |
| No | 11 | 1st day | 40 |
| | | 3rd day | 41 |
| | | 2nd day | 35 |

*) individual visitor figure not available, combined with Powtech and ExploRisk

Conducted by: Gelszus Messe-Marktforschung GmbH, Dortmund

Trade Visitors Profile Analyses 2002

CAR + SOUND, Sinsheim

| | | | |
|--|---------------|---|----------|
| Total number of visitors | 27 105 | Position in the company/organization | % |
| Proportion of trade visitors | 53 % | Entrepreneur, partner, self-employed | 17 |
| Region of residence | % | Managing director, board member, head of an authority etc. | 6 |
| up to 100 km | 31 | Senior department head, other employee with managerial responsibility | 1 |
| more than 100 km up to 300 km | 34 | Department head, group head | 8 |
| over 300 km | 35 | Other salaried staff | 31 |
| Total Germany | 86 | Other public service | 1 |
| Baden-Württemberg | 41 | Skilled worker | 18 |
| Bavaria | 21 | Trainee | 16 |
| Berlin | 1 | Other position | 1 |
| Brandenburg | 1 | Area of responsibility | % |
| Bremen | - | Management | 24 |
| Hamburg | - | Research/development/design | 6 |
| Hesse | 9 | Planning/work preparation | 4 |
| Mecklenburg-Schleswig-Holstein | 1 | Manufacture/production | 25 |
| West Pomerania | 1 | Production, quality control | 2 |
| Lower Saxony | 2 | Buying/procurement | 15 |
| | | Finance/accounting, controlling | 2 |
| Total Foreign | 14 | Administration/organization/personnel/social welfare/training | 2 |
| of which EU | 69 | Marketing/sales/advertising/PR | 11 |
| Rest of Europe | 15 | Storage/material management/logistics/transport | 3 |
| Africa | - | Maintenance/repairs | 6 |
| North America | 8 | Other area | 1 |
| South and Central America | 3 | Frequency of visits to trade fair | % |
| Middle East | 1 | 2001 | 17 |
| East Asia | 4 | 2000 | 1 |
| Australia | - | Earlier events | 30 |
| Economic sector | % | First visit | 32 |
| Automobile electronics | 56 | Size of company/organization: | % |
| Assembly | 20 | Number of employees: | |
| Automobile technology | 9 | 5- 9 | 44 |
| Development | 3 | 10- 49 | 18 |
| Original car equipment | 5 | 50- 99 | 8 |
| IT electronics | 5 | 100- 199 | 5 |
| Influence on purchasing/procurement decisions | % | 200- 499 | 7 |
| Decisively | 25 | 500- 999 | 4 |
| Collectively | 21 | 1 000- 9 999 | 8 |
| In an advisory capacity | 30 | 10 000 and more | 5 |
| No | 24 | Length of stay | % |

| | |
|---|----------|
| 1. Length of stay (days): | |
| N/A | - |
| 2. Average length of stay | 0,0 days |
| 3. Share of visitors on the event's days: | % |
| 1st day | 12 |
| 2nd day | 46 |
| 3rd day | 42 |

Conducted by: Messe Sinsheim GmbH, Sinsheim

DRUCK + FORM, Sinsheim

| | | | |
|--|--------------|---|----------|
| Total number of visitors | 5 248 | Position in the company/organization | % |
| Proportion of trade visitors | 96 % | Entrepreneur, partner, self-employed | 28 |
| Region of residence | % | Managing director, board member, head of an authority etc. | 10 |
| up to 100 km | 60 | Senior department head, other employee with managerial responsibility | 3 |
| more than 100 km up to 300 km | 30 | Department head, group head | 20 |
| over 300 km | 10 | Other salaried staff | 16 |
| Total Germany | 96 | Engineer, designer | 4 |
| Baden-Württemberg | 62 | Skilled worker | 8 |
| Bavaria | 13 | Lecturer, teacher, scientific assistant | 1 |
| Berlin | - | Other | 1 |
| Brandenburg | - | Student | 6 |
| Bremen | - | Area of responsibility | % |
| Hamburg | - | Management | 36 |
| Hesse | 11 | Research/development/design | 10 |
| Mecklenburg-Schleswig-Holstein | 1 | Planning/work preparation | 12 |
| West Pomerania | - | Manufacture/production | 31 |
| Lower Saxony | 1 | Production, quality control | 5 |
| | | Buying/procurement | 6 |
| Total Foreign | 4 | Finance/accounting, controlling | 2 |
| of which EU | 57 | Administration/organization/personnel/social welfare/training | 2 |
| Rest of Europe | 39 | Marketing/sales/advertising/PR | 10 |
| Africa | 4 | Student | 5 |
| North America | - | Frequency of visits to trade fair | % |
| South and Central America | - | 2001 | 32 |
| Middle East | - | 2000 | 24 |
| East Asia | - | Earlier events | 5 |
| Australia | - | First visit | 39 |
| The five countries with the highest visitor shares | % | Size of company/organization: | % |
| Switzerland | 26 | Number of employees: | |
| Austria | 17 | 1- 4 | 18 |
| Italy | 13 | 5- 9 | 29 |
| Great Britain | 9 | 10- 49 | 13 |
| France | 4 | 50- 99 | 9 |
| Economic sector | % | 100- 199 | 5 |
| Industry | 60 | Length of stay | % |
| Retail trade | 3 | 1. Length of stay (days): | |
| Service | 20 | one | 96 |
| Wholesale/foreign trade | 3 | two | 2 |
| Skilled trades | 6 | three | - |
| Public authority | 2 | 2. Average length of stay | 1,1 days |
| Other | 5 | 3. Share of visitors on the event's days: | % |
| Influence on purchasing/procurement decisions | % | | |
| Decisively | 42 | | |
| Collectively | 28 | | |
| In an advisory capacity | 12 | | |
| No | 13 | | |
| Student | 4 | | |

Conducted by: P. E. Schall GmbH, Frickenhausen

MOTEK, Sinsheim

| | | | |
|--|---------------|---|----------|
| Total number of visitors | 27 872 | Position in the company/organization | % |
| Proportion of trade visitors | 98 % | Entrepreneur, partner, self-employed | 6 |
| Region of residence | % | Managing director, board member, head of an authority etc. | 3 |
| up to 100 km | 40 | Senior department head, other employee with managerial responsibility | 4 |
| more than 100 km up to 300 km | 32 | Department head, group head | 24 |
| over 300 km | 28 | Engineer, designer | 39 |
| Total Germany | 89 | Other salaried staff | 15 |
| Baden-Württemberg | 61 | Skilled worker | 1 |
| Bavaria | 17 | Lecturer, teacher, scientific assistant | 10 |
| Berlin | - | Student | 3 |
| Brandenburg | - | Area of responsibility | % |
| Bremen | 1 | Management | 10 |
| Hamburg | 1 | Research/development/design | 42 |
| Hesse | 6 | Planning/work preparation | 23 |
| Mecklenburg-Schleswig-Holstein | - | Manufacture/production | 27 |
| West Pomerania | - | Production, quality control | 10 |
| Lower Saxony | 3 | Buying/procurement | 6 |
| | | Finance/accounting, controlling | 1 |
| Total Foreign | 11 | Marketing/sales/advertising/PR | 5 |
| of which EU | 73 | Maintenance/repairs | 3 |
| Rest of Europe | 19 | Student | 1 |
| Africa | - | Frequency of visits to trade fair | % |
| North America | - | 2001 | 33 |
| South and Central America | 2 | 2000 | 7 |
| Middle East | 5 | Earlier events | 29 |
| East Asia | 1 | First visit | 32 |
| Australia | - | Size of company/organization: | % |
| The five countries with the highest visitor shares | % | Number of employees: | |
| France | 20 | 1- 4 | 3 |
| Austria | 15 | 5- 9 | 15 |
| Switzerland | 14 | 10- 49 | 14 |
| Italy | 8 | 50- 99 | 14 |
| Belgium | 6 | 100- 199 | 5 |
| Economic sector | % | 200- 499 | 10 |
| Industry | 91 | 500- 999 | 16 |
| Service | 4 | 1 000- 9 999 | 8 |
| Skilled trades | 2 | 10 000 and more | 5 |
| Other | 3 | Length of stay | % |
| Influence on purchasing/procurement decisions | % | 1. Length of stay (days): | |
| Decisively | 22 | one | 90 |
| Collectively | 49 | two | 7 |
| In an advisory capacity | 16 | three | 1 |
| No | 9 | 2. Average length of stay | 1,1 days |
| Student | 4 | 3. Share of visitors on the event's days: | % |
| | | 1st day | 19 |
| | | 2nd day | 30 |
| | | 3rd day | 33 |
| | | 4th day | 19 |

Conducted by: P. E. Schall GmbH, Frickenhausen

AMB, Stuttgart

| | | | |
|--|---------------|---|----------|
| Total number of visitors | 51 197 | Position in the company/organization | % |
| Proportion of trade visitors | 99 % | Entrepreneur, partner, self-employed | 15 |
| Region of residence | % | Managing director, board member, head of an authority etc. | 8 |
| up to 100 km | 70 | Senior department head, other employee with managerial responsibility | 2 |
| more than 100 km up to 300 km | 25 | Department head, group head | 18 |
| over 300 km | 5 | Other salaried staff | 29 |
| Total Germany | 97 | Skilled worker | 18 |
| Baden-Württemberg | 82 | Lecturer, teacher, scientific assistant | 3 |
| Bavaria | 11 | Trainee | 2 |
| Berlin | - | Student | 5 |
| Brandenburg | - | Other not gainfully employed | 1 |
| Bremen | - | Area of responsibility | % |
| Hamburg | - | Management | 20 |
| Hesse | 2 | Research/development/design | 14 |
| Mecklenburg-Schleswig-Holstein | - | Planning/work preparation | 12 |
| West Pomerania | - | Manufacture/production | 43 |
| Lower Saxony | - | Production, quality control | 7 |
| | | Buying/procurement | 5 |
| Total Foreign | 3 | Marketing/sales/advertising/PR | 4 |
| of which EU | 49 | Administration/organization/personnel/social welfare/training | 3 |
| Rest of Europe | 49 | Student | 5 |
| Africa | - | Frequency of visits to trade fair | % |
| North America | - | 2000 | 61 |
| South and Central America | - | 1998 | 42 |
| Middle East | 3 | Earlier events | 22 |
| East Asia | - | First visit | 27 |
| Australia | - | Size of company/organization: | % |
| Economic sector | % | Number of employees: | |
| Industry | 71 | 1- 4 | 7 |
| Skilled trades | 16 | 5- 9 | 8 |
| Service | 5 | 10- 49 | 15 |
| Trade companies | 2 | 50- 99 | 16 |
| Training/consulting | 1 | 100- 199 | 13 |
| University, polytechnic, vocational school | 7 | Length of stay | % |
| Other | 1 | 1. Length of stay (days): | |
| Influence on purchasing/procurement decisions | % | one | 86 |
| Decisively | 26 | two | 10 |
| Collectively | 29 | three | 3 |
| In an advisory capacity | 23 | 2. Average length of stay | 1,2 days |
| No | 16 | 3. Share of visitors on the event's days: | % |
| Student | 5 | 1st day | 20 |
| | | 2nd day | 25 |
| | | 3rd day | 24 |
| | | 4th day | 23 |
| | | 5th day | 25 |

Conducted by: Stuttgarter Messe- und Kongressgesellschaft mbH, Stuttgart

FIBO - Feel Well, Stuttgart

| | | | |
|-------------------------------------|--------------|---|----------|
| Total number of visitors | 6 404 | Position in the company/organization | % |
| Proportion of trade visitors | 48 % | Entrepreneur, partner, self-employed | 40 |
| Region of residence | % | Managing director, board member, head of an authority etc. | 7 |
| up to 100 km | 55 | Senior department head, other employee with managerial responsibility | 1 |
| more than 100 km up to 300 km | 31 | Department head, group head | 6 |
| over 300 km | 14 | Other salaried staff | 16 |
| Total Germany | 94 | Other public service | 4 |
| Baden-Württemberg | 66 | Skilled worker | 6 |
| Bavaria | 19 | Lecturer, teacher, scientific assistant | 4 |
| Berlin | - | Trainee | 3 |
| Brandenburg | - | Other | 4 |
| Bremen | - | Student | 8 |
| Hamburg | 1 | Other not gainfully employed | 2 |
| Hesse | 3 | Area of responsibility | % |
| Mecklenburg-West Pomerania | - | Management | 35 |
| Lower Saxony | 1 | Research/development/design | 4 |
| | | Planning/work preparation | 8 |
| | | Manufacture/production | 5 |
| | | Production, quality control | 2 |
| | | Buying/procurement | 14 |
| | | Finance/accounting, controlling | 9 |
| | | Information, communication technology (EDP) | 6 |
| | | Administration/organization/personnel/ social welfare/training | 13 |
| | | Marketing/sales/advertising/PR | 20 |
| | | Storage/material management/logistics/ transport | 4 |
| | | Maintenance/repairs | 4 |
| | | Other | 18 |
| | | Student | 8 |
| | | Other not gainfully employed | 2 |
| | | Frequency of visits to trade fair | % |
| | | 2002 | 25 |
| | | 2001 | 20 |
| | | 2000 | 16 |
| | | 1999 | 15 |
| | | Earlier events | 14 |
| | | First visit | 50 |
| | | Size of company/organization: | % |
| | | Number of employees: | |
| | | 1- 4 | 30 |
| | | 5- 9 | 14 |
| | | 10- 49 | 25 |
| | | 50- 99 | 6 |
| | | 100- 199 | 4 |
| | | 200- 499 | 3 |
| | | 500- 999 | 3 |
| | | 1 000- 9 999 | 2 |
| | | 10 000 and more | 4 |
| | | Student | 8 |
| | | Other not gainfully employed | 2 |
| | | Length of stay | % |
| | | 1. Length of stay (days): | |
| | | one | 90 |
| | | two | 8 |
| | | three | four |
| | | four | 2 |
| | | 2. Average length of stay | 1,1 days |
| | | 3. Share of visitors on the event's days: | % |
| | | 1st day | 39 |
| | | 2nd day | 37 |
| | | 3rd day | 4th day |
| | | 4th day | 18 |

Conducted by: Gelszus Messe-Marktforschung GmbH, Dortmund

INTERGASTRA, Stuttgart

| | | | |
|-------------------------------------|---------------|---|----------|
| Total number of visitors | 70 169 | Position in the company/organization | % |
| Proportion of trade visitors | 89 % | Entrepreneur, partner, self-employed | 41 |
| Region of residence | % | Managing director, board member, head of an authority etc. | 8 |
| up to 100 km | 64 | Senior department head, other employee with managerial responsibility | 3 |
| more than 100 km up to 300 km | 27 | Department head, group head | 15 |
| over 300 km | 9 | Other salaried staff | 21 |
| Total Germany | 96 | Skilled worker | 2 |
| Baden-Württemberg | 82 | Lecturer, teacher, scientific assistant | 1 |
| Bavaria | 9 | Trainee | 6 |
| Berlin | - | Student | 3 |
| Brandenburg | - | Other not gainfully employed | 2 |
| Bremen | - | Area of responsibility | % |
| Hamburg | - | Management | 51 |
| Hesse | 2 | Research/development/design | 5 |
| Mecklenburg-West Pomerania | - | Planning/work preparation | 2 |
| Lower Saxony | - | Manufacture/production | 23 |
| | | Production, quality control | 2 |
| | | Buying/procurement | 6 |
| | | Finance/accounting, controlling | 2 |
| | | Administration/organization/personnel/ social welfare/training | 4 |
| | | Marketing/sales/advertising/PR | 7 |
| | | Storage/material management/logistics/ transport | 2 |
| | | Maintenance/repairs | 1 |
| | | Other | 9 |
| | | Frequency of visits to trade fair | % |
| | | 2000 | 50 |
| | | 1998 | 42 |
| | | Earlier events | 35 |
| | | First visit | 29 |
| | | Size of company/organization: | % |
| | | Number of employees: | |
| | | 1- 4 | 29 |
| | | 5- 9 | 19 |
| | | 10- 49 | 31 |
| | | 50- 99 | 8 |
| | | 100- 199 | 4 |
| | | 200- 499 | 4 |
| | | 500- 999 | 2 |
| | | 1 000- 9 999 | 1 |
| | | 10 000 and more | 1 |
| | | Student | 2 |
| | | Other not gainfully employed | 2 |
| | | Length of stay | % |
| | | 1. Length of stay (days): | |
| | | one | 91 |
| | | two | 7 |
| | | three | 2 |
| | | 2. Average length of stay | 1,1 days |
| | | 3. Share of visitors on the event's days: | % |
| | | 1st day | 18 |
| | | 2nd day | 17 |
| | | 3rd day | 20 |
| | | 4th day | 19 |
| | | 5th day | 17 |
| | | 6th day | 18 |

Conducted by: Stuttgarter Messe- und Kongressgesellschaft mbH, Stuttgart

südback, Stuttgart (2001)

| | | | |
|-------------------------------------|---------------|---|----------|
| Total number of visitors | 28 396 | Position in the company/organization | % |
| Proportion of trade visitors | 91 % | Entrepreneur, partner, self-employed | 35 |
| Region of residence | % | 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 | Area of responsibility | % |
| Mecklenburg-West Pomerania | - | Management | 40 |
| Lower Saxony | - | Research/development/design | 10 |
| North Rhine-Westphalia | 1 | Planning/work preparation | 19 |
| Rhineland-Palatinate | 5 | Manufacture/production | 51 |
| Saarland | 2 | Production, quality control | 23 |
| Saxony | - | Buying/procurement | 12 |
| Saxony-Anhalt | - | Finance/accounting, controlling | 15 |
| Schleswig-Holstein | - | Administration/organization/personnel/ social welfare/training | 25 |
| Thuringia | - | Marketing/sales/advertising/PR | 6 |
| | | Storage/material management/logistics/ transport | 8 |
| | | Servicing, maintenance, technical equipment/facilities | - |
| | | Other | - |
| | | Frequency of visits to trade fair | % |
| | | 1999 | 63 |
| | | 1998 | 47 |
| | | Earlier events | 36 |
| | | First visit | 24 |
| | | Size of company/organization: | % |
| | | Number of employees: | |
| | | 1- 9 | 39 |
| | | 10- 49 | 36 |
| | | 50- 99 | 9 |
| | | 100- 199 | 7 |
| | | 200- 499 | 5 |
| | | 500- 999 | 2 |
| | | 1 000- 9 999 | 1 |
| | | 10 000 and more | - |
| | | Length of stay | % |
| | | 1. Length of stay (days): | |
| | | one | 88 |
| | | two | 10 |
| | | three | 1 |
| | | 2. Average length of stay | 1,1 days |
| | | 3. Share of visitors on the event's days: | % |
| | | 1st day | 22 |
| | | 2nd day | 25 |
| | | 3rd day | 23 |
| | | 4th day | 23 |
| | | 5th day | 21 |

Conducted by: Stuttgarter Messe- und Kongressgesellschaft mbH, Stuttgart

SÜFFA, Stuttgart

| | | | |
|-------------------------------------|---------------|---|----------|
| Total number of visitors | 12 329 | Position in the company/organization | % |
| Proportion of trade visitors | 95 % | Entrepreneur, partner, self-employed | 44 |
| Region of residence | % | Managing director, board member, head of an authority etc. | 6 |
| up to 100 km | 58 | Senior department head, other employee with managerial responsibility | 1 |
| more than 100 km up to 300 km | 33 | Department head, group head | 6 |
| over 300 km | 9 | Other salaried staff | 20 |
| Total Germany | 98 | Other public service | 1 |
| Baden-Württemberg | 72 | Foreman, master craftsman | 12 |
| Bavaria | 14 | Skilled worker | 4 |
| Berlin | - | Lecturer, teacher, scientific assistant | 2 |
| Brandenburg | - | Trainee | 7 |
| Bremen | - | Student | 2 |
| Hamburg | - | Area of responsibility | % |
| Hesse | 5 | Management | 49 |
| Mecklenburg-West Pomerania | - | Research/development/design | 3 |
| Lower Saxony | - | Planning/work preparation | 7 |
| | | Manufacture/production | 32 |
| | | Production, quality control | 5 |
| | | Buying/procurement | 4 |
| | | Finance/accounting, controlling | 2 |
| | | Administration/organization/personnel/ social welfare/training | 5 |
| | | Marketing/sales/advertising/PR | 21 |
| | | Storage/material management/logistics/ transport | 2 |
| | | Maintenance/repairs | 1 |
| | | Other | 2 |
| | | Student | 2 |
| | | Frequency of visits to trade fair | % |
| | | 2000 | 64 |
| | | 1999 | 49 |
| | | Earlier events | 38 |
| | | First visit | 24 |
| | | Size of company/organization: | % |
| | | Number of employees: | |
| | | 1- 4 | 15 |
| | | 5- 9 | 30 |
| | | 10- 49 | 37 |
| | | 50- 99 | 7 |
| | | 100- 199 | 4 |
| | | 200- 499 | 2 |
| | | 500- 999 | 2 |
| | | 1 000- 9 999 | 1 |
| | | 10 000 and more | 1 |
| | | Student | 2 |
| | | Length of stay | % |
| | | 1. Length of stay (days): | |
| | | one | 94 |
| | | two | 6 |
| | | 2. Average length of stay | 1,1 days |
| | | 3. Share of visitors on the event's days: | % |
| | | 1st day | 33 |
| | | 2nd day | 37 |
| | | 3rd day | 36 |

Conducted by: Stuttgarter Messe- und Kongressgesellschaft mbH, Stuttgart

Trade Visitors Profile Analyses 2002

VISION, Stuttgart (2001)

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

Conducted by: Stuttgarter Messe- und Kongressgesellschaft mbH, Stuttgart

ABITARE IL TEMPO, Verona

| | | | |
|---|---------------|--|----------|
| Total number of visitors | 50 727 | Position in the company/organization | % |
| Proportion of trade visitors | 99 % | Businessmen, partner, self-employed | 64 |
| Region of residence | % | Executive director, commercial director, administrative director | 6 |
| up to 100 km | | Director, manager with employer's liability | 10 |
| more than 100 km up to 300 km | | Other salaried staff | 12 |
| over 300 km | | Other public service | 1 |
| Total Italy: | 79 | Skilled worker | 1 |
| of which | | Lecturer, teacher, assistant | 1 |
| Abruzzo | 1 | Other | 5 |
| Basilicata | - | Trainee, student | 3 |
| Calabria | 1 | Area of responsibility | % |
| Campania | 3 | Executive/management function | 39 |
| Emilia Romagna | 9 | Research, development | 6 |
| Friuli Venezia Giulia | 5 | Planning | 18 |
| Lazio | 4 | Manufacture/production | 4 |
| Liguria | 1 | Production, quality control | 6 |
| Lombardia | 19 | Buying/procurement | 11 |
| Marche | 3 | Finance/accounting, controlling | 1 |
| | | Administration, organisation | 6 |
| Total Foreign: | 21 | Marketing/sales/advertising/PR | 37 |
| of which | | Storage/material management/logistics/ transport | 1 |
| EU | 55 | Other | 6 |
| Rest of Europe | 17 | Frequency of visits to trade fair | % |
| Africa | - | 2001 | 55 |
| North America | 4 | 2000 | 46 |
| South and Central America | 3 | 1999 | 37 |
| Middle East | 4 | Earlier events | 35 |
| East Asia | 16 | First visit | 32 |
| Australia | 1 | Size of company/organization: | % |
| | | Number of employees: | |
| | | 1 - 4 | 48 |
| | | 5 - 9 | 15 |
| | | 10 - 49 | 23 |
| | | 50 - 99 | 5 |
| | | 100 - 199 | 2 |
| | | 200 - 499 | 1 |
| | | 500 - 999 | - |
| | | 1 000 - 9 999 | 1 |
| | | 10 000 and more | - |
| | | N/A | 4 |
| Economic sector | % | Length of stay | % |
| Architect | 15 | 1. Length of stay (days): | |
| Interior designer | 19 | one | 56 |
| Salesperson | 29 | two | 20 |
| Showroom | 2 | three | 8 |
| Purchasing groups | 2 | 2. Average length of stay | 2,0 days |
| Advertising agency | 3 | 3. Share of visitors on the event's days: | % |
| Manufacture of furnishings | 23 | 1st day | 32 |
| Research institute, agency, university, school | 19 | 2nd day | 40 |
| Other | 19 | 3rd day | 45 |
| Student | 2 | | |
| Influence on purchasing/ procurement decisions | % | | |
| Decisively | 44 | | |
| Collectively | 14 | | |
| In an advisory capacity | 27 | | |
| No | 13 | | |
| Student | 2 | | |

Conducted by: Ente Autonomo Fiere di Verona, Verona

Fieragricola, Verona

| | | | |
|---|----------------|---|----------|
| Total number of visitors | 112 579 | Position in the company/organization | % |
| Proportion of trade visitors | 87 % | Entrepreneur, partner, self-employed | 52 |
| Region of residence | % | Managing director, board member, head of an authority etc. | 3 |
| over 100 km | 63 | Senior department head, other employee with managerial responsibility | 9 |
| Total Italy: | 87 | Other dependent worker | 10 |
| Abruzzo | 1 | Other salaried public service employee | 1 |
| Basilicata | - | Skilled worker | 14 |
| Basilicata | - | Lecturer, teacher, assistant | 3 |
| Calabria | 1 | Other | 3 |
| Campania | 1 | Trainee, student | 6 |
| Emilia Romagna | 9 | Area of responsibility | % |
| Friuli Venezia Giulia | 3 | Management | 32 |
| Lazio | 3 | Buying/procurement | 21 |
| Liguria | 1 | Sales/marketing | 24 |
| Lombardia | 20 | Research/development/design | 9 |
| Marche | 2 | Manufacture, production, factory operations | 14 |
| | | Finance | 1 |
| Total Foreign: | 13 | Administration/organization/personnel/ social welfare/training | 10 |
| of which | | Transport/storage/maintenance/repairs | 9 |
| EU | 49 | Manufacture/production | 30 |
| Rest of Europe | 26 | Planning/work preparation | 7 |
| Africa | 7 | Other | 10 |
| North America | 2 | Frequency of visits to trade fair | % |
| South and Central America | 2 | 2001 | 22 |
| Middle East | 1 | 2000 | 15 |
| East Asia | 15 | 1999 | 7 |
| Australia | - | Earlier events | 47 |
| | | First visit | 20 |
| Economic sector | % | Size of company/organization: | % |
| Designer or manufacturer | 13 | Number of employees: | |
| Farmer | 46 | 1 - 9 | 51 |
| Breeders | 11 | 10 - 49 | 20 |
| Wholesaler | 3 | 50 - 99 | 11 |
| Salesperson | 5 | 100 - 199 | 8 |
| Import/export | 5 | 200 - 499 | 2 |
| Agent/representative | 5 | 500 - 999 | 1 |
| Veterinary surgeon | 2 | 1 000 - 9 999 | 6 |
| Technician | 4 | N/A | 1 |
| Research institute, agency, university, school | 6 | Length of stay | % |
| Other | 6 | 1. Length of stay (days): | |
| Student | 6 | one | 63 |
| | | two | 17 |
| | | three | 6 |
| | | 2. Average length of stay | 1,9 days |
| | | 3. Share of visitors on the event's days: | % |
| | | 1st day | 35 |
| | | 2nd day | 39 |
| | | 3rd day | 38 |
| Influence on purchasing/ procurement decisions | % | | |
| Decisively | 28 | | |
| Collectively | 29 | | |
| In an advisory capacity | 23 | | |
| No | 20 | | |

Conducted by: VERONAFIERE, Verona

MARMOMACC, Verona (2001)

| | | | |
|---|---------------|---|----------|
| Total number of visitors | 51 846 | Position in the company/organization | % |
| Proportion of trade visitors | 100 % | Entrepreneur, partner, self-employed | 51 |
| Region of residence | % | Managing director, board member, head of an authority etc. | 16 |
| over 100 km away | 80 | Senior department head, other employee with managerial responsibility | 16 |
| Total Italy: | 54 | Salaried staff, skilled worker | 4 |
| of which | | Other dependent worker | 13 |
| Abruzzo | 1 | Other salaried public service employee | - |
| Basilicata | - | Lecturer, teacher, assistant | 2 |
| Calabria | 1 | Trainee, student | 1 |
| Campania | 3 | Other | 3 |
| Emilia Romagna | 11 | Area of responsibility | % |
| Friuli Venezia Giulia | 1 | Executive/management function | 51 |
| Lazio | 2 | Research, development | 10 |
| Liguria | 1 | Planning | 10 |
| Lombardia | 13 | Manufacture, production | 10 |
| Marche | 1 | Production, quality control | 12 |
| Molise | - | Procurement, supply | 15 |
| Piemonte | 3 | Finances, accounting, tax audit | 3 |
| Puglia | 5 | Administration, organisation | 8 |
| Sardegna | 2 | Marketing, sales, advertising | 25 |
| Sicilia | 4 | Warehousing, logistics | 1 |
| Toscana | 11 | Maintenance | 2 |
| Trentino Alto Adige | 2 | Other | 4 |
| Umbria | 1 | Frequency of visits to trade fair | % |
| Valle D'Aosta | - | 2000 | 61 |
| Veneto | 36 | 1999 | 55 |
| Total Foreign: | 46 | 1998 | 51 |
| of which | | Earlier events | 49 |
| EU | 41 | First visit | 28 |
| Rest of Europe | 16 | Size of company/organization: | % |
| Africa | 5 | Number of employees: | |
| North America | 8 | 1 - 9 | 29 |
| South and Central America | 7 | 10 - 49 | 38 |
| Middle East | 6 | 50 - 99 | 14 |
| East Asia | 14 | 100 - 199 | 6 |
| Australia | 3 | 200 - 499 | 6 |
| | | 500 - 999 | 4 |
| | | 1 000 - 9 999 | 2 |
| | | 10 000 and more | 1 |
| | | N/A | 1 |
| Economic sector | % | Length of stay | % |
| Marble and stone industry | 32 | 1. Length of stay (days): | |
| Construction company | 6 | one | 33 |
| Mechanical enterprise | 11 | two | 16 |
| Marble processing | 24 | three | 12 |
| Wholesaler | 22 | 2. Average length of stay | 2,6 days |
| Marble dealer | 10 | 3. Share of visitors on the event's days: | % |
| Import/export | 15 | 1st day | 57 |
| Commercial agent | 5 | 2nd day | 68 |
| Member, adviser | 10 | 3rd day | 72 |
| Corporation, university, institute | 2 | | |
| Architect | 7 | | |
| Other | 5 | | |
| Influence on purchasing/ procurement decisions | % | | |
| Decisively | 37 | | |
| Collectively | 17 | | |
| In an advisory capacity | 33 | | |
| No | 13 | | |

Conducted by: VERONAFIERE, Verona

VINITALY, Verona (2001)

| | | | |
|--|----------------|---|----------|
| Total number of visitors | 141 279 | Position in the company/organization | % |
| Proportion of trade visitors | 81 % | Entrepreneur, partner, self-employed | 33 |
| Region of residence | % | Managing director, board member, head of an authority etc. | 6 |
| over 100 km away | | Senior department head, other employee with managerial responsibility | 24 |
| Total Italy: | 74 | Salaried staff, skilled worker | 11 |
| of which | | Trainee, student | 3 |
| Abruzzo | 3 | Other | 26 |
| Basilicata | 1 | Area of responsibility | % |
| Calabria | 1 | Management | 50 |
| Campania | 3 | Buying/procurement | 33 |
| Emiglia Romagna | 8 | Sales/marketing | 38 |
| Friuli Venezia Giulia | 4 | Research/development/design | 12 |
| Lazio | 3 | Manufacture, production, factory operations | 8 |
| Liguria | 2 | Finance | 3 |
| Lombardia | 18 | Administration/organization/personnel/social welfare/training | 5 |
| Marche | 2 | Training/continuation training | 3 |
| Molise | - | Transport/storage/maintenance/repairs | 1 |
| Piemonte | 8 | Other | 7 |
| Puglia | 4 | Frequency of visits to trade fair | % |
| Sardegna | 1 | 2000 | 71 |
| Sicilia | 5 | 1999 | 63 |
| Toscana | 10 | 1998 | 50 |
| Trentino Alto Adige | 3 | 1997 | 46 |
| Umbria | 3 | First visit | 25 |
| Valle D'Aosta | - | Size of company/organization: | % |
| Veneto | 21 | Number of employees: | |
| Total Foreign: | 26 | 1 - 9 | 55 |
| of which | | 10 - 49 | 25 |
| EU | 52 | 50 - 99 | 7 |
| Rest of Europe | 7 | 100 - 199 | 4 |
| Africa | 1 | 200 - 499 | 2 |
| North America | 26 | 500 - 999 | 1 |
| South and Central America | 6 | 1 000 - 9 999 | 1 |
| Middle East | - | 10 000 and more | - |
| East Asia | 8 | Other | 4 |
| Australia | 1 | Length of stay | % |
| Economic sector | % | 1. Length of stay (days): | |
| Manufacturers | 29 | one | 27 |
| Filling plants/systems | 5 | two | 18 |
| Wholesale distribution | 4 | three | 14 |
| Wholesaler | 5 | 4 | 14 |
| Wine merchant | 10 | 2. Average length of stay | 3,0 days |
| Retailer | 1 | 3. Share of visitors on the event's days: | % |
| Import/export | 11 | 1st day | 60 |
| Restaurant, hotel | 14 | 2nd day | 69 |
| Bar | 4 | 3rd day | 64 |
| Sommelier | 3 | | |
| Oenologist | 2 | | |
| Research institute, agency, university, school | 3 | | |
| Other | 20 | | |
| Influence on purchasing/procurement decisions | % | | |
| Decisively | 49 | | |
| Collectively | 17 | | |
| In an advisory capacity | 9 | | |
| No | 26 | | |

Conducted by: VERONAFIERE, Verona

Private Visitors Profile Analyses 2002

Import Shop, Berlin

| | | | |
|---|---------------|--|----------|
| Total number of visitors | 41 531 | Net household income | % |
| Proportion of private visitors | 86 % | up to 750,- EUR | 10 |
| Region of residence | % | more than 750,- EUR | 6 |
| Locally | 75 | up to 1 000,- EUR | 6 |
| within a 25 km radius | 10 | up to 1 250,- EUR | 9 |
| further than 25 km within a 50 km radius | 5 | more than 1 500,- EUR | 8 |
| further than 50 km within a 100 km radius | 4 | up to 2 000,- EUR | 9 |
| further than 100 km radius | 7 | more than 2 000,- EUR | 8 |
| | | more than 2 500,- EUR | 8 |
| | | more than 3 000,- EUR | 13 |
| Germany | 99 | N/A | 30 |
| Other country | 1 | Size of household | % |
| Sex | % | 1 person | 24 |
| Male | 23 | 2 persons | 41 |
| Female | 77 | 3 persons | 16 |
| Accompanied by husband/wife/partner | 42 | 4 persons | 16 |
| | | 5 persons and more | 3 |
| Age | % | Buying and ordering capacity | % |
| up to 20 years | 6 | Purchase or order made or intended at the exhibition | |
| over 20 up to 30 years | 17 | yes | 82 |
| over 30 up to 40 years | 25 | no | 5 |
| over 40 up to 50 years | 20 | maybe | 14 |
| over 50 up to 60 years | 19 | Follow-up business | % |
| over 60 up to 70 years | 11 | Intend to buy at later date | |
| over 70 years | 2 | yes | 22 |
| Occupation | % | no | 27 |
| Unskilled/skilled worker | 6 | maybe | 51 |
| Salaried staff | 40 | | |
| Civil servant | 12 | | |
| Self employed/freelance | 8 | | |
| Housewife | 5 | | |
| Other occupation | 3 | | |
| Trainee/student/pupil | 12 | | |
| Old-age-pensioner | 12 | | |
| Other not gainfully employed | 3 | | |

Conducted by: Gelszus Messe-Marktforschung GmbH, Dortmund

International Green Week Berlin

| | | | |
|---|----------------|--|----------|
| Total number of visitors | 454 725 | Net household income | % |
| Proportion of private visitors | 77 % | up to 750,- EUR | 10 |
| Region of residence | % | more than 750,- EUR | 8 |
| Locally | 43 | up to 1 000,- EUR | 8 |
| within a 25 km radius | 8 | up to 1 250,- EUR | 8 |
| further than 25 km within a 50 km radius | 6 | more than 1 500,- EUR | 10 |
| further than 50 km within a 100 km radius | 8 | up to 2 000,- EUR | 11 |
| further than 100 km radius | 35 | more than 2 000,- EUR | 8 |
| | | more than 2 500,- EUR | 8 |
| | | more than 3 000,- EUR | 13 |
| Germany | 99 | N/A | 25 |
| Other country | 1 | Size of household | % |
| Sex | % | 1 person | 13 |
| Male | 43 | 2 persons | 43 |
| Female | 57 | 3 persons | 20 |
| Accompanied by husband/wife/partner | 59 | 4 persons | 17 |
| | | 5 persons and more | 8 |
| Age | % | Buying and ordering capacity | % |
| up to 20 years | 9 | Purchase or order made or intended at the exhibition | |
| over 20 up to 30 years | 12 | yes | 71 |
| over 30 up to 40 years | 21 | no | 13 |
| over 40 up to 50 years | 21 | maybe | 16 |
| over 50 up to 60 years | 22 | Follow-up business | % |
| over 60 up to 70 years | 14 | Intend to buy at later date | |
| over 70 years | 1 | yes | 27 |
| Occupation | % | no | 28 |
| Unskilled/skilled worker | 15 | maybe | 44 |
| Salaried staff | 31 | | |
| Civil servant | 7 | | |
| Farmer | 1 | | |
| Self employed/freelance | 6 | | |
| Housewife | 4 | | |
| Other occupation | 3 | | |
| Trainee/student/pupil | 10 | | |
| Old-age-pensioner | 21 | | |
| Other not gainfully employed | 3 | | |

Conducted by: Gelszus Messe-Marktforschung GmbH, Dortmund

ITB, Berlin

| | | | |
|---|----------------|--|----------|
| Total number of visitors | 132 910 | Net household income | % |
| Proportion of private visitors | 41 % | up to 750,- EUR | 9 |
| Region of residence | % | more than 750,- EUR | 6 |
| Locally | 57 | up to 1 000,- EUR | 7 |
| within a 25 km radius | 8 | up to 1 250,- EUR | 7 |
| further than 25 km within a 50 km radius | 5 | more than 1 500,- EUR | 13 |
| further than 50 km within a 100 km radius | 3 | up to 2 000,- EUR | 11 |
| further than 100 km radius | 27 | more than 2 000,- EUR | 10 |
| | | more than 2 500,- EUR | 16 |
| | | more than 3 000,- EUR | 21 |
| Germany | 96 | N/A | 21 |
| Other country | 4 | Size of household | % |
| Sex | % | 1 person | 27 |
| Male | 56 | 2 persons | 46 |
| Female | 45 | 3 persons | 15 |
| Accompanied by husband/wife/partner | 37 | 4 persons | 10 |
| | | 5 persons and more | 3 |
| Age | % | Buying and ordering capacity | % |
| up to 20 years | 5 | Purchase or order made or intended at the exhibition | |
| over 20 up to 30 years | 17 | yes | |
| over 30 up to 40 years | 19 | no | |
| over 40 up to 50 years | 20 | maybe | |
| over 50 up to 60 years | 19 | Follow-up business | % |
| over 60 up to 70 years | 17 | Intend to buy at later date | |
| over 70 years | 3 | yes | 43 |
| Occupation | % | no | 23 |
| Unskilled/skilled worker | 8 | maybe | 34 |
| Salaried staff | 36 | | |
| Civil servant | 10 | | |
| Self employed/freelance | 7 | | |
| Housewife | 2 | | |
| Other occupation | 2 | | |
| Trainee/student/pupil | 12 | | |
| Old-age-pensioner | 22 | | |
| Other not gainfully employed | 2 | | |

Conducted by: Gelszus Messe-Marktforschung GmbH, Dortmund

Harz + Heide, Braunschweig

| | | | |
|---|---------------|--|----------|
| Total number of visitors | 72 083 | Net household income | % |
| Proportion of private visitors | 83 % | up to 750,- EUR | 8 |
| Region of residence | % | more than 750,- EUR | 6 |
| Locally | 34 | up to 1 000,- EUR | 6 |
| within a 25 km radius | 35 | up to 1 250,- EUR | 10 |
| further than 25 km within a 50 km radius | 22 | more than 1 500,- EUR | 13 |
| further than 50 km within a 100 km radius | 4 | up to 2 000,- EUR | 14 |
| further than 100 km radius | 5 | more than 2 000,- EUR | 9 |
| | | more than 2 500,- EUR | 12 |
| | | more than 3 000,- EUR | 9 |
| Sex | % | N/A | 22 |
| Male | 51 | Size of household | % |
| Female | 49 | 1 person | 14 |
| Accompanied by husband/wife/partner | 56 | 2 persons | 41 |
| | | 3 persons | 19 |
| Age | % | 4 persons | 18 |
| up to 20 years | 5 | 5 persons and more | 8 |
| over 20 up to 30 years | 17 | Buying and ordering capacity | % |
| over 30 up to 40 years | 23 | Purchase or order made or 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 | Follow-up business | % |
| Occupation | % | Intend to buy at later date | |
| Unskilled/skilled worker | 14 | yes | 23 |
| Salaried staff | 38 | no | 23 |
| Civil servant | 10 | maybe | 54 |
| Self employed/freelance | 7 | | |
| Housewife | 6 | | |
| Other occupation | 5 | | |
| Trainee/student/pupil | 7 | | |
| Old-age-pensioner | 12 | | |
| Other not gainfully employed | 3 | | |

Conducted by: Gelszus Messe-Marktforschung GmbH, Dortmund

CREATIVA, Dortmund

| | | | |
|---|---------------|--|----------|
| Total number of visitors | 71 371 | Net household income | % |
| Proportion of private visitors | 73 % | up to 750,- EUR | 7 |
| Region of residence | % | more than 750,- EUR | 4 |
| Locally | 12 | up to 1 000,- EUR | 5 |
| within a 25 km radius | 16 | more than 1 000,- EUR | 6 |
| further than 25 km within a 50 km radius | 20 | up to 1 250,- EUR | 8 |
| further than 50 km within a 100 km radius | 25 | more than 1 250,- EUR | 9 |
| further than 100 km radius | 28 | up to 2 000,- EUR | 10 |
| | | more than 2 000,- EUR | 10 |
| | | up to 3 000,- EUR | 44 |
| | | N/A | |
| Germany | 99 | Size of household | % |
| Other country | 1 | 1 person | 11 |
| Sex | % | 2 persons | 28 |
| Male | 9 | 3 persons | 19 |
| Female | 91 | 4 persons | 27 |
| Accompanied by husband/wife/partner | 13 | 5 persons and more | 15 |
| Age | % | Buying and ordering capacity | % |
| up to 20 years | 6 | Purchase or order made or intended at the exhibition | |
| over 20 up to 30 years | 20 | yes | 90 |
| over 30 up to 40 years | 34 | no | 3 |
| over 40 up to 50 years | 24 | maybe | 7 |
| over 50 up to 60 years | 11 | Follow-up business | % |
| over 60 up to 70 years | 4 | Intend to buy at later date | |
| over 70 years | 1 | yes | 31 |
| Occupation | % | no | 18 |
| Unskilled/skilled worker | 5 | maybe | 51 |
| Salaried staff | 40 | | |
| Civil servant | 6 | | |
| Self employed/freelance | 7 | | |
| Housewife | 20 | | |
| Other occupation | 4 | | |
| Trainee/student/pupil | 12 | | |
| Old-age-pensioner | 4 | | |
| Other not gainfully employed | 3 | | |

Conducted by: Gelszus Messe-Marktforschung GmbH, Dortmund

DORTMUNDER HERBST, Dortmund (2001)

| | | | |
|---|----------------|--|----------|
| Total number of visitors | 142 404 | Net household income | % |
| Proportion of private visitors | 91 % | up to 1 500,- DM | 7 |
| Region of residence | % | more than 1 500,- DM | 4 |
| Locally | 32 | up to 2 000,- DM | 7 |
| within a 25 km radius | 32 | more than 2 000,- DM | 7 |
| further than 25 km within a 50 km radius | 23 | up to 3 000,- DM | 12 |
| further than 50 km within a 100 km radius | 8 | more than 3 000,- DM | 13 |
| further than 100 km radius | 6 | up to 5 000,- DM | 10 |
| | | more than 5 000,- DM | 10 |
| | | N/A | 32 |
| Germany | 99 | Size of household | % |
| Other country | 1 | 1 person | 13 |
| Sex | % | 2 persons | 41 |
| Male | 38 | 3 persons | 22 |
| Female | 62 | 4 persons | 17 |
| Accompanied by husband/wife/partner | 47 | 5 persons and more | 7 |
| Age | % | Buying and ordering capacity | % |
| up to 20 years | 7 | Purchase or order made or intended at the exhibition | |
| over 20 up to 30 years | 16 | yes | 75 |
| over 30 up to 40 years | 25 | no | 9 |
| over 40 up to 50 years | 22 | maybe | 16 |
| over 50 up to 60 years | 16 | Follow-up business | % |
| over 60 up to 70 years | 10 | Intend to buy at later date | |
| over 70 years | 3 | yes | 22 |
| Occupation | % | no | 24 |
| Unskilled/skilled worker | 10 | maybe | 54 |
| 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 gainfully employed | 3 | | |

Conducted by: Gelszus Messe-Marktforschung GmbH, Dortmund

HobbyTronic Computerschau, Dortmund

| | | | |
|---|---------------|--|----------|
| Total number of visitors | 51 049 | Net household income | % |
| Proportion of private visitors | 45 % | up to 750,- EUR | 14 |
| Region of residence | % | more than 750,- EUR | 4 |
| Locally | 19 | up to 1 000,- EUR | 6 |
| within a 25 km radius | 16 | up to 1 250,- EUR | 9 |
| further than 25 km within a 50 km radius | 26 | more than 1 250,- EUR | 10 |
| further than 50 km within a 100 km radius | 22 | up to 2 000,- EUR | 9 |
| further than 100 km radius | 17 | more than 2 000,- EUR | 10 |
| | | up to 2 500,- EUR | 21 |
| | | more than 2 500,- EUR | 9 |
| | | up to 3 000,- EUR | 24 |
| | | N/A | |
| Germany | 99 | Size of household | % |
| Other country | 1 | 1 person | 19 |
| Sex | % | 2 persons | 26 |
| Male | 91 | 3 persons | 20 |
| Female | 9 | 4 persons | 20 |
| Accompanied by husband/wife/partner | 8 | 5 persons and more | 15 |
| Age | % | Buying and ordering capacity | % |
| up to 20 years | 22 | Purchase or order made or intended at the exhibition | |
| over 20 up to 30 years | 29 | yes | 81 |
| over 30 up to 40 years | 25 | no | 8 |
| over 40 up to 50 years | 16 | maybe | 11 |
| over 50 up to 60 years | 6 | Follow-up business | % |
| over 60 up to 70 years | 2 | Intend to buy at later date | |
| Occupation | % | yes | 27 |
| Unskilled/skilled worker | 16 | no | 31 |
| Salaried staff | 27 | maybe | 43 |
| Civil servant | 7 | | |
| Self employed/freelance | 7 | | |
| Housewife | 1 | | |
| Other occupation | 3 | | |
| Trainee/student/pupil | 29 | | |
| Old-age-pensioner | 4 | | |
| Other not gainfully employed | 5 | | |

Conducted by: Gelszus Messe-Marktforschung GmbH, Dortmund

INTERMODELLBAU, Dortmund (2001)

| | | | |
|---|---------------|--|----------|
| Total number of visitors | 99 346 | Net household income | % |
| Proportion of private visitors | 92 % | up to 1 500,- DM | 7 |
| Region of residence | % | more than 1 500,- DM | 2 |
| Locally | 7 | up to 2 000,- DM | 6 |
| within a 25 km radius | 10 | more than 2 000,- DM | 9 |
| further than 25 km within a 50 km radius | 19 | up to 3 000,- DM | 14 |
| further than 50 km within a 100 km radius | 21 | more than 3 000,- DM | 12 |
| further than 100 km radius | 42 | up to 5 000,- DM | 11 |
| | | more than 5 000,- DM | 14 |
| | | N/A | 27 |
| Germany | 92 | Size of household | % |
| Other country | 8 | 1 person | 17 |
| Sex | % | 2 persons | 31 |
| Male | 93 | 3 persons | 20 |
| Female | 7 | 4 persons | 24 |
| Accompanied by husband/wife/partner | 13 | 5 persons and more | 9 |
| Age | % | Buying and ordering capacity | % |
| up to 20 years | 8 | Purchase or order made or intended at the exhibition | |
| over 20 up to 30 years | 15 | yes | 81 |
| over 30 up to 40 years | 30 | no | 7 |
| over 40 up to 50 years | 25 | maybe | 12 |
| over 50 up to 60 years | 13 | Follow-up business | % |
| over 60 up to 70 years | 6 | Intend to buy at later date | |
| over 70 years | 3 | yes | 49 |
| Occupation | % | no | 12 |
| Unskilled/skilled worker | 21 | maybe | 39 |
| 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 gainfully employed | 2 | | |

Conducted by: Gelszus Messe-Marktforschung GmbH, Dortmund

Private Visitors Profile Analyses 2002

Jagd & Hund, Dortmund

| | | | |
|---|---------------|--|----|
| Total number of visitors | 68 135 | Net household income | % |
| Proportion of private visitors | 79 % | up to 750,- EUR | 9 |
| Region of residence | % | more than 750,- EUR | 2 |
| Locally | 7 | up to 1 000,- EUR | 4 |
| within a 25 km radius | 9 | more than 1 000,- EUR | 6 |
| further than 25 km within a 50 km radius | 16 | more than 1 500,- EUR | 8 |
| further than 50 km within a 100 km radius | 23 | more than 2 000,- EUR | 7 |
| further than 100 km radius | 45 | more than 2 500,- EUR | 36 |
| | | more than 3 000,- EUR | 20 |
| Germany | 93 | N/A | |
| Other country | 7 | | |
| Sex | % | Size of household | % |
| Male | 75 | 1 person | 10 |
| Female | 25 | 2 persons | 36 |
| Accompanied by husband/wife/partner | 32 | 3 persons | 18 |
| | | 4 persons | 23 |
| | | 5 persons and more | 14 |
| Age | % | Buying and ordering capacity | % |
| up to 20 years | 6 | Purchase or order made or intended at the exhibition | |
| over 20 up to 30 years | 13 | yes | 85 |
| over 30 up to 40 years | 25 | no | 5 |
| over 40 up to 50 years | 24 | maybe | 10 |
| over 50 up to 60 years | 21 | | |
| over 60 up to 70 years | 9 | Follow-up business | % |
| over 70 years | 3 | Intend to buy at later date | |
| Occupation | % | yes | 42 |
| Unskilled/skilled worker | 13 | no | 15 |
| Salaried staff | 25 | maybe | 43 |
| Civil servant | 11 | | |
| Self employed/freelance | 20 | | |
| Housewife | 5 | | |
| Other occupation | 4 | | |
| Trainee/student/pupil | 9 | | |
| Old-age-pensioner | 11 | | |
| Other not gainfully employed | 2 | | |

Conducted by: Gelszus Messe-Marktforschung GmbH, Dortmund

Dresden Travel Market, Dresden

| | | | |
|---|---------------|--|----|
| Total number of visitors | 31 334 | Net household income | % |
| Proportion of private visitors | 93 % | up to 750,- EUR | 7 |
| Region of residence | % | more than 750,- EUR | 7 |
| Locally | 46 | up to 1 000,- EUR | 10 |
| within a 25 km radius | 25 | more than 1 000,- EUR | 9 |
| further than 25 km within a 50 km radius | 17 | more than 1 500,- EUR | 12 |
| further than 50 km within a 100 km radius | 8 | more than 2 000,- EUR | 15 |
| further than 100 km radius | 4 | more than 2 500,- EUR | 8 |
| | | more than 3 000,- EUR | 7 |
| Germany | 99 | N/A | 25 |
| Other country | 1 | | |
| Sex | % | Size of household | % |
| Male | 49 | 1 person | 12 |
| Female | 51 | 2 persons | 54 |
| Accompanied by husband/wife/partner | 72 | 3 persons | 19 |
| | | 4 persons | 14 |
| | | 5 persons and more | 2 |
| Age | % | Buying and ordering capacity | % |
| up to 20 years | 5 | Purchase or order made or intended at the exhibition | |
| over 20 up to 30 years | 13 | yes | 14 |
| over 30 up to 40 years | 16 | no | 52 |
| over 40 up to 50 years | 23 | maybe | 34 |
| over 50 up to 60 years | 19 | | |
| over 60 up to 70 years | 21 | Follow-up business | % |
| over 70 years | 4 | Intend to buy at later date | |
| Occupation | % | yes | 41 |
| Unskilled/skilled worker | 16 | no | 15 |
| Salaried staff | 35 | maybe | 44 |
| Civil servant | 4 | | |
| Self employed/freelance | 6 | | |
| Housewife | 2 | | |
| Other occupation | 2 | | |
| Trainee/student/pupil | 8 | | |
| Old-age-pensioner | 26 | | |
| Other not gainfully employed | 2 | | |

Conducted by: Gelszus Messe-Marktforschung GmbH, Dortmund

boot, Düsseldorf

| | | | |
|---|----------------|--|----|
| Total number of visitors | 333 641 | Net household income | % |
| Proportion of private visitors | 88 % | up to 750,- EUR | 6 |
| Region of residence | % | more than 750,- EUR | 2 |
| Locally | 7 | up to 1 000,- EUR | 3 |
| within a 25 km radius | 13 | more than 1 000,- EUR | 5 |
| further than 25 km within a 50 km radius | 18 | more than 1 500,- EUR | 8 |
| further than 50 km within a 100 km radius | 17 | more than 2 000,- EUR | 9 |
| further than 100 km radius | 45 | more than 2 500,- EUR | 12 |
| | | more than 3 000,- EUR | 37 |
| Germany | 90 | N/A | 18 |
| Other country | 10 | | |
| Sex | % | Size of household | % |
| Male | 66 | 1 person | 17 |
| Female | 34 | 2 persons | 39 |
| Accompanied by husband/wife/partner | 38 | 3 persons | 18 |
| | | 4 persons | 18 |
| | | 5 persons and more | 9 |
| Age | % | Buying and ordering capacity | % |
| up to 20 years | 5 | Purchase or order made or intended at the exhibition | |
| over 20 up to 30 years | 16 | yes | 65 |
| over 30 up to 40 years | 27 | no | 15 |
| over 40 up to 50 years | 24 | maybe | 20 |
| over 50 up to 60 years | 18 | | |
| over 60 up to 70 years | 9 | Follow-up business | % |
| over 70 years | 2 | Intend to buy at later date | |
| Occupation | % | yes | 49 |
| Unskilled/skilled worker | 9 | no | 14 |
| Salaried staff | 40 | maybe | 37 |
| Civil servant | 10 | | |
| Self employed/freelance | 20 | | |
| Housewife | 2 | | |
| Trainee/student/pupil | 9 | | |
| Old-age-pensioner | 9 | | |
| Other not gainfully employed | 2 | | |

Conducted by: Walter & Partner. Basel

CARAVAN SALON, Düsseldorf

| | | | |
|---|----------------|--|----|
| Total number of visitors | 151 276 | Net household income | % |
| Proportion of private visitors | 90 % | up to 750,- EUR | 3 |
| Region of residence | % | more than 750,- EUR | 1 |
| Locally | 3 | up to 1 000,- EUR | 3 |
| within a 25 km radius | 10 | more than 1 000,- EUR | 5 |
| further than 25 km within a 50 km radius | 18 | more than 1 500,- EUR | 11 |
| further than 50 km within a 100 km radius | 22 | more than 2 000,- EUR | 12 |
| further than 100 km radius | 30 | more than 2 500,- EUR | 17 |
| | | more than 3 000,- EUR | 30 |
| Germany | 89 | N/A | 18 |
| Other country | 11 | | |
| Sex | % | Size of household | % |
| Male | 63 | 1 person | 5 |
| Female | 37 | 2 persons | 47 |
| Accompanied by husband/wife/partner | 74 | 3 persons | 17 |
| | | 4 persons | 22 |
| | | 5 persons and more | 9 |
| Age | % | Buying and ordering capacity | % |
| up to 20 years | 1 | Purchase or order made or intended at the exhibition | |
| over 20 up to 30 years | 5 | yes | 40 |
| over 30 up to 40 years | 24 | no | 23 |
| over 40 up to 50 years | 28 | maybe | 38 |
| over 50 up to 60 years | 27 | | |
| over 60 up to 70 years | 13 | Follow-up business | % |
| over 70 years | 2 | Intend to buy at later date | |
| Occupation | % | yes | 41 |
| Unskilled/skilled worker | 10 | no | 11 |
| Salaried staff | 37 | maybe | 48 |
| Civil servant | 10 | | |
| Self employed/freelance | 15 | | |
| Housewife | 8 | | |
| Trainee/student/pupil | 2 | | |
| Old-age-pensioner | 16 | | |
| Other not gainfully employed | 2 | | |

Conducted by: Walter & Partner. Basel

| IAM, Düsseldorf | | | |
|---|--------------|--|----------------------|
| Total number of visitors | 8 952 | Net household income | % |
| Proportion of private visitors | 50 % | more than 750,- EUR | up to 750,- EUR 2 |
| Region of residence | % | more than 1 000,- EUR | up to 1 000,- EUR 2 |
| Locally | 12 | more than 1 250,- EUR | up to 1 250,- EUR 2 |
| within a 25 km radius | 15 | more than 1 500,- EUR | up to 1 500,- EUR 5 |
| further than 25 km within a 50 km radius | 25 | more than 2 000,- EUR | up to 2 000,- EUR 14 |
| further than 50 km within a 100 km radius | 24 | more than 2 500,- EUR | up to 2 500,- EUR 12 |
| further than 100 km radius | 25 | more than 3 000,- EUR | up to 3 000,- EUR 11 |
| | | N/A | 38 |
| Germany | 98 | | 14 |
| Other country | 2 | Size of household | % |
| Sex | % | 1 person | 23 |
| Male | 89 | 2 persons | 40 |
| Female | 11 | 3 persons | 15 |
| Accompanied by husband/wife/partner | 12 | 4 persons | 12 |
| | | 5 persons and more | 10 |
| Age | % | Buying and ordering capacity | % |
| up to 20 years | 2 | Purchase or order made or intended at the exhibition | |
| over 20 up to 30 years | 7 | yes | N/A |
| over 30 up to 40 years | 23 | no | |
| over 40 up to 50 years | 26 | maybe | |
| over 50 up to 60 years | 19 | Follow-up business | % |
| over 60 up to 70 years | 19 | Intend to buy at later date | |
| over 70 years | 5 | yes | N/A |
| | | no | |
| Occupation | % | maybe | |
| Unskilled/skilled worker | 4 | | |
| Salaried staff | 36 | | |
| Civil servant | 11 | | |
| Self employed/freelance | 19 | | |
| Housewife | 2 | | |
| Other occupation | 1 | | |
| Trainee/student/pupil | 3 | | |
| Old-age-pensioner | 20 | | |
| Other not gainfully employed | 3 | | |

Conducted by: Walter & Partner, Basel

| Inoga, Erfurt (2000) | | | |
|---|---------------|--|--------------------|
| Total number of visitors | 15 319 | Net household income | % |
| Proportion of private visitors | 32 % | more than 1 500,- DM | up to 1 500,- DM 6 |
| Region of residence | % | more than 2 000,- DM | up to 2 000,- DM 5 |
| Locally | 31 | more than 2 500,- DM | up to 2 500,- DM 6 |
| within a 25 km radius | 13 | more than 3 000,- DM | up to 3 000,- DM 7 |
| further than 25 km within a 50 km radius | 15 | more than 4 000,- DM | up to 4 000,- DM 8 |
| further than 50 km within a 100 km radius | 16 | more than 5 000,- DM | up to 5 000,- DM 9 |
| further than 100 km radius | 25 | more than 6 000,- DM | up to 6 000,- DM 6 |
| | | N/A | 9 |
| Germany | 92 | | 44 |
| Other country | 8 | Size of household | % |
| Sex | % | 1 person | 16 |
| Male | 37 | 2 persons | 44 |
| Female | 63 | 3 persons | 20 |
| Accompanied by husband/wife/partner | 57 | 4 persons | 15 |
| | | 5 persons and more | 5 |
| Age | % | Buying and ordering capacity | % |
| up to 20 years | 4 | Purchase or order made or intended at the exhibition | |
| over 20 up to 30 years | 12 | yes | 23 |
| over 30 up to 40 years | 17 | no | 77 |
| over 40 up to 50 years | 25 | maybe | 49 |
| over 50 up to 60 years | 18 | Follow-up business | % |
| over 60 up to 70 years | 19 | Intend to buy at later date | |
| over 70 years | 5 | yes | 35 |
| | | no | 33 |
| Occupation | % | maybe | 33 |
| Unskilled/skilled worker | 4 | | |
| Salaried staff | 45 | | |
| Civil servant | 3 | | |
| Self employed/freelance | 11 | | |
| Housewife | 5 | | |
| Other occupation | 1 | | |
| Trainee/student/pupil | 6 | | |
| Old-age-pensioner | 24 | | |
| Other not gainfully employed | 1 | | |

Conducted by: INA Research GmbH, Schenefeld

| riding-hunting-fishing, Erfurt | | | |
|---|---------------|--|---------------------|
| Total number of visitors | 21 612 | Net household income | % |
| Proportion of private visitors | 93 % | more than 750,- EUR | up to 750,- EUR 13 |
| Region of residence | % | more than 1 000,- EUR | up to 1 000,- EUR 7 |
| Locally | 15 | more than 1 250,- EUR | up to 1 250,- EUR 7 |
| within a 25 km radius | - | more than 1 500,- EUR | up to 1 500,- EUR 8 |
| further than 25 km within a 50 km radius | 37 | more than 2 000,- EUR | up to 2 000,- EUR 9 |
| further than 50 km within a 100 km radius | 31 | more than 2 500,- EUR | up to 2 500,- EUR 7 |
| further than 100 km radius | 17 | more than 3 000,- EUR | up to 3 000,- EUR 2 |
| | | N/A | 2 |
| Germany | 100 | | 44 |
| Sex | % | Size of household | % |
| Male | 62 | 1 person | 10 |
| Female | 38 | 2 persons | 30 |
| Accompanied by husband/wife/partner | 73 | 3 persons | 26 |
| | | 4 persons | 26 |
| | | 5 persons and more | 8 |
| Age | % | Buying and ordering capacity | % |
| up to 20 years | 9 | Purchase or order made or intended at the exhibition | |
| over 20 up to 30 years | 16 | yes | 44 |
| over 30 up to 40 years | 26 | no | 56 |
| over 40 up to 50 years | 25 | maybe | |
| over 50 up to 60 years | 14 | Follow-up business | % |
| over 60 up to 70 years | 9 | Intend to buy at later date | |
| over 70 years | 1 | yes | 24 |
| | | no | 38 |
| Occupation | % | maybe | 39 |
| Unskilled/skilled worker | 19 | | |
| Salaried staff | 35 | | |
| Civil servant | 6 | | |
| Self employed/freelance | 11 | | |
| Housewife | 5 | | |
| Other occupation | 1 | | |
| Trainee/student/pupil | 11 | | |
| Old-age-pensioner | 10 | | |
| Other not gainfully employed | 1 | | |

Conducted by: Messe Erfurt AG, Erfurt, Erfurt

| Thuringia Exhibition, Erfurt (2001) | | | |
|---|---------------|--|---------------------|
| Total number of visitors | 64 998 | Net household income | % |
| Proportion of private visitors | 92 % | more than 1 500,- DM | up to 1 500,- DM - |
| Region of residence | % | more than 2 000,- DM | up to 2 000,- DM 8 |
| Locally | 41 | more than 2 500,- DM | up to 2 500,- DM - |
| within a 25 km radius | 16 | more than 3 000,- DM | up to 3 000,- DM 16 |
| further than 25 km within a 50 km radius | 18 | more than 4 000,- DM | up to 4 000,- DM 21 |
| further than 50 km within a 100 km radius | 18 | more than 5 000,- DM | up to 5 000,- DM 16 |
| further than 100 km radius | 5 | more than 6 000,- DM | up to 6 000,- DM 11 |
| N/A | 2 | N/A | - |
| | | | 28 |
| Sex | % | Size of household | % |
| Male | 46 | 1 person | 12 |
| Female | 54 | 2 persons | 46 |
| Accompanied by husband/wife/partner | 61 | 3 persons | 25 |
| | | 4 persons | 14 |
| | | 5 persons and more | 3 |
| Age | % | Buying and ordering capacity | % |
| up to 20 years | 8 | Purchase or order made or intended at the exhibition | |
| over 20 up to 30 years | 11 | yes | 59 |
| over 30 up to 40 years | 16 | no | 26 |
| over 40 up to 50 years | 21 | maybe | 14 |
| over 50 up to 65 years | 27 | Follow-up business | % |
| over 65 years | 17 | Intend to buy at later date | |
| | | yes | 12 |
| Occupation | % | no | 22 |
| Unskilled/skilled worker | 11 | maybe | 66 |
| Salaried staff | 30 | | |
| Civil servant | 2 | | |
| Self employed/freelance | 9 | | |
| Housewife | 3 | | |
| Other not gainfully employed | 45 | | |

Conducted by: INA Research GmbH, Schenefeld

Private Visitors Profile Analyses 2002

MODE - HEIM - HANDWERK, Essen

| | | | |
|---|----------------|--|----------------------|
| Total number of visitors | 201 587 | Net household income | % |
| Proportion of private visitors | 88 % | more than 750,- EUR | up to 750,- EUR 8 |
| Region of residence | % | more than 1 000,- EUR | up to 1 000,- EUR 6 |
| Locally | 50 | more than 1 250,- EUR | up to 1 250,- EUR 7 |
| within a 25 km radius | 32 | more than 1 500,- EUR | up to 1 500,- EUR 10 |
| further than 25 km within a 50 km radius | 12 | more than 2 000,- EUR | up to 2 000,- EUR 8 |
| further than 50 km within a 100 km radius | 3 | more than 2 500,- EUR | up to 2 500,- EUR 8 |
| further than 100 km radius | 3 | more than 3 000,- EUR | up to 3 000,- EUR 12 |
| | | N/A | 33 |
| Germany | 99 | Size of household | % |
| Other country | 1 | 1 person | 15 |
| Sex | % | 2 persons | 45 |
| Male | 32 | 3 persons | 19 |
| Female | 68 | 4 persons | 16 |
| Accompanied by husband/wife/partner | 53 | 5 persons and more | 6 |
| Age | % | Buying and ordering capacity | % |
| up to 20 years | 9 | Purchase or order made or intended at the exhibition | |
| over 20 up to 30 years | 15 | yes | 84 |
| over 30 up to 40 years | 24 | no | 6 |
| over 40 up to 50 years | 19 | maybe | 11 |
| over 50 up to 60 years | 17 | Follow-up business | % |
| over 60 up to 70 years | 13 | Intend to buy at later date | |
| over 70 years | 3 | yes | 23 |
| Occupation | % | no | 27 |
| Unskilled/skilled worker | 9 | maybe | 50 |
| Salaried staff | 37 | | |
| Civil servant | 5 | | |
| Self employed/freelance | 4 | | |
| Housewife | 11 | | |
| Other occupation | 3 | | |
| Trainee/student/pupil | 11 | | |
| Old-age-pensioner | 18 | | |
| Other not gainfully employed | 2 | | |

Conducted by: Gelszus Messe-Marktforschung GmbH, Dortmund

Reise / Camping, Essen

| | | | |
|---|----------------|--|----------------------|
| Total number of visitors | 117 083 | Net household income | % |
| Proportion of private visitors | 93 % | more than 750,- EUR | up to 750,- EUR 3 |
| Region of residence | % | more than 1 000,- EUR | up to 1 000,- EUR 4 |
| Locally | 12 | more than 1 250,- EUR | up to 1 250,- EUR 6 |
| within a 25 km radius | 25 | more than 1 500,- EUR | up to 1 500,- EUR 7 |
| further than 25 km within a 50 km radius | 28 | more than 2 000,- EUR | up to 2 000,- EUR 9 |
| further than 50 km within a 100 km radius | 21 | more than 2 500,- EUR | up to 2 500,- EUR 12 |
| further than 100 km radius | 14 | more than 3 000,- EUR | up to 3 000,- EUR 12 |
| | | N/A | 17 |
| Germany | 99 | Size of household | % |
| Other country | 1 | 1 person | 11 |
| Sex | % | 2 persons | 48 |
| Male | 56 | 3 persons | 18 |
| Female | 44 | 4 persons | 17 |
| Accompanied by husband/wife/partner | 66 | 5 persons and more | 7 |
| Age | % | Buying and ordering capacity | % |
| up to 20 years | 2 | Purchase or order made or intended at the exhibition | |
| over 20 up to 30 years | 9 | yes | 53 |
| over 30 up to 40 years | 22 | no | 21 |
| over 40 up to 50 years | 24 | maybe | 26 |
| over 50 up to 60 years | 21 | Follow-up business | % |
| over 60 up to 70 years | 18 | Intend to buy at later date | |
| over 70 years | 5 | yes | 35 |
| Occupation | % | no | 19 |
| Unskilled/skilled worker | 11 | maybe | 46 |
| Salaried staff | 32 | | |
| Civil servant | 10 | | |
| Self employed/freelance | 8 | | |
| Housewife | 8 | | |
| Other occupation | 2 | | |
| Trainee/student/pupil | 4 | | |
| Old-age-pensioner | 21 | | |
| Other not gainfully employed | 3 | | |

Conducted by: Gelszus Messe-Marktforschung GmbH, Dortmund

HAM-RADIO, Friedrichshafen (2001)

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

Conducted by: Messe Friedrichshafen GmbH, Friedrichshafen

INTERBOOT, Friedrichshafen

| | | | |
|---|----------------|--|----------------------|
| Total number of visitors | 107 815 | Net household income | % |
| Proportion of private visitors | 87 % | more than 750,- EUR | up to 750,- EUR 7 |
| Region of residence | % | more than 1 000,- EUR | up to 1 000,- EUR 3 |
| Locally | 5 | more than 1 250,- EUR | up to 1 250,- EUR 3 |
| within a 25 km radius | 14 | more than 1 500,- EUR | up to 1 500,- EUR 4 |
| further than 25 km within a 50 km radius | 13 | more than 2 000,- EUR | up to 2 000,- EUR 7 |
| further than 50 km within a 100 km radius | 18 | more than 2 500,- EUR | up to 2 500,- EUR 8 |
| further than 100 km radius | 51 | more than 3 000,- EUR | up to 3 000,- EUR 11 |
| | | N/A | 32 |
| Germany | 80 | Size of household | % |
| Other country | 20 | 1 person | 13 |
| Sex | % | 2 persons | 41 |
| Male | 78 | 3 persons | 15 |
| Female | 22 | 4 persons | 21 |
| Accompanied by husband/wife/partner | 54 | 5 persons and more | 10 |
| Age | % | Buying and ordering capacity | % |
| up to 20 years | 7 | Purchase or order made or intended at the exhibition | |
| over 20 up to 30 years | 17 | yes | 60 |
| over 30 up to 40 years | 25 | no | 17 |
| over 40 up to 50 years | 22 | maybe | 23 |
| over 50 up to 60 years | 17 | Follow-up business | % |
| over 60 up to 70 years | 9 | Intend to buy at later date | |
| over 70 years | 3 | yes | 28 |
| Occupation | % | no | 20 |
| Unskilled/skilled worker | 10 | maybe | 53 |
| Salaried staff | 32 | | |
| Civil servant | 7 | | |
| Self employed/freelance | 21 | | |
| Housewife | 2 | | |
| Other occupation | 3 | | |
| Trainee/student/pupil | 12 | | |
| Old-age-pensioner | 11 | | |
| Other not gainfully employed | 2 | | |

Conducted by: Gelszus Messe-Marktforschung GmbH, Dortmund

ÖKO-TRENDS, Gelnhausen

| | | | |
|---|--------------|--|----|
| Total number of visitors | 3 960 | Net household income | % |
| Proportion of private visitors | 94 % | up to 750,- EUR | 2 |
| Region of residence | % | more than 750,- EUR | 2 |
| Locally | - | up to 1 000,- EUR | 2 |
| within a 25 km radius | 50 | up to 1 250,- EUR | 2 |
| further than 25 km within a 50 km radius | 33 | up to 1 500,- EUR | 4 |
| further than 50 km within a 100 km radius | 5 | up to 2 000,- EUR | 5 |
| further than 100 km radius | 2 | up to 2 500,- EUR | 6 |
| | | up to 3 000,- EUR | 7 |
| | | more than 3 000,- EUR | 16 |
| Germany | 99 | N/A | 56 |
| Other country | 1 | Size of household | % |
| Sex | % | 1 person | 11 |
| Male | 47 | 2 persons | 37 |
| Female | 53 | 3 persons | 21 |
| Accompanied by husband/wife/partner | 64 | 4 persons | 23 |
| | | 5 persons and more | 8 |
| Age | % | Buying and ordering capacity | % |
| up to 20 years | 1 | Purchase or order made or intended at the exhibition | |
| over 20 up to 30 years | 5 | yes | 40 |
| over 30 up to 40 years | 23 | no | 22 |
| over 40 up to 50 years | 29 | maybe | 37 |
| over 50 up to 60 years | 19 | Follow-up business | % |
| over 60 up to 70 years | 17 | Intend to buy at later date | |
| over 70 years | 4 | yes | 61 |
| Occupation | % | no | 10 |
| Unskilled/skilled worker | 8 | maybe | 29 |
| Salaried staff | 38 | | |
| Civil servant | 6 | | |
| Self employed/freelance | 16 | | |
| Housewife | 11 | | |
| Other occupation | - | | |
| Trainee/student/pupil | 4 | | |
| Old-age-pensioner | 16 | | |
| Other not gainfully employed | 1 | | |

Conducted by: audiokom GmbH, Gelnhausen

DU UND DEINE WELT, Hamburg

| | | | |
|---|----------------|--|----|
| Total number of visitors | 144 753 | Net household income | % |
| Proportion of private visitors | 95 % | up to 750,- EUR | 8 |
| Region of residence | % | more than 750,- EUR | 3 |
| Locally | 53 | up to 1 000,- EUR | 5 |
| within a 25 km radius | 9 | up to 1 250,- EUR | 8 |
| further than 25 km within a 50 km radius | 18 | up to 1 500,- EUR | 9 |
| further than 50 km within a 100 km radius | 12 | up to 2 000,- EUR | 9 |
| further than 100 km radius | 8 | up to 2 500,- EUR | 9 |
| | | up to 3 000,- EUR | 21 |
| Germany | 99 | N/A | 28 |
| Other country | 1 | Size of household | % |
| Sex | % | 1 person | 21 |
| Male | 39 | 2 persons | 39 |
| Female | 61 | 3 persons | 17 |
| Accompanied by husband/wife/partner | 39 | 4 persons | 15 |
| | | 5 persons and more | 8 |
| Age | % | Buying and ordering capacity | % |
| up to 20 years | 13 | Purchase or order made or intended at the exhibition | |
| over 20 up to 30 years | 27 | yes | 68 |
| over 30 up to 40 years | 20 | no | 7 |
| over 40 up to 50 years | 16 | maybe | 25 |
| over 50 up to 60 years | 11 | Follow-up business | % |
| over 60 up to 70 years | 11 | Intend to buy at later date | |
| over 70 years | 2 | yes | 21 |
| Occupation | % | no | 19 |
| Unskilled/skilled worker | 8 | maybe | 60 |
| Salaried staff | 36 | | |
| Civil servant | 6 | | |
| Self employed/freelance | 6 | | |
| Housewife | 6 | | |
| Other occupation | 4 | | |
| Trainee/student/pupil | 21 | | |
| Old-age-pensioner | 12 | | |
| Other not gainfully employed | 2 | | |

Conducted by: PhoneResearch KG, Hamburg

hanseboot, Hamburg

| | | | |
|---|----------------|--|----|
| Total number of visitors | 125 478 | Net household income | % |
| Proportion of private visitors | 82 % | up to 750,- EUR | 6 |
| Region of residence | % | more than 750,- EUR | 2 |
| Locally | 24 | up to 1 000,- EUR | 2 |
| within a 25 km radius | - | up to 1 250,- EUR | 4 |
| further than 25 km within a 50 km radius | - | up to 1 500,- EUR | 4 |
| further than 50 km within a 100 km radius | 27 | up to 2 000,- EUR | 7 |
| further than 100 km radius | 50 | up to 2 500,- EUR | 8 |
| | | up to 3 000,- EUR | 38 |
| Germany | 96 | N/A | 26 |
| Other country | 4 | Size of household | % |
| Sex | % | 1 person | 18 |
| Male | 77 | 2 persons | 44 |
| Female | 23 | 3 persons | 16 |
| Accompanied by husband/wife/partner | 32 | 4 persons | 17 |
| | | 5 persons and more | 6 |
| Age | % | Buying and ordering capacity | % |
| up to 20 years | 8 | Purchase or order made or intended at the exhibition | |
| over 20 up to 30 years | 17 | yes | 56 |
| over 30 up to 40 years | 23 | no | 15 |
| over 40 up to 50 years | 21 | maybe | 29 |
| over 50 up to 60 years | 17 | Follow-up business | % |
| over 60 up to 70 years | 13 | Intend to buy at later date | |
| over 70 years | 2 | yes | 37 |
| Occupation | % | no | 18 |
| Unskilled/skilled worker | 7 | maybe | 45 |
| Salaried staff | 36 | | |
| Civil servant | 7 | | |
| Self employed/freelance | 17 | | |
| Housewife | 2 | | |
| Other occupation | 5 | | |
| Trainee/student/pupil | 13 | | |
| Old-age-pensioner | 12 | | |
| Other not gainfully employed | 2 | | |

Conducted by: PhoneResearch KG, Hamburg

Hansepferd, Hamburg

| | | | |
|---|---------------|--|----|
| Total number of visitors | 58 138 | Net household income | % |
| Proportion of private visitors | 85 % | up to 750,- EUR | 6 |
| Region of residence | % | more than 750,- EUR | 3 |
| Locally | 29 | up to 1 000,- EUR | 3 |
| within a 25 km radius | 7 | up to 1 250,- EUR | 6 |
| further than 25 km within a 50 km radius | 22 | up to 1 500,- EUR | 3 |
| further than 50 km within a 100 km radius | 23 | up to 2 000,- EUR | 6 |
| further than 100 km radius | 19 | up to 2 500,- EUR | 6 |
| | | up to 3 000,- EUR | 25 |
| Germany | 99 | N/A | 39 |
| Other country | 1 | Size of household | % |
| Sex | % | 1 person | 13 |
| Male | 16 | 2 persons | 27 |
| Female | 84 | 3 persons | 21 |
| Accompanied by husband/wife/partner | 24 | 4 persons | 27 |
| | | 5 persons and more | 13 |
| Age | % | Buying and ordering capacity | % |
| up to 20 years | 37 | Purchase or order made or intended at the exhibition | |
| over 20 up to 30 years | 25 | yes | 79 |
| over 30 up to 40 years | 24 | no | 6 |
| over 40 up to 50 years | 10 | maybe | 16 |
| over 50 up to 60 years | 4 | Follow-up business | % |
| over 60 up to 70 years | 1 | Intend to buy at later date | |
| Occupation | % | yes | 28 |
| Unskilled/skilled worker | 4 | no | 22 |
| Salaried staff | 32 | maybe | 50 |
| Civil servant | 5 | | |
| Self employed/freelance | 6 | | |
| Housewife | 5 | | |
| Other occupation | 4 | | |
| Trainee/student/pupil | 41 | | |
| Old-age-pensioner | 1 | | |
| Other not gainfully employed | 2 | | |

Conducted by: PhoneResearch KG, Hamburg

Private Visitors Profile Analyses 2002

REISEN, Hamburg

| | | | |
|---|---------------|--|----------|
| Total number of visitors | 92 648 | Net household income | % |
| | | up to 750,- EUR | 4 |
| Proportion of private visitors | 93 % | more than 750,- EUR | 2 |
| | | up to 1 000,- EUR | 2 |
| Region of residence | % | more than 1 000,- EUR | 3 |
| Locally | 48 | up to 1 250,- EUR | 3 |
| within a 25 km radius | 9 | more than 1 250,- EUR | 6 |
| further than 25 km within a 50 km radius | 18 | up to 1 500,- EUR | 8 |
| further than 50 km within a 100 km radius | 14 | more than 1 500,- EUR | 11 |
| further than 100 km radius | 11 | up to 2 000,- EUR | 8 |
| | | up to 2 500,- EUR | 11 |
| | | more than 2 500,- EUR | 12 |
| | | more than 3 000,- EUR | 25 |
| | | N/A | 29 |
| Germany | 99 | Size of household | % |
| Other country | 1 | 1 person | 19 |
| | | 2 persons | 49 |
| Sex | % | 3 persons | 14 |
| Male | 50 | 4 persons | 14 |
| Female | 50 | 5 persons and more | 5 |
| Accompanied by husband/wife/partner | 48 | | |
| Age | % | Buying and ordering capacity | % |
| up to 20 years | 6 | Purchase or order made or intended at the exhibition | |
| over 20 up to 30 years | 13 | yes | 24 |
| over 30 up to 40 years | 20 | no | 41 |
| over 40 up to 50 years | 20 | maybe | 35 |
| over 50 up to 60 years | 20 | | |
| over 60 up to 70 years | 19 | Follow-up business | % |
| over 70 years | 3 | Intend to buy at later date | |
| Occupation | % | yes | 31 |
| Unskilled/skilled worker | 7 | no | 17 |
| Salaried staff | 38 | maybe | 52 |
| Civil servant | 8 | | |
| Self employed/freelance | 7 | | |
| Housewife | 6 | | |
| Other occupation | 3 | | |
| Trainee/student/pupil | 8 | | |
| Old-age-pensioner | 21 | | |
| Other not gainfully employed | 2 | | |

Conducted by: PhoneResearch KG, Hamburg

ABF, Hannover (2000)

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

Conducted by: Gelszus Messe-Marktforschung GmbH, Dortmund

Infra, Hannover (2000)

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

Conducted by: Gelszus Messe-Marktforschung GmbH, Dortmund

Unterland-Ausstellung, Heilbronn (2000)

| | | | |
|---|---------------|--|----------|
| Total number of visitors | 67 902 | Net household income | % |
| | | up to 1 500,- DM | 6 |
| Proportion of private visitors | 73 % | more than 1 500,- DM | 8 |
| | | up to 2 000,- DM | 10 |
| Region of residence | % | more than 2 000,- DM | 16 |
| Locally | 26 | up to 2 500,- DM | 15 |
| within a 25 km radius | 54 | more than 2 500,- DM | 9 |
| further than 25 km within a 50 km radius | 14 | up to 3 000,- DM | 12 |
| further than 50 km within a 100 km radius | 4 | more than 3 000,- DM | 9 |
| further than 100 km radius | 2 | up to 4 000,- DM | 18 |
| | | more than 4 000,- DM | |
| Germany | 99 | Size of household | % |
| Other country | 1 | 1 person | 11 |
| | | 2 persons | 34 |
| Sex | % | 3 persons | 19 |
| Male | 44 | 4 persons | 23 |
| Female | 56 | 5 persons and more | 13 |
| Accompanied by husband/wife/partner | 52 | | |
| Age | % | Buying and ordering capacity | % |
| up to 20 years | 10 | Purchase or order made or intended at the exhibition | |
| over 20 up to 30 years | 20 | yes | 58 |
| over 30 up to 40 years | 24 | no | 14 |
| over 40 up to 50 years | 19 | maybe | 28 |
| over 50 up to 60 years | 16 | | |
| over 60 up to 70 years | 8 | Follow-up business | % |
| over 70 years | 3 | Intend to buy at later date | |
| Occupation | % | yes | 28 |
| Unskilled/skilled worker | 15 | no | 19 |
| Salaried staff | 33 | maybe | 53 |
| Civil servant | 7 | | |
| Self employed/freelance | 11 | | |
| Housewife | 8 | | |
| Other occupation | 4 | | |
| Trainee/student/pupil | 12 | | |
| Old-age-pensioner | 8 | | |
| Other not gainfully employed | 2 | | |

Conducted by: Gelszus Messe-Marktforschung GmbH, Dortmund

| inventa, Karlsruhe | | | |
|---|---------------|-------------------------------------|----------------------|
| Total number of visitors | 16 389 | Net household income | % |
| Proportion of private visitors | 83 % | more than 750,- EUR | up to 750,- EUR 5 |
| Region of residence | % | more than 1 000,- EUR | up to 1 000,- EUR 5 |
| Locally | 31 | more than 1 250,- EUR | up to 1 250,- EUR 6 |
| within a 25 km radius | 42 | more than 1 500,- EUR | up to 1 500,- EUR 4 |
| further than 25 km within a 50 km radius | 20 | more than 2 000,- EUR | up to 2 000,- EUR 6 |
| further than 50 km within a 100 km radius | 5 | more than 2 500,- EUR | up to 2 500,- EUR 13 |
| further than 100 km radius | 2 | more than 3 000,- EUR | up to 3 000,- EUR 10 |
| | | N/A | 27 |
| Sex | % | | 23 |
| Male | 58 | Size of household | % |
| Female | 42 | 1 person | 10 |
| Accompanied by husband/wife/partner | 57 | 2 persons | 46 |
| | | 3 persons | 16 |
| Age | % | 4 persons | 20 |
| up to 20 years | 2 | 5 persons and more | 9 |
| over 20 up to 30 years | 17 | Buying and ordering capacity | % |
| over 30 up to 40 years | 28 | Purchase or order made or | |
| over 40 up to 50 years | 19 | intended at the exhibition | |
| over 50 up to 60 years | 23 | yes | 33 |
| over 60 up to 70 years | 11 | no | 45 |
| over 70 years | 1 | maybe | 23 |
| Occupation | % | Follow-up business | % |
| Unskilled/skilled worker | 8 | Intend to buy at later date | |
| Salaried staff | 38 | yes | 35 |
| Civil servant | 10 | no | 24 |
| Self employed/freelance | 14 | maybe | 41 |
| Housewife | 6 | | |
| Other occupation | 5 | | |
| Trainee/student/pupil | 6 | | |
| Old-age-pensioner | 14 | | |
| Other not gainfully employed | 1 | | |

Conducted by: Gelszus Messe-Marktforschung GmbH, Dortmund

| Offerta, Karlsruhe (2001) | | | |
|---|----------------|-------------------------------------|---------------------|
| Total number of visitors | 100 792 | Net household income | % |
| Proportion of private visitors | 89 % | more than 1 500,- DM | up to 1 500,- DM 7 |
| Region of residence | % | more than 2 000,- DM | up to 2 000,- DM 4 |
| Locally | 36 | more than 2 500,- DM | up to 2 500,- DM 6 |
| within a 25 km radius | 36 | more than 3 000,- DM | up to 3 000,- DM 7 |
| 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 | 3 | more than 5 000,- DM | up to 5 000,- DM 13 |
| | | more than 6 000,- DM | up to 6 000,- DM 10 |
| | | N/A | 17 |
| Germany | 98 | | 24 |
| Other country | 2 | Size of household | % |
| Sex | % | 1 person | 10 |
| Male | 51 | 2 persons | 37 |
| Female | 49 | 3 persons | 21 |
| Accompanied by husband/wife/partner | 48 | 4 persons | 22 |
| | | 5 persons and more | 11 |
| Age | % | Buying and ordering capacity | % |
| up to 20 years | 18 | Purchase or order made or | |
| over 20 up to 30 years | 16 | intended at the exhibition | |
| over 30 up to 40 years | 20 | yes | 70 |
| over 40 up to 50 years | 19 | no | 9 |
| over 50 up to 60 years | 14 | maybe | 21 |
| over 60 up to 70 years | 9 | Follow-up business | % |
| over 70 years | 4 | Intend to buy at later date | |
| Occupation | % | yes | 26 |
| Unskilled/skilled worker | 10 | no | 22 |
| Salaried staff | 33 | maybe | 53 |
| Civil servant | 7 | | |
| Self employed/freelance | 8 | | |
| Housewife | 7 | | |
| Other occupation | 4 | | |
| Trainee/student/pupil | 17 | | |
| Old-age-pensioner | 11 | | |
| Other not gainfully employed | 2 | | |

Conducted by: Gelszus Messe-Marktforschung GmbH, Dortmund

| ALLGÄU Festival Week, Kempten (2001) | | | |
|---|---------------|-------------------------------------|---------------------|
| Total number of visitors | 89 908 | Net household income | % |
| Proportion of private visitors | 78 % | more than 1 500,- DM | up to 1 500,- DM 8 |
| Region of residence | % | more than 2 000,- DM | up to 2 000,- DM 9 |
| Locally | 23 | more than 2 500,- DM | up to 2 500,- DM 8 |
| within a 25 km radius | 29 | more than 3 000,- DM | up to 3 000,- DM 10 |
| further than 25 km within a 50 km radius | 30 | more than 4 000,- DM | up to 4 000,- DM 16 |
| further than 50 km within a 100 km radius | 9 | more than 5 000,- DM | up to 5 000,- DM 13 |
| further than 100 km radius | 9 | more than 6 000,- DM | up to 6 000,- DM 8 |
| | | N/A | 11 |
| Germany | 99 | | 16 |
| Other country | 1 | Size of household | % |
| Sex | % | 1 person | 10 |
| Male | 51 | 2 persons | 30 |
| Female | 49 | 3 persons | 22 |
| Accompanied by husband/wife/partner | 67 | 4 persons | 23 |
| | | 5 persons and more | 15 |
| Age | % | N/A | 1 |
| up to 20 years | 4 | Buying and ordering capacity | % |
| over 20 up to 30 years | 19 | Purchase or order made or | |
| over 30 up to 40 years | 29 | intended at the exhibition | |
| over 40 up to 50 years | 22 | yes | 51 |
| over 50 up to 60 years | 15 | no | 28 |
| over 60 up to 70 years | 8 | maybe | 21 |
| over 70 years | 2 | Follow-up business | % |
| Occupation | % | Intend to buy at later date | |
| Unskilled/skilled worker | 6 | yes | 15 |
| Salaried staff | 43 | no | 47 |
| Civil servant | 7 | maybe | 37 |
| Self employed/freelance | 10 | N/A | 1 |
| Farmer | 7 | | |
| Housewife | 11 | | |
| Other occupation | 1 | | |
| Trainee/student/pupil | 4 | | |
| Old-age-pensioner | 10 | | |
| Other not gainfully employed | - | | |

Conducted by: Messe- und Congressberatung Dirr, Hamburg

| AUTO MOBIL INTERNATIONAL / AMITEC, Leipzig (2001) | | | |
|---|----------------|-------------------------------------|---------------------|
| Total number of visitors | 251 103 | Net household income | % |
| Proportion of private visitors | 66 % | more than 1 500,- DM | up to 1 500,- DM 14 |
| Region of residence | % | more than 2 000,- DM | up to 2 000,- DM 7 |
| Locally | 14 | more than 2 500,- DM | up to 2 500,- DM 7 |
| within a 25 km radius | 6 | more than 3 000,- DM | up to 3 000,- DM 8 |
| further than 25 km within a 50 km radius | 13 | more than 4 000,- DM | up to 4 000,- DM 7 |
| further than 50 km within a 100 km radius | 24 | more than 5 000,- DM | up to 5 000,- DM 4 |
| further than 100 km radius | 43 | more than 6 000,- DM | up to 6 000,- DM 11 |
| | | N/A | 36 |
| Germany | 98 | Size of household | % |
| Other country | 2 | 1 person | 17 |
| Sex | % | 2 persons | 28 |
| Male | 79 | 3 persons | 20 |
| Female | 21 | 4 persons | 21 |
| Accompanied by husband/wife/partner | 37 | 5 persons and more | 13 |
| Age | % | Buying and ordering capacity | % |
| up to 20 years | 23 | Purchase or order made or | |
| over 20 up to 30 years | 32 | intended at the exhibition | |
| over 30 up to 40 years | 16 | yes | 25 |
| over 40 up to 50 years | 11 | no | 40 |
| over 50 up to 60 years | 6 | maybe | 35 |
| over 60 up to 70 years | 4 | Follow-up business | % |
| over 70 years | 7 | Intend to buy at later date | |
| Occupation | % | yes | 28 |
| Unskilled/skilled worker | 17 | no | 25 |
| Salaried staff | 23 | maybe | 47 |
| Civil servant | 5 | | |
| Self employed/freelance | 10 | | |
| Housewife | 1 | | |
| Other occupation | 6 | | |
| Trainee/student/pupil | 28 | | |
| Old-age-pensioner | 5 | | |
| Other not gainfully employed | 4 | | |

Conducted by: Gelszus Messe-Marktforschung GmbH, Dortmund

Private Visitors Profile Analyses 2002

Home - Garden - Leisure/Handicrafts Fair, Leipzig

| | | | |
|---|----------------|--|----------|
| Total number of visitors | 166 427 | Net household income | % |
| Proportion of private visitors | 80 % | up to 750,- EUR | 11 |
| Region of residence | % | more than 750,- EUR | 8 |
| Locally | 26 | up to 1 000,- EUR | 9 |
| within a 25 km radius | 16 | up to 1 250,- EUR | 7 |
| further than 25 km within a 50 km radius | 23 | more than 1 500,- EUR | 10 |
| further than 50 km within a 100 km radius | 24 | more than 2 000,- EUR | 9 |
| further than 100 km radius | 11 | more than 2 500,- EUR | 6 |
| | | more than 3 000,- EUR | 8 |
| | | N/A | 32 |
| Germany | 99 | Size of household | % |
| Other country | 1 | 1 person | 9 |
| | | 2 persons | 36 |
| Sex | % | 3 persons | 28 |
| Male | 45 | 4 persons | 22 |
| Female | 55 | 5 persons and more | 6 |
| Accompanied by husband/wife/partner | 70 | Buying and ordering capacity | % |
| Age | % | Purchase or order made or intended at the exhibition | |
| up to 20 years | 9 | yes | 63 |
| over 20 up to 30 years | 15 | no | 15 |
| over 30 up to 40 years | 24 | maybe | 22 |
| over 40 up to 50 years | 24 | | |
| over 50 up to 60 years | 14 | Follow-up business | % |
| over 60 up to 70 years | 11 | Intend to buy at later date | |
| over 70 years | 4 | yes | 23 |
| Occupation | % | no | 24 |
| Unskilled/skilled worker | 18 | maybe | 53 |
| Salaried staff | 36 | | |
| Civil servant | 4 | | |
| Self employed/freelance | 8 | | |
| Housewife | 4 | | |
| Other occupation | 3 | | |
| Trainee/student/pupil | 10 | | |
| Old-age-pensioner | 14 | | |
| Other not gainfully employed | 3 | | |

Conducted by: Gelszus Messe-Marktforschung GmbH, Dortmund

MODELL & HOBBY, Leipzig

| | | | |
|---|---------------|--|----------|
| Total number of visitors | 84 399 | Net household income | % |
| Proportion of private visitors | 86 % | up to 750,- EUR | 14 |
| Region of residence | % | more than 750,- EUR | 8 |
| Locally | 16 | up to 1 000,- EUR | 8 |
| within a 25 km radius | 8 | up to 1 250,- EUR | 10 |
| further than 25 km within a 50 km radius | 16 | more than 1 500,- EUR | 11 |
| further than 50 km within a 100 km radius | 35 | more than 2 000,- EUR | 10 |
| further than 100 km radius | 26 | more than 2 500,- EUR | 7 |
| | | more than 3 000,- EUR | 7 |
| | | N/A | 26 |
| Germany | 99 | Size of household | % |
| Other country | 1 | 1 person | 12 |
| | | 2 persons | 29 |
| Sex | % | 3 persons | 27 |
| Male | 62 | 4 persons | 25 |
| Female | 38 | 5 persons and more | 7 |
| Accompanied by husband/wife/partner | 50 | Buying and ordering capacity | % |
| Age | % | Purchase or order made or intended at the exhibition | |
| up to 20 years | 13 | yes | 71 |
| over 20 up to 30 years | 20 | no | 9 |
| over 30 up to 40 years | 31 | maybe | 20 |
| over 40 up to 50 years | 22 | | |
| over 50 up to 60 years | 8 | Follow-up business | % |
| over 60 up to 70 years | 5 | Intend to buy at later date | |
| over 70 years | 2 | yes | 39 |
| Occupation | % | no | 15 |
| Unskilled/skilled worker | 22 | maybe | 47 |
| Salaried staff | 36 | | |
| Civil servant | 5 | | |
| Self employed/freelance | 6 | | |
| Housewife | 3 | | |
| Other occupation | 4 | | |
| Trainee/student/pupil | 16 | | |
| Old-age-pensioner | 7 | | |
| Other not gainfully employed | 3 | | |

Conducted by: Gelszus Messe-Marktforschung GmbH, Dortmund

Touristik & Caravaning, Leipzig

| | | | |
|---|---------------|--|----------|
| Total number of visitors | 77 370 | Net household income | % |
| Proportion of private visitors | 87 % | up to 750,- EUR | 9 |
| Region of residence | % | more than 750,- EUR | 8 |
| Locally | 33 | up to 1 000,- EUR | 8 |
| within a 25 km radius | 13 | up to 1 250,- EUR | 8 |
| further than 25 km within a 50 km radius | 16 | more than 1 500,- EUR | 17 |
| further than 50 km within a 100 km radius | 22 | more than 2 000,- EUR | 12 |
| further than 100 km radius | 15 | more than 2 500,- EUR | 7 |
| | | more than 3 000,- EUR | 10 |
| | | N/A | 20 |
| Germany | 100 | Size of household | % |
| Sex | % | 1 person | 13 |
| Male | 52 | 2 persons | 50 |
| Female | 48 | 3 persons | 20 |
| Accompanied by husband/wife/partner | 66 | 4 persons | 14 |
| | | 5 persons and more | 3 |
| Age | % | Buying and ordering capacity | % |
| up to 20 years | 7 | Purchase or order made or intended at the exhibition | |
| over 20 up to 30 years | 14 | yes | 25 |
| over 30 up to 40 years | 19 | no | 38 |
| over 40 up to 50 years | 23 | maybe | 37 |
| over 50 up to 60 years | 15 | | |
| over 60 up to 70 years | 20 | Follow-up business | % |
| over 70 years | 3 | Intend to buy at later date | |
| Occupation | % | yes | 53 |
| Unskilled/skilled worker | 17 | no | 11 |
| Salaried staff | 34 | maybe | 36 |
| Civil servant | 4 | | |
| Self employed/freelance | 7 | | |
| Housewife | 2 | | |
| Other occupation | 2 | | |
| Trainee/student/pupil | 9 | | |
| Old-age-pensioner | 24 | | |
| Other not gainfully employed | 2 | | |

Conducted by: Gelszus Messe-Marktforschung GmbH, Dortmund

REGIO, Lörrach (2001)

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

Conducted by: Messe Lörrach, Lörrach

Perspektiven, Magdeburg

| | | | |
|---|--------------|--|----------------------|
| Total number of visitors | 4 962 | Net household income | % |
| Proportion of private visitors | 89 % | more than 750,- EUR | up to 750,- EUR 17 |
| Region of residence | % | more than 1 000,- EUR | up to 1 000,- EUR 20 |
| Locally | 43 | more than 1 250,- EUR | up to 1 250,- EUR 11 |
| within a 25 km radius | 25 | more than 1 500,- EUR | up to 1 500,- EUR 9 |
| further than 25 km within a 50 km radius | 17 | more than 2 000,- EUR | up to 2 000,- EUR 12 |
| further than 50 km within a 100 km radius | 12 | more than 2 500,- EUR | up to 2 500,- EUR 13 |
| further than 100 km radius | 4 | more than 3 000,- EUR | up to 3 000,- EUR 10 |
| Germany | 100 | | 7 |
| Sex | % | Size of household | % |
| Male | 33 | 1 person | 12 |
| Female | 67 | 2 persons | 16 |
| Accompanied by husband/wife/partner | 18 | 3 persons | 34 |
| Age | % | 4 persons | 32 |
| up to 20 years | 52 | 5 persons and more | 6 |
| over 20 up to 30 years | 21 | Buying and ordering capacity | % |
| over 30 up to 40 years | 12 | Purchase or order made or intended at the exhibition | |
| over 40 up to 50 years | 13 | yes | 74 |
| over 50 up to 60 years | 3 | no | 26 |
| Occupation | % | maybe | |
| Unskilled/skilled worker | 5 | Follow-up business | % |
| Salaried staff | 19 | Intend to buy at later date | |
| Civil servant | 1 | yes | 65 |
| Self employed/freelance | 1 | no | 8 |
| Housewife | 1 | maybe | 26 |
| Other occupation | 2 | | |
| Trainee/student/pupil | 58 | | |
| Old-age-pensioner | 1 | | |
| Other not gainfully employed | 12 | | |

Conducted by: IWD Marktforschung, Magdeburg

Rheinland-Pfalz-Ausstellung, Mainz (2001)

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

Conducted by: INA Research GmbH, Schenefeld

MANNHEIMER MAIMARKT, Mannheim (2001)

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

Conducted by: Mannheimer Ausstellungsgesellschaft/Uni Mannheim, Mannheim

C-B-R, München

| | | | |
|---|----------------|--|----------------------|
| Total number of visitors | 180 967 | Net household income | % |
| Proportion of private visitors | 92 % | more than 750,- EUR | up to 750,- EUR 5 |
| Region of residence | % | more than 1 000,- EUR | up to 1 000,- EUR 2 |
| Locally | 30 | more than 1 250,- EUR | up to 1 250,- EUR 4 |
| within a 25 km radius | 16 | more than 1 500,- EUR | up to 1 500,- EUR 7 |
| further than 25 km within a 50 km radius | 16 | more than 2 000,- EUR | up to 2 000,- EUR 11 |
| further than 50 km within a 100 km radius | 21 | more than 2 500,- EUR | up to 2 500,- EUR 12 |
| further than 100 km radius | 18 | more than 3 000,- EUR | up to 3 000,- EUR 12 |
| Germany | 96 | N/A | 28 |
| Other country | 4 | | 19 |
| Sex | % | Size of household | % |
| Male | 63 | 1 person | 18 |
| Female | 37 | 2 persons | 40 |
| Accompanied by husband/wife/partner | 48 | 3 persons | 18 |
| Age | % | 4 persons | 18 |
| up to 20 years | 4 | 5 persons and more | 6 |
| over 20 up to 30 years | 19 | Buying and ordering capacity | % |
| over 30 up to 40 years | 29 | Purchase or order made or intended at the exhibition | |
| over 40 up to 50 years | 23 | yes | 37 |
| over 50 up to 60 years | 15 | no | 27 |
| over 60 up to 70 years | 8 | maybe | 36 |
| over 70 years | 2 | Follow-up business | % |
| Occupation | % | Intend to buy at later date | |
| Unskilled/skilled worker | 10 | yes | 43 |
| Salaried staff | 43 | no | 15 |
| Civil servant | 10 | maybe | 42 |
| Self employed/freelance | 12 | | |
| Housewife | 3 | | |
| Other occupation | 3 | | |
| Trainee/student/pupil | 8 | | |
| Old-age-pensioner | 9 | | |
| Other not gainfully employed | 1 | | |

Conducted by: NFO Infratest, München

Private Visitors Profile Analyses 2002

I.H.M., München

| | | | |
|---|----------------|-------------------------------------|----------|
| Total number of visitors | 180 967 | Net household income | % |
| Proportion of private visitors | 34 % | up to 750,- EUR | 4 |
| Region of residence | % | more than 750,- EUR | 4 |
| Locally | 25 | up to 1 000,- EUR | 4 |
| within a 25 km radius | 13 | more than 1 000,- EUR | 3 |
| further than 25 km within a 50 km radius | 18 | up to 1 250,- EUR | 3 |
| further than 50 km within a 100 km radius | 18 | more than 1 250,- EUR | 6 |
| further than 100 km radius | 26 | up to 1 500,- EUR | 9 |
| | | more than 1 500,- EUR | 9 |
| | | up to 2 000,- EUR | 14 |
| | | more than 2 000,- EUR | 9 |
| | | up to 2 500,- EUR | 21 |
| | | more than 2 500,- EUR | 30 |
| | | up to 3 000,- EUR | |
| | | N/A | |
| Germany | 98 | Size of household | % |
| Other country | 2 | 1 person | 14 |
| Sex | % | 2 persons | 48 |
| Male | 62 | 3 persons | 19 |
| Female | 38 | 4 persons | 11 |
| Accompanied by husband/wife/partner | 43 | 5 persons and more | 8 |
| Age | % | Buying and ordering capacity | % |
| up to 20 years | 2 | Purchase or order made or | |
| over 20 up to 30 years | 11 | intended at the exhibition | |
| over 30 up to 40 years | 20 | yes | 47 |
| over 40 up to 50 years | 18 | no | 12 |
| over 50 up to 60 years | 19 | maybe | 41 |
| over 60 up to 70 years | 28 | Follow-up business | % |
| over 70 years | 3 | Intend to buy at later date | |
| Occupation | % | yes | 27 |
| Unskilled/skilled worker | 7 | no | 17 |
| Salaried staff | 38 | maybe | 56 |
| Civil servant | 7 | | |
| Self employed/freelance | 9 | | |
| Housewife | 6 | | |
| Other occupation | 1 | | |
| Trainee/student/pupil | 3 | | |
| Old-age-pensioner | 29 | | |
| Other not gainfully employed | 1 | | |

Conducted by: NFO Infratest, München

IMMOFAIR/RESIDENCE, München (2001)

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

Conducted by: Infratest Burke, München

CONSUMENTA, Nürnberg (2000)

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

Conducted by: Gelszus Messe-Marktforschung GmbH, Dortmund

FREIZEIT, GARTEN + TOURISTIK, Nürnberg

| | | | |
|---|----------------|-------------------------------------|----------|
| Total number of visitors | 185 997 | Net household income | % |
| Proportion of private visitors | 88 % | up to 750,- EUR | 6 |
| Region of residence | % | more than 750,- EUR | 5 |
| Locally | 25 | up to 1 000,- EUR | 6 |
| within a 25 km radius | 25 | up to 1 250,- EUR | 8 |
| further than 25 km within a 50 km radius | 20 | more than 1 250,- EUR | 15 |
| further than 50 km within a 100 km radius | 17 | up to 2 000,- EUR | 13 |
| further than 100 km radius | 13 | more than 2 000,- EUR | 15 |
| | | up to 2 500,- EUR | 11 |
| | | more than 2 500,- EUR | 15 |
| | | up to 3 000,- EUR | 21 |
| | | N/A | |
| Germany | 99 | Size of household | % |
| Other country | 1 | 1 person | 10 |
| Sex | % | 2 persons | 36 |
| Male | 55 | 3 persons | 20 |
| Female | 45 | 4 persons | 22 |
| Accompanied by husband/wife/partner | 54 | 5 persons and more | 12 |
| Age | % | Buying and ordering capacity | % |
| up to 20 years | 16 | Purchase or order made or | |
| over 20 up to 30 years | 19 | intended at the exhibition | |
| over 30 up to 40 years | 24 | yes | 62 |
| over 40 up to 50 years | 19 | no | 14 |
| over 50 up to 60 years | 15 | maybe | 24 |
| over 60 up to 70 years | 7 | Follow-up business | % |
| over 70 years | 1 | Intend to buy at later date | |
| Occupation | % | yes | 28 |
| Unskilled/skilled worker | 15 | no | 20 |
| Salaried staff | 32 | maybe | 53 |
| Civil servant | 10 | | |
| Self employed/freelance | 9 | | |
| Housewife | 5 | | |
| Other occupation | 6 | | |
| Trainee/student/pupil | 11 | | |
| Old-age-pensioner | 10 | | |
| Other not gainfully employed | 2 | | |

Conducted by: Gelszus Messe-Marktforschung GmbH, Dortmund

| Regional Wine Exhibition, Offenburg (2000) | | | |
|--|--------------|--|----------|
| Total number of visitors | 2 224 | Net household income | % |
| Proportion of private visitors | 55 % | more than 1 500,- DM up to 1 500,- DM | 6 |
| Region of residence | % | more than 2 000,- DM up to 2 000,- DM | 1 |
| Locally | 27 | more than 2 500,- DM up to 3 000,- DM | 8 |
| within a 25 km radius | 17 | more than 3 000,- DM up to 4 000,- DM | 11 |
| further than 25 km within a 50 km radius | 10 | more than 4 000,- DM up to 5 000,- DM | 5 |
| further than 50 km within a 100 km radius | 20 | more than 5 000,- DM up to 6 000,- DM | 13 |
| further than 100 km radius | 25 | more than 6 000,- DM | 18 |
| | | N/A | 39 |
| Germany | 98 | Size of household | % |
| Other country | 1 | 1 person | 18 |
| N/A | 1 | 2 persons | 36 |
| | | 3 persons | 19 |
| Sex | % | 4 persons | 20 |
| Male | 61 | 5 persons and more | 5 |
| Female | 38 | N/A | 1 |
| Accompanied by husband/wife/partner | | Buying and ordering capacity | % |
| Age | % | Purchase or order made or intended at the exhibition | |
| up to 20 years | 2 | yes | 22 |
| over 20 up to 30 years | 14 | no | 59 |
| over 30 up to 40 years | 24 | maybe | 18 |
| over 40 up to 50 years | 23 | | |
| over 50 up to 60 years | 24 | Follow-up business | % |
| over 60 up to 70 years | 9 | Intend to buy at later date | |
| over 70 years | 5 | yes | 67 |
| Occupation | % | no | 19 |
| Unskilled/skilled worker | 7 | maybe | 14 |
| 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 gainfully employed | - | | |

Conducted by: Sander Agentur für neue Medien, Offenburg

| EUROCHEVAL, Offenburg | | | |
|---|---------------|--|----------|
| Total number of visitors | 53 605 | Net household income | % |
| Proportion of private visitors | 93 % | more than 750,- EUR up to 750,- EUR | 3 |
| Region of residence | % | more than 1 000,- EUR up to 1 000,- EUR | 1 |
| Locally | 8 | more than 1 250,- EUR up to 1 250,- EUR | 2 |
| within a 25 km radius | 13 | more than 1 500,- EUR up to 1 500,- EUR | 2 |
| further than 25 km within a 50 km radius | 7 | more than 2 000,- EUR up to 2 000,- EUR | 4 |
| further than 50 km within a 100 km radius | 22 | more than 2 500,- EUR up to 2 500,- EUR | 4 |
| further than 100 km radius | 49 | more than 3 000,- EUR | 16 |
| | | N/A | 62 |
| Germany | 89 | Size of household | % |
| Other country | 11 | 1 person | 12 |
| | | 2 persons | 34 |
| Sex | % | 3 persons | 20 |
| Male | 38 | 4 persons | 20 |
| Female | 62 | 5 persons and more | 13 |
| Accompanied by husband/wife/partner | 76 | Buying and ordering capacity | % |
| Age | % | Purchase or order made or intended at the exhibition | |
| up to 20 years | 14 | yes | 75 |
| over 20 up to 30 years | 21 | no | 25 |
| over 30 up to 40 years | 29 | maybe | |
| over 40 up to 50 years | 18 | | |
| over 50 up to 60 years | 11 | Follow-up business | % |
| over 60 up to 70 years | 5 | Intend to buy at later date | |
| over 70 years | 1 | yes | 25 |
| Occupation | % | no | 62 |
| Unskilled/skilled worker | 10 | maybe | 9 |
| Salaried staff | 35 | N/A | 4 |
| Civil servant | 5 | | |
| Self employed/freelance | 17 | | |
| Housewife | 5 | | |
| Other occupation | 3 | | |
| Trainee/student/pupil | 16 | | |
| Old-age-pensioner | 7 | | |
| Other not gainfully employed | 1 | | |

Conducted by: Messe Offenburg GmbH, Offenburg

| OBERRHEIN-MESSE, Offenburg (2001) | | | |
|---|----------------|--|----------|
| Total number of visitors | 102 321 | Net household income | % |
| Proportion of private visitors | 100 % | more than 1 500,- DM up to 1 500,- DM | 3 |
| Region of residence | % | more than 2 000,- DM up to 2 000,- DM | 2 |
| Locally | 10 | more than 2 500,- DM up to 3 000,- DM | 4 |
| within a 25 km radius | 38 | more than 3 000,- DM up to 4 000,- DM | 7 |
| further than 25 km within a 50 km radius | 33 | more than 4 000,- DM up to 5 000,- DM | 10 |
| further than 50 km within a 100 km radius | 13 | more than 5 000,- DM up to 6 000,- DM | 10 |
| further than 100 km radius | 5 | more than 6 000,- DM | 13 |
| | | N/A | 34 |
| Germany | 97 | Size of household | % |
| Other country | 3 | 1 person | 13 |
| | | 2 persons | 38 |
| Sex | % | 3 persons | 17 |
| Male | 50 | 4 persons | 21 |
| Female | 49 | 5 persons and more | 10 |
| Accompanied by husband/wife/partner | 60 | Buying and ordering capacity | % |
| Age | % | Purchase or order made or intended at the exhibition | |
| up to 20 years | 4 | yes | 81 |
| over 20 up to 30 years | 13 | no | 19 |
| over 30 up to 40 years | 17 | maybe | |
| over 40 up to 50 years | 19 | | |
| over 50 up to 60 years | 22 | Follow-up business | % |
| over 60 up to 70 years | 20 | Intend to buy at later date | |
| over 70 years | 4 | yes | 28 |
| Occupation | % | no | 42 |
| Unskilled/skilled worker | 15 | maybe | 30 |
| Salaried staff | 30 | | |
| Civil servant | 4 | | |
| Self employed/freelance | 9 | | |
| Housewife | 9 | | |
| Other occupation | - | | |
| Trainee/student/pupil | 7 | | |
| Old-age-pensioner | 24 | | |
| Other not gainfully employed | 2 | | |

Conducted by: Sander Agentur für neue Medien, Offenburg

| ORFA Offenburg (2000) | | | |
|---|---------------|--|----------|
| Total number of visitors | 40 685 | Net household income | % |
| Proportion of private visitors | 91 % | more than 1 500,- DM up to 1 500,- DM | 2 |
| Region of residence | % | more than 2 000,- DM up to 2 000,- DM | 3 |
| Locally | 28 | more than 2 500,- DM up to 3 000,- DM | 5 |
| within a 25 km radius | 41 | more than 3 000,- DM up to 4 000,- DM | 9 |
| further than 25 km within a 50 km radius | 18 | more than 4 000,- DM up to 5 000,- DM | 10 |
| further than 50 km within a 100 km radius | 9 | more than 5 000,- DM up to 6 000,- DM | 6 |
| further than 100 km radius | 3 | more than 6 000,- DM | 7 |
| N/A | 1 | N/A | 55 |
| Germany | 96 | Size of household | % |
| Other country | 3 | 1 person | 11 |
| | | 2 persons | 45 |
| Sex | % | 3 persons | 19 |
| Male | 46 | 4 persons | 18 |
| Female | 54 | 5 persons and more | 6 |
| Accompanied by husband/wife/partner | 67 | N/A | 1 |
| Age | % | Buying and ordering capacity | % |
| up to 20 years | 4 | Purchase or order made or intended at the exhibition | |
| over 20 up to 30 years | 14 | yes | 36 |
| over 30 up to 40 years | 21 | no | 63 |
| over 40 up to 50 years | 21 | maybe | 1 |
| over 50 up to 60 years | 21 | | |
| over 60 up to 70 years | 15 | Follow-up business | % |
| over 70 years | 3 | Intend to buy at later date | |
| N/A | 1 | yes | |
| Occupation | % | no | |
| 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 gainfully employed | 2 | | |
| N/A | 1 | | |

Conducted by: Media Marketing GbR, Oberkirch

Private Visitors Profile Analyses 2002

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

Conducted by: Gelszus Messe-Marktforschung GmbH, Dortmund

dona, Regensburg (2000)

| | | | |
|---|---------------|--|----------|
| Total number of visitors | 64 122 | Net household income | % |
| Proportion of private visitors | 80 % | more than 1 500,- DM up to 1 500,- DM | 10 |
| Region of residence | % | more than 2 000,- DM up to 2 000,- DM | 7 |
| Locally | 29 | more than 2 500,- DM up to 3 000,- DM | 9 |
| within a 25 km radius | 42 | more than 3 000,- DM up to 4 000,- DM | 11 |
| further than 25 km within a 50 km radius | 18 | more than 4 000,- DM up to 5 000,- DM | 15 |
| further than 50 km within a 100 km radius | 9 | more than 5 000,- DM up to 6 000,- DM | 12 |
| further than 100 km radius | 2 | more than 6 000,- DM | 7 |
| | | N/A | 10 |
| Germany | 99 | Size of household | % |
| Other country | 1 | 1 person | 10 |
| Sex | % | 2 persons | 34 |
| Male | 51 | 3 persons | 21 |
| Female | 49 | 4 persons | 23 |
| Accompanied by husband/wife/partner | 63 | 5 persons and more | 13 |
| Age | % | Buying and ordering capacity | % |
| up to 20 years | 11 | Purchase or order made or intended at the exhibition | |
| over 20 up to 30 years | 19 | yes | 65 |
| over 30 up to 40 years | 26 | no | 12 |
| over 40 up to 50 years | 21 | maybe | 23 |
| over 50 up to 60 years | 14 | Follow-up business | % |
| over 60 up to 70 years | 8 | Intend to buy at later date | |
| over 70 years | - | yes | 28 |
| Occupation | % | no | 19 |
| Unskilled/skilled worker | 16 | maybe | 53 |
| Salaried staff | 31 | | |
| Civil servant | 9 | | |
| Self employed/freelance | 7 | | |
| Housewife | 9 | | |
| Other occupation | 4 | | |
| Trainee/student/pupil | 11 | | |
| Old-age-pensioner | 11 | | |
| Other not gainfully employed | 1 | | |

Conducted by: Gelszus Messe-Marktforschung GmbH, Dortmund

SOM, Rosenheim

| | | | |
|---|---------------|--|----------|
| Total number of visitors | 45 573 | Net household income | % |
| Proportion of private visitors | 82 % | more than 750,- EUR up to 750,- EUR | 11 |
| Region of residence | % | more than 1 000,- EUR up to 1 250,- EUR | 7 |
| Locally | 27 | more than 1 250,- EUR up to 1 500,- EUR | 6 |
| within a 25 km radius | 51 | more than 1 500,- EUR up to 2 000,- EUR | 8 |
| further than 25 km within a 50 km radius | 15 | more than 2 000,- EUR up to 2 500,- EUR | 9 |
| further than 50 km within a 100 km radius | 3 | more than 2 500,- EUR up to 3 000,- EUR | 15 |
| further than 100 km radius | 5 | more than 3 000,- EUR | 19 |
| | | N/A | 29 |
| Germany | 97 | Size of household | % |
| Other country | 3 | 1 person | 13 |
| Sex | % | 2 persons | 31 |
| Male | 53 | 3 persons | 18 |
| Female | 47 | 4 persons | 22 |
| Accompanied by husband/wife/partner | 49 | 5 persons and more | 16 |
| Age | % | Buying and ordering capacity | % |
| up to 20 years | 16 | Purchase or order made or intended at the exhibition | |
| over 20 up to 30 years | 23 | yes | 64 |
| over 30 up to 40 years | 22 | no | 11 |
| over 40 up to 50 years | 17 | maybe | 25 |
| over 50 up to 60 years | 12 | Follow-up business | % |
| over 60 up to 70 years | 7 | Intend to buy at later date | |
| over 70 years | 3 | yes | 23 |
| Occupation | % | no | 21 |
| Unskilled/skilled worker | 11 | maybe | 56 |
| Salaried staff | 33 | | |
| Civil servant | 7 | | |
| Self employed/freelance | 11 | | |
| Housewife | 8 | | |
| Other occupation | 5 | | |
| Trainee/student/pupil | 16 | | |
| Old-age-pensioner | 7 | | |
| Other not gainfully employed | 3 | | |

Conducted by: Gelszus Messe-Marktforschung GmbH, Dortmund

ufra, Schweinfurt

| | | | |
|---|---------------|--|----------|
| Total number of visitors | 81 321 | Net household income | % |
| Proportion of private visitors | 80 % | more than 750,- EUR up to 750,- EUR | 9 |
| Region of residence | % | more than 1 000,- EUR up to 1 250,- EUR | 8 |
| Locally | 20 | more than 1 250,- EUR up to 1 500,- EUR | 10 |
| within a 25 km radius | 56 | more than 1 500,- EUR up to 2 000,- EUR | 12 |
| further than 25 km within a 50 km radius | 18 | more than 2 000,- EUR up to 2 500,- EUR | 11 |
| further than 50 km within a 100 km radius | 3 | more than 2 500,- EUR up to 3 000,- EUR | 8 |
| further than 100 km radius | 3 | more than 3 000,- EUR | 13 |
| | | N/A | 22 |
| Sex | % | Size of household | % |
| Male | 50 | 1 person | 9 |
| Female | 50 | 2 persons | 31 |
| Accompanied by husband/wife/partner | 64 | 3 persons | 18 |
| Age | % | 4 persons | 28 |
| up to 20 years | 12 | 5 persons and more | 14 |
| over 20 up to 30 years | 19 | Buying and ordering capacity | % |
| over 30 up to 40 years | 26 | Purchase or order made or intended at the exhibition | |
| over 40 up to 50 years | 24 | yes | 69 |
| over 50 up to 60 years | 13 | no | 11 |
| over 60 up to 70 years | 6 | maybe | 21 |
| over 70 years | 1 | Follow-up business | % |
| Occupation | % | Intend to buy at later date | |
| Unskilled/skilled worker | 20 | yes | 27 |
| Salaried staff | 32 | no | 20 |
| Civil servant | 7 | maybe | 53 |
| Farmer | 1 | | |
| Self employed/freelance | 6 | | |
| Housewife | 10 | | |
| Other occupation | 5 | | |
| Trainee/student/pupil | 12 | | |
| Old-age-pensioner | 8 | | |
| Other not gainfully employed | 2 | | |

Conducted by: Gelszus Messe-Marktforschung GmbH, Dortmund

Fine Handicrafts Exhibition, Sinsheim

| | | | |
|---|--------------|--|----------|
| Total number of visitors | 8 385 | Net household income | % |
| Proportion of private visitors | 100 % | N/A | 100 |
| Region of residence | % | Size of household | % |
| Locally | 31 | 1 person | 9 |
| further than 25 km within a 50 km radius | 47 | 2 persons | 27 |
| further than 50 km within a 100 km radius | 15 | 3 persons | 24 |
| further than 100 km radius | 5 | 4 persons | 36 |
| N/A | 3 | 5 persons and more | - |
| | | N/A | 4 |
| Sex | % | Buying and ordering capacity | % |
| Male | | Purchase or order made or intended at the exhibition | |
| Female | | yes | 69 |
| Accompanied by husband/wife/partner | | no | 28 |
| | | maybe | |
| Age | % | N/A | 4 |
| up to 20 years | 16 | Follow-up business | % |
| over 20 up to 30 years | 8 | Intend to buy at later date | |
| over 30 up to 40 years | 22 | yes | 26 |
| over 40 up to 50 years | 14 | no | 11 |
| over 50 up to 60 years | 16 | maybe | 58 |
| over 60 up to 70 years | 13 | N/A | 5 |
| over 70 years | 1 | | |
| N/A | 10 | | |
| Occupation | % | | |
| Unskilled/skilled worker | 6 | | |
| Salaried staff | 26 | | |
| Civil servant | 7 | | |
| Self employed/freelance | 8 | | |
| Housewife | 18 | | |
| Other occupation | 5 | | |
| Trainee/student/pupil | 16 | | |
| Old-age-pensioner | 12 | | |
| Other not gainfully employed | 2 | | |

Conducted by: Messe Sinsheim GmbH, Sinsheim

CMT, Stuttgart

| | | | |
|---|----------------|--|----------------------|
| Total number of visitors | 173 338 | Net household income | % |
| Proportion of private visitors | 93 % | up to 750,- EUR | 1 |
| Region of residence | % | more than 750,- EUR | up to 1 000,- EUR 1 |
| Locally | 27 | more than 1 000,- EUR | up to 1 250,- EUR 3 |
| further than 25 km within a 50 km radius | 26 | more than 1 250,- EUR | up to 1 500,- EUR 3 |
| further than 50 km within a 100 km radius | 15 | more than 1 500,- EUR | up to 2 000,- EUR 6 |
| further than 100 km radius | 17 | more than 2 000,- EUR | up to 2 500,- EUR 12 |
| | | more than 2 500,- EUR | up to 3 000,- EUR 16 |
| | | N/A | 29 |
| Germany | 99 | | 30 |
| Other country | 1 | Size of household | % |
| Sex | % | 1 person | 13 |
| Male | 58 | 2 persons | 44 |
| Female | 42 | 3 persons | 17 |
| Accompanied by husband/wife/partner | 53 | 4 persons | 20 |
| | | 5 persons and more | 5 |
| Age | % | Buying and ordering capacity | % |
| up to 20 years | 4 | Purchase or order made or intended at the exhibition | |
| over 20 up to 30 years | 11 | yes | 11 |
| over 30 up to 40 years | 21 | no | 32 |
| over 40 up to 50 years | 25 | maybe | 57 |
| over 50 up to 60 years | 21 | Follow-up business | % |
| over 60 up to 70 years | 17 | Intend to buy at later date | |
| over 70 years | 2 | yes | 25 |
| Occupation | % | no | 33 |
| Unskilled/skilled worker | 7 | maybe | 42 |
| Salaried staff | 43 | | |
| Civil servant | 9 | | |
| Self employed/freelance | 11 | | |
| Housewife | 4 | | |
| Other occupation | 1 | | |
| Trainee/student/pupil | 7 | | |
| Old-age-pensioner | 17 | | |

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

Südwest-Messe, Villingen-Schwenningen (2001)

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

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

Messe Wächtersbach

| | | | |
|---|---------------|--|----------------------|
| Total number of visitors | 68 215 | Net household income | % |
| Proportion of private visitors | 92 % | up to 750,- EUR | 1 |
| Region of residence | % | more than 750,- EUR | up to 1 000,- EUR 3 |
| Locally | 10 | more than 1 000,- EUR | up to 1 250,- EUR 5 |
| within a 25 km radius | 42 | more than 1 250,- EUR | up to 1 500,- EUR 8 |
| further than 25 km within a 50 km radius | 36 | more than 1 500,- EUR | up to 2 000,- EUR 13 |
| further than 50 km within a 100 km radius | 9 | more than 2 000,- EUR | up to 2 500,- EUR 16 |
| further than 100 km radius | 3 | more than 2 500,- EUR | up to 3 000,- EUR 16 |
| | | more than 3 000,- EUR | 26 |
| | | N/A | 12 |
| Sex | % | Size of household | % |
| Male | 51 | 1 person | 9 |
| Female | 49 | 2 persons | 42 |
| Accompanied by husband/wife/partner | 71 | 3 persons | 22 |
| | | 4 persons | 19 |
| Age | % | 5 persons and more | 7 |
| up to 20 years | 4 | Buying and ordering capacity | % |
| over 20 up to 30 years | 11 | Purchase or order made or intended at the exhibition | |
| over 30 up to 40 years | 21 | yes | 61 |
| over 40 up to 50 years | 24 | no | 15 |
| over 50 up to 60 years | 22 | maybe | 25 |
| over 60 up to 70 years | 11 | | |
| over 70 years | 7 | Follow-up business | % |
| Occupation | % | Intend to buy at later date | |
| Unskilled/skilled worker | 9 | yes | 23 |
| Salaried staff | 46 | no | 29 |
| Civil servant | 4 | maybe | 48 |
| Self employed/freelance | 7 | | |
| Housewife | 7 | | |
| Other occupation | 1 | | |
| Trainee/student/pupil | 5 | | |
| Old-age-pensioner | 19 | | |
| Other not gainfully employed | 1 | | |

Conducted by: Messe- und Congressberatung Dirr, Hamburg

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

Registered Events

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

Bad Breisig

Carnex GmbH & Co. KG

Inter-Karneval - CARNEVALE EXPO -
International exhibition and
festival for carnaval revelers, Köln
11.07.-13.07.2003

Bad Salzuflen

messezentrum Bad Salzuflen GmbH

KMO - Plastics Processing Fair, Bad
Salzuflen
26.03.-29.03.2003
FWP - Mould + Periphery Trade Fair
Bad Salzuflen
10.03.-13.03.2004

Bad Dürkheim

FBT GmbH Messen-Ausstellungen- Marketing

efa - Fair for Electrical Engineering,
Building Systems, Air-Conditioning
and Automation, Leipzig
Sept./Oct. 2004

Bayreuth

bbg Betriebsberatungs GmbH

DKM - International Trade Fair for
Finance and Insurance Companies,
Dortmund
28.10.-30.10.2003

Berlin

Messe Berlin GmbH

FRUIT LOGISTICA - International
Trade Fair for Fruit and Vegetable
Marketing, Berlin
● 16.01.-18.01.2003
International Green Week Berlin -
Exhibition for the Food Industry,
Agriculture and Horticulture, Berlin
● 17.01.-26.01.2003
Build IT Berlin - IT and
Communication Trade Fair for the
Construction Sector, Berlin
12.02.-15.02.2003
ITB Berlin - International Tourism
Exchange, Berlin
● 07.03.-11.03.2003
WASSER BERLIN - International Trade
Fair and Congress Water and
Wastewater, Berlin
● 07.04.-11.04.2003
IFA - 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

ART FORUM BERLIN - International
fair for Contemporary Art, Berlin
01.10.-05.10.2003

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

Import Shop Berlin - Shopping
around the world, Berlin
● 12.11.-16.11.2003

bautech - International Trade Fair for
Building, Construction Technology
and Architecture, Berlin
● 17.02.-21.02.2004

InnoTrans - International Trade Fair
for Transport Technology -
Innovative Components -
Vehicles - Systems, Berlin
21.09.-24.09.2004

Bielefeld

Survey Gesellschaft für Markt- und Produktanalysen mbH

ZOW - Furniture Components Trade
Fair East-Westphalia, Bad Salzuflen
24.02.-28.02.2003

Bremen

Fachausstellungen Heckmann GmbH

CARAVAN, Bremen
07.11.-09.11.2003
hafa Bremen - Modern Family
Exhibition, Bremen
13.09.-21.09.2003
Garden, Leisure Time, Travel,
Bremen
06.03.-09.03.2003

MGH Messe- und Ausstellungs- gesellschaft Hansa GmbH Bremen

fish international -International
Trade Fair for Fish and Seafood:
Trading Market, Technology,
Logistics, Point of Sale, Bremen
12.02.-15.02.2004

Cloppenburg

Friedrich Haug Messen und Ausstellungen

Weser-Ems-Ausstellung Aurich -
Regional Consumer Exhibition
24.05.-01.06.2003
Emsland-Schau Lingen - Regional
Consumer Exhibition
06.09.-14.09.2003
Blickpunkt Ibbenbüren - Regional
Consumer Exhibition
27.09.-05.10.2003

Treffpunkt Rheine - Regional
Consumer Exhibition
15.03.-23.03.2004

Nordsee-Schau Jever - Regional
Consumer Exhibition
September 2004

Drehscheibe Nordhorn - Regional
Consumer Exhibition
September 2005

Emsland-Schau Papenburg -
Regional Consumer Exhibition
September 2005

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

Emsland-Schau Meppen - Regional
Consumer Exhibition
September 2006

Cottbus

Messe Cottbus GmbH

Reisen, Freizeit, Caravan - Fair of
travel, camping, caravan, Cottbus
10.01.-12.01.2003
SpreeBAU - Fair of construction
experts Brandenburg, Cottbus
07.03.-09.03.2003
SpreeMesse - Consumer Fair,
Cottbus
16.10.-19.10.2003

Dortmund

Messe Westfalenhallen Dortmund GmbH

JAGD & HUND - International
Exhibition for Hunting & Fishing,
Dortmund
● 28.01.-02.02.2003
HobbyTronic Computerschau -
Exhibition for PCs, Software, Radio
& Electronics, Dortmund
19.02.-23.02.2003
HairPower - Hairstyles & Cosmetics
Trade Fair with Regional
Championship NRW, Dortmund
16.03.-17.03.2003
CREATIVA - Exhibition for Creative
Design, Dortmund
19.03.-23.03.2003
INTERMODELLBAU - Exhibition for
Model Making and Model Sport,
Dortmund
09.04.-13.04.2003
FAHOBA - Specialist Exhibition for
Hobby + Handicrafts, Dortmund
18.07.-20.07.2003
DORTMUNDER HERBST - Consumer
Exhibition, Dortmund
05.09.-14.09.2003

Registered Events

Inter-tabac - International Trade Fair
for Tobacco Products & Smoking
Accessories, Dortmund
● 19.09.-21.09.2003

RAUMAUSSTATTUNG - Trends in
livingroom arrangement and
furnishing, Dortmund
● 24.09.-26.09.2004

ELEKTROTECHNIK - Trade Fair,
Dortmund
08.10.-11.10.2003

West German Mineral Days,
Dortmund
15.11.-16.11.2003

WEST-ANTIQU - West German Art
and Antiques Exhibition,
Dortmund
29.01.-01.02.2004

Dresden

MESSE DRESDEN GmbH

Dresdner Ostern - Garden, Pet and
Handicraft Exhibition, Dresden
03.04.-06.04.2003

SAX-IMMOBILIA & EIGENHEIM -
Regional Real Estate Exhibition,
Dresden
19.09.-21.09.2003

Antik - Arts and Antiques
Exhibition/Gourmet, Dresden
21.11.-23.11.2003

PIETA - Funeral and Cemetery
Equipment Trade Fair, Dresden
November 2004

ORTEC Messe Dresden GmbH

KarriereStart - Setting up a Business
and Franchising Fair + Regional
Training and Education Exhibition
+ Recruitment, Dresden
24.01.-26.01.2003

HAUS - Regional Building Exhibition,
Dresden
27.02.-02.03.2003

FLORIAN - Fair on fire brigade and
the field of rescue, Halle
09.10.-11.10.2003

COMTEC - Information and
Communication Technology
Exhibition and
IFM-Industrial Trade Fair for
Production Technology,
Automation and Quality Assurance
and
CROSSMEDIA - Trade Fair for
Marketing, Communication and
Media, Dresden
06.11.-08.11.2003

Düsseldorf

Messe Düsseldorf GmbH

boot-Düsseldorf - International
Boats-Show, Düsseldorf
● 18.01.-26.01.2003

GDS - International Shoe Fair
(Spring), Düsseldorf
● 13.03.-16.03.2003

ProWein - International Trade Fair
Wines and Spirits, Düsseldorf
23.03.-25.03.2003

BEAUTY INTERNATIONAL -
International Trade Fair for
Professional Cosmetics, Düsseldorf
28.03.-30.03.2003

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

METEC - International Metallurgical
Technology Trade Fair with
Congress, Düsseldorf
● 16.06.-21.06.2003

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

CARAVAN SALON DÜSSELDORF -
International CARAVAN SHOW,
Düsseldorf
● 29.08.-07.09.2003

GDS - International Shoe Fair
(autumn), Düsseldorf
● 18.09.-21.09.2003

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

REHACARE International -
International Trade Fair for Those
with Special Needs and Those
Requiring Care, Düsseldorf
● 15.10.-18.10.2003

A + A - Safety + Health at Work -
Personal Protective Equipment
and Occupational Safety
International Trade Fair with
Congress, Düsseldorf
● 27.10.-30.10.2003

ComPaMED - International Trade
Fair Components, Parts and Raw-
Materials for Medical
Manufacturing, Düsseldorf
19.11.-21.11.2003

MEDICA - World Forum for Medicine -
International Trade Fair with
Congress, Düsseldorf
● 19.11.-22.11.2003

INTERKAMA - No. 1 for Automation
in Process Industries, Hannover
19.04.-24.04.2004

ENVITEC - Environmental
Technology and Services,
Düsseldorf
● 17.02.-19.02.2004

Tube - International Tube and Pipe
Trade Fair, Düsseldorf
29.03.-02.04.2004

wire - International Wire and Cable
Trade Fair, Düsseldorf
● 29.03.-02.04.2004

drupa - World Market Print Media,
Publishing & Converting,
Düsseldorf
● 06.05.-19.05.2004

METAV - The International Fair for
Manufacturing Technology and
Automation, Düsseldorf
● 15.06.-19.06.2004

IAM - International Investors' Fair,
Düsseldorf
● 23.09.-25.09.2004

InterCool - International Trade Fair
Frozen Foods, Ice Cream,
Refrigeration Technology,
Düsseldorf
26.09.-29.09.2004

InterMeat - International Trade Fair
Meat, Cold Meat and Sausage,
Düsseldorf
26.09.-29.09.2004

InterMopro - International Trade Fair
Dairy Products, Düsseldorf
26.09.-29.09.2004

hogatec - International Trade Fair
Hotels, Gastronomy, Catering,
Düsseldorf
● 26.09.-30.09.2004

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

glasstec - International Trade Fair
with Special Show glass
technology live, Düsseldorf
09.11.-13.11.2004

EUROSHOP - The Global Retail Trade
Fair, Düsseldorf
● 19.02.-23.02.2005

interpack - International Fair
Packaging Machinery, Packaging
and Confectionery Machinery,
Düsseldorf
● 21.04.-27.04.2005

IMPRINTA - International Trade Fair
for Pre-Media and Cross-Media
Publishing with print & media
congress, Düsseldorf
19.02.-24.02.2006

Registered Events

Reed Exhibitions Deutschland GmbH

PSI - International Trade Fair for Advertising Specialties, Düsseldorf
08.01.-10.01.2003

IMA - International Trade Fair for Amusement and Vending Machines, Nürnberg
14.01.-17.01.2003

InterKondiCa & Gast - International fair for confectionery and catering trade, Wiesbaden
01.02.-04.02.2003

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

FIBO - World Fair for Fitness, Wellness and Leisure, Essen
01.05.-04.05.2003

SHOWTECH - International Trade Show and Conference for Event and Media Engineering, Berlin
07.05.-09.05.2003

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

MODERNER STAAT - Exhibition and Conference, Berlin
25.11.-26.11.2003

ALUMINIUM - World Trade Fair & Conference for the Aluminium Industry, Essen
22.09.-24.09.2004

PRO SIGN - International Trade Fair on Signmaking and DigitalPrinting, Frankfurt/Main
Nov 04

Erfurt

Messe Erfurt AG

Exhibition for Riding, Hunting and Fishing, Erfurt
21.03.-23.03.2003

International Pedigree Dog Show, Erfurt
26.04.-27.04.2003

naro.tech - Exhibition for Renewable Resources, Technologies and Products with International Symposium „Materials from Renewable Resources“, Erfurt
11.09.-13.09.2003

HAUS + TECHNIK
Exhibition for House Building, Living and Modernizing, Erfurt
26.09.-28.09.2003

inoga - Trade fair for the Hotel, Restaurant and Catering Trades with International Exhibition of Culinary Art /Culinary Olympics, Erfurt
17.10.-20.10.2004

RAM Regio Ausstellungen GmbH Erfurt

Thüringen-Ausstellung - Handicraft and Consumer Goods Exhibition, Erfurt
05.04.-13.04.2003

Reisen - Caravan - Leisure and Caravaning Exhibition, Erfurt
30.10.-02.11.2003

Eschborn

Werbe- und Vertriebsges. Deutscher Apotheker mbH

EXPOPHARM - International Pharmaceutical Trade Fair, Köln
+ 18.09.-21.09.2003

Essen

Messe Essen GmbH

IPM - International Trade Fair for Plants, Technical Equipment, Floristry, Sales Promotion, Essen
30.01.-02.02.2003

E-WORLD energy & water - Trade Fair and Congress for the international Energy Industry, Essen
11.02.-13.02.2003

HAUS + GARTEN - The spring fair for the whole family, Essen
19.02.-23.02.2003

Tourism/Camping - International Trade Fair Travel & Tourism, Camping & Caravaning, Essen
26.03.-30.03.2003

IFLO - International Trade Fair for Florists, Decorations & Gifts / Hobbies & Handicrafts, Essen
08.08.-10.08.2003

MODE - HEIM - HANDWERK - The big consumer fair for the whole family, Essen
01.11.-09.11.2003

DEUBAU - International Building Fair with AUSBAU + FASSADE Trade fair on interior work and façades, Essen
13.01.-18.01.2004

SHK - Trade Fair for Sanitary, Heating Equipment and AirConditioning, Essen
16.03.-20.03.2004

REIFEN - World Market for the Tyre Trade, Essen
08.06.-11.06.2004

SECURITY - The World Forum for Security, Essen
● 05.10.-08.10.2004

METPACK - International Trade Fair for Metal Packaging, Essen
19.04.-23.04.2005

PET point - International Exhibition for Pet bottles, closures and filling equipment, Essen
19.04.-23.04.2005

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

Finningen

Josef-Werner Schmid GmbH

Donau-Ries-Ausstellung, Regional consumer exhibition, Nördlingen
+ 01.10.-05.10.2003

WIR - Regional consumer information exhibition, Dillingen
06.03.-14.03.2004

KONTAKTA - Regional consumer information exhibition, Ansbach
27.03.-04.04.2004

Main-Spessart-Ausstellung, Regional consumer exhibition, Lohr
29.04.-02.05.2004

Forchheim

VOFA-Ausstellungs- und Veranstaltungsges. mbH

ofra - Regional Consumer Exhibition, Forchheim
20.09.-28.09.2003

noba - Regional Consumer Exhibition, Kulmbach
November 2003

wefra - Regional Consumer Exhibition, Neustadt an der Aisch
13.03.-21.03.2004

noba - Regional Consumer Exhibition, Marktredwitz
Oktober 2004

Frankfurt/Main

Messe Frankfurt GmbH

Heimtextil - International trade fair for home textiles and commercially used textiles, Frankfurt/Main
● 08.01.-12.01.2003

Paperworld - Internationale Frankfurter Messe, Frankfurt/Main
● 25.01.-29.01.2003

Christmasworld - Internationale Frankfurter Messe, Frankfurt/Main
● 25.01.-29.01.2003

Registered Events

Beautyworld - Internationale
Frankfurter Messe, Frankfurt/Main
● 25.01.-29.01.2003

Ambiente - Internationale
Frankfurter Messe, Frankfurt/Main
● 14.02.-18.02.2003

Musikmesse - International Trade
Fair for Musical Instruments,
Musical Software and Computer
Hardware, Sheet Music and
Accessories, Frankfurt/Main
● 05.03.-09.03.2003

prolight+sound - International Trade
fair for event and communications
technology, AV - production and
entertainment, Frankfurt/Main
05.03.-08.03.2003

ISH - International Trade Fair for
Building and Energy Technology,
The Bathroom Experience,
Frankfurt/Main
● 25.03.-29.03.2003

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

art frankfurt - The European Fair for
Young Art, Frankfurt/Main
27.04.-01.05.2003

Lightstyle - International Trade Fair
for Home Interior Lighting,
Frankfurt/Main
26.04.-29.04.2003

tendence lifestyle - Internationale
Frankfurter Messe, Frankfurt/Main
● 22.08.-26.08.2003

Light + building - International
Trade Fair for Architecture and
Technology, Frankfurt/Main
18.04.-22.04.2004

IFFA/IFFA Delicat International Trade
Fair for the Meat Industry,
Frankfurt/Main
● 15.05.-20.05.2004

texcare international - World Market
for Modern Textile Care,
Frankfurt/Main
● 06.06.-10.06.2004

automechanika - The World's
Meeting Point for the Automotive
Industry, Frankfurt/Main
● 14.09.-19.09.2004

Deutsche Landwirtschafts- Gesellschaft e.V. - DLG

AGRITECHNICA - International DLG
Exhibition for Agricultural
Machinery, Hannover
● 11.11.-15.11.2003

EuroTier - International DLG
Exhibition for Livestock & Poultry
Production and Management,
Hannover
● 09.11.-12.11.2004

Wirtschaftsgemeinschaft der hessischen Handelsvertreter GmbH

InNaTex - International Fair of
Natural Textiles, Hofheim-Wallau
18.01.-20.01.2003

InNaTex - International Fair of
Natural Textiles, Hofheim-Wallau
09.08.-11.08.2003

Freiburg

Messe Freiburg GmbH & Co. KG

Exhibition Camping, Leisure and
Tourism, Freiburg
08.03.-16.03.2003

Intersolar - International Trade Fair
and Conference for Solar
Technology, Freiburg
27.06.-29.06.2003

BADEN MESSE - Agricultural
Exhibition, Freiburg
13.09.-21.09.2003

saniMEDICAL - Trade Fair for
Medicine Technology and
Rehabilitation, Freiburg
16.10.-18.10.2003

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

Modellbau - Model Construction Kits
Show, Freiburg
30.04.-02.05.2004

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

Frickenhausen

P.E. Schall GmbH Messeunternehmen

Faszination Motorrad - Motorcycle
Exhibition, Sinsheim
14.02.-16.02.2003

Control - International Trade Fair for
Quality Assurance, Sinsheim
● 06.05.-09.05.2003

MOTEK - International Trade Fair for
Assembly and Handling
Technology, Sinsheim
● 23.09.-26.09.2003

Fakuma - International Trade Fair for
Plastics Processing, Friedrichshafen
● 14.10.-18.10.2003

PaintTech - International Trade Fair
for Painting and Powder Coating,
Sinsheim
21.10.-24.10.2003

SÜDBLECH - Trade Fair for Sheet
Metal Working and Joining
Technology, Sinsheim
31.03.-03.04.2004

FAMETA - International Trade Fair for
Metalworking, Nürnberg
20.01.-22.01.2004

OPTATEC - International Trade Fair
for Optics and Optoelectronics,
Frankfurt/Main
● 22.06.-25.06.2004

MTQ - Trade fair for material testing,
metrology & quality management,
Dortmund
09.11.-12.11.2004

TECHMO - Trade Fair for Assembly
and Handling Technology,
Dortmund
09.11.-12.11.2004

A.W.L. - Trade Fair for Waste Water,
Water and Waste Disposal,
Sinsheim
2004

Friedrichshafen

Messe Friedrichshafen GmbH

Aqua-Fisch - International Trade Fair
for Aquaculture, Professional
Fishing, Angling and Aquaristic,
Friedrichshafen
27.02.-02.03.2003

IBO - International Exhibition for
Consumer and Investment Goods,
Friedrichshafen
22.03.-30.03.2003

AERO - International Trade Fair for
General Aviation, Friedrichshafen
● 24.04.-27.04.2003

HAM RADIO - International Amateur
Radio Exhibition, Friedrichshafen
27.06.-29.06.2003

OutDoor - European Outdoor Trade
Fair, Friedrichshafen
● 24.07.-27.07.2003

EUROBIKE - International Bicycle
Trade Exhibition, Friedrichshafen
● 28.08.-31.08.2003

INTERBOOT - International
Watersports Exhibition,
Friedrichshafen
● 20.09.-28.09.2003

INTERTECH BODENSEE -
International Technology Fair,
Friedrichshafen
+ 06.11.-08.11.2003

Registered Events

Pferd Bodensee - Trade Exhibition for Equitation, Horse Breeding and Horse Husbandry, Friedrichshafen
12.02.-15.02.2004

Obst + Garten - International Trade Fair for Fruit-Gardening, Gardening, Destillation, Landscape Gardening and Specialized Cultures, Friedrichshafen
26.02.-29.02.2004

Holzbau + Ausbau - International Trade Fair for Wood, Roof and Dry Construction, Friedrichshafen
+ 06.05.-09.05.2004

Gelnhausen

Hallen- und Veranstaltungsgesellschaft Gelnhausen mbH

ÖKO-TRENDS - Ecological Trends-Information and consumer fair life in line with nature, Gelnhausen
05.09.-07.09.2003

Gießen

Messe Giessen GmbH

BAUExpo - Building Exhibition, Gießen
20.02.-23.02.2003

Reisemarkt Hessen, Gießen
21.03.-23.03.2003

MittelhessenSchau - Regional Consumer Goods Exhibition, Gießen
02.10.-05.10.2003

Groß-Umstadt

KWF - Kuratorium für Waldarbeit und Forsttechnik e. V.

KWF - Forest Machinery and Innovations DemoFair, Groß-Umstadt
16.06.-19.06.2004

Hagenburg

NETWORK-OSE GmbH

MeasComp - The World's Leading Fair for Measurement Technology in Research, Development, Production and Maintenance, Wiesbaden
23.09.-25.09.2003

Halle

HALLE MESSE GmbH

Reisen, Freizeit, Outdoor - Tourism and Leisure Trade Fair, Halle
07.02.-09.02.2003

SaaleBAU - Construction Fair, Halle
14.03.-16.03.2003

VITALIA - Regional Exhibition on Active Life, Halle
01.05.-03.05.2003

Saale Messe - Consumer Trade Fair, Halle
25.09.-28.09.2003

Multimedia - Multimedia Applications Exhibition, Halle
28.11.-29.11.2003

Hamburg

MesseHalle Hamburg-Schnelsen GmbH

USSIFA HAMBURG - Special Fair for Watches, Precious Stones, Jewels and Silverware, Hamburg
12.09.-14.09.2003

Hamburg Messe und Congress GmbH

REISEN HAMBURG - International Exhibition Tourism & Caravan, Hamburg
● 05.02.-09.02.2003

INTERNORGA - International Fair for the Hotel, Restaurant, Catering, Baking and Confectionery Trades, Hamburg
● 21.03.-26.03.2003

ROOF + WALL - International Trade Fair and Convention for Roofing, Wall and Insulation Technology, Hamburg
● + 28.05.-31.05.2003

DU UND DEINE WELT - The great Consumer Exhibition, Hamburg
29.08.-07.09.2003

hanseboot - International Boat Show Hamburg with art maritim / hanseboot Harbour, Hamburg
● 25.10.-02.11.2003

NORTEC - Trade Fair for Manufacturing Technology, Hamburg
21.01.-24.01.2004

interschau - International Trade Fair for Showmen and Leisure Park Technology, Hamburg
+ 01.02.-04.02.2004

Hansepferd Hamburg - International Exhibition for Horse Lovers, Hamburg
23.04.-25.04.2004

NORD ELEKTRO - Trade fair for electrical engineering, information and lighting technology Hamburg, 15.09.-17.09.2004

SMM - Shipbuilding, Machinery & Marine Technology - International Trade Fair Hamburg
● 28.09.-02.10.2004

shk HAMBURG - North European Sanitation, Heating, Plumbing and Air-Conditioning Fair, Hamburg
17.11.-20.11.2004

Hannover

Deutsche Messe AG

EuroBLECH - International Sheet Metal Working Technology Exhibition, Hannover
26.10.-30.10.2004

DOMOTEX HANNOVER - World Trade Fair for Carpets and Floor Coverings, Hannover
● 11.01.-14.01.2003

CeBIT - Information Technology, Telecommunications, Software & Services, Hannover
● 12.03.-19.03.2003

HANNOVER MESSE - Eight trade fairs. One meeting-place, Hannover
● 07.04.-12.04.2003

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 Rescue, Fire Prevention, Disaster Relief, Safety, Security, Hannover
● 06.06.-11.06.2005

EMO - The World of Machine Tools, Hannover
+ September 2005

Fachausstellungen Heckmann GmbH Hannover/Bremen

ABF - Exhibition for Cars, Boats, Gardening, Leisure, Tourism, Caravans & Camping, Hannover
01.02.-09.02.2003

Direkt Markt - The Trade Fair for Direct Marketing, Hannover
+ 22.02.-24.02.2003

Infra - Information and Sales Exhibition, Hannover
11.10.-19.10.2003

Pferd & Jagd - Exhibition for Equestrian Sports, Hunting, Fishing, Nature and the outdoors, Hannover
27.11.-30.11.2003

Heppenheim

TMS Tele-Marketing-Service GmbH

Dresdner Reisemarkt - Travel Market Dresden
31.01.-02.02.2003

Registered Events

auto mobil - Automotive exhibition,
Dresden
14.02.-16.02.2003
Touristik & Caravaning Leipzig
19.11.-23.11.2003

Idar-Oberstein

Intergem Messe GmbH

INTERGEM - International Trade Fair
for Gems and Jewellery and
Gemstone Objects, Idar-Oberstein
03.10.-06.10.2003

Karlsruhe

Karlsruher Messe- und Kongress-GmbH

LEARNTEC - European Conference
and Specialist Trade Fair for
Educational and Information
Technology, Karlsruhe
04.02.-07.02.2003
Blumen & Garten - Flowers & Garden
- Fair for casual gardeners and
flower lovers, with flower show,
Karlsruhe
13.03.-16.03.2003
RESALE - International Trade Fair for
Used Machinery and Equipment,
Nürnberg
+ 14.04.-16.04.2003
BodyLife - Trade Fair for Fitness &
Health, Karlsruhe
18.09.-21.09.2003
hortec - The Technology Fair for
Horticulture, Karlsruhe
26.09.-28.09.2003

Hinte Messe- und Ausstellungsgesellschaft mbH

HOGAKA - Interregional Hotel and
Catering Show, Karlsruhe
16.02.-19.02.2003
publika - Regional Consumer Goods
Exhibition, Pforzheim
01.05.-04.05.2003
INTERGEO - Conference and trade
fair for geodesy, geoinformation
and land management, Hamburg
●+ 17.09.-19.09.2003
PlusPunktHolz - Trade Fair for the
Wood and Plastic Working
Industry, Karlsruhe
24.09.-26.09.2004
Offerta - Exhibition for the Family,
Karlsruhe
01.11.-09.11.2003
inventa - Exhibition for House, Home
and Garden, Karlsruhe
11.03.-14.03.2004

Arbeitsschutz aktuell - Workmen's
Security - Congress and Exhibition,
Wiesbaden
+ 13.10.-15.10.2004

Kempten

Stadt Kempten - Allgäuer Festwoche

ALLGÄUER FESTWOCHE - Trade Fair -
Cultural and Sports Events - Rural
Tradition Exhibition, Kempten
09.08.-17.08.2003

Kirchheim

Sandner GmbH Messen und Ausstellungen

miba - Consumer Goods Exhibition,
Ingolstadt
05.04.-13.04.2003
dona - Consumer Goods Exhibition,
Regensburg
27.03.-04.04.2004
ufra - Consumer Goods Exhibition,
Schweinfurt
02.10.-10.10.2004

Koblenz

Messe am Rhein GmbH

RHINE FAIR: Skilled Crafts Fair
Koblenz
29.04.-05.05.2003

Köln

Koelnmesse GmbH

imm cologne - The international
Furniture Fair, Köln
● 13.01.-19.01.2003
ISM - International Sweets and
Biscuits Fair, Köln
● 26.01.-29.01.2003
Kind + Jugend - International Baby
to Teenager Fair (Spring), Köln
● 31.01.-02.02.2003
PRACTICAL WORLD - International
Hardware Fair / DIY' TEC - World of
tools - World of security, locks and
fittings - World of Home
Improvement / DIY, Köln
● 09.03.-12.03.2003
IDS - International Dental Show, Köln
● 25.03.-29.03.2003
West German Fine Arts and Antiques
Fair Cologne / International Fair for
Editions, Art Brut, Post 1980 Art,
photography / Cologne Antiquarian
Book Fair, Köln
04.04.-13.04.2003
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 cologne, Köln

● 23.05.-27.05.2003

Kind + Jugend - International Baby
to Teenager Fair Cologne
(Autumn), Köln
● 04.07.-06.07.2003

spoga - gafa - International Trade
Fair for Sports Goods, Camping
Equipment and Garden Furniture /
International Garden Trade Fair,
Köln
● 31.08.-02.09.2003

IFMA Cologne - International Bicycle
Trade Show, Köln
● 11.09.-14.09.2003

ENTSORGA - The Global
Environmental Trade Fair Cologne,
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

SOLARIA - International Trade Fair
for Tanning Products and
Equipment, Köln
06.11.-08.11.2003

photokina - World of Imaging, Köln
● 28.09.-03.10.2004

ORGATEC - International Trade Fair
for Furnishing and Management of
Offices and Office Facilities, Köln
● 19.10.-23.10.2004

Koelnmesse Ausstellungen GmbH

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

TRAVEL MARKET COLOGNE, Köln
28.11.-30.11.2003

Modellbahn - Model Railways with
Life-Steam Meeting-International
Exhibition of Model Railways and
Accessoires, Toys and Hobbies,
Köln
04.11.-07.11.2004

Langen

Wirtschaftsgemeinschaft Zoologischer Fachbetriebe GmbH

Interzoo - International Trade Fair for
Pet Supplies, Nürnberg
● 13.05.-16.05.2004

Registered Events

Leipzig

DMA Messe-Marketing und Ausstellungsgesellschaft mbH

NORD-HAUS - Regional Building Trade Exhibition Mecklenburg - West Pomerania, Schwerin
28.02.-02.03.2003
LBA - Regional Building Trade Exhibition Saxony-Anhalt, Magdeburg
07.03.-09.03.2003
Real Estate Trade Exhibition Magdeburg
06.09.-07.09.2003

Leipziger Messe GmbH

ImmobilienMesse Leipzig - The Residential Fair, Leipzig
14.02.-16.02.2003
Home - Garden - Leisure - The consumer fair for the whole family, Central German Handicrafts Fair, Leipzig
15.02.-23.02.2003
CADEAUX Leipzig (Spring) - Trade Fair for Gifts and Lifestyle Ideas, Leipzig
01.03.-03.03.2003
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
Leipzig Book Fair, Leipzig
20.03.-23.03.2003
AUTO MOBIL INTERNATIONAL / AMITEC - Specialist Trade Fair for Vehicle Components, Workshop and Filling Station Equipment, Leipzig
● 05.04.-13.04.2003
therapie Leipzig - Exhibition and Congress for Therapists, Leipzig
15.05.-17.05.2003
Z - The Subcontracting Fair - Parts, Components, Modules and Technologies, Leipzig
24.06.-26.06.2003
CADEAUX (Autumn) - Trade Fair for Gifts, Leipzig
06.09.-08.09.2003
COMFORTEx - Trade Fair for Decoration with TraumRaum - Specialist Trade Exhibition for Sleeping and Wellness, Leipzig
06.09.-08.09.2003
MIDORA Leipzig - Leipzig watch and jewellery trade fair, Leipzig
06.09.-08.09.2003

Pflegemesse Leipzig - Trade Fair and Congress for Hospital and Home Care, Leipzig
23.09.-25.09.2003
MODELL & HOBBY mit LEIPZIGER SPIELFEST - Exhibition for Modelling, Model Railways and Creative Hobbies, Leipzig
03.10.-05.10.2003
BauFach - Leipzig Construction Trade Fair, Leipzig
06.11.-09.11.2003
GÄSTE - International Trade Fair for the restaurant, hotel and catering business, Leipzig
16.11.-19.11.2003
ORTHOPÄDIE + REHA-TECHNIK - Trade Fair and World Congress for Orthopaedics and Rehabilitation Technology, Leipzig
19.05.-22.05.2004
SHKG - Exhibition for Sanitation, Heating, Air-Conditioning and Building Automation, Leipzig
September 2004
denkmal - European Fair for Cultural Heritage, Conservation and Urban Renewal, Leipzig
27.10.-30.10.2004

Lindau-Bodolz

Kinold Ausstellungsgesellschaft mbH

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
VOREA - Regional Exhibition, Plauen
11.09.-19.09.2004

Lörrach

Messe Lörrach GmbH

REGIO - Three Countries - one Fair, Lörrach
21.03.-30.03.2003

Lübeck

M&A Messe- und Ausstellungsges. Lübeck mbH

Paderbau - Building Exhibition, Paderborn
14.03.-16.03.2003
Schaufenster Harburg - Regional Consumer Exhibition, Hamburg-Harburg
11.04.-14.04.2003

Handel und Hanse - Regional Consumer Exhibition, Lübeck
26.04.-04.05.2003
Deutsche Gründer- und Unternehmertage, Berlin
16.05.-18.05.2003
Wohnambiente/Lebensart - Trade Fair for Interior Decoration and Furnishing, Berlin
21.09.-23.09.2003
Jesteburger Ausstellung - Regional Consumer Exhibition, Jesteburg
25.10.-27.10.2003 and 01.11.-03.11.2003
HIPPOLOGICA, Berlin
13.11.-16.11.2003
Hobbyland, Berlin
14.11.-16.11.2003
Osnabrücker Messe - Regional Consumer Exhibition, Osnabrück
06.03.-14.03.2004
Stadt Land Fluss - Regional Consumer Exhibition, Minden
September 2004
Stormania, Ahrensburg
not yet determined

Magdeburg

MESSE MAGDEBURG Magdeburger Messebetriebsgesellschaft mbH & Co. KG

MAGDEBOOT - Fair for new and used boats, equipment and water sports, Magdeburg
13.03.-16.03.2003
LEBEN - The big information and sales exhibition for all of the family, Magdeburg
10.04.-13.04.2003
Marktplatz Mittelstand - Trade fair for services and products for entrepreneurs, freelancers and craftsmen, Magdeburg
17.09.-19.09.2003
PERSPEKTIVEN - Fair for education, occupation and career, Magdeburg
23.10.-25.10.2003

Mainz

RAM Regio Ausstellungs GmbH

Rheinland-Pfalz-Ausstellung - Mainz - Regional Consumer Goods Exhibition, Mainz
22.03.-30.03.2003

Registered Events

Mannheim

Mannheimer Ausstellungsgesellschaft mbH

MANNHEIMER MAIMARKT -
Exhibition for Industry, Trade,
Craftsmanship and Agriculture,
Mannheim
26.04.-06.05.2003

München

EUROEXPO Messe- und Kongress GmbH

EUROCARGO - International Trade
Fair for Freight Transport and
Logistics, Köln
25.05.-27.05.2004

GHM Gesellschaft für Handwerksmessen mbH

GARTEN MÜNCHEN - Munich Sales
Exhibition for Flower and Garden
Lovers, München
13.03.-16.03.2003

I.H.M. - International Trade Fair for
Small and Medium-Sized
Enterprises, München
● 13.03.-19.03.2003

HEIM + HANDWERK - Sales
Exhibition for building, living and
furnishing, München
29.11.-07.12.2003

IFH/INTHERM - Trade Fair for
Sanitary, Heating, Air- conditioning
Equipment, Nürnberg
● 21.04.-24.04.2004

Messe München GmbH

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

ISPO - International Trade Fair for
Sports Equipment and Fashion
(Winter), München
● 01.02.-04.02.2003

C-B-R - Caravan - Boat - International
Travel Market Exhibition, München
● 15.02.-23.02.2003

inorgenta europe - International
Trade Fair for Watches, Clocks,
Jewellery, Precious Stones, Pearls
and Technology, München
● 21.02.-24.02.2003

FAIRWAY - Golf Course Congress
with Exhibition, München
27.02.-28.02.2003

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

FiberComm - International Trade Fair
and Congress for Optical
Information and Communications
Technology, München
23.06.-26.06.2003

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

ispo - International Trade Fair for
Sports Equipment and Fashion
(Summer), München
● 29.06.-01.07.2003

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

MATERIALICA World of Product
Engineering - International Trade
Fair for Materials Applications,
Surface Technology and Product
Engineering with Congress,
München
16.09.-18.09.2003

GOLF EUROPE - International Trade
Fair for Golf, München
05.10.-07.10.2003

EXPO REAL - International
Commercial Real Estate Exposition,
München
06.10.-08.10.2003

SYSTEMS - International Trade Fair
for Information Technology,
Telecommunications and New
Media, München
● 20.10.-24.10.2003

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, Construction Equipment
and Mining Machines, München
● 29.03.-04.04.2004

ANALYTICA - Instrumental Analysis,
Laboratory Technology and
BioTechnologies. International
Trade Fair and Analytica
Conference, München
● 11.05.-14.05.2004

INTERMOT München - International
Trade Fair for Motorcycles and
Scooters, München
15.09.-19.09.2004

electronica - International Trade Fair
for Components and Assemblies in
Electronics, München
● 09.11.-12.11.2004

IFAT - International Trade Fair for
Environment, Waste Water and
Waste Disposal: Water, Sewage,
Refuse and Recycling, München
● 25.04.-29.04.2005

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

INTERFORST - International Trade
Fair for Forestry and Forest
Technology with Scientific
Conferences and Special Shows,
München
● Juli 2006

Münster

Halle Münsterland GmbH

Antiquitäten-Tage - Antiques
Exhibition, Münster
05.03.-09.03.2003

Münsterland-Schau MS - Regional
Consumer Exhibition, Münster
29.10.-02.11.2003

Frühling - Blumen - Freizeit -
Consumer Goods Exhibition,
Münster
07.02.-15.02.2004

Nürnberg

AFAG Messen und Ausstellungen GmbH

HOGA - Hotel and Catering
Exhibition Nürnberg
23.02.-26.02.2003

afa - Consumer Goods Exhibition,
Augsburg
26.04.-04.05.2003

Harz + Heide - Consumer Goods
Exhibition, Braunschweig
24.05.-01.06.2003

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

Registered Events

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

CONSUMENTA Nürnberg - Consumer Goods Exhibition, Nürnberg
25.10.-02.11.2003

FREIZEIT, GARTEN + TOURISTIK Nürnberg and CARSHOW Nürnberg
28.02.-07.03.2004

GrindTec - International Trade Fair for Grinding Technology, Augsburg
17.03.-20.03.2004

Ausstellung SOM Rosenheim - Regional Consumer Goods Exhibition, Rosenheim
15.05.-23.05.2004

AMERICANA - International Exhibition Riding & Western Culture, Augsburg
08.09.-12.09.2004

Unterland Ausstellung Heilbronn - Consumer Goods Exhibition, Heilbronn
25.09.-03.10.2004

NürnbergMesse GmbH

BioFach - World Organic Trade Fair, Nürnberg
13.02.-16.02.2003

embedded world - Exhibition & Conference, Nürnberg
18.02.-20.02.2003

IWA & OutdoorClassics - International Trade Fair for Hunting and Sporting Arms, Outdoor Articles and Accessories, Nürnberg
● 14.03.-17.03.2003

HOLZ-HANDWERK - Trade Fair for Machinery, Equipment and Supplies for the Wood Crafts, Nürnberg
● 19.03.-22.03.2003

Altenpflege + HealthCare - Exhibition and Congress Nursing, Therapy, Care + Patient Care, Hospital Management, Nürnberg
+ 25.03.-27.03.2003

BILDUNGSMESSE - Trade Fair for Education and Training, Nürnberg
+ 31.03.-04.04.2003

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

e_procure - Trade Fair and Congress for Electronic Procurement and Supplies Management, Experience - Solutions - Trends, Nürnberg
05.05.-07.05.2003

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

ELTEC - Trade Fair for Building Equipment, Switchgear and Industrial Controls, Nürnberg
+ 25.06.-27.06.2003

FachPack + Printpack + LogIntern - Trade Fair for Packaging and Labelling Technology + Trade Fair for Package Printing and Packaging Supplies Production + Trade Fair for In-Plant Logistics, Nürnberg
● 08.10.-10.10.2003

IKK - International Trade Fair Refrigeration, Air Conditioning, Ventilation, Hannover
● + 08.10.-10.10.2003

BRAU Bevale - European Trade Fair for the Beverage Industry - Raw Materials - Technologies - Logistics - Marketing, Nürnberg
● 12.11.-14.11.2003

POWTECH / TechnoPharm / Explorisk - International Trade Fair for Mechanical Processing Technologies and Instrumentation, Nürnberg
● 16.03.-18.03.2004

fensterbau/frontale - International Trade Fair Window and Facade - Technologies, Components, Prefabricated Units, Nürnberg
● 31.03.-03.04.2004

GaLaBau - International Trade Fair for Urban Green and Open Spaces. Design - Construction - Maintenance, Nürnberg
● 15.09.-18.09.2004

Spielwarenmesse eG

Spielwarenmesse International Toy Fair, Nürnberg
● 30.01.-04.02.2003

Offenbach

Messe Offenbach GmbH

I.L.M. Essentials - International Leather Goods Fair, Offenbach
● 25.01.-27.01.2003

Werkstätten-Messe - Sheltered workshop fair - Products and Services from Sheltered Workshops, Offenbach
13.03.-16.03.2003

I.L.M. Winter Styles - International Leather Goods Fair, Offenbach
29.03.-31.03.2003

I.L.M. Summer Styles - International Leather Goods Fair, Offenbach
● 27.09.-30.09.2003

Offenburg

Messe Offenburg GmbH

BADISCHE WEINMESSE - Regional Wine Exhibition, Offenburg
17.05.-18.05.2003

OBERRHEIN-MESSE OFFENBURG - Consumer Goods Fair
27.09.-05.10.2003

EUROCHEVAL - European Horse Fair, Offenburg
21.07.-24.07.2004

Freizeitaktiv, Offenburg
not yet determined

Pirmasens

Messe- und Veranstaltungsgesellschaft Pirmasens mbH

plw - leather and more - International Fair for leather and show components(Spring), Pirmasens
15.04.-16.04.2003

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

Rendsburg

Werner Fahrenkrog GmbH & Co.KG

NORLA/NORKOFA - Regional Agricultural and Municipal Trade Exhibition, Rendsburg
18.09.-21.09.2003

Sinsheim

Messe Sinsheim GmbH

ECHTDAMPF-HALLENTREFFEN - Indoor Steam Engine Meeting, Sinsheim
10.01.-12.01.2003

FASZINATION MODELLBAU - Modelmaking Exhibition, Sinsheim
13.03.-16.03.2003

CAR + SOUND - Trade fair for mobile electronics, Sinsheim
11.04.-13.04.2003

Registered Events

DRUCK+FORM - Trade Fair for modern printing and for computer aided application in graphics, Sinsheim
05.11.-08.11.2003

FEINES KUNSTHANDWERK - Fine Handicrafts Exhibition, Sinsheim
14.11.-16.11.2003

Stuttgart

DURMA Messe Stuttgart International GmbH

Fachdental Leipzig - Dental Trade Fair, Leipzig
19.09.-20.09.2003

FLEIFA - Trade Fair for the Butchery Trade, Leipzig
09.11.-10.11.2003

SachsenBack - Trade Fair for Bakery and Confectionery, Leipzig
30.10.-01.11.2004

Hofmann Messe- und Ausstellungen GmbH

Raumobjekte / Blickfang, Stuttgart
14.03.-16.03.2003

Abenteuer Sport, Stuttgart
19.06.-22.06.2002

MESAGO Messemanagement GmbH

SPS/IPC/DRIVES - Electric Automation - Systems and Components, Nürnberg
25.11.-27.11.2003

MESAGO Messe Frankfurt GmbH

HAUS ENERGIE UMWELT, Karlsruhe
16.01.-19.01.2003

EMV Düsseldorf - International Exhibition with workshops on Electromagnetic Compatibility (EMC), Düsseldorf
10.02.-12.02.2004

SMT/HYBRID/PACKAGING - System Integration in Micro Electronics / Exhibition and Conference, Nürnberg
06.05.-08.05.2003

FACILITY MANAGEMENT - International Exhibition and Conference, Düsseldorf
20.05.-22.05.2003

Stuttgarter Messe- und Kongressgesellschaft GmbH

CMT - International exhibition for caravanning, motoring, tourism, Stuttgart
● 18.01.-26.01.2003

Medizin und rescue - South German Trade fair for Medical Technology, Pharmacy, Materials and Equipment for Surgeries and Hospitals, Doctors' Congress in Stuttgart/Exhibition with specialist congress on interdisciplinary co-operation at rescue services and danger, Stuttgart
31.01.-02.02.2003

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

GARTEN - indoor outdoor Ambiente Selling exhibition for amateur gardeners and flower lovers, Stuttgart
20.03.-23.03.2003

Wellviva - The exhibition about health and well-being, Stuttgart
20.03.-23.03.2003

Selbstbau/Haus & Holz - Trade Fair for new construction, extensions, modernisation and interior fitting out, Stuttgart
20.03.-23.03.2003

Invest - The trade fair for institutional and private investors, Stuttgart
04.04.-06.04.2003

ISA/IWB - Int. collectors' and antiques exhibition/ Int.ArmsExchange/Angling Exhibition / Welt antik
25.04.-27.04.2003

Int. Coin Convention/ Int. Mineral and Fossil Exchange (Spring), Stuttgart
26.04.-27.04.2003

FGM - Windows, glass, metal construction. International trade fair for facade technology, Stuttgart
19.06.-21.06.2003

Cub - Trade fair for computer aided planning and construction process, Stuttgart
19.06.-21.06.2003

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

SÜFFA - Trade Fair for the Butchers' Trade, Stuttgart
28.09.-30.09.2003

CAT PRO - International trade fair for innovative product development, process and data management, Stuttgart
07.10.-10.10.2003

VISION - International trade fair for machine vision and identification technologies, Stuttgart
21.10.-23.10.2003

Fachdental Südwest - Trade Fair for Dental Surgeries and Laboratories, Stuttgart
24.10.-25.10.2003

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
30.10.-02.11.2003

Family & Home - The large shopping and experience exhibition, Stuttgart
15.11.-23.11.2003

INTERGASTRA - International trade fair for the hotels, restaurants, Community catering, Confectioners and Cafés, Stuttgart
● 14.02.-19.02.2004

südback - Trade Fair for the Bakery and Confectionery Trades, Stuttgart
17.04.-21.04.2004

INTERVITIS INTERFRUCTA - International technology trade fair for wine, fruit and fruit juice, Stuttgart
● 11.05.-15.05.2004

AMB - International exhibition for metalworking, Stuttgart
● 14.09.-18.09.2004

interbad - International trade fair for swimming pools, pool and bath technology, saunas, physiotherapy, and wellness, Stuttgart
●+ 29.09.-02.10.2004

NewCome - Trade fair and congress for young companies, business, enterprise establishments, franchising and freelancers, Stuttgart
2004

IT-Plus - Trade fair for optimization and integration of IT-Solutions in small and medium-sized companies, Stuttgart
17.06.-19.06.2004

Registered Events

V+S - Trade fair for joining and welding technologies, Stuttgart
not yet determined

Villingen-Schwenningen

Südwest Messe- und Ausstellungs-GmbH

Südwest-Messe - Exhibition for Industry, Craftmanship, Trade and Agriculture, with Prefabricated Houses and Building Show, Villingen-Schwenningen
14.06.-22.06.2003

Wächtersbach

Messe Wächtersbach GmbH

Messe Wächtersbach - Consumer Goods Exhibition, Wächtersbach
24.05.-01.06.2003

Wiesbaden

MFA, Messe Frankfurt Ausstellungen GmbH

h & h - handarbeit & hobby - International Trade Fair for Creative Textile Handicraft, Craft and Hobby supplies, Köln
04.04.-06.04.2003

Marketing Services - International Event for Marketing and Communication + DISPLAY trade fair for P.O.S.-Marketing, Frankfurt/Main
●+ 28.04.-30.04.2003

European Banking & Insurance Fair - European Trade Exhibition and Conference for the Banking and Insurance Industry, Frankfurt/Main
27.10.-29.10.2003

Hong Kong/SWG

Hong Kong Trade Development Council

Hong Kong Toys & Games Fair, Hong Kong
● 07.01.-10.01.2003

Hong Kong Fashion Week, Hong Kong
● 14.01.-17.01.2003

Hong Kong International Jewellery Show, Hong Kong
● 04.03.-07.03.2003

Hong Kong Houseware Week, Hong Kong
● 21.04.-24.04.2003

Hong Kong Gifts & Premium Week, Hong Kong
● 28.04.-01.05.2003

Hong Kong Watch & Clock Fair, Hong Kong
● 03.09.-07.09.2003

Hong Kong Electronics Fair / electronic Asia, Hong Kong
● 13.10.-16.10.2003

Hong Kong International Lighting Fair, Hong Kong
27.10.-30.10.2003

Hong Kong Optical Fair, Hong Kong
● 05.11.-07.11.2003

Verona

Ente Autonomo Fiere di Verona

Fieragricola / Agrifood- International Agricultural and Animal Farming Exhibition, Verona
● 06.03.-09.03.2003

VINITALY - International Wine and Spirits Exhibition / SOL - International exhibition of olive oil, virgin and extra-virgin olive oils / ENOLITECH - Exhibition of technologies for viticulture, oenology and of technologies for olive growing and olive producing, Verona
● 10.04.-14.04.2003

EUROCARNE - International triennial exhibition of meat processing, preserving and distribution / INTERSHOP - Exhibition of equipment and components for commercial refrigeration, shop fitting, display merchandising / CRIOTECH EXPO - Exhibition of technologies, equipment and components for refrigeration, Verona
● 22.05.-25.05.2003

ABITARE IL TEMPO - International Exhibition of Furniture, Furnishing and Interior Design, Verona
18.09.-22.09.2003

MARMOMACC - International Exhibition of Marble, Stone, and Technology, Verona
● 02.10.-05.10.2003

ACQUACOLTURA INTERNATIONAL - International biennial Exhibition of Fish Products, Breeding, Equipment and Technologies, Verona
15.10.-17.10.2003

BUS & BUS Business - The world of transport by coach and bus, Verona
18.11.-22.11.2003

SAMOTER - International Earthmoving and Building Machinery Exhibition, Verona
● not yet determined

Status as of Juni 2003

● = 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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