

# Audited Trade Fair and Exhibition Figures

Report **2003** 

www.fkm.de

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

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

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# Report 2003

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# The FKM in 2003

The number of FKM-audited trade fairs declined only slightly in 2003, despite the difficult economic situation; at 293 events (2002: 302), the correct determination of the exhibitor, space and visitor statistics was checked by a public accountant.

In the course of the year 2003, three trade fair organizers were admitted to the FKM: hma Hofmann Messeund Ausstellungs GmbH, Stuttgart; Messe Husum and HVG Hanseatische Veranstaltungs-GmbH, Bremen. A further foreign guest member was added with MVK, Moscow.

The organizers hp-Messen und Company Veranstaltungs GmbH, Hallbergmoos, Messe Cottbus and DURMA MSI Stuttgart are no longer members of FKM. The membership of the FKM now consists of 74 German trade fair organizers and three foreign guests members, the Verona Fair Company, the Hong Kong Trade Development Council and MVK. Moscow. These three organizers together have 19 fairs audited per annum.

# Number of members stable

Despite fluctuations, the number of the members is relatively stable. One reason for this is that the ministries of economics in the Federal States pay attention to the FKM membership when admitting trade fairs to exhibitor promotional pro-

grammes. The German Federal Ministry of Economics also relies on the FKM audit of trade fairs with its programme of assistance for exhibitors from the new federal states with the argument that otherwise a serious estimate of the foreign share of visitors is not possible.

The core of every FKM audit is the basic data on exhibitors with a stand of their own, rented stand space and the number of the visitors broken down into domestic and foreign visitors respectively.

Despite in some cases stagnating or declining numbers of visitors, the results of the fairs are described by many of the exhibitors as positive. Correspondingly, in addition to the purely quantitative indicators, the quality of the trade fairs and the quality of the visitors are becoming increasingly important for assessment of trade fairs.

The visitor structure analyses of the FKM are, therefore, in many cases more important for the exhibiting industry than the basic statistics. For almost 60% of the audited events, standardized trade or private visitor tests are available, which provide information about the origin, competence or time spent at the event by the visitors.

The exhibiting industry makes use of these tests as an important instrument for

planning participation and monitoring success. Furthermore, this structural data are a criterion when making a decision pro trade fair in comparison with other marketing instruments.

### Comparability and reliability

The FKM is an organization of the German trade fair and exhibition companies which was founded in 1965 by six organizing companies. It has the objective of promoting clarity and truth in the trade fair industry, through uniformly collected and audited statistics of exhibition space, exhibitors and visitors as well as of visitor structures.

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

### Online service

In the online service offered by the FKM, at www.fkm.de, all print products of the FKM are available for downloading, including the updated brochure "Trade fair planning with FKM data" which provides detailed tips on the use of audited statistics. Essentially, the FKM-Online-Service contains information about the tasks and functions of the FKM, the most important definitions, instructions for the use of the FKM data as well as links to the individual members.

The trade fair statistics checked by the FKM's auditor, including the visitor analyses, are available via the FKM home page in the online database of AUMA, which is responsible for the management of the FKM. There are also now direct links from the addresses of the individual FKM members to the AUMA database. There, the user can directly find the events of the individual members which are registered for the FKM audit.

The folder "Audited Trade Fair Data - Our service for your success", published in spring 2002, continues to attract great interest. Up to now, the FKM and its partners have provided exhibitors and other companies and institutions with about 40,000 copies.

In compact, precise form the reasons for data-oriented trade fair planning are explained and illustrated, what the FKM has to offer and what the exhibitors can improve in their trade fair planning with the help of FKM data.

### <u>Visitor Structure test newly</u> <u>conceived</u>

Since spring 2004, the FKM Visitor Structure Test has been in use in a newly structured form: whereas previously, a distinction was already made at the beginning of the interview between trade and private visitors, now basic questions will first be asked of both groups. Only afterwards will special questions be put to the trade and/or private visitors respectively. In future, information like regional origin and frequency of visits to the trade fair will be regularly available for all visitors.

# European trade fair transparency

Together with other European audit organizations, the FKM has published the European Trade Fair and Exhibition Statistics brochure for the 15th time. 18 countries have participated: Austria, Croatia, Czech Republic, Denmark, Finland, France, Germany, Hungary, Italy, the Netherlands, Norway, Poland, Portugal, Slovakia, Slovenia, Sweden, Switzerland, and for the first time, Ukraine.

The statistics of around 1,080 events were registered, with the exception of the numbers of visitors, in the individual countries according to practically

identical conditions. The compliance with the rules is checked by one or several auditors or other independent organizations.

The know-how of the FKM is called upon in the establishment of national audit organizations in other countries, especially in Asia. Representatives from China, Japan and Korea have comprehensively informed themselves in 2003 about the objectives and operation of the FKM. The FKM is also providing its advice to the development of auditing standards for the US trade fair industry in cooperation with the UFI -The Global Association of the Exhibition Industry. In addition, an important instrument for the exchange of experience between the audit organizations from all over the world is the Committee for Statistics and Trade Fair Transparency of UFI

Manfred Wutzlhofer (Chairman)

Muy Mupa

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Honorary Chairman Prof. Dr. Manfred Busche, Berlin

# **Managing Directors**

Dr. Hermann Kresse Harald Kötter (Deputy)

# Locations



# 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

Cologne, 15th March, 2004

Ernst & Young AG Wirtschaftsprüfungsgesellschaft 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.

Hendrik Hollweg Public accountant Jörg Brüggemann Public accountant

# Exhibition Space, Exhibitors, Visitors

### **Space figures**

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

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

#### **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 multipleday 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 Statutes and Rules

		Events 2003		Exhibition Space Figures (sq.m.)										
					Rei	nted Sp	ace							
			Dura-	Ha	alls	Oper			•					
No	ο.	For the complete titles see pp. 83-94	tion (Days)			Domestic		Total	Special Shows	Space (net)	Space (gross)			
		Augsburg							11					
	1	afa Augsburg Spring Exhibition	9	13.932	982	2.319	21	17.254	5.409	22.663	42.400			
	2	Interlift	4	5.820	6.644	2.010		12.464	788	13.252	26.800			
		Aurich												
	3	Weser-Ems-Exhibition	9	8.640		4.080		12.720	8.200	20.920	27.400			
		Bad Salzuflen												
	4	KMO – Plastics Processing Fair	4	9.041	534			9.575	516	10.091	20.000			
	5	ZOW – Furniture Components	5	10.173	6.398			16.571		16.571	28.000			
		Berlin												
	6	Art Forum Berlin	5	2.095	2.608			4.703		4.703	9.300			
	7	belektro	3	9.981	146			10.127	2.160	12.287	24.200			
	8	Build IT	4	825	31			856	503	1.359	4.000			
•	9	CMS Cleaning.Management.Services	4	8.259	1.535	135		9.929	969	10.898	24.200			
	10	Deutsche Gründer- und Unternehmer-Tage	3	1.507	9			1.516	666	2.182	4.300			
•	11	FRUIT LOGISTICA	3	6.232	10.555			16.787	370	17.157	29.700			
	12	Hippologica	4	4.970	242			5.212	1.248	6.460	12.600			
_	13	Hobbyland	<u>3</u> 5	1.737	109			1.846	5.454	7.300	15.000 20.300			
•	14 15	Import Shop  IFA – World of Consumer Electronics	6	2.731 40.046	3.673 40.000	2.619	27	6.404 82.692	1.262 8.235	90.927	160.000			
•	16	International Green Week	10	37.016	14.403	2.019	21	51.419	9.806	61.225	114.000			
_	17	International Hotel & Gastro	4	3.739	268			4.007	882	4.889	9.800			
•	18	ITB – International Tourism Exchange	 5	29.090	51.469			80.559		80.559	156.000			
	19	Moderner Staat	2	1.913	011100			1.913	32	1.945	7.800			
•	20	SHOWTECH	3	5.307	1.577			6.884		6.884	14.300			
•	21	WASSER/GAS BERLIN	5	14.168	1.945	157		16.270	3.989	20.259	36.300			
		Braunschweig												
	22	Harz + Heide – Regional Consumer Exhibition	9	11.510	439	4.179	66	16.194	2.528	18.722	30.700			
		Bremen												
	23	CARAVAN	3	9.449				9.449		9.449	14.600			
	24	Garden, Leisure Time, Travel	4	4.408	350			4.758	8.178	12.936	23.400			
	25	hafa Bremen – Regional Consumer Exhibition	9	11.551	1.071	899		13.521	7.439	20.960	37.900			
		Coburg												
	26	Oberfranken-Ausstellung – Regional Consumer Exhi	bition 9	4.239	360	1.975	72	6.646	2.671	9.317	13.400			
		Dortmund												
	27	CREATIVA	5	6.627	592			7.219	2.152	9.371	30.900			
	28	DKM – Int. Trade Fair for Finance and Insurance Compa		4.803	464			5.267		5.267	13.700			
	29	DORTMUNDER HERBST – Reg. Consumer Exhib		16.813	1.168			17.981	1.713	19.694	47.300			
	30	ELEKTROTECHNIK	4	16.699	166			16.865	2.066	18.931	41.500			
	31	FAHOBA – Specialist Exh. for Hobby and Handicra		1.375	24			1.399	000	1.399	5.850			
-	32	Hahry Transa	2 5	905	63			968	389	1.357	8.250			
	33	HobbyTronic INTERMODELLBAU	5 	3.657 8.137	36			3.693 8.446	250 12.334	3.943 20.780	14.400 48.300			
	35	Inter-tabac	3	5.236	561			5.797	12.334	5.797	14.800			
-	36	JAGD & HUND – Hunting and Fishing	6	8.981	1.787			10.768	2.074	12.842	36.400			
	37	West German Mineral Days	2	670	110			780	52	832	5.400			
	<u> </u>	Dresden		0.0										
	38	auto mobil	3	7.710		30		7.740	10.297	18.037	32.200			
***************************************	39	COMTEC / IFM / CROSSMEDIA	3	4.087		25		4.112	672	4.784	12.000			
	40	Dresdner Ostern – Garden, Pets Handicrafts	4	3.159	139	384		3.682	3.623	7.305	21.050			
	41	Travel Market Dresden	3	3.461	1.549	78		5.088	485	5.573	11.800			
	42	HAUS – Building Exhibition	4	8.315	57	378		8.750	485	9.235	21.000			
	43	Hunting, Fishing, Riding	3	1.521	4	60		1.585	2.281	3.866	9.050			
	44	KarriereStart	3	3.030	12	54		3.096	843	3.939	7.700			
	45	Lebenskultur in Sachsen	3	2.347	596			2.943	3.784	6.727	13.500			
	46	SAX-IMMOBILIA	3	876				876	119	995	4.500			
		Düsseldorf												
•	47	A + A - Safety + Health at Work	4	27.258	17.974	337		45.569	2.968	48.537	97.600			
	48	BEAUTY INTERNATIONAL	3	19.741	2.185	7		21.933	2.146	24.079	46.500			
•	49	boot	9	55.386	44.986	102		00.524		107.021	215.300			
	50	CARAVAN SALON	10	60.198	15.100	1.704	72	77.074	4.062	81.136	129.200			
	51	FACILITY MANAGEMENT	3	1.721	112			1.833	173	2.006	4.500			

<sup>+</sup> Events with changing venues

1 2 3 4 5 5 6 7 8 9 10 11 12 13 14 15 16 1. 17 18 2. 19 20 21 22 23	491 158 313 301 274 69 257 62 189 73 226 148 89 217 355 .006 152 .230 140	27 242 73 12 3 67 1 629 8 8 372 677 647	524 386 313 328 516 142 269 65 256 74 855 156 97	10 38 1 12 25 23 12 3 19 2 45	35 8 24 1 1 123	18	35 8 42	9.752 9.856 10.200 12.218 14.758	7.062  201 6.865 1.603 332	102.395 10.057* 13.821* 15.090*
1 2 3 4 5 5 6 7 8 9 10 11 12 13 14 15 16 1. 17 18 2. 19 20 21 22 23	491 158 313 301 274 69 257 62 189 73 226 148 89 217 355 .006 152 .230	33 228 27 242 73 12 3 67 1 629 8 8 372 677 647	524 386 313 328 516 142 269 65 256 74 855 156	10 38 1 12 25 23 12 3 19 2 45	35 8 24	18	35 8 42	9.752 9.856 10.200 12.218 14.758	7.062 201 6.865 1.603 332	85.484 16.814* 102.395 10.057* 17.065*
2 3 4 5 6 7 8 9 10 11 12 13 14 15 16 1. 17 18 2. 19 20 21	313 301 274 69 257 62 189 73 226 148 89 217 355 .006 152 .230	228 27 242 73 12 3 67 1 629 8 8 372 677 647	386 313 328 516 142 269 65 256 74 855 156 97	38 1 12 25 23 12 3 19 2	8 24 1 1	1 6	8 42	9.856 10.200 12.218 14.758	201 6.865 1.603 332	16.814* 102.395 10.057* 17.065*
3  4 5  6 7 8 9 10 11 12 13 14 15 16 1. 17 18 2. 19 20 21	313 301 274 69 257 62 189 73 226 148 89 217 355 .006 152 .230	27 242 73 12 3 67 1 629 8 8 372 677 647	313 328 516 142 269 65 256 74 855 156	1 12 25 23 12 3 19 2	8 24 1 1	1 6	8 42	9.856 10.200 12.218 14.758	201 6.865 1.603 332	102.395 10.057* 17.065* 13.821*
4 5 6 7 8 9 10 11 12 13 14 15 16 1. 17 18 2. 19 20 21	301 274 69 257 62 189 73 226 148 89 217 355 .006 152 .230	73 12 3 67 1 629 8 8 372 677 647	328 516 142 269 65 256 74 855 156	12 25 23 12 3 19 2	8 24 1 1	1 6	8 42	10.200 12.218 14.758	1.603 332	10.057* 17.065* 13.821*
5 6 7 8 9 10 11 12 13 14 15 16 1. 17 18 2. 19 20 21	69 257 62 189 73 226 148 89 217 355 .006 152	73 12 3 67 1 629 8 8 372 677 647	516 142 269 65 256 74 855 156	25 23 12 3 19 2 45	1 1	1 6	42	10.200 12.218 14.758	1.603 332	17.065* 13.821*
5 6 7 8 9 10 11 12 13 14 15 16 17 18 20 21 22	69 257 62 189 73 226 148 89 217 355 .006 152	73 12 3 67 1 629 8 8 372 677 647	516 142 269 65 256 74 855 156	25 23 12 3 19 2 45	1 1	1 6	42	10.200 12.218 14.758	1.603 332	17.065* 13.821*
7 8 9 10 11 12 13 14 15 16 1. 17 18 2. 19 20 21	257 62 189 73 226 148 89 217 355 .006 152	12 3 67 1 629 8 8 372 677 647	269 65 256 74 855 156 97	12 3 19 2 45	1	6	2	14.758	332	
7 8 9 10 11 12 13 14 15 16 1. 17 18 2. 19 20 21	257 62 189 73 226 148 89 217 355 .006 152	12 3 67 1 629 8 8 372 677 647	269 65 256 74 855 156 97	12 3 19 2 45	1	6	2	14.758	332	
8 9 10 11 12 13 14 15 16 17 18 20 21 22	62 189 73 226 148 89 217 355 .006 152	3 67 1 629 8 8 372 677 647	65 256 74 855 156 97	3 19 2 45	1	6	2			<u>15</u> .090*
9 10 11 12 13 14 15 16 1. 17 18 2. 19 20 21	189 73 226 148 89 217 355 .006 152	67 1 629 8 8 372 677 647	256 74 855 156 97	19 2 45	1	6	2			
10 11 12 13 14 15 16 1. 17 18 2. 19 20 21	73 226 148 89 217 355 .006 152	1 629 8 8 372 677 647	74 855 156 97	2 45			7	2.379	91	2.470*
11 12 13 14 15 16 1. 17 18 2. 19 20 21	226 148 89 217 355 .006 152	8 8 372 677 647	855 156 97	45	123	10	125	10.185	1.169	11.354* 4.950
12 13 14 15 16 1. 17 18 2. 19 20 21	148 89 217 355 .006 152	8 8 372 677 647	156 97			12	135	7.546	8.340	4.950 15.886*
13 14 15 16 1. 17 18 2. 19 20 21	89 217 355 .006 152	8 372 677 647	97		50	4	54	7.540	0.540	19.846
14 15 16 1. 17 18 2. 19 20 21 22	217 355 .006 152	372 677 647		7	5	1	6			17.3991)
15 16 1. 17 18 2. 19 20 21 22	355 .006 152	677 647		 55		•		46.046	231	46.277*1)
16 1. 17 18 2. 19 20 21 22	.006 152 .230	647	1.032	37	2		2	231.757	11.430	243.187*
18 2. 19 20 21 22 23	.230		1.653	58				486.661	7.913	494.574*
19 20 21 22 23		13	165	7	37	7	44			5.154
20 21 22 23	140	8.432	10.662	178	9	18	27	108.896	21.051	129.947*
21 22 23			140	1				3.020	46	3.066*
22	199	71	270	23				4.914	1.638	6.552
23	473	134	607	27	4	1	5	20.119	3.522	23.641*
	479	20	499	7						72.320*
24	60		60	1						12.970
	281	11	292	5						22.021
25	503	26	529	11				76.729	386	77.115*
26	205	7	212	5	28		28			50.040
27	386	33	419	9				65.724	1.001	66.725*
	251	26	277	10				6.185	127	6.312
	647	38	685	10				111.398	560	111.958*
	428	16	444	8	8	2	10	29.652	360	30.012*
31	33	1	34	2	1		1			1.073
32	48	4	52	4						6.462
33	130	3	133	3		1	1	45.078	594	45.672*
34	377	21	398	10				85.145	10.309	95.454*
35	110	41	151	17				3.923	815	4.738*
	364	120	484	26				58.772	4.220	62.992*
37	155	33	188	15						6.574
38	108		108	1						27.053
	311		311	1	81	5	86			10.853
	251	28	279	4						43.822
	393	133	526	26	8	4	12			33.950*
	510	5	515	4	30	4	34			27.307
	101	1	102	2						13.336
	257	30	261	4	1		1			18.424
45 46	169 75	30	199 75	5 1						7.261 1.404
	605	678	1.283	49				<b>15 120</b>	10.314	55.752*
	518	86	604	26				45.438 53.911	2.837	56.748*
	.012	640	1.652	52				267.444	39.610	307.054*
	411	135	546	21				142.884	21.351	164.235*
	126	9	135	5				3.087	114	3.201

<sup>\*</sup> Visitors Profil Analyses see page 33 ¹) ascertained by representative sampling

	Events 2003		Exhibition Space Figures (sq.m.)										
				Re	nted Space								
		Dura- tion	Н	alls	Open Air		— Cnasisi	Cnasa	Cnass				
No.	For the complete titles see pp. 83-94	(Days)	Domesti	c Foreign	Domestic Forei	n Total	Special Shows		Space (gross)				
• 52	GDS International Shoe Fair – Spring	4	21.371	59.829		81.200	4.508	85.708	170.000				
• 53	GDS International Shoe Fair – Autumn	4	21.909	56.137		78.046	4.489	82.535	170.000				
• 54	GIFA	6	22.342	19.600	551 1	6 <b>42.509</b>	3.379	45.888	97.900				
+ 55	iba	7	31.851	35.148	18	67.017	2.646	69.663	118.600				
• 56	MEDICA / ComPaMed	3	65.640	48.423	80	114.143	2.090	116.233	227.400				
<b>●</b> 57	METEC	6	6.981	5.546		12.527	59	12.586	24.700				
<u>58</u> 59	ProWein PSI Messe	3	17.796 18.019	17.893		35.689	1.444 251	37.133	73.100 52.600				
• 60	REHACare International	3 4	22.400	12.872 6.815		30.891 29.215	4.200	31.142 33.415	69.200				
• 61	THERMPROCESS	6	5.564	2.503		8.067	1.316	9.383	19.400				
• 62	VisCom	3	4.666	5.155		9.821	246	10.067	20.800				
•	Erfurt												
63	Haus + Technik	3	2.213	8	48	2.269	282	2.551	5.200				
64	International Pedigree Dog Show	2	1.026	15	236	1.277	9.132	10.409	26.200				
65	naro.tech	2	520	18	40	578	477	1.055	2.300				
66	Reisen & Caravan	4	3.697	424		4.121	1.202	5.323	9.200				
67	Riding, Hunting, Fishing	3	3.376	79	234	3.689	2.704	6.393	13.400				
68	Thüringen-Ausstellung – Regional Consumer Exhil		8.568	228	1.185 2		2.459	12.464	21.000				
69	Thüringer Mediensymposium	2	1.493			1.493	728	2.221	5.100				
70	Essen	0	0.000	4 444		0.000		0.000	00.000				
<u>70</u> ● 71	E – world – energy & water  EQUITANA	9	6.882	7.143		8.326 34.393	10.482	8.326 44.875	20.000 106.100				
72	FIBO	4	23.586	7.143		31.548	3.554	35.102	77.000				
73	HAUS + GARTEN	5	6.676	217		6.893	3.483	10.376	25.400				
74	IFLO	3	5.095	425		5.520	3.178	8.698	18.000				
75	IPM	4	28.700	16.714		45.414	1.429	46.843	106.100				
76	MODE-HEIM-HANDWERK – Reg. Consumer Exhi	bition 9	18.988	1.321		20.309	2.035	22.344	69.000				
77	TOURISM/CAMPING	5	25.907	1.882		27.789	6.389	34.178	89.400				
	Forchheim												
78	ofra – Regional Consumer Exhibition	9	3.099	15	841	3.955	1.279	5.234	8.100				
	Frankfurt/Main												
• 79	Ambiente	5	90.941	95.617		186.558	2.572	189.130	319.700				
80	Art Frankfurt	5	5.727	1.196		6.923	793	7.716	17.900				
● 81 ● 80	Beautyworld	4	9.600	6.376		15.976	675	16.651	37.400				
• 82 83	Christmasworld  European Banking & Insurance Fair	5 3	23.291 6.035	22.693 1.082		45.984 7.117	500 962	46.484 8.079	89.800 18.500				
• 84	Heimtextil	5	48.660	109.429	575	158.664	4.485	163.149	276.200				
• 85	ISH	5	93.855	59.547		4 153.627	1.705	155.332	254.200				
86	lightstyle	4	7.459	2.350	-	9.809	1.610	11.419	25.300				
• 87	Marketing Services	3	9.685	1.163		10.848	753	11.601	28.000				
• 88	Musikmesse	5	20.059	26.619		46.678	6.350	53.028	109.400				
• 89	Paperworld	5	37.078	52.246		89.324	2.680	92.004	153.000				
• 90	ProLight + Sound	4	10.522	11.186	290	21.998	1.800	23.798	46.500				
• 91	Techtextil	3	8.694	12.860	18	21.572	332	21.904	44.400				
• 92	Tendence Lifestyle	5	71.472	64.690		136.162	2.395	138.557	217.100				
00	Freiburg		0.705	400	10.10.1		0.054	04.40=	45 400				
93	Baden Messe incl. Agricultural Exhibition and ecoti	rena 9 9	9.795	423	12.104 6		2.051	24.437	45.100				
94 • 95	CFT – Camping, Leisure, Tourism Intersolar	3	16.449 5.171	1.028	3.920 163 5	<b>21.035</b> 5 <b>6.417</b>	1.201	22.236 6.823	45.000 14.700				
93	Friedrichshafen		3.171	1.020	103 3	0.417	400	0.023	14.700				
• 96	AERO	4	20.992	8.905	16 31	6 <b>30.229</b>	4.995	35.224	56.400				
97	Aqua-Fisch	4	4.930	206	10 01	5.136	1.374	6.510	15.300				
• 98	EUROBIKE	4	15.303	15.373	668 79		2.384	34.519	63.900				
99	HAM RADIO/HAMtronic	3	2.273	708		2.981	1.209	4.190	10.350				
100	IBO – Int. Fair for Consumer and Investment Good	s 9	13.346	1.269	2.400 4	8 <b>17.063</b>	6.926	23.989	61.300				
• 101	INTERBOOT	9	18.065	9.288	2.657 45	6 <b>30.466</b>	2.400	32.866	63.000				
• 102	OutDoor	4	10.647	10.079	91 20	3 <b>21.020</b>	14.337	35.357	56.800				
	Gelnhausen												
103	ÖKO-TRENDS	3	787		482	1.269	891	2.160	3.650				
	Gießen												
104	BAU Expo – Building Exhibition	4	4.434	76	621	5.131	125	5.256	10.100				

<sup>+</sup> Events with changing venues

	Exh	ibito	r Figu	ıres		ditional sented f		Visit	gures	
		Exhib	oitors							nissions see p. 9)
No.	Domestic	Foreign	Total	from countries	Domestic	Foreign	Total	Domestic	Foreign	Total
52	193	1.341	1.534	45				13.497	25.512	39.009*
53	185	1.335	1.520	46				14.413	25.624	40.037*
54	353	437	790	35				26.762	24.507	51.269*
55	401	495	896	36				39.207	32.470	71.677*
56	1.546	2.561	4.107	66				91.501	44.257	135.758*
57	162	158	320	26	0.5	000	051	6.130	5.960	12.090*
<u>58</u> 59	794 466	2.015 352	2.809 818	38 26	25	226	251	23.541 6.261	4.890 9.960	28.431* 16.221*
60	571	240	811	31				0.201	9.900	50.102*
61	162	114	276	24				3.116	2.389	5.505*
62	124	170	294	29				5.856	3.058	8.914*
63	157	1	158	2						5.949*
64	54	1	55	2						16.276*
65	61	2	63	3						993*
66	168	34	202	11	83	15	98			32.358
67	137	5	142	5						19.934*
68	505	8	513	7						51.933*
69	91		91	1						3.252
			<b>.</b>							<u></u> :
70	272	59	331	11				5.914	806	6.720*
71	631	214	845	21				187.323	17.402	204.725*
72 73	292 249	120	412 260	27 6				42.921 50.395	5.251 253	48.172* 50.648*
73	130	15	145	8				6.690	1.134	7.824*
75	753	530	1.283	28				44.718	10.218	54.936*
76	692	54	746	16				190.235	381	190.616*
77	614	189	803	26				104.428	1.055	105.483*
78	143	1	144	2						19.107
79	1.778	3.020	4.798	92				90.336	47.949	138.285*
80	121	31	152	9						6.814
81	192	327	519	30				8.378	3.586	11.964*
82	298	729	1.027	36				15.117	9.036	24.153*
83	163	34	197	15	106	11	117	6.938	419	7.357*
84	590	2.634	3.224	67				51.311	43.910	95.221*
85	1.091	1.289	2.380	51	11	21	32	134.575	44.380	178.955*
86	80	117	197	19				4.827	1.504	6.331*
87	522	972	578	17 47				12.625	1.259	13.884*
<u>88</u> 89	521 566	872 1.832	1.393 2.398	63				59.645 34.393	20.102 31.911	79.747* 66.304*
90	272	355	627	32				12.411	6.802	19.213*
91	329	553	882	42				9.839	9.156	18.995*
92	1.576	2.263	3.839	84				73.307	26.160	99.467*
93	494	16	510	4						87.796
94	242	23	265	14	22	22	44			57.563
95	191	65	256	22						11.926
96	330	152	482	21	71	171	242	35.300	13.525	48.825*
97	115	14	129	8						29.769*
98	264	434	698	30	10	77	87	30.802	12.703	43.505*
99	113	30	143	12	11	49	60	67.050	1 500	14.302*
100	458	122	503	10	78	23	101	67.652	1.522	69.174*
101	399 170	123 322	522 492	17 34	26 11	134 117	160 128	6.330	7.138	104.813 13.468*
102	170	ULL	732	J4	- 11	117	120	0.000	7.100	. 5. 700
103	65		65	1				4.089	89	4.178*
104	284	3	287	2	13		13			16.840
104	204	<u> </u>	201		13		13			10.040

<sup>\*</sup> Visitors Profil Analyses see page 33 ¹) ascertained by representative sampling

	Events 2003			Exhil	oition	Space	e Figu	res (s	q.m.)	
				Re	nted Sp	oace				
		Oura-	Н	alls	-	n Air		— Cassisi	C	C
No.		tion Days)	Domestic	Foreign			Total	Special Shows	Space (net)	Space (gross)
105	MittelhessenSchau – Regional Consumer Exhibition	4	2.505	15	1.002	20	3.542	527	4.069	6.600
106	Travel Market Hessen	3	660	9	174		843	250	1.093	2.350
	Halle									
107	Florian	3	1.950	51	237		2.238	3.714	5.952	8.600
108	Immobilienausstellung Halle	2	337	16			353	142	495	1.200
109	Reisen & Freizeit, Outdoor – Tourism and Leisure Exh		2.225	157			2.382	100	2.482	5.000
110	SaaleBAU – Building Exhibition	3	2.882	8	141		3.031	299	3.330	6.900
111	SaaleMesse – Regional Consumer Exhibition	4	3.072	33	557		3.662	2.193	5.855	13.500
112	Vitalia	3	794	9			803	235	1.038	3.150
	Hamburg									
+• 113	DACH + WAND	4	11.947	1.576	766		14.289	1.468	15.757	35.100
114	DU UND DEINE WELT – Regional Consumer Exhibition		20.737	2.642	1.362	58	24.799	10.639	35.438	67.400
115	hanseboot	9	7.412	10.118	4.665	987	39.171	1.960	41.131	75.000
+ <b>•</b> 116	INTERGEO INTERNORGA	<u> </u>	35.602	912 4.844	1.187	65	8.324 41.698	1.122	9.446	21.000 67.600
• 118	REISEN HAMBURG – Tourism and Caravaning	5	19.726	3.950	378	0.5	24.054	4.164	28.218	62.100
119	USSIFA	3	2.659	24	0,0		2.683	1.101	2.683	3.800
	Hamburg-Harburg									
120	Schaufenster Harburg – Regional Consumer Exhibition	n 4	1.515	18	393		1.926	280	2.206	3.700
	Hannover									
121	ABF	9	28.798	970	80		29.848	4.537	34.385	66.900
• 122	AGRITECHNICA	7	89.825	29.190	1.618	730	121.363	3.438	124.801	194.000
• 123	BIOTECHNICA	3	10.506	3.178			13.684		13.684	29.600
• 124	CeBIT	8	248.709	88.605	9.386	912	347.612	1.773	349.385	428.600
125	Direkt Markt	3	2.362	165			2.527	912	3.439	7.000
• 126	DOMOTEX	4	28.579	53.905			82.484	5.101	87.585	156.900
• 127	HANNOVER MESSE	6	137.674	64.877	610	151	203.312	1.696	205.008	331.300
+●128	IKK	3	11.592	15.322			26.914	786	27.700	60.000
129	Infa – Regional Consumer Exhibition	9	31.398	2.736	294		34.428	37.465	71.893	167.300
• 130	LIGNAplus	5	54.695	67.729	6.343	3.588	132.355	10.358	142.713	230.200
131	Pferd & Jagd – Equestrian Sport, Hunting, Fishing	4	17.555	1.128	51		18.734	8.876	27.610	78.000
400	Heidenheim		0.047	45	0.40		4.070	1 000		40.000
132	KONTAKTA – Regional Consumer Exhibition	9	3.317	15	946		4.278	1.692	5.970	19.000
100	Hof Charles Augstellung Bar Carauman Fubilitian	0	E 004	474	0.100	70	0.000	0.014	10.550	17 200
133	Oberfranken-Ausstellung – Reg. Consumer Exhibition	9	5.984	171	2.106	78	8.339	2.214	10.553	17.300
104	Hofheim-Wallau InNatex – Natural and organic textiles (January)	2	2.056	201			2 447	200	2 027	7 000
134	InNatex – Natural and organic textiles (January)  InNatex – Natural and organic textiles (August)	3	3.056 2.968	391 575			3.447	380 399	3.827	7.000
100	Husum		2.900	373			3.343	399	3.342	7.000
136	Husum Wind	5	8.053	1.997	480	20	10.550	196	10.746	20.100
	Ibbenbüren		0.000	1.007	400		10.000	100	10.740	20.100
137	Blickpunkt Ibbenbüren – Regional Consumer Exhibitio	n Q	3.380		4.037		7.417	800	8.217	12.500
107	Idar-Oberstein	11 0	0.000		4.007		7.417	000	0.217	12.000
138	INTERGEM	4	1.432	112			1.544	337	1.881	3.950
	Ingolstadt		11.102					007		
139	miba – Regional Consumer Exhibition	9	9.749		3.402		13.151	3.811	16.962	26.300
	Jesteburg		00		002			0.01.		
140	Jesteburger Ausstellung – Reg. Consumer Exhibition	10	2.327	33	103		2.463	691	3.154	4.700
	Karlsruhe									
141	Blumen + Garten	4	2.496	70	8		2.574	4.926	7.500	12.950
142	Body Life	4	1.913	49	54		2.016		2.016	8.200
143	HAUS ENERGIE UMWELT	4	2.313	24	97		2.434	202	2.636	5.550
144	HOGAKA	4	5.084	251			5.335	534	5.869	15.000
145	hortec	3	3.655	370	2.981	327	7.333	750	8.083	18.450
146	LEARNTEC	4	5.277	455	30		5.762	500	6.262	17.000
147	Offerta – Regional Consumer Exhibition	9	16.925	1.104			18.029	2.686	20.715	40.000
	Kempten									
148	Allgäuer Festwoche – Regional Consumer Exhibition	9	5.884	403	8.534		14.821	416	15.237	26.000
	Köln									
• 149	Anuga	5	43.909	91.876			135.785	2.922	138.707	286.000

<sup>+</sup> Events with changing venues

(Explanation from	Admissions ons see p. 9) reign
No.         Domestic Foreign         Total countries         Domestic Foreign         Foreign Total Total Foreign         Foreign Total Total Foreign         Foreign Total Total Foreign         Foreign Total Total Total Total Total Foreign         Foreign Total	13.023 2.523 5.024 1.003 13.469
106     69     1     70     2     44     5     49       107     108     2     110     3	2.523 5.024 1.003 13.469
107 108 2 <b>110 3</b>	5.024 1.003 13.469
	1.003 13.469
	1.003 13.469
108 35 1 <b>36 2</b> 1 <b>1</b>	13.469
109 198 10 <b>208 11</b>	7.854
110 220 1 <b>221 2</b> 3 <b>3</b>	
111	12.848
112	2.611
	708 <b>16.906</b>
	271 <b>189.253</b>
	681 <b>122.689</b>
	365 <b>14.842</b> 3 947 <b>101.615</b> 3
	223 <b>101.945</b>
119 99 1 <b>100 2</b>	2.992
119 99 1 100 2	2.552
120 84 1 <b>85 2</b>	3.738
120 04 1 00 2	3.730
121 634 48 <b>682 12</b>	117.711
	697 <b>227.931</b> *
	234 <b>11.759</b> *
124 3.726 2.876 <b>6.602 67</b> 444.442 111.	
125 142 12 <b>154 5</b>	4.700
	076 <b>40.132</b> *
127 3.185 2.969 <b>6.154 60</b> 141.244 51.	976 <b>193.220</b> *
128 262 508 <b>770 42</b> 11.139 9.	489 <b>20.628</b> *
129 1.223 97 <b>1.320 28</b>	242.307
130 851 869 <b>1.720 46</b> 58.174 40.	093 <b>98.267</b> *
131 593 54 <b>647 13</b> 84.796	341 <b>85.137</b> *
132 330 1 <b>331 2</b> 15 <b>15</b>	54.554
133 269 10 <b>279 3</b>	43.505
134 162 34 <b>196 17</b> 1.242	202 <b>1.444</b>
135 167 39 <b>206 17</b> 3 <b>3</b> 991	142 <b>1.133</b>
136 352 108 <b>460 18</b> 11.396 2.	656 <b>14.052</b> *
137     209 <b>209      1</b>	77.804
138 101 10 <b>111 10</b>	2.592*
139 472 <b>472 1</b>	88.867*
140 118 2 <b>120 3</b>	7.596
	536 <b>20.618</b> *
142 72 2 <b>74 3</b>	4.353*
143 124 1 <b>125 2</b>	9.468
	328 <b>12.130</b> *
	558 <b>7.544</b> *
	787 <b>8.745</b> *
147 680 21 <b>701 8</b> 109 5 <b>114</b> 141.075 1.	281 <b>142.356</b> *
148 380 20 400 4	7/ 710+
148 380 20 <b>400 4</b>	74.710*
149 958 4.490 <b>5.448 90</b> 226 364 <b>590</b> 76.393 84.	605 <b>160.998</b> *
555 1.155 <b>51.16 50</b> 22.5 504 550 70.055 64.	

<sup>\*</sup> Visitors Profil Analyses see page 33 ¹) ascertained by representative sampling

		Events 2003		Exhibition Space Figures (sq.m.)										
					Re	nted Sp	oace							
			Dura-		alls	Ope	n Air		-	0	0			
No.		For the complete titles see pp. 83-94	tion (Days)		Foreign			Total	Special Shows	Space (net)	Space (gross)			
• 15	50	Anuga FoodTec	4	26.273	22.492			48.765	260	49.025	92.000			
• 15		ENTSORGA	5	28.512	6.212	3.796	1.475	39.995	1.782	41.777	117.000			
+ 15	52	EXPOPHARM	4	16.392	550			16.942	423	17.365	36.000			
• 15	53	FSB	3	6.630	8.203			14.833	1.545	16.378	40.000			
15	54	h & h	3	4.406	2.085			6.491	400	6.891	14.000			
• 15	55	IDS – International Dental Show	5	25.826	16.511			42.337	278	42.615	92.800			
• 15	6	IFMA Cologne	4	16.861	9.439			26.300	6.529	32.829	74.000			
• 15	57	IMB	5	17.620	20.016			37.636	416	38.052	116.900			
• 15	8	imm cologne	7	91.837	78.207			170.044	6.899	176.943	286.000			
• 15		interzum/decovision	5	24.801	45.765			70.566	2.522	73.088	170.000			
• 16		ISM – International Sweets and Bisquits Fair	4	17.288	31.894			49.182	242	49.424	82.000			
• 16		Kind + Jugend – Spring	3	3.120	1.671			4.791	2.034	6.825	14.000			
• 16		Kind + Jugend – Autumn	3	13.756	15.358			29.114	2.024	31.138	61.300			
16		Kunst Messe Köln / KUNSTKÖLN / Antiquarian Book		8.181	930			9.111	1.594	10.705	38.100			
• 16		Philatelia and MünzExpo	3	1.639	383			2.022	2.350	4.372	8.000			
• 16 16		PRACTICAL WORLD  INTERNATIONAL TRAVEL MARKET Cologne	3	48.854 5.402	1.685			7.087	2.934	7.602	226.000			
16		SOLARIA	3	6.461	1.997			8.458	150	8.608	35.000 18.200			
• 16		spoga/gafa	3	48.753	74.547			123.300		128.334	260.200			
- 10	00	Landshut		40.733	74.547			123.300	3.034	120.334	200.200			
16	20		on 0	14.168	700	6.746		21.702	0 000	20 524	41 500			
16	9	Niederbayern-Schau – Regional Consumer Exhibiti	on 9	14.100	788	0.740		21.702	8.832	30.534	41.500			
<b>a</b> 4=	70	Leipzig	0	00.050	05 574			E4.007	0.000	00.000	101 700			
<u>• 17</u>		AUTO MOBIL INTERNATIONAL/AMITEC	9 4	29.056 12.980	25.571			54.627 13.935	6.033	60.660	121.700			
17		Baufach – Construction Trade Fair  CADEAUX – March	3	10.488	955 423			10.911	1.882	15.817 11.586	28.500 30.800			
17		CADEAUX – March  CADEAUX – September/Comfortex	3	15.780	935			16.715	1.063	17.778	46.200			
17		enertec	4	2.803	933			2.900	684	3.584	11.900			
17		Fachdental Leipzig	2	3.683	246			3.929	325	4.254	10.000			
17		FleiFa	2	3.867	51			3.918	1.246	5.164	10.000			
17		GÄSTE – Restaurant, Hotel and Catering Business		10.245	223			10.468	3.908	14.376	30.800			
17		Home - Garden - Leisure / Central German handicrafts		21.296	1.373			22.669	5.956	28.625	64.300			
17	79	Immobilienmesse – The Residential Fair	3	1.082	16			1.098	270	1.368	5.000			
18	30	Leipzig Book Fair	4	9.167	1.249			10.416	6.650	17.066	39.600			
18	31	MIDORA	3	2.872	441			3.313	123	3.436	10.000			
18	32	MODELL & HOBBY	3	8.258	299			8.557	13.347	21.904	51.700			
18	33	Pflegemesse – Hospital and Home Care	3	4.548	30			4.578	555	5.133	12.000			
18	34	REALLOCATION	3	873	307			1.180	9	1.189	3.500			
• 18	35	TerraTec	4	5.700	423			6.123	503	6.626	20.200			
18	36	therapie	3	1.319	28			1.347	280	1.627	5.000			
18	37	Touristik & Caravaning	5	17.049	3.354			20.403	2.525	22.928	47.000			
18	38	Z – The Subcontracting Fair	3	3.207	1.031			4.238	500	4.738	13.000			
		Lingen (Ems)												
18	39	Emsland-Schau Lingen – Regional Consumer Exhi	oition9	3.855		2.741		6.596	300	6.896	13.200			
		Lörrach												
19	90	REGIO – Regional Consumer Exhibition	10	7.438	196	1.688	96	9.418	1.482	10.900	25.000			
		Lübeck												
19	91	Handel & Hanse – Regional Consumer Exhibition	9	3.250	273	2.130	24	5.677	1.142	6.819	11.200			
		Magdeburg												
19	92	Immobilienausstellung Magdeburg	2	426		18		444	104	548	1.000			
19	93	LBA – Building Trade Exhibition	3	1.783		174		1.957	260	2.217	7.750			
19	94	LEBEN - Regional Consumer Exhibition	4	3.086	60	302		3.448	792	4.240	9.650			
19	95	MAGDEBOOT	4	3.733	120	38		3.891	2.860	6.751	10.550			
19	96	PERSPEKTIVEN	3	1.944		119		2.063	490	2.553	6.700			
		Mainz												
19	97	Rheinland-Pfalz-Ausstellung – Reg. Consumer Exhib	ition 9	13.818	872	2.886	53	17.629	2.277	19.906	31.650			
		Mannheim												
19	98	MANNHEIMER MAIMARKT	11	35.340	2.575	33.739	169	71.823	4.787	76.610	182.000			
_		München												
19	99_	acqua alta	4	1.472	559	88		2.119		2.119	10.000			
• 20	00	BAU	6	82.981	20.723			103.704	522	104.226	160.600			
		C-B-R – Caravaning, Watersport, Tourism									78.500			

<sup>+</sup> Events with changing venues

	Exh	ibito	r Figu	ıres		dditional sented f		Visit	Visitor Figu			
		Exhil	oitors						Number of Adm (Explanations s			
No.	Domestic	Foreign	Total	from countries	Domestic	Foreign	Total	Domestic	Foreign	Total		
150	576	485	1.061	44	15	39	54	15.956	18.577	34.533*		
151	631	206	837	23	116	26	142	38.052	10.314	48.366*		
152	315	29	344	16	30	5	35	23.955	1.998	25.953		
153	141	223	364	36	19	63	82	6.297	7.386	13.683*		
154 155	75 531	77 706	152 1.237	17 49	9 50	99	16 149	5.875 47.166	1.556	7.431 62.726*		
156	280	327	607	36	63	35	98	26.917	3.769	30.686*		
157	202	424	626	39	14	52	66	9.989	14.380	24.369*		
158	465	840	1.305	51	40	24	64	97.575	35.854	133.429*		
159	336	999	1.335	52	35	132	167	17.789	36.081	53.870		
160	243	1.092	1.335	74	25	111	136	13.652	19.300	32.952*		
161	77	69	146	20	1		1	1.902	1.677	3.579*		
162	154	303	457	33	8	17	25	4.072	6.699	10.771*		
163 164	227 114	27 41	254 155	10 28		1	1			24.602 8.338		
165	784	2.632	3.416	59	90	199	289	27.576	31.549	59.125		
166	475	195	670	37	1	234	235			24.788		
167	78	36	114	17	24	14	38	5.469	2.513	7.982*		
168	549	1.520	2.069	59	39	121	160	21.642	21.792	43.434*		
169	557	12	569	5	84	3	87			116.309		
170	338	44	382	16	9		9	260.161	4.499	264.660*		
171	423	57	480	11	62	2	64	25.095	565	25.660*		
172	399	18	417	13	1		1			8.583*		
173	555	39	594	14	1		1	11.809	253	12.062*		
174	153	17	170	10	4	1	5	8.554	498	9.052*		
175 176	179 162	22 4	201 166	12 4	9	19	20 9			5.262 4.195		
177	357	9	366	6	5	1	6	22.828	853	23.681*		
178	858	46	904	15	44		44	157.312	791	158.103*		
179	74	1	75	2	1		1			3.817		
180	1.410	459	1.869	28	7	1	8	83.015	2.391	85.406*		
181	107	38	145	21				2.463	66	2.529*		
182	362	19	381	14	2	4	6	92.784	466	93.250*		
183 184	223 62	4 52	227 114	13	5		5	12.837 603	39 167	12.876* 770*		
185	271	75	346		4		4	003	107	12.899*		
186	103	1	104				5	5.899	72	5.971*		
187	661	284	945	52						82.467*		
188	292	124	416	18	21		21	2.926	301	3.227*		
189	198		198	1						80.995		
190	373	21	394	5	44	3	47			64.998*		
191	193	4	197	5						21.373		
192	33		33	1						1.277		
193	108		108	1	1		1			4.298		
194	153	4	157	5	37		37			10.978*		
195	93	7	100		15		15			14.127*		
196	103		103	1	8		8			7.618*		
197	675	29	704	12						80.453*		
198	1.407	75	1.482	18						402.369*		
199	74	30	104	11				2.019	493	2.512*		
200	1.242	484	1.726	39		1	1	152.697	26.946	179.643*		
201	662	554	1.216	63	10	18	28			152.842*		

<sup>\*</sup> Visitors Profil Analyses see page 33 ¹) ascertained by representative sampling

	Events 2003		Exhibition Space Figures (sq.m.)							
				Re	nted Sp	расе				
		Dura- tion	H	alls	Ope	n Air		– Special	Space	Space
No.	For the complete titles see pp. 83-94	(Days)	Domestic	Foreign	Domestic	Foreign	Total	Shows	(net)	(gross)
• 202	ceramitec	5	12.928	19.723			32.651		32.651	57.500
203	EXPO REAL	3	17.737	3.057			20.794	2.236	23.030	38.000
204	FAIRWAY	2	2.073	477			2.550	590	3.140	6.650
205	FIBERCOMM	3	1.070	225			1.295	4.470	1.295	6.250
206	Garten München GOLF EUROPE	3	3.339	379 5.226			3.718 9.716	1.472	5.190 10.898	10.000
207	HEIM + HANDWERK / Int. Model Railways Exh.	9	4.490 38.380	5.790			44.170	1.182 5.727	49.897	22.000 88.000
<ul><li>200</li><li>209</li></ul>	I.H.M.	7	46.348	8.679			55.027	7.335	62.362	120.300
210	IMMOFAIR	2	1.525	540			2.065	600	2.665	6.700
• 211	inhorgenta Europe	4	31.429	5.865			37.294	561	37.855	69.500
• 212	ispo – Winter	4	30.221	53.865			84.086	9.640	93.726	151.000
• 213	ispo – Summer	3	19.964	22.748	96		42.808	8.270	51.078	89.100
214	Jagen, Fischen, Sportschützen	5	6.396	964			7.360	6.946	14.306	30.250
<b>215</b>	LASER	4	10.834	3.866			14.700	617	15.317	26.750
216	MATERIALICA/ForCars	3	2.667	638			3.305	280	3.585	11.000
• 217	Productronica	4	39.226	15.147			54.373		54.373	121.000
• 218	SYSTEMS	5	25.313	1.610			26.923	720	27.643	77.000
• 219	transport logistic	5	25.219	9.052	3.420	1.096	38.787		38.787	69.100
000	Münster	_	4 570	400			4 = 44	100	4.044	
220	Antiques Exhibition	5	1.572	169			1.741	100	1.841	6.000
004	Nürnberg	0	00.070	4 404			07.040	440	07.000	E4 000
221	Altenpflege + HealthCare	3	26.078	1.164			27.242	440	27.682	51.200
222	Bildungsmesse BIO FACH	5 4	22.072 14.626	896 14.645			22.968	2.886	25.854 31.574	57.600 66.200
224	BRAU / Beviale	3	25.894	14.366			40.260	2.303	40.260	77.000
225	CONSUMENTA	9	30.370	3.203	100		33.673	15.305	48.978	88.600
226	ELTEC	3	11.482	48	45		11.575	1.237	12.812	28.000
227	embedded world	3	6.759	1.046			7.805		7.805	16.000
228	e-procure	9	1.893	52			1.945	322	2.267	5.100
• 229	EUROPEAN COATINGS SHOW	3	12.064	8.408			20.472	264	20.736	40.000
230	FachPack/Print Pack/LogIntern	3	34.492	4.394			38.886	217	39.103	71.500
231	FREIZEIT, GARTEN + TOURISTIK / Car Show	9	26.084	1.996			28.080	6.202	34.282	61.600
• 232	HOLZ-HANDWERK	4	22.300	3.697			25.997	410	26.407	43.900
233	HOGA Nürnberg	4	14.868	696			15.564	2.837	18.401	39.100
234	IMA	4	7.213	781			7.994	264	8.258	12.900
235	IWA DECALE	4	10.090	15.296	1 000	115	25.386	658	26.044	46.400
236	RESALE SMT/Packaging/HYBRID	3	5.449 9.054	2.246 1.919	1.929	145	9.769	155	9.769 11.428	21.900 24.750
<ul><li>237</li><li>238</li></ul>	Spielwarenmesse – International Toy Fair	6	55.763	47.754			103.517	455 200	103.717	155.000
239	SPS/IPC/DRIVES	3	28.138	1.812			29.950	341	30.291	53.000
<ul><li>240</li></ul>	Stone+tec	4	21.706	22.825			44.531	553	45.084	81.900
	Offenbach	•							10.00	0.1.000
• 241	I.L.M. Essentials – Int. Leather Goods Fair	3	8.216	1.744			9.960	850	10.810	18.000
• 242	I.L.M. Summer Styles – Int. Leather Goods Fair	4	8.901	2.079			10.980	850	11.830	18.000
243	I.L.M. Winter Styles – Int. Leather Goods Fair	3	8.682	1.765			10.447	850	11.297	18.000
244	Werkstätten Messe – Sheltered Workshop Fair	4	2.583	45			2.628		2.628	6.000
	Offenburg									
245	Badische Weinmesse – Wine Exhibition	2	1.847				1.847	947	2.794	5.950
246	OBERRHEIN-MESSE – Regional Consumer Exhibit	ion 9	10.220	990	11.489	264	22.963	4.494	27.457	58.200
	Paderborn									
247	PaderBau – Building Exhibition	4	1.085		378		1.463	242	1.705	2.900
	Pforzheim									
248	publika - Regional Consumer Exhibition	4	4.449	49	2.604	40	7.142	818	7.960	22.000
	Pirmasens						<del></del>			
249	Bau mit! – Building Exhibition	3	2.736	16	221		2.973	582	3.555	6.100
250	plw – leather and more	2	2.379	382			2.761	1.250	4.011	6.800
	Rendsburg									
251	Flore	0			1.054		1 05/	1 005	2 500	E 200

NORD-HAUS - Building Exhibition

NORLA + NORKOFA

Schwerin

1.954

57

78 18.376

1.954

22.787

577

486

1.635

32

22.617

3.589

45.404

609

5.300

63.400

1.150

2

4

3

3.847

520

251

252

253

Flora

<sup>+</sup> Events with changing venues

	Exh	ibito	r Figu	ıres		dditional sented f		Visit	gures				
		Exhib	oitors	<b></b>					Number of Adm (Explanations s				
No.	Domestic	Foreign	Total	from countries	Domestic	Foreign	Total	Domestic	Foreign	Total			
202	274	491	765	40				8.433	15.660	24.093*			
203	1.028	253	1.281	29	9	5	14	20.401	4.178	24.579*			
204 205	89 75	27 35	116 110	11 16	1	13	14	7.492	450 4.034	1.855 11.526¹)			
206	145	14	159	7	1	10	1	48.711	872	49.583*			
207	127	190	317	26				2.902	2.393	5.295			
208	1.095	207	1.302	29	153	23	176			188.511			
209	1.358	512	1.870	46				198.758	6.952	205.710*			
210	115	38	153	13				04.457	0.044	4.694*			
211 212	847 348	1.120	1.209	37 43				21.457 18.095	8.344 26.416	29.801* 44.511*			
213	225	810	1.035	41				11.568	14.138	25.706*			
214	264	59	323	20						45.544*			
215	432	361	793	35	6	53	59	13.318	7.172	20.490*1)			
216	176	56	232	13				4.680	959	5.639*			
217	949	526	1.475	27	13	56	69	26.483	16.231	42.714*			
218 219	1.104 757	198 436	1.302	33 43				66.765 31.085	5.025 9.020	71.790* 40.105*			
219	737	430	1.193	43				31.003	9.020	40.105			
220	62	7	69	4						6.375			
221	768	45	813	15				37.363	1.037	38.400*			
222	645	43	688	13				48.801	996	49.797*			
223	668	1.277	1.945	62				19.653	10.099	29.752*			
224	895	525	1.420	37				28.810	9.098	37.908*			
225	808	82 11	890	17 8				10.064	202	214.209*			
226 227	306 255	98	317 353	24				13.864 7.877	283 924	14.147* 8.801*			
228	124	6	130	4				2.705	100	2.805*			
229	318	328	646	32				7.887	8.342	16.229*			
230	952	176	1.128	25				26.349	3.462	29.811*			
231	529	123	652	15						163.616*			
232	470	84	554	10				37.586	1.566	39.152*			
233	405	31	436	7				F 1F0	475	35.643* 5.631*			
234	81 262	704	103 966	12 46	5	6	11	5.156 11.993	475 15.016	27.009			
236	289	111	400	20	75	47	122	3.057	6.655	9.712*			
237	357	122	479	20	12	88	100	16.896	5.953	22.849			
238	1.089	1.583	2.672	62	18	26	44	38.530	35.570	74.100			
239	807	115	922	23	14	47	61	25.145	2.497	27.642			
240	393	778	1.171	55				28.867	11.394	40.261*			
241 242	124	86	210	15 17				2.965	849 1.357	3.814			
243	142 129	66 56	208 185	12				4.336 3.173	899	5.693 4.072			
244	124	6	130	4				6.454	80	6.534			
245	123		123	1	2	4	6			2.579*			
246	543	62	605	20	64	13	77			91.074*			
247	71		71	1						5.474			
248	249	3	252	2	37		37			23.117*			
0.40	101		400	^	10		10			E 504			
249 250	131 78	68	132 146	10	16		16	374	62	5.591 436			
	70	00	140	10				0/4	UZ	+30			
251	63		63	1						5.191			
252	287	6	293	5	35	11	46			48.678			
253	37		37	1						1.484			

<sup>\*</sup> Visitors Profil Analyses see page 33 ¹) ascertained by representative sampling

		Events 2003	Exhibition Space Figures (sq.m.)											
					Re	nted Sp	ace							
			Dura- tion	Ha	ılls	Ope	n Air		– Cnasial	Cnasa	Cnasa			
No	<u>.                                    </u>	For the complete titles see pp. 83–94	(Days)	Domestic	Foreign	Domestic	Foreign	Total	Special Shows	Space (net)	Space (gross)			
		Stuttgart												
2	254	CAT PRO	4	2.374	1.147			3.521	1.277	4.798	10.700			
• 2	255	CMT / Caravaning – Motoring – Tourism	9	30.985	2.160			33.145	4.124	37.269	58.000			
	256	eltefa	3	16.250	179			16.429	750	17.179	44.500			
2	257	FACHDENTAL SÜDWEST	2	3.562	408			3.970	297	4.267	10.700			
2	258	Family & Home / Tierwelt / Int. Mineralien- und Fossilienbör	se 9	15.238	1.219	84	36	16.577	10.456	27.033	53.700			
2	259	fgm, windows - glass - metal construction	3	3.520	645			4.165	1.032	5.197	14.300			
2	260	GARTEN Indoor Outdoor Ambiente / Haus&Holz + Selbstbau / Wellviv	/a 4	7.785	538	40		8.363	5.448	13.811	36.700			
2	261	hobby + elektronik	4	5.322	73			5.395	735	6.130	16.100			
2	262	invest	3	2.751	340			3.091	1.110	4.201	10.700			
2	263	ISA/IWB/Int. Münzenmesse/Weltantik/Mineralien- u. Fossilienbörse	3	5.767	928			6.695	2.107	8.802	37.800			
2	264	LWH - Agricultural Trade show	9	5.782	86	22.551	1.214	29.633	16.152	45.785	85.400			
2	265	Medizin/rescue	3	4.131	77			4.208	1.001	5.209	20.000			
2	266	Modellbahn Süd – Exhibition for model railways	4	1.136	12			1.148	3.858	5.006	10.700			
2	267	Modellbau Süd – Exhibition for model construction	4	2.210	93			2.303	6.751	9.054	18.600			
• 2	268	R+T	5	18.193	16.247	181	77	34.698	420	35.118	56.500			
2	269	Raumobjekte / Blickfang – Interior and Fashion	3	1.241	97			1.338	110	1.448	4.400			
2	270	Süddeutsche Spielemesse – Games, Toys, Handicraf	fts 4	2.580	133			2.713	987	3.700	9.600			
2	271	SÜFFA	3	8.998	239			9.237	2.748	11.985	23.300			
2	272	VISION	3	3.462	1.244			4.706	179	4.885	12.900			
		Villingen-Schwenningen												
2	273	Südwest-Messe – Regional Consumer Exhibition	9	14.243	516	17.533	116	32.408	1.030	33.438	55.100			
		Wächtersbach												
2	274	Messe Wächtersbach - Regional Consumer Exhibition	n 9	6.518	504	6.375	60	13.457	4.048	17.505	28.350			
		Wiesbaden												
2	275	MeasComp	3	2.691	177			2.868	230	3.098	8.250			
		Würzburg												
2	276	Mainfranken-Messe – Regional Consumer Exhibition	9	11.881	953	4.972	48	17.854	3.532	21.386	37.150			
		Transfer Moode Transfer Container Extraction							0.002					
		Hong Kong												
• 2	277	electronicAsia	4	2.661	3.759			6.420		6.420	12.250			
• 2	278	Electronics Fair (Autumn)	4	20.190	9.326			29.516		29.516	54.750			
	279	Fashion Week (Fall/Winter)	4	7.606	5.280			12.886		12.886	25.300			
• 2	280	Houseware Fair / Gifts & Premium Fair (Summer)	4	22.104	12.929			35.033		35.033	66.700			
• 2	281	Houseware Fair / Gifts & Premium Fair (Autumn)	4	4.116	707			4.823		4.823	12.650			
	282	International Lighting Fair	4	4.638	6.510			11.148		11.148	22.400			
• 2	283	Jewellery Show	4	15.539	5.999			21.538		21.538	41.950			
• 2	284	Optical Fair	3	4.554	4.902			9.456		9.456	18.400			
• 2	285	Toys and Games Fair	4	16.240	9.542			25.782		25.782	49.100			
• 2	286	Watch and Clock Fair	5	13.315	1.866			15.181		15.181	29.100			
		Verona												
2	287	ABITARE IL TEMPO	5	25.333	3.970			29.303	6.579	35.882	83.200			
	288	ACQUACOLTURA	3	1.065	611	4		1.680	171	1.851	8.100			
	289	BUS & BUS Business	5	14.675	3.106	933	240	18.954	4.500	23.454	34.700			
	290	Eurocarne	4	19.470	615	82		20.167	837	21.004	58.000			
	291	FIERAGRICOLA	4	24.067	1.319			25.386	7.109	32.495	94.200			
	292	MARMOMACC	4	35.617	12.103	10.429	2.527	60.676	1.407	62.083	117.500			
	293	Vinitaly/SOL/Enolitech	5	69.906	2.950	400	112	73.368	4.555	77.923	137.000			

	Exh	ibito	· Figu	ıres		lditional sented f		Visitor Figures			
		Exhib	itors						er of Adn		
No.	Domestic	Foreign	Total	from countries	Domestic	Foreign	Total	Domestic	Foreign	Total	
254	155	22	177	12	20	1	21	4.865	150	5.015	
255	907	391	1.298	82	18	1	19	1.000	100	174.993*	
256	355	10	365	7	21	3	24	23.175	232	23.407*	
257	162	31	193	14	3	22	25	8.166	167	8.333	
258	776	107	883	25						75.015	
259	120	22	142	12	2		2	2.761	208	2.969	
260	362	26	388	6	11	3	14			36.083	
261	179	7	186	4						80.265¹)	
262	103	22	125	7	2		2			6.954	
263	678	143	821	33						33.055	
264	477	16	493	5	57	19	76			153.256	
265	267	9	276	6	26	1	27			14.383	
266	54	1	55	2						37.224¹)	
267	99	4	103	5	3		3			56.714¹)	
268	236	294	530	35	2	7	9	26.164	23.202	49.366*	
269	115	10	125	2						8.161	
270	134	7	141	6	6	2	8			50.993¹)	
271	229	13	242	7	7	3	10	10.482	552	11.034*	
272	120	58	178	18	11	18	29	3.106	777	3.883*	
273	638	18	656	7	198	40	238			100.034*	
274	406	34	440	12						73.855*	
275	171	18	189	11	28	45	73	5.495	295	5.790*	
276	526	18	544	6						127.043*	
277	213	339	552	13				14.576	14.046	28.622	
278	1.264	686	1.950	22				21.877	26.414	48.291	
279	509	411	920	22				12.518	11.188	23.706	
280	2.355	1.435	3.790	31				38.311	24.054	62.365	
281	393	75	468	14				12.047	1.288	13.335	
282	267	478	745	22				7.853	10.573	18.426	
283	743	443	1.186					10.506	9.639	20.145	
284	165	262	427	18				2.650	4.974	7.624	
285	1.001	701	1.702	33				15.293	13.140	28.433	
286	613	107	720	13				9.267	5.870	15.137	
287	486	101	587	24				43.260	6.162	49.422*	
288	36	24	60	12	1	4	5	1.855	627	2.482	
289	133	17	150	9	21	27	48	12.438	433	12.871	
290	325	20	345	8	31	103	134	14.682	1.547	16.229	
291	470	39	509	23	43	31	74	74.497	6.665	81.162*	
292	789	431	1.220	47	73	91	164	37.166	19.102	56.268	
293	3.360	166	3.526	30	853	110	963	105.033	23.434	128.467	
		·		· <u> </u>	· -					_	

<sup>\*</sup> Visitors Profil Analyses see page 33 ¹) ascertained by representative sampling

		Events 2003		Exhibition Space Figures (sq.m.)									
					Rei	nted Sp	асе						
			Dura- tion	H	alls	Oper	n Air		– Special	Space	Space		
N	lo.	For the complete titles see pp. 83-94	(Days)	Domestic	Foreign	Domestic	Foreign	Total	Shows	(net)	(gross)		
		A MULTI-INDUSTRY FAIRS											
		Al Investment and Consumer G	oods	Fairs									
•	209	I.H.M., München	7	46.348	8.679			55.027	7.335	62.362	120.300		
		All Investment Goods Fairs											
•	127	HANNOVER MESSE, Hannover	6	137.674	64.877	610	151	203.312	1.696	205.008	331.300		
		AllI Consumer Goods Fairs											
•	79	Ambiente, Frankfurt/Main	5	90.941	95.617			186.558		189.130	319.700		
•	92	Tendence Lifestyle, Frankfurt/Main	5	71.472	64.690			136.162	2.395	138.557	217.100		
		B SPECIALIZED FAIRS AND EX									_		
_		BI Agriculture, Forestry, Fishery,				ire, Land	dscapir	_	-	-			
•	11	FRUIT LOGISTICA, Berlin	3	6.232	10.555			16.787	370	17.157	29.700		
	75	IPM, Essen	4	28.700	16.714	10.104	64	45.414	1.429	46.843	106.100 45.100		
	93 97	Baden Messe incl. Agricultural Exhibition and ecotrend, Freib Aqua-Fisch, Friedrichshafen	ourg 9 4	9.795 4.930	423 206	12.104	64	22.386 5.136	2.051 1.374	24.437 6.510	15.300		
	122	AGRITECHNICA. Hannover	7	89.825	29.190	1.618	730	121.363		124.801	194.000		
_	125	Direkt Markt, Hannover	3	2.362	165	1.010	700	2.527	912	3.439	7.000		
	145	hortec, Karlsruhe	3	3.655	370	2.981	327	7.333	750	8.083	18.450		
	252	NORLA + NORKOFA, Rendsburg	4	3.847	78	18.376	486	22.787	22.617	45.404	63.400		
	264	LWH – Agricultural Trade Show, Stuttgart	9	5.782	86	22.551	1.214	29.633	16.152	45.785	85.400		
		BII Food, Drink and Tobacco, Re	staura	nt and	Hotel Ti	rade, Ca	tering,	and th	eir equ	ipment			
•	16	International Green Week, Berlin	10	37.016	14.403	,	0,	51.419	9.806	61.225	114.000		
	17	International Hotel & Gastro, Berlin	4	3.739	268			4.007	882	4.889	9.800		
•	35	Inter-tabac, Dortmund	3	5.236	561			5.797		5.797	14.800		
+	55	iba, Düsseldorf	7	31.851	35.148	18		67.017	2.646	69.663	118.600		
	58	ProWein, Düsseldorf	3	17.796	17.893			35.689	1.444	37.133	73.100		
•	117	INTERNORGA, Hamburg	6	35.602	4.844	1.187	65	41.698	1.337	43.035	67.600		
	144	HOGAKA, Karlsruhe	4	5.084	251			5.335	534	5.869	15.000		
•	149	Anuga, Köln	5	43.909	91.876			135.785	2.922	138.707	286.000		
-	150 160	Anuga FoodTec, Köln  ISM – International Sweets and Biscuits Fair, Köln	4	26.273 17.288	22.492 31.894			48.765 49.182	260 242	49.025 49.424	92.000 82.000		
_	176	FleiFa, Leipzig	2	3.867	51.694			3.918	1.246	5.164	10.000		
-	177	GÄSTE, Leipzig	4	10.245	223			10.468	3.908	14.376	30.800		
	224	BRAU / Beviale, Nürnberg	3	25.894	14.366			40.260	0.000	40.260	77.000		
	233	HOGA, Nürnberg	4	14.868	696			15.564	2.837	18.401	39.100		
-	245	Badische Weinmesse, Offenburg	2	1.847				1.847	947	2.794	5.950		
	271	SÜFFA, Stuttgart	3	8.998	239			9.237	2.748	11.985	23.300		
		BIII Textiles, Clothing, Shoes, Lea	ather (	Goods,	Jewelry	, and th	eir equ	ipment	t				
•	52	GDS International Shoe Fair - Spring, Düsseldorf	4	21.371	59.829			81.200	4.508	85.708	170.000		
	53	GDS International Shoe Fair - Autumn, Düsseldorf	4	21.909	56.137			78.046	4.489	82.535	170.000		
•	84	Heimtextil, Frankfurt/Main	5	48.660	109.429	575		158.664	4.485	163.149	276.200		
•	91	Techtextil, Frankfurt/Main	3	8.694	12.860	18		21.572	332	21.904	44.400		
	119	USSIFA, Hamburg	3	2.659	24			2.683		2.683	3.800		
	134	InNatex (January), Hofheim-Wallau	3	3.056	391			3.447	380	3.827	7.000		
	135	InNatex (August), Hofheim-Wallau	3	2.968	575			3.543	399	3.942	7.000		
	100	INITED CEM Idox Charatain	A	4 400	440					1.881	3.950		
	138	INTERGEM, Idar-Oberstein	4	1.432	112			1.544	337		116 000		
•	157	IMB, Köln	5	17.620	20.016			37.636	416	38.052	116.900		
•	157 161	IMB, Köln Kind + Jugend – Spring, Köln	5 3	17.620 3.120	20.016 1.671			37.636 4.791	416 2.034	38.052 6.825	14.000		
•	157 161 162	IMB, Köln Kind + Jugend – Spring, Köln Kind + Jugend – Autumn, Köln	5	17.620 3.120 13.756	20.016 1.671 15.358			37.636 4.791 29.114	416 2.034 2.024	38.052 6.825 31.138	14.000 61.300		
•	157 161	IMB, Köln Kind + Jugend – Spring, Köln	5 3 3	17.620 3.120	20.016 1.671			37.636 4.791	416 2.034	38.052 6.825	14.000		
•	157 161 162 181	IMB, Köln Kind + Jugend – Spring, Köln Kind + Jugend – Autumn, Köln MIDORA, Leipzig	5 3 3 3	17.620 3.120 13.756 2.872	20.016 1.671 15.358 441			37.636 4.791 29.114 3.313	2.034 2.024 123	38.052 6.825 31.138 3.436	14.000 61.300 10.000		
• • • •	157 161 162 181 211	IMB, Köln Kind + Jugend – Spring, Köln Kind + Jugend – Autumn, Köln MIDORA, Leipzig inhorgenta Europe, München	5 3 3 3 4	17.620 3.120 13.756 2.872 31.429	20.016 1.671 15.358 441 5.865			37.636 4.791 29.114 3.313 37.294	416 2.034 2.024 123 561	38.052 6.825 31.138 3.436 37.855	14.000 61.300 10.000 69.500 18.000		
• • • •	157 161 162 181 211 241	IMB, Köln Kind + Jugend – Spring, Köln Kind + Jugend – Autumn, Köln MIDORA, Leipzig inhorgenta Europe, München I.L.M. Essentials, Offenbach	5 3 3 3 4 3	17.620 3.120 13.756 2.872 31.429 8.216	20.016 1.671 15.358 441 5.865 1.744			37.636 4.791 29.114 3.313 37.294 9.960	416 2.034 2.024 123 561 850	38.052 6.825 31.138 3.436 37.855 10.810	14.000 61.300 10.000 69.500		
•	157 161 162 181 211 241 242	IMB, Köln  Kind + Jugend – Spring, Köln  Kind + Jugend – Autumn, Köln  MIDORA, Leipzig inhorgenta Europe, München  I.L.M. Essentials, Offenbach  I.L.M. Summer Styles, Offenbach  I.L.M. Winter Styles, Offenbach  plw – leather and more, Pirmasens	5 3 3 4 3 4 3 2	17.620 3.120 13.756 2.872 31.429 8.216 8.901 8.682 2.379	20.016 1.671 15.358 441 5.865 1.744 2.079 1.765 382			37.636 4.791 29.114 3.313 37.294 9.960 10.980	416 2.034 2.024 123 561 850 850	38.052 6.825 31.138 3.436 37.855 10.810 11.830	14.000 61.300 10.000 69.500 18.000		
•	157 161 162 181 211 241 242 243	IMB, Köln  Kind + Jugend – Spring, Köln  Kind + Jugend – Autumn, Köln  MIDORA, Leipzig inhorgenta Europe, München  I.L.M. Essentials, Offenbach  I.L.M. Summer Styles, Offenbach  I.L.M. Winter Styles, Offenbach	5 3 3 4 3 4 3 2	17.620 3.120 13.756 2.872 31.429 8.216 8.901 8.682 2.379	20.016 1.671 15.358 441 5.865 1.744 2.079 1.765 382	uipmen	t	37.636 4.791 29.114 3.313 37.294 9.960 10.980 10.447	416 2.034 2.024 123 561 850 850	38.052 6.825 31.138 3.436 37.855 10.810 11.830 11.297	14.000 61.300 10.000 69.500 18.000 18.000		
•	157 161 162 181 211 241 242 243	IMB, Köln  Kind + Jugend – Spring, Köln  Kind + Jugend – Autumn, Köln  MIDORA, Leipzig inhorgenta Europe, München  I.L.M. Essentials, Offenbach  I.L.M. Summer Styles, Offenbach  I.L.M. Winter Styles, Offenbach  plw – leather and more, Pirmasens	5 3 3 4 3 4 3 2	17.620 3.120 13.756 2.872 31.429 8.216 8.901 8.682 2.379 on, and 5.820	20.016 1.671 15.358 441 5.865 1.744 2.079 1.765 382	uipmen	t	37.636 4.791 29.114 3.313 37.294 9.960 10.980 10.447	416 2.034 2.024 123 561 850 850	38.052 6.825 31.138 3.436 37.855 10.810 11.830 11.297	14.000 61.300 10.000 69.500 18.000 18.000 6.800		
•	157 161 162 181 211 241 242 243 250	IMB, Köln  Kind + Jugend – Spring, Köln  Kind + Jugend – Autumn, Köln  MIDORA, Leipzig inhorgenta Europe, München I.L.M. Essentials, Offenbach I.L.M. Summer Styles, Offenbach I.L.M. Winter Styles, Offenbach plw – leather and more, Pirmasens  BIV Building, Completion and Ex Interlift, Augsburg  Build IT, Berlin	5 3 3 4 3 4 3 2 <b>tensic</b> 4	17.620 3.120 13.756 2.872 31.429 8.216 8.901 8.682 2.379 on, and 5.820 825	20.016 1.671 15.358 441 5.865 1.744 2.079 1.765 382 <b>their eq</b> 6.644 31		t	37.636 4.791 29.114 3.313 37.294 9.960 10.980 10.447 2.761	416 2.034 2.024 123 561 850 850 850 1.250 788 503	38.052 6.825 31.138 3.436 37.855 10.810 11.830 11.297 4.011 13.252 1.359	14.000 61.300 10.000 69.500 18.000 18.000 6.800 26.800		
•	157 161 162 181 211 241 242 243 250 2 8 42	IMB, Köln  Kind + Jugend – Spring, Köln  Kind + Jugend – Autumn, Köln  MIDORA, Leipzig inhorgenta Europe, München I.L.M. Essentials, Offenbach I.L.M. Summer Styles, Offenbach I.L.M. Winter Styles, Offenbach plw – leather and more, Pirmasens  BIV Building, Completion and Ex Interlift, Augsburg  Build IT, Berlin  HAUS – Building Exhibition, Dresden	5 3 3 4 3 4 3 2 <b>tensic</b> 4 4	17.620 3.120 13.756 2.872 31.429 8.216 8.901 8.682 2.379 <b>on, and</b> 5.820 825 8.315	20.016 1.671 15.358 441 5.865 1.744 2.079 1.765 382 <b>their eq</b> 6.644	uipmen 378	t	37.636 4.791 29.114 3.313 37.294 9.960 10.980 10.447 2.761 12.464 856 8.750	416 2.034 2.024 123 561 850 850 1.250 788 503 485	38.052 6.825 31.138 3.436 37.855 10.810 11.830 11.297 4.011 13.252 1.359 9.235	14.000 61.300 10.000 69.500 18.000 18.000 6.800 26.800 4.000 21.000		
0 0 0 0 0 0 0 0 0 0 0 0 0 0 0 0 0 0 0 0	157 161 162 181 211 241 242 243 250 2 8 42 46	IMB, Köln  Kind + Jugend – Spring, Köln  Kind + Jugend – Autumn, Köln  MIDORA, Leipzig inhorgenta Europe, München  I.L.M. Essentials, Offenbach I.L.M. Summer Styles, Offenbach I.L.M. Winter Styles, Offenbach plw – leather and more, Pirmasens  BIV Building, Completion and Ex Interlift, Augsburg  Build IT, Berlin  HAUS – Building Exhibition, Dresden  SAX-IMMOBILIA, Dresden	5 3 3 4 3 4 3 2 <b>tensic</b> 4 4 4	17.620 3.120 13.756 2.872 31.429 8.216 8.901 8.682 2.379 <b>on, and</b> 5.820 825 8.315 876	20.016 1.671 15.358 441 5.865 1.744 2.079 1.765 382 <b>their eq</b> 6.644 31 57		t	37.636 4.791 29.114 3.313 37.294 9.960 10.980 10.447 2.761 12.464 856 8.750	416 2.034 2.024 123 561 850 850 1.250 788 503 485 119	38.052 6.825 31.138 3.436 37.855 10.810 11.830 11.297 4.011 13.252 1.359 9.235	14.000 61.300 10.000 69.500 18.000 18.000 6.800 26.800 4.000 21.000 4.500		
•	157 161 162 181 211 241 242 243 250 2 8 42	IMB, Köln  Kind + Jugend – Spring, Köln  Kind + Jugend – Autumn, Köln  MIDORA, Leipzig inhorgenta Europe, München I.L.M. Essentials, Offenbach I.L.M. Summer Styles, Offenbach I.L.M. Winter Styles, Offenbach plw – leather and more, Pirmasens  BIV Building, Completion and Ex Interlift, Augsburg  Build IT, Berlin  HAUS – Building Exhibition, Dresden	5 3 3 4 3 4 3 2 <b>tensic</b> 4 4	17.620 3.120 13.756 2.872 31.429 8.216 8.901 8.682 2.379 <b>on, and</b> 5.820 825 8.315	20.016 1.671 15.358 441 5.865 1.744 2.079 1.765 382 <b>their eq</b> 6.644 31		t	37.636 4.791 29.114 3.313 37.294 9.960 10.980 10.447 2.761 12.464 856 8.750	416 2.034 2.024 123 561 850 850 1.250 788 503 485	38.052 6.825 31.138 3.436 37.855 10.810 11.830 11.297 4.011 13.252 1.359 9.235	14.000 61.300 10.000 69.500 18.000 18.000 6.800 26.800 21.000		

<sup>+</sup> Events with changing venues

	Exh	ibito	r Figu	ıres		dditional sented f		Visitor Figures			
		Exhil	oitors							nissions see p. 9)	
No.	Domestic	Foreign	Total	from countries	Domestic	Foreign	Total	Domestic	Foreign	Total	
209	1.358	512	1.870	46				198.758	6.952	205.710*	
127	3.185	2.969	6.154	60				141.244	51.976	193.220*	
79	1.778	3.020	4.798	92				90.336	47.949	138.285*	
92	1.576	2.263	3.839	84				73.307	26.160	99.467*	
-1-1	226	600	055	45				7.546	9 240	15 006*	
11 75	753	629 530	855 1.283	28				7.546 44.718	8.340 10.218	15.886* 54.936*	
93	494	16	510	4				44.710	10.210	87.796	
97	115	14	129	8						29.769*	
122	940	452	1.392	36	22	63	85	191.234	36.697	227.931*	
125	142	12	154	5						4.700	
145	158	27	185	8	31	1	32	6.986	558	7.544*	
252	287	6	293	5	35	11	46			48.678	
264	477	16	493	5	57	19	76			153.256	
16	1.006	647	1.653	58				486.661	7.913	494.574*	
17	152	13	165	7	37	7	44			5.154	
35	110	41	151	17				3.923	815	4.738*	
55	401	495	896	36				39.207	32.470	71.677*	
58	794	2.015	2.809	38	25	226	251	23.541	4.890	28.431*	
117 144	731 188	116 16	847 204	20 4	53		53	98.668 11.802	2.947 328	101.615* 12.130*	
149	958	4.490	5.448	90	226	364	590	76.393	84.605	160.998*	
150	576	485	1.061	44	15	39	54	15.956	18.577	34.533*	
160	243	1.092	1.335	74	25	111	136	13.652	19.300	32.952*	
176	162	4	166	4	9		9			4.195	
177	357	9	366	6	5	1	6	22.828	853	23.681*	
224	895	525	1.420	37				28.810	9.098	37.908*	
233	405	31	436	7						35.643*	
245 271	123	10	123 242	<u>1</u> 7	2 7	3	6 10	10.482	EEO	2.579* 11.034*	
	229	13	242			<u> </u>	10	10.462	552	11.034	
52	193	1.341	1.534	45				13.497	25.512	39.009*	
53		1.335	1.520					14.413	25.624	40.037*	
84	590	2.634	3.224	67				51.311	43.910	95.221*	
91	329	553	882	42				9.839	9.156	18.995*	
119	99	1	100	2						2.992	
134		34	196	17				1.242	202	1.444	
135	167 101	39 10	206 111	17 10		3	3	991	142	1.133 2.592*	
157	202	424	626	39	14	52	66	9.989	14.380	24.369*	
161	77	69	146	20	1		1	1.902	1.677	3.579*	
162	154	303	457	33	8	17	25	4.072	6.699	10.771*	
181	107	38	145	21				2.463	66	2.529*	
211	847	362	1.209	37				21.457	8.344	29.801*	
241	124	86	210	15				2.965	849	3.814	
242		66 56	208 185	17 12				4.336 3.173	1.357 899	5.693 4.072	
250	78	68	146	10				3.173	62	436	
				.,				<u> </u>	<u> </u>		
2	158	228	386	38				9.752	7.062	16.814*	
8	62	3	65	3	1	1	2	2.379	91	2.470*	
42		5	515	4	30	4	34			27.307	
46			75	1				0.00=	4 - 4	1.404	
51	126	9	135					3.087	114	3.201	
63	157	1	158	2						5.949*	

<sup>\*</sup> Visitors Profil Analyses see page 33 ¹) ascertained by representative sampling

	Events 2003	s 2003				Exhibition Space Figures (sq.m.)								
				Re	nted Sp	ace								
		Dura- tion	Н	lalls	Ope	n Air		- Cnoolal	Snace	Snace				
No.	For the complete titles see pp. 83-94	(Days)	Domesti	c Foreign			Total	Special Shows	Space (net)	Space (gross)				
• 84	ISH, Frankfurt/Main	5	93.855	59.547	201	24	153.627	1.705	155.332	254.200				
104	BAU Expo – Building Exhibition, Gießen	4	4.434	76	621		5.131	125	5.256	10.100				
108	Immobilienausstellung Halle	2	337	16			353	142	495	1.200				
110	SaaleBAU – Building Exhibition, Halle	3	2.882	8	141		3.031	299	3.330	6.900				
+● 113	DACH + WAND, Hamburg	4	11.947	1.576	766		14.289	1.468	15.757	35.100				
+• 128	IKK, Hannover	3	11.592	15.322			26.914	786	27.700	60.000				
143	HAUS ENERGIE UMWELT, Karlsruhe	4	2.313	60.822	97		2.434	202	2.636	5.550				
● 165 171	PRACTICAL WORLD, Köln  Baufach, Leipzig	4	48.854 12.980	955			109.676 13.935	2.934 1.882	112.610 15.817	226.000				
179	Immobilienmesse, Leipzig	3	1.082	16			1.098	270	1.368	5.000				
184	REALLOCATION, Leipzig	3	873	307			1.180	9	1.189	3.500				
192	Immobilienausstellung Magdeburg	2	426		18		444	104	548	1.000				
193	LANDES-BAU-AUSSTELLUNG, Magdeburg	3	1.783		174		1.957	260	2.217	7.750				
200	BAU - Construction Trade Fair, München	6	82.981	20.723			103.704	522	104.226	160.600				
203	EXPO REAL, München	3	17.737	3.057			20.794	2.236	23.030	38.000				
210	IMMOFAIR, München	2	1.525	540			2.065	600	2.665	6.700				
<b>•</b> 240	Stone+tec, Nürnberg	4	21.706	22.825			44.531	553	45.084	81.900				
247	PaderBau – Building Exhibition, Paderborn	4	1.085		378		1.463	242	1.705	2.900				
249	Bau mit! – Building Exhibition, Pirmasens	3	2.736	16	221		2.973	582	3.555	6.100				
253	NORD-HAUS – Building Exhibition, Schwerin	3	520	0.45	57		577	32	609	1.150				
259	fgm, Windows – Glass – Metal Construction, Stuttga		3.520	645	181	77	4.165	1.032	5.197	14.300				
<b>•</b> 268	BV Furnishings, Household Appl	5 ianaa	18.193	16.247		77	34.698	420	35.118	56.500				
5	ZOW – Furniture Components, Bad Salzuflen	5	10.173	6.398	and the	en equip			16 571	28.000				
86	lightstyle, Frankfurt/Main	4	7.459	2.350			16.571 9.809	1.610	16.571 11.419	25.300				
● 126	DOMOTEX, Hannover	4	28.579	53.905			82.484	5.101	87.585	156.900				
• 158	imm cologne, Köln	<u>·</u> 7	91.837	78.207			170.044	6.899	176.943	286.000				
• 159	interzum/decovision, Köln	5	24.801	45.765			70.566	2.522	73.088	170.000				
208	HEIM + HANDWERK, München	9	38.380	5.790			44.170	5.727	49.897	88.000				
269	Raumobjekte / Blickfang - Interior and Fashion, Stuttg		1.241	97			1.338	110	1.448	4.400				
	BVI Health, Body Care, Protection	at W	ork, an	d thier e	equipme	ent								
32	HairPower, Dortmund	2	905	63			968	389	1.357	8.250				
<b>•</b> 47	A + A - Safety + Health at Work, Düsseldorf	4	27.258	17.974	337		45.569	2.968	48.537	97.600				
48	BEAUTY INTERNATIONAL, Düsseldorf	3	19.741	2.185	7		21.933	2.146	24.079	46.500				
• 56	MEDICA / ComPaMed, Düsseldorf	3	65.640	48.423	80		114.143		116.233	227.400				
• 60 • 01	REHACare International, Düsseldorf	4	22.400	6.815			29.215	4.200	33.415	69.200				
● 81 142	Beautyworld, Frankfurt/Main  Body Life, Karlsruhe	<u>4</u> 4	9.600	6.376	54		15.976 2.016	675	16.651 2.016	37.400 8.200				
+ 152	EXPOPHARM, Köln	4	16.392	550	34		16.942	423	17.365	36.000				
• 155	IDS – International Dental Show, Köln	5	25.826	16.511			42.337	278	42.615	92.800				
167	SOLARIA, Köln	3	6.461	1.997			8.458	150	8.608	18.200				
175	Fachdental Leipzig	2	3.683	246			3.929	325	4.254	10.000				
183	Pflegemesse – Hospital and Home Care, Leipzig	3	4.548	30			4.578	555	5.133	12.000				
186	therapie, Leipzig	3	1.319	28			1.347	280	1.627	5.000				
<ul><li>221</li></ul>	Altenpflege + HealthCare, Nürnberg	3	26.078	1.164			27.242	440	27.682	51.200				
257	FACHDENTAL SÜDWEST, Stuttgart	2	3.562	408			3.970	297	4.267	10.700				
265	Medizin/rescue, Stuttgart	3	4.131	77			4.208	1.001	5.209	20.000				
	BVII Environment Protection, Safet	-	•			/ices, aı								
9	CMS Cleaning.Management.Services, Berlin	4	8.259	1.535	135		9.929	969	10.898	24.200				
<u>• 21</u>	WASSER/GAS BERLIN	5	14.168	1.945	157		16.270	3.989	20.259	36.300				
103	ÖKO-TRENDS, Gelnhausen	3	1 050	F4	482		1.269 2.238	891	2.160	3.650				
<u>107</u> ● 151	Florian, Halle ENTSORGA, Köln	3 5	1.950 28.512	51 6.212	237 3.796	1.475	39.995	3.714 1.782	5.952 41.777	8.600 117.000				
• 151 • 153	FSB, Köln	3	6.630	8.203	0.730	1.773	14.833	1.545	16.378	40.000				
• 185	TerraTec, Leipzig	4	5.700	423			6.123	503	6.626	20.200				
199	acqua alta, München	4	1.472	559	88		2.119		2.119	10.000				
	BVIII Transport, Traffic, Logistics, a								-					
38	auto mobil, Dresden	3	7.710		30		7.740	10.297	18.037	32.200				
• 96	AERO, Friedrichshafen	4	20.992	8.905	16	316	30.229	4.995	35.224	56.400				
• 170	AUTO MOBIL INTERNATIONAL/AMITEC, Leipzig	9	29.056	25.571			54.627	6.033	60.660	121.700				
• 219	transport logistic, München	5	25.219	9.052	3.420	1.096	38.787		38.787	69.100				

					Λ.	ditional	lv.	Visitor Figures			
	Exh	ibito	r Figi	ıres		sented f		Visit	or Fig	gures	
		Exhib	oitors							nissions see p. 9)	
No.	Domestic	Foreign	Total	from countries	Domestic	Foreign	Total	Domestic	Foreign	Total	
84	1.091	1.289	2.380	51	11	21	32	134.575	44.380	178.955*	
104	284	3	287	2	13		13			16.840	
108	35	1	36	2	1		1			1.003	
110	220	1	221	2	3		3		. ===	7.854	
113 128	225	508	269 770	15 42				15.198 11.139	1.708 9.489	16.906* 20.628*	
143	262 124	1	125	2				11.139	9.469	9.468	
165	784	2.632	3.416	59	90	199	289	27.576	31.549	59.125	
171	423	57	480	11	62	2	64	25.095	565	25.660*	
179	74	1	75	2	1		1			3.817	
184	62	52	114	13				603	167	770*	
192	33		33	1						1.277	
193	108	40.4	108	1	1		1	150.007	00.040	4.298	
200	1.242	484 253	1.726	39 29	9	1 5	1 14	152.697 20.401	26.946 4.178	179.643* 24.579*	
210	115	38	153	13	9	3	14	20.401	4.170	4.694*	
240	393	778	1.171	55				28.867	11.394	40.261*	
247	71		71	1						5.474	
249	131	1	132	2	16		16			5.591	
253	37		37	1						1.484	
259	120	22	142	12	2		2	2.761	208	2.969	
268	236	294	530	35	2	7	9	26.164	23.202	49.366*	
_	074	040	F10	05	0.4	10	40	10.000	0.005	17.005*	
<u>5</u> 86	274 80	242 117	516 197	25 19	24	18	42	10.200 4.827	6.865 1.504	17.065* 6.331*	
126	278	783	1.061	56				17.056	23.076	40.132*	
158	465	840	1.305	51	40	24	64	97.575	35.854	133.429*	
159	336	999	1.335	52	35	132	167	17.789	36.081	53.870	
208	1.095	207	1.302	29	153	23	176			188.511	
269	115	10	125	2						8.161	
32	48	4	52	4						6.462	
47	605	678	1.283	49				45.438	10.314	55.752*	
<u>48</u> 56	518 1.546	2.561	4.107	26 66				53.911 91.501	2.837 44.257	56.748* 135.758*	
60		2.301	811	31				91.501	44.237	50.102*	
81	192	327	519	30				8.378	3.586	11.964*	
142	72	2	74	3						4.353*	
152	315	29	344	16	30	5	35	23.955	1.998	25.953	
155	531	706	1.237	49	50	99	149	47.166	15.560	62.726*	
167		36	114	17	24	14	38	5.469	2.513	7.982	
175	179	22	201	12	1	19	20	40.007		5.262	
183 186		<u>4</u> 1	227 104	2	5 5		<u>5</u>	12.837 5.899	39 72	12.876* 5.971*	
221	768	45	813	15				37.363	1.037	38.400*	
257	162	31	193	14	3	22	25	8.166	167	8.333	
265	267	9	276	6	26	1	27			14.383	
9	189	67	256	19	1	6	7	10.185	1.169	11.354*	
21	473	134	607	27	4	1	5	20.119	3.522	23.641*	
103			65	1				4.089	89	4.178*	
107	108 631	206	110 837	3	116	06	142	30 050	10.314	5.024	
151 153		206	364	23 36	110	26 63	82	38.052 6.297	7.386	48.366* 13.683*	
185	271	75	346	14	4	- 00	4	5.231	, .000	12.899*	
199		30	104	11	· ·		<u> </u>	2.019	493	2.512*	
38	108		108	1						27.053	
96	330	152	482	21	71	171	242	35.300	13.525	48.825*	
170	338	44	382	16	9		9	260.161	4.499	264.660*	
219	757	436	1.193	43				31.085	9.020	40.105*	

<sup>\*</sup> Visitors Profil Analyses see page 33 ¹) ascertained by representative sampling

		Events 2003	<b>Exhibition Space Figures (sq.m.)</b>								
					Re	nted Spac	е				
			Dura- tion	На	alls	Open Ai	ir		- Special	Space	Space
	lo.	For the complete titles see pp. 83–94				Domestic For		Total	Shows	(net)	(gross)
		BIX Information, Communication, Office					Film,			ent	
•	15	IFA – World of Consumer Electronics, Berlin	6	40.046	40.000	2.619	27	82.692	8.235	90.927	160.000
_	62 69	VisCom, Düsseldorf Thüringer Mediensymposium, Erfurt	2	4.666 1.493	5.155			9.821 1.493	246 728	10.067 2.221	20.800 5.100
	83	European Banking & Insurance Fair, Frankfurt/Main	3	6.035	1.082			7.117	962	8.079	18.500
•	87	Marketing Services, Frankfurt/Main	3	9.685	1.163			10.848	753	11.601	28.000
•	124	CeBIT, Hannover	8	248.709	88.605	9.386	912	347.612	1.773	349.385	428.600
	180	Leipzig Book Fair, Leipzig	4	9.167	1.249			10.416	6.650	17.066	39.600
_	205	FIBERCOMM, München	3	1.070	225			1.295		1.295	6.250
•	218	SYSTEMS, München	5	25.313	1.610			26.923	720	27.643	77.000
_	228	e-procure, Nürnberg  BX Education, Setting up a busin	9	1.893	52			1.945	322	2.267	5.100
	10	Deutsche Gründer- und Unternehmer-Tage, Berlin	3	1.507	9			1.516	666	2.182	4.300
	44	KarriereStart, Dresden	3	3.030	12	54		3.096	843	3.939	7.700
	146	LEARNTEC, Karlsruhe	4	5.277	455	30		5.762	500	6.262	17.000
	196	PERSPEKTIVEN, Magdeburg	3	1.944		119		2.063	490	2.553	6.700
+	222	Bildungsmesse, Nürnberg	5	22.072	896			22.968	2.886	25.854	57.600
		BXI Sports and Games, Leisure, a	and th	eir equ	ipment						
	12	Hippologica, Berlin	4	4.970	242			5.212	1.248	6.460	12.600
_	13	Hobbyland, Berlin	3	1.737	109			1.846	5.454	7.300	15.000
•	18	ITB – International Tourism Exchange, Berlin	5	29.090	51.469			80.559		80.559	156.000
_	20	SHOWTECH, Berlin CARAVAN, Bremen	3	5.307 9.449	1.577			6.884 9.449		6.884 9.449	14.300
	23	Garden, Leisure Time, Travel, Bremen	3 4	4.408	350			4.758	8.178	12.936	23.400
	27	CREATIVA, Dortmund	5	6.627	592			7.219	2.152	9.371	30.900
	31	FAHOBA, Dortmund	3	1.375	24			1.399	2.102	1.399	5.850
_	33	HobbyTronic, Dortmund	5	3.657	36			3.693	250	3.943	14.400
	34	INTERMODELLBAU, Dortmund	5	8.137	309			8.446	12.334	20.780	48.300
•	36	JAGD & HUND – Hunting and Fishing, Dortmund	6	8.981	1.787			10.768	2.074	12.842	36.400
	37	West German Minerals Days, Dortmund	2	670	110			780	52	832	5.400
	41	Travel Market, Dresden	3	3.461	1.549	78		5.088	485	5.573	11.800
_	43	Hunting, Fishing, Riding, Dresden	3	1.521	4	60		1.585	2.281	3.866	9.050
-	49	boot, Düsseldorf	9	55.386	44.986	102		100.524		107.021	215.300
_	50	CARAVAN SALON, Düsseldorf	10 2	1.026	15.100 15	1.704 236	72	77.074 1.277	4.062 9.132	81.136 10.409	129.200 26.200
_	64 66	International Pedigree Dog Show, Erfurt Reisen & Caravan, Erfurt	4	3.697	424	230		4.121	1.202	5.323	9.200
	67	Riding – Fishing – Hunting, Erfurt	3	3.376	79	234		3.689	2.704	6.393	13.400
•	71	EQUITANA, Essen	9	27.250	7.143			34.393	10.482	44.875	106.100
	72	FIBO, Essen	4	23.586	7.962			31.548	3.554	35.102	77.000
	73	HAUS + GARTEN, Essen	5	6.676	217			6.893	3.483	10.376	25.400
	77	TOURISM/CAMPING, Essen	5	25.907	1.882			27.789	6.389	34.178	89.400
•	88	Musikmesse, Frankfurt/Main	5	20.059	26.619			46.678	6.350	53.028	109.400
•	90	ProLight + Sound, Frankfurt/Main	4	10.522	11.186	290		21.998	1.800	23.798	46.500
_	94	CFT – Camping, Leisure, Tourism, Freiburg	9	16.449	666	3.920	701	21.035	1.201 2.384	22.236 34.519	45.000
-	98 102	EUROBIKE, Friedrichshafen OutDoor, Friedrichshafen	4	15.303 10.647	15.373 10.079		791 203	32.135 21.020	14.337	35.357	63.900 56.800
Ť	99	HAM RADIO/HAMtronic, Friedrichshafen	3	2.273	708		200	2.981	1.209	4.190	10.350
•	101	INTERBOOT, Friedrichshafen	9	18.065	9.288	2.657	456	30.466	2.400	32.866	63.000
	106	Travel Market Hessen, Gießen	3	660	9	174		843	250	1.093	2.350
	109	Reisen & Freizeit, Outdoor – Tourism and Leisure, H	lalle 3	2.225	157			2.382	100	2.482	5.000
	112	Vitalia, Halle	3	794	9	·		803	235	1.038	3.150
•	115	hanseboot, Hamburg	9	23.401	10.118		987	39.171	1.960	41.131	75.000
•	118	REISEN HAMBURG	5	19.726	3.950	378		24.054	4.164	28.218	62.100
	121	ABF, Hannover Equestrian Sport, Hunting, Fishing, Hannover	9	28.798	970	80 51		29.848	4.537	34.385	66.900
	131	Blumen + Garten, Karlsruhe	4	17.555 2.496	1.128 70	51 8		18.734 2.574	8.876 4.926	27.610 7.500	78.000 12.950
	154	h & h, Köln	3	4.406	2.085	0		6.491	4.926	6.891	14.000
•	156	IFMA Cologne, Köln	4	16.861	9.439			26.300	6.529	32.829	74.000
_	164	Philatelia and MünzExpo, Köln	3	1.639	383			2.022	2.350	4.372	8.000
	166	TRAVEL MARKET INTERNATIONAL, Köln	3	5.402	1.685			7.087	515	7.602	35.000
•	168	spoga/gafa, Köln	3	48.753	74.547			123.300	5.034	128.334	260.200
	182	MODELL & HOBBY, Leipzig	3	8.258	299			8.557	13.347	21.904	51.700

<sup>+</sup> Events with changing venues

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	<b>Exhibitor Figures</b>					dditional sented f		Visitor Figure			
		Exhib	oitors						nissions see p. 9)		
No.	Domestic	Foreign	Total	from countries	Domestic	Foreign	Total	Domestic	Foreign	Total	
15	355	677	1.032	37	2		2	231.757	11.430	243.187*	
62	124	170	294	29				5.856	3.058	8.914*	
69	91		91	1						3.252	
83	163	34	197	15	106	11	117	6.938	419	7.357*	
87	522	56	578	17				12.625 444.442	1.259	13.884*	
124 180	3.726 1.410	2.876 459	6.602 1.869	67 28	7	1	8	83.015	2.391	556.248* 85.406*	
205	75	35	110	16	1	13	14	7.492	4.034	11.5261)	
218	1.104	198	1.302	33				66.765	5.025	71.790*	
228	124	6	130	4				2.705	100	2.805*	
10	73	1	74	2	123	12	135			4.950	
44	257	4	261	4	1		1			18.424	
146	174	22	196	10	105	7	112	7.958	787	8.745*	
196	103	40	103	1 12	8		8	40.001	006	7.618*	
222	645	43	688	13				48.801	996	49.797*	
12	148	8	156	8	50	4	54			19.846	
13	89	8	97	7	5	1	6			17.399¹)	
18	2.230	8.432	10.662	178	9	18	27	108.896	21.051	129.947*	
20	199	71	270	23				4.914	1.638	6.552	
23	60		60	1						12.970	
24	281	11	292	5						22.021	
27	386	33	419	9	1		-	65.724	1.001	66.725*	
31	130	3	34 133	3	1	1	1 1	45.078	594	1.073 45.672*	
34	377	21	398	10		'		85.145	10.309	95.454*	
36	364	120	484	26				58.772	4.220	62.992*	
37	155	33	188	15						6.574	
41	393	133	526	26	8	4	12			33.950*	
43	101	1	102	2						13.336	
49	1.012	640	1.652	52				267.444	39.610	307.054*	
50	411	135	546	21				142.884	21.351	164.235*	
64 66	54 168	34	55 202	11	83	15	98			16.276* 32.358	
67	137	5	142	5	- 00	10	- 30			19.934*	
71	631	214	845	21				187.323	17.402	204.725*	
72	292	120	412	27				42.921	5.251	48.172*	
73	249	11	260	6				50.395	253	50.648*	
77	614	189	803					104.428	1.055	105.483*	
88	521	872	1.393	47				59.645	20.102	79.747*	
90	272 242	355 23	627 265	32 14	22	22	44	12.411	6.802	19.213* 57.563	
98	264	434	698	30	10	77	87	30.802	12.703	43.505*	
102	170	322	492	34	11	117	128	6.330	7.138	13.468*	
99	113	30	143	12	11	49	60			14.302*	
101	399	123	522	17	26	134	160			104.813	
106	69	1	70	2	44	5	49			2.523	
109	198	10	208	11						13.469	
112	708	1 175	83 883	28				119.008	3.681	2.611 122.689*	
118	670	339	1.009	75	1	2	3	100.722	1.223	101.945*	
121	634	48	682	12				.00.722	1.220	117.711	
131	593	54	647	13				84.796	341	85.137*	
141	90	1	91	2				20.082	536	20.618*	
154	75	77	152	17	9	7	16	5.875	1.556	7.431	
156	280	327	607	36	63	35	98	26.917	3.769	30.686*	
164	114	41	155	28		004				8.338	
166	475 549	195	2 069	37 50	1 39	234 121	235	21 642	21.792	24.788	
168 182	549 362	1.520	2.069 381	59 14	2	4	160 6	21.642 92.784	466	43.434* 93.250*	
.02	*			.,					.50		

<sup>\*</sup> Visitors Profil Analyses see page 33 ¹) ascertained by representative sampling

<b>Events</b>	20	03
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# Exhibition Space Figures (sq.m.)

	Events 2003		Exhibition Space Figures (54.11								
Rented Space											
	1	Dura-	Ha	alls	Open Air		_ 	C	C		
No.	For the complete titles see pp. 83-94 (	tion Days)			Domestic Foreig	n Total	Special Shows	Space (net)	Space (gross)		
187	Touristik & Caravaning, Leipzig	5	17.049	3.354		20,403	2.525	22.928	47.000		
195	MAGDEBOOT, Magdeburg	4	3.733	120	38	3.891	2.860	6.751	10.550		
201	C-B-R, München	9	36.149	7.908	30	44.057	2.500	46.557	78.500		
201	FAIRWAY, München	2	2.073	477		2.550	590	3.140	6.650		
204		4	3.339	379		3.718					
	Garten München	3	4.490				1.472	5.190	10.000		
• 207	GOLF EUROPE, München			5.226		9.716	1.182	10.898	22.000		
212	ispo – Winter, München	4	30.221	53.865	00	84.086	9.640	93.726	151.000		
213	ispo – Summer, München	3	19.964	22.748	96	42.808	8.270	51.078	89.100		
214	Jagen und Fischen, Sportschützen, München	5	6.396	964		7.360	6.946	14.306	30.250		
231	FREIZEIT, GARTEN + TOURISTIK / Car Show, Nürnberg	9	26.084	1.996		28.080	6.202	34.282	61.600		
234	IMA, Nürnberg	4	7.213	781		7.994	264	8.258	12.900		
225	IWA, Nürnberg	4	10.090	15.296		25.386	658	26.044	46.400		
• 238	Spielwarenmesse – International Toy Fair, Nürnberg	6	55.763	47.754		103.517	200	103.717	155.000		
251	Flora, Rendsburg	2			1.954	1.954	1.635	3.589	5.300		
• 255	CMT – Caravaning, Motoring, Tourism, Stuttgart	9	30.985	2.160		33.145	4.124	37.269	58.000		
260	GARTEN Indoor Outdoor Ambiente / Haus&Holz + Selbstbau / Wellviva, Stuttga		7.785	538	40	8.363	5.448	13.811	36.700		
261	hobby + elektronik, Stuttgart	4	5.322	73		5.395	735	6.130	16.100		
263	ISA/IWB/Int. Münzenmesse/Weltantik/Mineralien- u. Fossilienbörse, Stuttgart		5.767	928		6.695	2.107	8.802	37.800		
266	Modellbahn Süd – Exh. for model railways, Stuttgart	4	1.136	12		1.148	3.858	5.006	10.700		
267	Modellbau Süd – Exh. for model construction, Stuttga		2.210	93		2.303	6.751	9.054	18.600		
270	Süddeutsche Spielemesse, Stuttgart	4	2.580	133		2.713	987	3.700	9.600		
	BXII Electrical Engineering and Ele	ctro	nics								
7	belektro, Berlin	3	9.981	146		10.127	2.160	12.287	24.200		
30	ELEKTROTECHNIK, Dortmund	4	16.699	166		16.865	2.066	18.931	41.500		
<b>217</b>	Productronica, München	4	39.226	15.147		54.373		54.373	121.000		
226	ELTEC, Nürnberg	3	11.482	48	45	11.575	1.237	12.812	28.000		
227	embedded world, Nürnberg	3	6.759	1.046		7.805		7.805	16.000		
237	SMT/Packaging/HYBRID, Nürnberg	3	9.054	1.919		10.973	455	11.428	24.750		
239	SPS/IPC/DRIVES, Nürnberg	3	28.138	1.812		29.950	341	30.291	53.000		
256	eltefa, Stuttgart	3	16.250	179		16.429	750	17.179	44.500		
	BXIII Metal-Working, Automation, M	easu	ring, Q	uality A	ssurance						
<ul><li>54</li></ul>	GIFA, Düsseldorf	6	22.342	19.600	551 16	42.509	3.379	45.888	97.900		
• 57	METEC, Düsseldorf	6	6.981	5.546		12.527	59	12.586	24.700		
127	Hannover Messe, Trade Fair: Factory Automation, Hannover	6	43.817	8.659	60	52.536	664	53.200	75.800		
275	MeasComp, Wiesbaden	3	2.691	177		2.868	230	3.098	8.250		
	BXIV Plastic and Wood Processing,	and	their ec	quipme	nt						
4	KMO – Plastics Processing, Bad Salzuflen	4	9.041	534		9.575	516	10.091	20.000		
• 130	LIGNAplus, Hannover	5	54.695	67.729	6.343 3.588		10.358	142.713	230.200		
• 232	HOLZ-HANDWERK, Nürnberg	4	22.300	3.697		25.997	410	26.407	43.900		
	BXV Power Supply Industry, and its										
70	E-world – energy & water, Essen	3	6.882	1.444		8.326		8.326	20.000		
• 95	Intersolar, Freiburg	3	5.171	1.028	163 55		406	6.823	14.700		
127	Hannover Messe: Trade Fair Energy, Hannover	6	25.379	9.924	374 36		410	36.123	58.400		
136	Husum Wind, Husum	5	8.053	1.997	480 20		196	10.746	20.100		
174	enertec, Leipzig	4	2.803	97	400 20	2.900	684	3.584	11.900		
				31		2.900	004	3.304	11.500		
00					0.5	4 4 4 6	070	4 70 4	10.000		
39	COMTEC / IFM / CROSSMEDIA, Dresden	3	4.087		25	4.112	672	4.784	12.000		
• 61	THERMPROCESS, Düsseldorf	6	5.564	2.503		8.067	1.316	9.383	19.400		
65	naro.tech, Erfurt	2	520	18	40	578	477	1.055	2.300		
+• 116	INTERGEO, Hamburg	3	7.412	912		8.324	1.122	9.446	21.000		
• 123	BIOTECHNICA, Hannover	3	10.506	3.178		13.684		13.684	29.600		
127	Hannover Messe: Trade Fair Compressed Air & Vacuum Technology, Hannover	6	6.124	3.463	8	9.595	94	9.689	17.000		
127	Hannover Messe: Trade Fair Factory Equipment & Tools, Hannover		6.719	1.165	99	7.983	108	8.091	14.100		
127	Hannover Messe: Trade Fair Micro Technology, Hannover		2.770	411		3.181	420	3.601	4.600		
127	Hannover Messe: Trade Fair Motion, Drive & Automation, Hannover		29.307	25.063	69 115	54.554		54.554	99.700		
127	Hannover Messe: Trade Fair Research & Technology, Hannover	r 6	6.782	1.600		8.382		8.382	14.800		
127	Hannover Messe: Trade Fair Subcontracting, Hannover	6	15.814	14.393		30.207		30.207	46.900		
188	Z – The Subcontracting Fair, Leipzig	3	3.207	1.031		4.238	500	4.738	13.000		
• 202	ceramitec, München	5	12.928	19.723		32.651		32.651	57.500		
<ul><li>215</li></ul>	LASER, München	4	10.834	3.866		14.700	617	15.317	26.750		
216	MATERIALICA/ForCars, München	3	2.667	638		3.305	280	3.585	11.000		
• 229	EUROPEAN COATINGS SHOW, Nürnberg	3	12.064	8.408		20.472	264	20.736	40.000		

<sup>+</sup> Events with changing venues

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	<b>Exhibitor Figures</b>					dditional sented f		Visit	or Fi	gures
		Exhib	itors							missions see p. 9)
No.	Domestic	Foreign	Total	from countries	Domestic	Foreign	Total	Domestic	Foreign	Total
187	661	284	945	52						82.467*
195	93	7	100	4	15		15			14.127*
201	662	554	1.216	63	10	18	28			152.842*
204	89	27	116	11				1.405	450	1.855
206	145	14	159	7	1		1	48.711	872	49.583*
207	127	190	317	26				2.902	2.393	5.295
212	348	1.120	1.468	43				18.095	26.416	44.511*
213	225	810	1.035	41				11.568	14.138	25.706*
214	264	59	323	20						45.544*
231	529	123	652	15						163.616*
234	81	22	103	12	5	6	11	5.156	475	5.631*
225	262	704	966	46				11.993	15.016	27.009
238	1.089	1.583	2.672	62	18	26	44	38.530	35.570	74.100
251	63	004	63	1			- 10			5.191
255	907	391	1.298	82	18	1	19			174.993*
260	362	26	388	6	11	3	14			36.083
261	179	142	186	4						80.2651)
263	678	143	821	33						33.055
266 267	54 99	1 4	55 103		2		3			37.2241)
270	134	7	141	6	<u>3</u>	2				56.714¹) 50.993¹)
270	134		141	0	0					30.993 )
7	0.57	10	000	10				14750	000	45.000*
7	257	12	269	12			10	14.758	332	15.090*
30	428	16	444	8	8	2	10	29.652	360	30.012*
217 226	949	526	1.475	27	13	56	69	26.483 13.864	16.231	42.714*
	306	98	317 353	24				7.877	283 924	14.147* 8.801*
227 237	255 357	122	479	20	12	88	100	16.896	5.953	22.849
239	807	115	922	23	14	47	61	25.145	2.497	27.642
256	355	10	365	7	21	3	24	23.175	232	23.407*
	000	10	303					20.170	202	20.407
54	353	437	790	35				26.762	24.507	51.269*
<u>57</u>	162	158	320	26				6.130	5.960	12.090*
127	808	347	1.155	36				91.683	33.910	125.593*1)
275	171	18	189	11	28	45	73	5.495	295	5.790*
								00		
	301	27	328	12	8		8	9.856	201	10.057*
130	851	869	1.720					58.174	40.093	98.267*
232	470	84	554					37.586	1.566	39.152*
70	272	59	331	11				5.914	806	6.720*
95	191	65	256	22				0.011		11.926
127	425	392	817	41				34.976	11.783	46.759*1)
136	352	108	460	18				11.396	2.656	14.052*
174	153	17	170	10	4	1	5	8.554	498	9.052*
39	311		311	1	81	5	86			10.853
61	162	114	276	24				3.116	2.389	5.505*
65	61	2	63							993*
116	209	48	257	13	184	38	222	13.477	1.365	14.842*
123	666	263	929	25				9.525	2.234	11.759*
127	54	97	151	21				21.431	9.098	30.529*1)
127	155	54	209	20				22.799	10.435	33.234*1)
127	177	51	228	14				15.892	6.522	22.414*1)
127	432	867	1.299					51.147	24.402	75.549*1)
127	359	159	518	20				28.975	8.316	37.291*1)
127	733	993	1.726	48				31.455	12.599	44.054*1)
188	292	124	416	18	21		21	2.926	301	3.227*
202	274	491	765	40				8.433	15.660	24.093*
215	432	361	793	35	6	53	59	13.318	7.172	20.490*1)
216	176	56	232	13				4.680	959	5.639*
		328	646	32						

 $<sup>^{</sup>f \star}$  Visitors Profil Analyses see page 33  $^{-1}$ ) ascertained by representative sampling

	Events 2003		Exhibition Space Figures (sq.m.)							
				Re	nted Sp	расе				
		Dura- tion	Н	alls	Ope	n Air		- Special	Space	Space
No.	For the complete titles see pp. 83-94	(Days)	Domestic	Foreign	Domestic	Foreign	Total	Shows	(net)	(gross)
230	FachPack/Print Pack/LogIntern, Nürnberg	3	34.492	4.394			38.886	217	39.103	71.500
236	RESALE, Nürnberg	3	5.449	2.246	1.929	145	9.769		9.769	21.900
254	CAT PRO, Stuttgart	4	2.374	1.147			3.521	1.277	4.798	10.700
272	VISION, Stuttgart	3	3.462	1.244			4.706	179	4.885	12.900
40	BXVII Other Consumer Goods and			stries			4 040	00	4.045	=
19 28	Moderner Staat, Berlin  DKM – Trade Fair for Finance and Insurance Companies, Dortmi	2 und 2	1.913 4.803	464			1.913 5.267	32	1.945 5.267	7.800 13.700
59	PSI Messe, Düsseldorf	3	18.019	12.872			30.891	251	31.142	52.600
74	IFLO, Essen	3	5.095	425			5.520	3.178	8.698	18.000
• 82	Christmasworld, Frankfurt/Main	5	23.291	22.693			45.984	500	46.484	89.800
• 89	Paperworld, Frankfurt/Main	5	37.078	52.246			89.324	2.680	92.004	153.000
172	CADEAUX – March, Leipzig	3	10.488	423			10.911	675	11.586	30.800
173	CADEAUX - September/Comfortex, Leipzig	3	15.780	935			16.715	1.063	17.778	46.200
223	BIO FACH, Nürnberg	4	14.626	14.645			29.271	2.303	31.574	66.200
244	Werkstätten Messe – Sheltered Workshops Fair, Offenb		2.583	45			2.628		2.628	6.000
262	invest, Stuttgart	3	2.751	340			3.091	1.110	4.201	10.700
0	BXVIII Arts and Antiques	_	0.005	0.000			4 700		4.700	0.000
6	Art Forum Berlin, Berlin	5 3	2.095	2.608			4.703 2.943	3.784	4.703 6.727	9.300
<u>45</u> 80	Lebenskultur in Sachsen, Dresden  Art Frankfurt, Frankfurt/Main	<u>5</u>	5.727	596 1.196			6.923	793	7.716	13.500
<ul><li>163</li></ul>	Kunst Messe Köln / KUNSTKÖLN / Antiquariatsmesse, K		8.181	930			9.111	1.594	10.705	38.100
220	Antiques Exhibition, Münster	5	1.572	169			1.741	100	1.841	6.000
	C GENERAL CONSUMER EXHI	BITIO								
1	afa, Augsburg	9	13.932	982	2.319	21	17.254	5.409	22.663	42.400
3	Weser-Ems-Ausstellung, Aurich	9	8.640		4.080		12.720	8.200	20.920	27.400
• 14	Import Shop, Berlin	5	2.731	3.673			6.404	1.262	7.666	20.300
22	Harz + Heide, Braunschweig	9	11.510	439	4.179	66	16.194	2.528	18.722	30.700
25	hafa Bremen	9	11.551	1.071	899		13.521	7.439	20.960	37.900
26	Oberfranken-Ausstellung Coburg	9	4.239	360	1.975	72	6.646	2.671	9.317	13.400
29	DORTMUNDER HERBST, Dortmund	10 4	16.813	1.168	004		17.981	1.713	19.694	47.300
<u>40</u> 68	Dresdner Ostern, Dresden Thüringen-Ausstellung, Erfurt	9	3.159 8.568	139 228	1.185	24	3.682 10.005	3.623 2.459	7.305 12.464	21.050
76	MODE-HEIM-HANDWERK, Essen	9	18.988	1.321	1.103	24	20.309	2.035	22.344	69.000
78	ofra, Forchheim	9	3.099	15	841		3.955	1.279	5.234	8.100
100	IBO, Friedrichshafen	9	13.346	1.269	2.400	48	17.063	6.926	23.989	61.300
105	MittelhessenSchau, Gießen	4	2.505	15	1.002	20	3.542	527	4.069	6.600
111	SaaleMesse, Halle	4	3.072	33	557		3.662	2.193	5.855	13.500
114	DU UND DEINE WELT, Hamburg	10	20.737	2.642	1.362	58	24.799	10.639	35.438	67.400
120	Schaufenster Harburg, Hamburg-Harburg	4	1.515	18	393		1.926	280	2.206	3.700
129	Infa, Hannover KONTAKTA, Heidenheim	9	31.398	2.736 15	294 946		34.428 4.278	37.465 1.692	71.893 5.970	167.300 19.000
133	Oberfranken-Ausstellung Hof	9	5.984	171	2.106	78	8.339	2.214	10.553	17.300
137	Blickpunkt Ibbenbüren	9	3.380		4.037		7.417	800	8.217	12.500
139	miba, Ingolstadt	9	9.749		3.402		13.151	3.811	16.962	26.300
140	Jesteburger Ausstellung, Jesteburg	10	2.327	33	103		2.463	691	3.154	4.700
147	Offerta, Karlsruhe	9	16.925	1.104			18.029	2.686	20.715	40.000
148	Allgäuer Festwoche, Kempten	9	5.884	403	8.534		14.821	416	15.237	26.000
169	Niederbayern-Schau, Landshut	9	14.168	788	6.746		21.702	8.832	30.534	41.500
178 189	Home-Garden-Leisure / Central German Handicrafts Fair, Le Emsland-Schau Lingen	9 g	21.296 3.855	1.373	2.741		22.669 6.596	5.956	28.625 6.896	64.300 13.200
190	REGIO, Lörrach	10	7.438	196	1.688	96	9.418	1.482	10.900	25.000
191	Handel & Hanse, Lübeck	9	3.250	273	2.130	24	5.677	1.142	6.819	11.200
194	LEBEN, Magdeburg	4	3.086	60	302		3.448	792	4.240	9.650
197	Rheinland-Pfalz-Ausstellung, Mainz	9	13.818	872	2.886	53	17.629	2.277	19.906	31.650
198	MANNHEIMER MAIMARKT, Mannheim	11	35.340	2.575	33.739	169	71.823	4.787	76.610	182.000
225	CONSUMENTA, Nürnberg	9	30.370	3.203	100		33.673	15.305	48.978	88.600
246	OBERRHEIN-MESSE, Offenburg	9	10.220	990	11.489	264	22.963	4.494	27.457	58.200
248	publika, Pforzheim Family & Home / Tierwelt / Int. Mineralien- und Fossilienbörse, Stut	taart 0	4.449 15.238	1 210	2.604	40	7.142	818	7.960 27.033	22.000
258 273	Südwest-Messe, Villingen-Schwenningen	igari 9 9	14.243	1.219 516	17.533	36 116	16.577 32.408	1.030	33.438	53.700 55.100
274	Messe Wächtersbach	9	6.518	504	6.375	60	13.457	4.048	17.505	28.350
276	Mainfranken-Messe, Würzburg	9	11.881	953	4.972	48	17.854	3.532	21.386	37.150
	-									

<sup>+</sup> Events with changing venues

	Exh	ibito	r Figu	ıres		dditional sented f		Visitor Figures			
		Exhib	oitors							nissions see p. 9)	
No.	Domestic	Foreign	Total	from countries	Domestic	Foreign	Total	Domestic	Foreign	Total	
230	952	176	1.128	25				26.349	3.462	29.811*	
236	289	111	400	20	75	47	122	3.057	6.655	9.712*	
254	155	22	177	12	20	1 10	21	4.865	150	5.015	
272	120	58	178	18	11	18	29	3.106	777	3.883*	
19	140		140	1				3.020	46	3.066*	
28	251	26	277	10				6.185	127	6.312	
59	466	352	818	26				6.261	9.960	16.221*	
74	130	15	145	8				6.690	1.134	7.824*	
82	298	729	1.027	36				15.117	9.036	24.153*	
89	566	1.832	2.398	63				34.393	31.911	66.304*	
172 173	399 555	18 39	417 594	13 14	1		1 1	11.809	253	8.583* 12.062*	
223	668	1.277	1.945	62	<u> </u>			19.653	10.099	29.752*	
244	124	6	130	4				6.454	80	6.534	
262	103	22	125	7	2		2			6.954	
6	69	73	142	23				12.218	1.603	13.821*	
45	169	30	199	5						7.261	
80	121	31	152	9						6.814	
163	227	27	254	10		1	1			24.602	
220	62	7	69	4						6.375	
1	491	33	524	10						85.484	
3	313	33	313	10	35		35			102.395	
14	217	372	589	55	- 00		- 00	46.046	231	46.277*1)	
22	479	20	499	7						72.320*	
25	503	26	529	11				76.729	386	77.115*	
26	205	7	212	5	28		28			50.040	
29	647	38	685	10				111.398	560	111.958*	
<u>40</u> 68	251 505	28 8	279 513	7						43.822 51.933*	
76	692	<u>8</u> 54	746	16				190.235	381	190.616*	
78	143	1	144	2				100.200		19.107	
100	458	45	503	10	78	23	101	67.652	1.522	69.174*	
105	256	2	258	3	16		16			13.023	
111	302	3	305	4				100.000	0.074	12.848	
114 120	753 84	90	843 85	33				186.982	2.271	189.253* 3.738	
129	1.223	97	1.320	28						242.307	
132	330	1	331	2	15		15			54.554	
133	269	10	279	3						43.505	
137	209		209	1						77.804	
139	472		472	1						88.867*	
140 147	118 680	21	120 701	3 8	109	5	114	141.075	1.281	7.596 142.356*	
148	380	20	400	4	103		114	141.075	1.201	74.710*	
169	557	12	569	5	84	3	87			116.309	
178	858	46	904	15	44		44	157.312	791	158.103*	
189	198		198	1						80.995	
190	373	21	394	5	44	3	47			64.998*	
191 194	193 153	4	197 157	5	27		27			21.373 10.978*	
194	675	29	704	5 12	37		37			80.453*	
198	1.407	75	1.482	18						402.369*	
225	808	82	890	17						214.209*	
246	543	62	605	20	64	13	77			91.074*	
248	249	3	252	2	37		37			23.117*	
258	776	107	883	25	100	40	000			75.015	
273 274	638 406	18 34	656 440	7 12	198	40	238			100.034* 73.855*	
276	526	18	544	6						127.043*	
_, 0	320	.0	J-1								

<sup>\*</sup> Visitors Profil Analyses see page 33 ¹) ascertained by representative sampling

# 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 2003 in the reporting year, the year of the last survey is given behind the title of event.

# **Trade Visitors Profile Analyses 2003**

	Interlif	t, Aug	sburg (2001)	
Total nun	nber of visitors	14 873	Position in the company/organization	
Proportio	n of trade visitors	98 %	Entrepreneur, partner, self-employed	
•	f residence	%	Managing director, board member, head of an authority etc.	
over 100 l		85	Senior department head, other employee	
	,		with managerial responsibility	
Total Gerr		62	Department head, group head	
of which	Baden-Württemberg Bavaria	25 31	Other salaried staff	
	Berlin	5	Other public service	
	Brandenburg	2	Worker, skilled worker	
	Bremen	ī	Engineer, designer Trainee, student	
	Hamburg	2	Other	
	Hesse	7		
	Mecklenburg-West Pommer	ania -	Area of responsibility  Management	-
	Lower Saxony	2	Research/development/design	
	North Rhine-Westphalia	9	Planning/work preparation	
	Rhineland-Palatinate	7	Manufacture/production	
	Saarland Saxonv	1 5	Production, quality control	
	Saxony-Anhalt	1	Buying/procurement	
	Schleswig-Holstein	i	Finance/accounting, controlling	
	Thuringia	i	Administration/organization/personnel/	
	3		social welfare/training	
Total Fore		38	Marketing/sales/advertising/PR	
of which	EU Rest of Europe	51 30	Storage/material management/logistics/	
	Africa	30	transport Maintenance/repairs	
	North America	4	Building department	
	South and Central America	2	Other	
	Middle East	4	Frequency of visits to trade fair	
	East Asia	7	1999	-
	Australia	3	1997	
conomic	sector	%	1994	
	onstruction	38	1991	
	echnology, accessories	33	First visit	
	ssembly/installation	28	Size of company/organization:	
	nce/ servicing	20	Number of employees:	
Service in		12	1 - 9 19 200- 499	
	al engineering	11	10 - 49 27 500- 999	
	engineering industry	9 9	50 - 99 13 1 000 - 9 999	
metalwori Trade	king and processing	6	100 - 199 11 10 000 and more	
	trade, electrical installation	4	Length of stay	_
Other	arade, electrical installation	7	1. Length of stay (days):	
lufluanca	an numbasing/		one 56 four 6 two 31	
	on purchasing/ ent decisions	%	two 31 three 7	
Decisively		31		
Collectivel		29	2. Average length of stay 1,6 o	1
	sory capacity	18	<ol><li>Share of visitors on the event's days:</li></ol>	
No	, , , , ,	22	1st day 35 4th day 34	
			2nd day 49	
			3rd day 46	

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

ZOW	, Bad	Salzuflen	
Total number of visitors	17 065	Position in the company/organization	%
Proportion of trade visitors	100 %	Entrepreneur, partner, self-employed	27
-	%	Managing director, board member, head of an authority etc.	15
Region of residence up to 100 km	39	Senior department head, other employee	15
more than 100 km up to 300 km	26	with managerial responsibility	10
over 300 km	36	Department head, group head	21
Total Germany	82	Other salaried staff	23
Baden- North Rhine-		Other public service Skilled worker	1
Württemberg 8 Westphalia	55	Lecturer, teacher, scientific assistant	- 1
Bavaria 7 Rhineland-	2	Trainee	1
Berlin 2 Palatinate Brandenburg 1 Saarland	2	Other	-
Bremen 1 Saxony	i	Student	3
Hamburg 1 Saxony-Anhalt	1	Area of responsibility	%
Hesse 5 Schleswig-		Management Research/development/design	36 20
Mecklenburg Holstein West Pommerania 1 Thuringia	1 2	Planning/work preparation	14
Lower Saxony 15	2	Manufacture/production	12
•		Production, quality control	6
Total Foreign of which EU	18 68	Buying/procurement	27
of which EU Rest of Europe	27	Finance/accounting, controlling Administration/organization/personnel/	6
Africa	1	social welfare/training	6
North America	2	Marketing/sales/advertising/PR	28
South and Central America	-	Storage/material management/logistics/	
Middle East East Asia	1 1	transport	4
Australia	1	Maintenance/repairs Student	1
		Other	3
The five countries with the highest visito shares	r %	Frequency of visits to trade fair	%
Netherlands	22	2002	57
Austria	12	2001	48
Denmark	9	Earlier events	37
Belgium	7	First visit	34
Poland	6	Size of company/organization: Number of employees:	%
Economic sector Office furniture	<u>%</u> 12	1- 4 14 200- 499	12
Kitchen furniture	17	5- 9 10 500- 999	7
Bathroom furniture	7	10- 49 23 1 000- 9 999	8
Living room, bedroom and teenagers'	11	50- 99 10 10 000 and more 100- 199 13 student	1
furniture		Length of stay	%
Furniture trade Interior work, joinery	16	1. Length of stay (days):	
Free-lance designer	4	one 67 four 2	
(Interior) architects	3	two 24 five 1	
Media	1	three 6	
Timber trade Supplier	11 29	2. Average length of stay 1,5	days
Other	29 12	3. Share of visitors on the event's days:	%
Influence on purchasing/ procurement decisions	%	1st day 25 4th day 35 2nd day 34 5th day 16	
Decisively	36	3rd day 37	
Collectively	31		
In an advisory capacity	18		
No	10	C 1	
student	3	Conducted by: NordWest empirica, Bielefeld	

KMO, Bad	d Sa	Izuflen (2002)	
number of visitors 1	0 084	Position in the company/organization	9
tion of trade visitors	99 %	Entrepreneur, partner, self-employed	1
		Managing director, board member,	
f residence	%	head of an authority etc. Senior department head, other employee	13
km	44 42	with managerial responsibility	-
an 100 km up to 300 km 0 km	15	Department head, group head	26
		Other salaried staff	2
Germany	98	Skilled worker	12
en- North Rhine- ttemberg 3 Westphalia	62	Lecturer, teacher, scientific assistant	•
aria 2 Rhineland-	02	Trainee	8
in - Palatinate	1	Student, not gainfully employed	
idenburg - Saarland		Other	4
nen - Saxony	1	Area of responsibility	9/
nburg 2 Saxony-Anhalt	1	Management	19
se 7 Schleswig-		Research/development/design Planning/work preparation	24
cklenburg- Holstein	1	Manufacture/production	3
st Pommerania 1 Thuringia ver Saxony 17	1	Production, quality control	10
wer Saxony 17		Buying/procurement	14
al Foreign	2	Finance/accounting, controlling	
hich EU	69	Administration/organization/personnel/	
Rest of Europe	19	social welfare/training	4
Africa North America		Marketing/sales/advertising/PR	23
South and Central America	6	Storage/material management/logistics/ transport	
Middle East	0	Maintenance/repairs	-
East Asia	_	Student, not gainfully employed	
Australia	-	Other	!
nomic sector	%	Frequency of visits to trade fair	9/
stics processor	45	2000	18
stics user	2	1999	32
lmaking	15	Earlier events	1
chanical engineering	14	First visit	39
ence/development ctrical industry/electrical engineering	2 10	Size of company/organization: Number of employees:	9/
tricai industry/electricai engineering le/services	10	1- 4 8 500- 999	- 8
omobile industry or its supplying firms		5- 9 5 1 000- 999	1
emical industry	4	10- 49 18 10 000 and more	٠,
er	12	50- 99 16 Student	-
luence on purchasing/		100- 199 10 N/A	- 2
curement decisions	%	200 - 499 17	
cisively	22	Length of stay	9/
lectively	31	1. Length of stay (days):	
n advisory capacity	23	2. Average length of stay 1,4	day
lent	23 1	3. Share of visitors on the event's days: 1st day 35 4th day 33 2nd day 36 3rd day 39	9/

Conducted by: SOKO Institut GmbH, Bad Salzuflen

ART	FORU	M BERLIN
Total number of visitors	13 821	Position in the com
Proportion of trade visitors	62 %	Entrepreneur, partne Managing director, b
Region of residence	%	head of an autho
up to 100 km	65	Senior department h
more than 100 km up to 300 km	11	with managerial r
over 300 km	24	Department head, gr Other salaried staff
Total Germany	85	Other public service
Baden- North Rhine-	- 03	Other public service Skilled worker
Württemberg 2 Westphalia	4	Lecturer, teacher, sci
Bavaria 3 Rhineland-		Trainee
Berlin 71 Palatinate	-	Other Student
Brandenburg 7 Saarland	-	Other not gainfully e
Bremen 1 Saxony	2	Area of responsibili
Hamburg 5 Saxony-Anhalt	1	Management
Hesse - Schleswig- Mecklenburg Holstein	1	Research/developme
West Pommerania - Thuringia	'	Planning/work prepa
Lower Saxony 2		Manufacture/product
		Production, quality c
Total Foreign	15	Buying/procurement
of which EU	59	Finance/accounting, Information, commun
Rest of Europe Africa	22	Administration/organ
North America	3 12	social welfare/trai
South and Central America	12	Marketing/sales/adve
Middle East	3	Storage/material mar
East Asia	-	transport
Australia	3	Maintenance/repairs Other
The five countries with the highest visit	or	Student
shares	.01 %	Other not gainfully e
Denmark	22	Frequency of visits
Switzerland	9	2002
France	6	2001
Netherlands	5	2000
Sweden	5	1999
Economic sector	%	Earlier events
Museum	3	First visit
Gallery	4	Size of company/or
Art trade	2	Number of emplo
Organization of art exhibitions	2	1- 4 46
Freelance in art field	28	5- 9 5 10- 49 6
Press, publishers Art Consulting	7	50- 99 4
Other	22	100-199 3
Student	27	200-499 2
Other not gainfully employed	3	Length of stay
		1. Length of stay (da
Influence on purchasing/ procurement decisions	%	one 85
Decisively	32	two 11
Collectively	9	2. Average length of
In an advisory capacity	10	3. Share of visitors or
No	18	1st day 21 3r
student	31	2nd day 27 4t
		Conducted by Gelszu

Position in the company/organization	%
Entrepreneur, partner, self-employed	42
Managing director, board member, head of an authority etc.	2
Senior department head, other employee	_
with managerial responsibility	-
Department head, group head Other salaried staff	2
Other public service	2
Skilled worker	1
Lecturer, teacher, scientific assistant Trainee	2
Other	2 6 2 1 7 2 6 27 3
Student Other not gainfully employed	27
Area of responsibility	%
Management	7
Research/development/design	5
Planning/work preparation Manufacture/production	6 7
Production, quality control	1
Buying/procurement	2
Finance/accounting, controlling Information, communication technology (EDP)	% 7 5 6 7 1 2 2 2
Administration/organization/personnel/	-
social welfare/training	3
Marketing/sales/advertising/PR Storage/material management/logistics/	8
transport	-
Maintenance/repairs	1
Other Student	25 27
Other not gainfully employed	
	3
Frequency of visits to trade fair	%
Frequency of visits to trade fair 2002	<b>%</b>
Frequency of visits to trade fair 2002 2001	% 35 34
Frequency of visits to trade fair 2002	<b>%</b>
Frequency of visits to trade fair 2002 2001 2000 1999 Earlier events	35 34 26 19
Frequency of visits to trade fair 2002 2001 2000 1999 Earlier events First visit	35 34 26
Frequency of visits to trade fair 2002 2001 2000 1999 Earlier events First visit Size of company/organization:	35 34 26 19
Frequency of visits to trade fair 2002 2001 2000 1999 Earlier events First visit	35 34 26 19 -
Frequency of visits to trade fair   2002   2001   2000   1999   Earlier events   First visit   Size of company/organization:   Number of employees:   1 - 4	35 34 26 19 - 45 %
Frequency of visits to trade fair 2002 2001 2000 1999 Earlier events First visit  Size of company/organization: Number of employees:  1 - 4 46 500 999 5 - 9 5 1 000 9999 10 49 6 10 000 and more	% 35 34 26 19 45 % 1 3
Frequency of visits to trade fair   2002   2001   2000   1999   Earlier events   First visit   Size of company/organization:   Number of employees:   1 - 4   46   500 - 999   5 - 9   5   1   1   1   1   1   1   1   1   1	35 34 26 19 - 45 %
Frequency of visits to trade fair 2002 2001 2000 1999 Earlier events First visit  Size of company/organization: Number of employees:  1 - 4 46 500 999 5 - 9 5 1 000 9999 10 49 6 10 000 and more	% 35 34 26 19 45 % 1 3
Frequency of visits to trade fair   2002   2001   2000   1999   Earlier events   First visit   Size of company/organization:   Number of employees:   1 - 4	% 35 34 26 19 - 45 % 1 3 1 27
Frequency of visits to trade fair 2002 2001 2000 1999 Earlier events First visit  Size of company/organization: Number of employees:  1	% 35 34 26 19 - 45 % 1 3 1 27 3 %
Frequency of visits to trade fair   2002   2001   2000   1999   Earlier events   First visit   Size of company/organization:   Number of employees:   1 - 4	35 34 26 19 - 45 % 1 3 1 27
Frequency of visits to trade fair   2002   2001   2000   1999   Earlier events   First visits     Size of company/organization:   Number of employees:   1 - 4   46   500 - 999   10 - 49   6   10 000   and more   50 - 99   4   10 000   and more   50 - 99   4   100   student   100 - 199   3   other not gainfully   200 - 499   2   employed   Eength of stay   1. Length of stay   1. Length of stay   1. Length of stay   1. 2 d   3   five two   11   four   2   2. Average length of stay   1, 2 d   1.   2   1.   2.   2.   2.   2.   2.	% 35 34 26 19 - 45 % 1 3 1 27 3 %
Frequency of visits to trade fair   2002   2001   2000   1999   Earlier events   First visit   Size of company/organization:   Number of employees:   1 - 4	% 35 34 26 19 - 45 % 1 3 1 27 3 %
Frequency of visits to trade fair   2002   2001   2000   1999   Earlier events   First visits     Size of company/organization:   Number of employees:   1 - 4   46   500 - 999   10 - 49   6   10 000   and more   50 - 99   4   10 000   and more   50 - 99   4   100   student   100 - 199   3   other not gainfully   200 - 499   2   employed   Eength of stay   1. Length of stay   1. Length of stay   1. Length of stay   1. 2 d   3   five two   11   four   2   2. Average length of stay   1, 2 d   1.   2   1.   2.   2.   2.   2.   2.	% 35 34 26 19 - 45 % 1 3 1 27 3 %

Conducted by: Gelszus Messe-Marktforschung GmbH, Dortmund

be	lektro	o, Berlin	
Total number of visitors	15 090	Position in the company/organization	
Proportion of trade visitors	96 %	Entrepreneur, partner, self-employed	
Region of residence	%	Managing director, board member, head of an authority etc.	
up to 100 km	75	Senior department head, other employee	
nore than 100 km up to 300 km	19	with managerial responsibility	
over 300 km	6	Department head, group head	
Total Germany	98	Other salaried staff	
Baden- North Rhine-		Other public service	
Württemberg - Westphalia	1	Skilled worker, journeyman Lecturer, teacher, scientific assistant	
Bavaria - Rhineland-		Trainee	
Berlin 53 Palatinate	-	Other	
Brandenburg 31 Saarland	6	Student	
Bremen - Saxony Hamburg - Saxony-Anhalt	4	Other not gainfully employed	
Hesse - Schleswig-	7	Area of responsibility	
Mecklenbura Holstein	_	Management	
West Pommerania 3 Thuringia	2	Research/development/design	
Lower Saxony 1		Planning/work preparation Manufacture/production	
Total Foreign	2	Production, quality control	
of which EU	50	Buying/procurement	
Rest of Europe	40	Finance/accounting, controlling	
Africa .	10	Information, communication technology (EDP)	
North America	-	Administration/organization/personnel/	
South and Central America	-	social welfare/training	
Middle East East Asia		Marketing/sales/advertising/PR Storage/material management/logistics/	
Australia		transport	
		Maintenance/repairs	
The five countries with the highest visitonshares	or %	Other	
Estonia	20	Student	
Finland	20	Other not gainfully employed	
Economic sector	%	Frequency of visits to trade fair	_
Power supply, water supply, mining	10	2001 1999	
ndustry	11	1997	
Wholesale trade	5	1995	
Retail trade	.1	Earlier events	
Skilled trades Fransport/travel/logistics	42 2	First visit	
Education/science/research	3	Size of company/organization:	
Fraining institution	3	Number of employees:	
Technical consultation/architecture	6	1- 4 26 500- 999 5- 9 12 1 000- 9 999	
Other private service providers	2	10- 49 16 10 000 and more	
Other public services/administration Other	5	50- 99 7 student	
Other Student	2 6	100- 199 5 other not gainfully	
Other not gainfully employed	2	200- 499 6 employed	
3 , , ,	-	Length of stay	
nfluence on purchasing/ procurement decisions	%	1. Length of stay (days):	
Decisively	21	one 93 two 5 three	
Collectively	29	2. Average length of stay 1,1 c	la
n an advisory capacity	22	3. Share of visitors on the event's days:	
No	20	1st day 37 2nd day 37 3rd day	
student	8		

Total number of visitors	2 470	Position in the company/organization	%
Proportion of trade visitors	98 %	Entrepreneur, partner, self-employed Managing director, board member,	43
Region of residence	%	head of an authority etc.	6
up to 100 km	65	Senior department head, other employee	
more than 100 km up to 300 km	18	with managerial responsibility	3
over 300 km	18	Department head, group head Other salaried staff	14 19
Total Germany	96	Other public service	1
Baden- North Rhine-		Skilled worker	1
Württemberg 3 Westphalia Bavaria 3 Rhineland-	4	Lecturer, teacher, scientific assistant	5
Berlin 53 Palatinate	1	Trainee Other	1
Brandenburg 18 Saarland	-	Student	1 6
Bremen 1 Saxony	5	Other not gainfully employed	1
Hamburg 1 Saxony-Anhalt Hesse 2 Schleswig-	2	Area of responsibility	%
Hesse 2 Schleswig- Mecklenburg Holstein	1	Management	27
West Pommerania 4 Thuringia		Research/development/design	13
Lower Saxony 3		Planning/work preparation	33
Total Foreign	4	Manufacture/production Production, quality control	3
of which EU	69	Buying/procurement	5
Rest of Europe	31	Finance/accounting, controlling	6
Africa	-	Information, communication technology (EDP)	20
North America	-	Administration/organization/personnel/	_
South and Central America Middle East		social welfare/training Marketing/sales/advertising/PR	3 8
East Asia	-	Storage/material management/logistics/	Ü
Australia	-	transport	1
The five countries with the highest visito	r	Maintenance/repairs	2
shares	%	Other Student	10 6
Denmark	15	Other not gainfully employed	1
Finland	15	Frequency of visits to trade fair	%
Slovakia	15	2002	19
Economic sector	%	2001	17
Industry	5	First visit	70
Construction industry Retail trade/building materials trade	20 1	Size of company/organization:	%
Building owner	i	Number of employees:	
Authority/public services	4	1- 4 36 500- 999 5- 9 10 1 000- 9 999	3 6
Architect's/planning office	34	10- 49 18 10 000 and more	2
Service Publishers, media	15 2	50- 99 9 student	6
Association/quild/chamber	1	100- 199 7 other not gainfully	
Research/teaching	4	200- 499 1 employed	3
Other	7	Length of stay	%
Student	6	1. Length of stay (days):	
Other not gainfully employed	1	one 90 two 8 three	1
Influence on purchasing/ procurement decisions	%	2. Average length of stay 1,0 da	•
Decisively	38	3. Share of visitors on the event's days: 1st day 23 3rd day 36	%
Collectively	31	2nd day 36 4th day 16	
In an advisory capacity	16	,	
No	8 7		
student	/	Conducted by: Gelszus Messe-Marktforschung	_
		GmbH, Dortmund	

**Build IT Berlin** 

CMS - Cleaning	. Manag	ement . Services, Berlin
I number of visitors	11 354	Position in the company/organization
artion of trade visitors	00.04	Entrepreneur, partner, self-employed

gion of residence to 100 km to 100 km to 100 km to 20 thead of an au senior department denderd and a senior department head of an au senior department head of an au senior department denderdenderd and a senior department head of an au senior department denderdenderd and a senior department head of an au senior department head of an au senior department denderdendenderdendenderdendenderdendenderdende	Total number of visitors	11 354
gion of residence to 100 km to 100 km up to 300 km 226 bear 300 km 526 with manage er 300 km 526 with manage epartment head of an at 250 chter salaried stother public sendendrin 19 Palatinate 20 chter salaried stother public sendendrin 19 Palatinate 20 chter salaried stother public sendendrin 19 Palatinate 20 chter solaried stother public sendendrin 19 Palatinate 20 chter solaried stother public sendendrin 19 Palatinate 20 chter solaried stother public sendendrin 19 Palatinate 20 chter not againful sendendrin 19 Palatinate 20 chter solaried sendendrin 20 chter so	oportion of trade visitors	99 %
to 100 km ore than 100 km up to 300 km 226 senior departme with manage re 300 km 55 ore than 100 km up to 300 km 56 with manage per 300 km 56 consider with manage per 300 km 56 consider with manage per 300 km 57 consider with	•	0/
with manage with manage of the ray 300 km of the		
tal Germany den- irttemberg 9 Westphalia varia 8 Rhineland- irttemberg 9 Westphalia varia 19 Palatinate undenburg 7 Saarland - soxony 5 mburg 3 Saxony-Anhalt 7 size 3 Schleswig- teklenburg Holstein 2 text Poreign 10 which EU 41 Rest of Europe 46 Africa - North America 5 South and Central America Middle East East Asia 4 Australia 2 e five countries with the highest visitor ares stria itizerland 11 land 7 land 19 led trades 23 tail trade 0 lonomic sector 1 lustry 2 lustry 2 lustry 2 lustry 3 lustry 1 lustry 2 lustry 1 lustry 1 lustry 1 lustry 1 lustry 1 lustry 1 lustry 2 lustry 1 lus		
tal Germany  den- den- den- den- den- den- den- den	over 300 km	
den- intemberg 9 Westphalia 18 Rhineland- rlin 19 Palatinate 2 remen - Saxony 7 remen - Saxony-Anhalt 7 remen - Saxony-Anhalt 7 remen - Saxony-Anhalt 7 remen - Saxony 10 respectively 11 respectively 12 respectively 12 respectively 13 respectively 14 respectively 15 remen - Saxony 10 respectively 16 respectively 17 respectively 17 respectively 18 respectively 20 respec		
intremberg 9 Westphalia 18 Rhineland- rifin 19 Palatinate 2 Other 19 Student 5 Student 5 Student 5 Student 5 Student 5 Student 6 Student 7 Student 8 Student 7 Student 7 Student 8 Student 7 Student 8 Student 9 Student		90
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rdin 19 Palatinate undenburg 7 Saarland 2 Other Student Saxony 7 Saxony 8 Saxony 8 Saxony 8 Saxony 9 S		10
indenburg / Saarland - Student of Chern or gainful Area of responsion of Chern or gainful Area of Research/develop Planning/work production, qualificative of Chern of Chern or Gainful Buying/procurent of Chern or Gainful Information, common of Chern or Social welfare. Marketing/sales/al Chern or Gainful Information, common or Social welfare. Marketing/sales/al Chern or Gainful Information, common or Social welfare. Marketing/sales/al Chern or Gainful Information, common or Social welfare. Marketing/sales/al Chern or Gainful Information, common or Social welfare. Marketing/sales/al Chern or Gainful Information, common or Social welfare. Marketing/sales/al Chern or Gainful Information, common or Social welfare. Marketing/sales/al Chern or Gainful Information, common or Social welfare. Marketing/sales/al Chern or Gainful Information, common or Social welfare. Marketing/sales/al Chern or Gainful Information, common or Social welfare. Marketing/sales/al Chern or Gainful Information, common or Social welfare. Marketing/sales/al Chern or Gainful Information, common or Social welfare. Marketing/sales/al Chern or Gainful Information, common or Social welfare. Marketing/sales/al Chern or Gainful Information, common or Social welfare. Marketing/sales/al Chern or Gainful Information, common or Social welfare. Marketing/sales/al Chern or Gainful Information, common or Social welfare. Marketing/sales/al Chern or Gainful Information, common or Social welfare. Marketing/sales/al Chern or Gainful Information, common or Social welfare. Marketing/sales/al Chern or Gainfu		2
remen - Saxony - Saxo	Brandenburg 7 Saarland	-
mburg 3 Saxony-Anhalt sees see 3 Schleswig- Holstein 2 Management Research/develop Planning/work production, qualified Planning P		
kicklenburg kickle		7
set Pommerania 5 Thuringia 2 Research/develop Planning/work pr Manufacture/proc Production, qualit information, common Administration/common Administratio		2
wer Saxony 10  tal Foreign 10  Rest of Europe 46 Africa - South amd Central America 5 East Asia 4 Sutralia 6 Administration/or social welfare/ Marketing/Sales/a Marketing/Sales/a Straight 15  stria 17  stria 18  stria 11  stria 17  stria 17  stria 18  stria 11  stria 17  stria 18  stria 18  stria 11  stria 17  stria 18  stri		
tal Foreign 10 which EU 41 Rest of Europe 46 Africa		2
Which   EU   Rest of Europe   Africa   Africa   Africa   Africa   Africa   Australia   East Asia   East East East East East East East East	,	
Rest of Europe Africa Africa North America North America South and Central America Middle East East Asia Australia e five countries with the highest visitor ares stria and tizerland land and and and and and and and and and		
Africa		
North America   South and Central America   Middle East   Social welfare   Marketing/sales/a   Storage/material   transport   Marketing/sales/a   Storage/material   transport   Maintenance/report		46
South and Central America Middle East East Asia Australia e five countries with the highest visitor ares  stria tizerland land and and and and and and and and and		6
Middle East East Asia		
Australia 2 transport  five countries with the highest visitor ares  stria 5 tria 15 trizerland 11 transport  bonomic sector 9 tother 7 transport  bustry 11 Size of company  Number of en  conicale/foreign trade 10 10 49 18  vice 41 10 49 18  broit/public services 65 50 99 12  broitority/public services 65 50 99 18  broitority/public services 65 50 99 18  broitority/public services 67 100 - 199 11  cool, university, education 11 200 - 49 18  beer 11 10 - 49 18  cool 10 - 49 18  cool 10 - 10 - 49 18  cool 20 - 49 9 11  cool 30 - 49 18  cool 49 11  cool 49 18  cool 49 12  cool 49 11  cool 74 two 22  three 4  cool 20 - 49 18  cool 20 - 49 9 18  cool 30 - 49 18  cool 30 - 49 18  cool 30 - 49 18  cool 49 18		6
re five countries with the highest visitor ares ares of the countries with the highest visitor are are strid are are strid are are strid are		-
Other   Student   Student   Student   Student   Other not gainful   Student   Studen	Australia	2
Student   Student   Student   Student   Striant   Stri	The five countries with the highest visito	r o/
Striatizerland   15	hares	90
Trequency of visitor   Trequency of visitor	Austria	
CMS 2001   Size of company	Switzerland	
Size of company,   Size of company,	Poland	7
Section   Sect	conomic sector	%
1	ndustry	
tail trade to look proportion trade to look pale/foreign trade vice vice 41 10 49 18 10 10 49 18 10 10 49 18 10 10 49 18 10 10 49 18 10 10 49 18 10 10 10 10 10 10 10 10 10 10 10 10 10 1		
vice         41         10- 49         18           thority/public services         6         50- 99         12           sociation/guild/chamber         1         100- 199         11           nool, university, education         3         200- 499         13           her         2         Length of stay         1           ident         1         1. Length of stay         1           her not gainfully employed         1         noe 74         two 22           fluence on purchasing/ occurrement decisions         %         three 4         4           cisvely         33         2. Average length           llectively         38         3. Share of visitors           an advisory capacity         15         1st day         29           2nd day         37		
thority/public services  for 100 - 199 12 sociation/guild/chamber  ool, university, education her dent of the root gainfully employed her not gainfully employed her not gainfully employed her not gainfully employed  fuence on purchasing/ cisively discribed or services cisively discribed or services discribe	ervice	
1   100-199   1   100-199   1   1   100-199   1   1   1   1   1   1   1   1   1		
100, university, education her her her her her her her her her not gainfully employed   1   1   1   1   1   1   1   1   1	Association/quild/chamber	
1. Length of stay one 74   1. Length of stay o	School, university, education	3
Nemon   Nemo	Other	
Luence on purchasing/	itudent	
luence on purchasing/ ocurement decisions cisively llectively advisory capacity 15 11 three 4 2. Average length 15 1st day 29 2nd day 37	Other not gainfully employed	1
ocurement decisions  cisively  llectively  an advisory capacity  13  2. Average lengtl  33  3. Share of visito  15 lst day 29  2nd day 37	nfluence on purchasing/	0/-
taking 33 3. Share of visitor an advisory capacity 15 1st day 29 2nd day 37	procurement decisions	
an advisory capacity 15 1st day 29 13 2nd day 37	ecisively	
13 2nd day 37		
2nd day 37	n an advisory capacity No	
	no student	13

Conducted by: Gelszus Messe-Marktforschung GmbH, Dortmund

	FRUI	T LOGIS
Total numbe	of visitors	15 886
Proportion o	trade visitors	95 %
Region of res	idence	<u>%</u>
up to 100 km		10
	0 km up to 300 km	12 78
over 300 km Total German		78 46
Baden-	North Rhin	
Württemberg	12 Westphalia	14
Bavaria	10 Rhineland-	
Berlin	15 Palatinate	5
Brandenburg	7 Saarland	-
Bremen Hamburg	1 Saxony 5 Saxony-Anl	nalt 2
Hesse	5 Schleswig-	iait 2
Mecklenburg	Holstein	3
West Pommer	ania 2 Thuringia	1
Lower Saxony	10	
Total Foreign	ı	54
of which EU		62
	st of Europe	21
	ica *th Amorica	4
	rth America uth and Central Ameri	3 ca 7
	ddle East	2
Ea	st Asia	1
Αu	stralia	1
The five coun shares	tries with the highest v	isitor <sub>%</sub>
Italy		16
Spain		12
Netherlands		10
France		7
Belgium		6
Economic sec		<u>%</u> 29
Importers, exp	etable growers	32
Industry	orters	5
Retail trade		12
Wholesale tra-		17
Hotel, catering		2
Packaging cor	npanies ders, transport compa	6 nies 5
Other services	ders, transport compa	6
Authority/pub	lic services	2
	ociety, institution, orga	nisation 4
	renticeship, training	3
Other sectors Student		5 4
	nfully employed	-
Influence on		%
procurement Decisively	uecisions	47
Collectively		28
In an advisory	capacity	14
No	•	8
student		4

TICA, Berlin	
Position in the company/organization	%
Entrepreneur, partner, self-employed	34
Managing director, board member,	
head of an authority etc.	21
Senior department head, other employee	_
with managerial responsibility	8 13
Department head, group head Other salaried staff	10
Other public service	2
Skilled worker	
Lecturer, teacher, scientific assistant	3 2
Trainee	2
Other	3
Student	4
Area of responsibility	%
Management	44
Research/development/design	7
Planning/work preparation	10
Manufacture/production	9
Production, quality control Buying/procurement	23
Finance/accounting, controlling	7
Information, communication technology (EDP)	4
Administration/organization/personnel/	•
social welfare/training	4
Marketing/sales/advertising/PR	22
Storage/material management/logistics/	
transport	8
Maintenance/repairs Student	2
Other	4 7
Frequency of visits to trade fair	%
2002	31
2002	26
2000	19
Earlier events	9
First visit	54
Size of company/organization:	%
Number of employees: 1- 4 15 200- 499	6
5- 9 12 500- 999	4
10- 49 30 1 000- 9 999	5
50- 99 10 10 000 and more	4
100- 199 11 student	4
Length of stay	%
1. Length of stay (days):	
one 53 two 32 three	15
2. Average length of stay 2,0 d	avs
	%
3. Share of visitors on the event's days: 1st day 49 2nd day 67 3rd day	48
13t day 49 Zilu day 07 310 day	40

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International	Gr	een Week Berlin	
Total number of visitors 494 5	574	Position in the company/organization	%
	8 %	Entrepreneur, partner, self-employed	16
Region of residence	%	Managing director, board member,	
up to 100 km	46	head of an authority etc.	4
more than 100 km up to 300 km		Senior department head, other employee with managerial responsibility	2
over 300 km		Department head, group head	6
Total Germany	95	Other salaried staff	10
Baden- North Rhine-		Other public service	8
Württemberg 2 Westphalia	4	Skilled worker	8
Bavaria 4 Rhineland-		Farmer Lecturer, teacher, scientific assistant	10 5
Berlin 29 Palatinate	1	Trainee	10
Brandenburg 24 Saarland Bremen - Saxony	6	Other	5
Hamburg 1 Saxony-Anhalt	6	Student	11
Hesse 2 Schleswig-	•	Other not gainfully employed	6
Mecklenburg Holstein	3	Area of responsibility	%
West Pommerania 9 Thuringia	2	Management Research/development/design	21 5
Lower Saxony 7		Planning/work preparation	7
Total Foreign	5	Manufacture/production	11
of which EU	51	Production, quality control	5
Rest of Europe	28	Buying/procurement	12
Africa	4	Finance/accounting, controlling Information, communication technology (EDP)	7 5
North America South and Central America	4	Administration/organization/personnel/	ر
Middle East	2	social welfare/training	12
East Asia	4	Marketing/sales/advertising/PR	9
Australia	8	Storage/material management/logistics/	
The five countries with the highest visitor		transport Maintenance/repairs	6 5
shares	%	Student	11
Austria	10	Other	21
Poland	10	Other not gainfully employed	6
Great Britain	8	Frequency of visits to trade fair	%
Italy	8	2002 35 1999 2001 31 Earlier events	26 24
Sweden	8	2001 31 Earlier events 2000 27 First visit	32
Economic sector	%	Size of company/organization:	
Agriculture and forestry	20	Number of employees:	%
Horticulture, landscape gardening Wholesale/foreign trade	7	1- 4 29 500- 999	2
Retail trade	6	5- 9 10 1 000- 9 999	4
Catering trade (restaurants, hotels and guest	-	10- 49 18 10 000 and more 50- 99 6 student	5 11
houses)	8	100- 199 5 other not gainfully	
Other service company	8	200-499 5 employed	6
Food and luxuries industry	9	Length of stay	%
Other industry	2 6	1. Length of stay (days):	
Authorities, public facilities, associations School, technical college, university	6	one 82 five 1 nine two 10 six - ten	
Other sectors	9	two 10 six - ten three 4 seven -	- 1
Student	11	four 1 eight -	
Other not gainfully employed	6	2. Average length of stay 1,0 d	
Influence on purchasing/		<ol><li>Share of visitors on the event's days:</li></ol>	%
procurement decisions	%	1st day 17 5th day 16 9th day 2nd day 14 6th day 15 10th day	12 10
Decisively	19	3rd day 12 7th day 14	10
Collectively	22	4th day 15 8th day 14	
In an advisory capacity	18		
No student	25 17	Conducted by: Gelszus Messe-Marktforschung	
student	17	GmbH, Dortmund	

ITB - Internationa	al Tou	ırism Exchange, Berlin	
Total number of visitors 1	29 947	Position in the company/organization	9
Proportion of trade visitors	54 %	Entrepreneur, partner, self-employed	1
Region of residence	%	Managing director, board member,	
up to 100 km	22	head of an authority etc.	
more than 100 km up to 300 km	19	Senior department head, other employee	
over 300 km	58	with managerial responsibility	1
Total Germany	72	Department head, group head Other salaried staff	1
Baden- North Rhine-		Other public service	'
Württemberg 5 Westphalia	11	Skilled worker	
Bavaria 11 Rhineland-		Lecturer, teacher, scientific assistant	
Berlin 24 Palatinate	4	Trainee	
Brandenburg 8 Saarland	-	Other Student	2
Bremen 1 Saxony	7	Other not gainfully employed	
Hamburg 3 Saxony-Anhalt	4	3 , , ,	
Hesse 7 Schleswig-		Area of responsibility	9
Mecklenburg Holstein	3	Management	2
West Pommerania 3 Thuringia	3	Research/development/design	
Lower Saxony 6		Planning/work preparation	
Total Foreign	28	Manufacture/production	
of which EU	32	Production, quality control	
Rest of Europe	52	Buying/procurement Finance/accounting, controlling	
Africa	8	Information, communication technology (EDP)	
North America South and Central America	2 2	Administration/organization/personnel/	
Middle East	2	social welfare/training	
East Asia	3	Marketing/sales/advertising/PR	2
Australia	-	Storage/material management/logistics/	-
The five countries with the highest visito	r %	transport	
shares	70	Maintenance/repairs	
Poland	29	Other	1
Austria	11	Student	2
Switzerland	6	Other not gainfully employed	
Great Britain	4	Frequency of visits to trade fair	9
Netherlands	3	2002	3
Economic sector	%	2001	3
Tourism organizations	5	2000	2
Tour operator	18	Earlier events	2
Travel agency	16	First visit	4
Trade fair organizer/conference and congress organizer	2	Size of company/organization:	
Hotel company	8	Number of employees:	9
Transport carriers (bus, train, ship and		1- 4 20 500- 999	
air companies)	5	5- 9 10 1 000- 9 999	
Travel technology, information and	2	10- 49 16 10 000 and more	
reservation systems		50- 99 6 student	2
PR/advertising/consultancy	4	100- 199 4 other not gainfully	
Leisure centre/leisure park	1	200- 499 2 employed	
Publishing houses/press	4 4	Length of stay	9
Research institute/educational institution Tourism federations/associations	5	1. Length of stay (days):	Ť
Other	12	one 51 three 11 five	
Student	28	two 25 four 7	
Other not gainfully employed	2	2. Average length of stay 2,0 d	ay
Influence on purchasing/	0/	3. Share of visitors on the event's days:	ģ
procurement decisions	%	1st day 30 3rd day 40 5th day	3
Decisively	21	2nd day 37 4th day 54	
Collectively	21		
In an advisory capacity	16		-
No student	13 30	Conducted by: Gelszus Messe-Marktforschung GmbH, Dortmund	

MODE	RNER STAAT,	Bei
Total number of visitors	3 066 Position i	
Proportion of trade visitors	100 % Minister, p	
Region of residence	% Principal, I	head
up to 100 km more than 100 km up to 300 km over 300 km	18 depart	ment
Total Germany	council 98 Head of p	llor, d ublic
Baden-Württemberg 4 Westphalia Bavaria 4 Rhineland-	Section he 20 Member o owner	f the
Berlin 28 Palatinate Brandenburg 12 Saarland Bremen 1 Saxony	3 Division ho 1 Group hea 3 Specialist	
Hamburg 2 Saxony-Anhal Hesse 8 Schleswig-	lt 2 Other sala Trainee	ried s
Mecklenburg Holstein West Pommerania 4 Thuringia Lower Saxony 8	1 Student - Other not Area of re Management	espon
Total Foreign	Research/o	
of which EU Rest of Europe	75 Planning/v 25 Manufactu	vork pr
Africa North America South and Central America		ocure coun
Middle East East Asia Australia	- Information - Administra - social v	ation/
The five countries with the highest vis	itor Marketing, Storage/m	ateria
Austria Poland	75 Maintenan 25 Other	
Economic sector	% Student 71 Other not	gainf
Public authority Service	17 Frequency	
Association/society Diplomacy Industry	2 2002 1 2001 3 2000	
Wholesale/foreign trade Other sectors	Earlier eve	nts
Student Other not gainfully employed	2 Size of co	
Influence on purchasing/ procurement decisions	1- 4 % 5- 9	
Decisively	10- 49 18 50- 99	
Collectively	39 100-199	
In an advisory capacity No	25 200-499 15 Length of	
student	3 Length of 3 1. Length one	
	2. Average	leng
	3. Share of	. VISIT

					ny/org			9/
Ν	∕linist	er, pı	esident	of a	federa	age	ncy,	
_	MII	nistei	Presid	ent, I	Regiona	I Pre	esident	1
۲					terial d			
				ary, i	nead of	gov	ernment	4.
ī		partn		tmor	t hood	ma	vor	1.
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L	heal	of n	blic off	ica c	lepartm	alui	head	-
			d, subje			ient	iieau	1
						na d	lirector,	٠.
		ner				,		
	Divisio	n he	ad, aut	horiz	ed sign	atory	/	-
(	roup	head	i b		-			1
	pecia							2
			ied staf	f				13
	raine							
	tude							-
			gainfull		pioyed			0
			sponsil	onity				9/
	/lanac				dacian			2
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٨	/amuf	actuu	e/prod	uctio	n I			
			quality					
			cureme		tioi			1.
					ntrollin	а		19
h	nform	ation	, comm	unica	tion ted	hno	logy (EDP)	34
F	١dmir	istra	tion/org	ganiza	ation/pe	ersor	nnel/	
			elfare/t					36
					sing/PR			1:
5				nana	gement	/logi	istics/	
		nspo						
	nainte Other	enano	e/repa	irs				-
	tudei	nt.						:
			gainfull	v em	oloved			
					trade	fair		9
	002							3
2	001							20
2	000							10
E	arlier	ever	nts					
F	irst v	isit						54
S					nizatio	n:		9
_			r of em	ploye				
	1-	4	3		50		999	15
	5-	9	2		1 00		9 999	28
	10-	49	10		10 00	0 ar	nd more	10
	50-		7				student	
	100-		8		other		gainfully	
	200-		15			er	nployed	
	engt.			-l \				%
1		ytn c	f stay (	uays)		0		
2	one Ave	rane	42 length	of st	two 5	0	1,6 (	łav.
					iy he evei	nt's r		9
_	1st			2nd		78	,5.	,
			20		,	_		

SH	OWTEC
Total number of visitors Proportion of trade visitors	6 552 98 %
Region of residence	%
up to 100 km	32
more than 100 km up to 300 km	17
over 300 km	51
Total Germany	79
Baden- North Rhine- Württemberg 6 Westphalia	9
Bavaria 9 Rhineland-	,
Berlin 36 Palatinate	2
Brandenburg 7 Saarland	-
Bremen - Saxony	10
Hamburg 5 Saxony-Anha	
Hesse 3 Schleswig-	
Mecklenburg Holstein	1
West Pommerania 3 Thuringia	3
Lower Saxony 5	
Total Foreign	25
of which EU	53
Rest of Europe	38
Africa	-
North America	3
South and Central America	
Middle East	1
East Asia	2
Australia	2
The five countries with the highest vis shares	% sitter
Austria	14
Norway	14
Denmark	10
Netherlands	10
Switzerland	8
Economic sector	%
Film, radio, TV	7
Theatre	39
Sport, multi-purpose halls	1
Event management	7
Event organizer/management Cultural administration	6 1
Architect, construction planning	4
Exhibition stand construction	1
Hotel	i
Discotheque	1
Advertising, marketing	1
Press, publishers	1
University/college/polytechnic	3
Other	18 11
Student	11
Influence on purchasing/ procurement decisions	%
Decisively	28
Collectively	32
In an advisory capacity	17
No	11
student	13

H, Berlin	
Position in the company/organization	%
Entrepreneur, partner, self-employed	19
Managing director, board member, head of an authority etc.	5
Senior department head, other employee	
with managerial responsibility	7
Department head, group head	22
Other salaried staff Other public service	15
Skilled worker	6
Lecturer, teacher, scientific assistant	3
Trainee	7
Other Student	2 11
Other not gainfully employed	2
Area of responsibility	%
Management	19
Research/development/design	13
Planning/work preparation Manufacture/production	26 20
Production, quality control	5
Buying/procurement	18
Finance/accounting, controlling	6
Administration/organization/personnel/ social welfare/training	10
Marketing/sales/advertising/PR	17
Storage/material management/logistics/	
transport	. 8
Maintenance/repairs Other	15 16
Student	11
Other not gainfully employed	2
Frequency of visits to trade fair	%
2001 1999	37 33
1997	24
Earlier events	18
First visit	45
Size of company/organization: Number of employees:	%
1- 4 10 500- 99	
5- 9 6 1 000- 9 99 10- 49 18 10 000 and mo	
50- 99 7 studer	
100- 199 9 other not gainful	ly
200- 499 2 employe	
Length of stay  1. Length of stay (days):	%
	ree 11
2. Average length of stay 1	,4 days
3. Share of visitors on the event's days:	%
1st day 39 2nd day 55 3rd da	v 48

WAS	SER	BERLIN	
Total number of visitors 23	641	Position in the company/organization	%
Proportion of trade visitors 9	98 %	Entrepreneur, partner, self-employed	14
Region of residence	%	Managing director, board member,	
up to 100 km	26		11
more than 100 km up to 300 km	26	Senior department head, other employee	
over 300 km	48	with managerial responsibility	6
Total Germany	85		25 23
Baden- North Rhine-	_	Other public service	23 6
Württemberg 7 Westphalia	9	Skilled worker	5
Bavaria 7 Rhineland- Berlin 20 Palatinate	4	Lecturer, teacher, scientific assistant	3
Berlin 20 Palatinate Brandenburg 13 Saarland	4	Trainee	1
Bremen - Saxony	9	Other	1
Hamburg 1 Saxony-Anhalt	5	Student	5
Hesse 6 Schleswig-	_	Other not gainfully employed	1
Mecklenburg Holstein	1		%
West Pommerania 4 Thuringia	5		23
Lower Saxony 8			13
Total Foreign	15		24
of which EU	36		12
Rest of Europe	48	Production, quality control Buying/procurement	5 11
Africa	3	Finance/accounting, controlling	4
North America	2	Information, communication technology (EDP)	4
South and Central America Middle East	3	Administration/organization/personnel/	-
East Asia	7	social welfare/training	4
Australia	· -	Marketing/sales/advertising/PR	15
The five countries with the highest visitor		Storage/material management/logistics/	
shares	%	transport	2
Poland	19		17
Italy	7		11
Austria	6	Student Other pet gainfully employed	5 1
Belgium	6	Other not gainfully employed	%
Netherlands	4		30
Economic sector	%		15
Civil engineering company	10 1	1993	9
Structural engineering company Other construction companies	3	Earlier events	22
Water supply companies	28	First visit	45
Waste disposal companies	4	Size of company/organization:	•
Public authorities, administration, ministries		Number of employees:	%
Engineer's/architect's office	10	1- 4 9 500- 999	7
University/college Association/society	4 1		13 2
Industry	12	10- 49 26 10 000 and more 50- 99 10 student	5
Skilled trades	2	100- 199 12 other not gainfully	,
Trade	7	200- 499 1 employed	8
Other sectors	6	Length of stay	%
Student	5	1. Length of stay (days):	_
Other not gainfully employed	1	one 60 three 8 five	2
Influence on purchasing/	%	two 28 four 2 2. Average length of stay 1,6 da	21/6
procurement decisions			1ys %
Decisively	25		22
Collectively	33 26	2nd day 39 4th day 35	_
In an advisory capacity No	26 11	, ,	
student	6	Conducted by: Gelszus Messe-Marktforschung	_
	-	GmbH, Dortmund	

otal number of visitors	30 012	Position in the company/organization
roportion of trade visitors	96 %	Entrepreneur, partner, self-employed
•	%	Managing director, board member, head of an authority etc.
egion of residence	74	Senior department head, other employee
p to 100 km nore than 100 km up to 300 km	74 24	with managerial responsibility
ver 300 km	3	Department head, group head
		Other salaried staff
otal Germany	99	Other public service
aden- North Rh		Foreman, master craftsman
/ürttemberg - Westphal		Skilled worker/apprentice Lecturer, teacher, scientific assistant
avaria - Rhineland erlin - Palatinate		Trainee
randenburg - Saarland		Other
remen - Saxony		Student
lamburg - Saxony-A	nhalt -	Other not gainfully employed
lesse 2 Schleswic		Area of responsibility
lecklenburg Holstein	_	Management
lest Pommerania - Thuringia	-	Research/development/design
ower Saxony 5		Planning/work preparation
otal Foreign	1	Manufacture/production
<b>otal Foreign</b> f which EU	57	Production, quality control Buying/procurement
Rest of Europe	21	Finance/accounting, controlling
Africa	7	Information, communication technology (EDP
North America	7	Administration/organization/personnel/
South and Central Ame		social welfare/training
Middle East	7	Marketing/sales/advertising/PR
East Asia	-	Storage/material management/logistics/
Australia	-	transport
he five countries with the highes	visitor	Maintenance/repairs
hares	wisitoi %	Assembly/new construction Other
elaium	29	Student
uxembourg	14	Other not gainfully employed
conomic sector	%	Frequency of visits to trade fair
lectrical skilled trade	42	2002 22 1999
ther skilled trades	2	2001 41 Earlier events
lectrical engineering/electronics in		2000 14 First visit
other industry	8	Size of company/organization:
lectrical wholesale trade	3	Number of employees:
lectrical retail trade	-	1- 4 19 500- 999
ther wholesale and retail trade	1	5- 9 11 1 000- 9 999
nergy supply company, main/ope		10- 49 17 10 000 and more
ngineering, planning office, archit	ects 4	50- 99 7 student
ervice companies/telecommunica		100- 199 9 other not gainfully
pecialist authority, administration	3	200- 499 8 employed
raining institution	3	Length of stay
other	4	1. Length of stay (days):
tudent	7 1	one 89 three 1 two 9 four -
ther not gainfully employed	ı	2. Average length of stay 1,1
nfluence on purchasing/	%	3. Share of visitors on the event's days:
rocurement decisions		1st day 29 3rd day 28
Decisively	22 34	2nd day 28 4th day 29
Collectively	34 20	
n an advisory capacity lo	16	

**ELEKTROTECHNIK, Dortmund** 

Inter-1	tabac,	Dortmund
Total number of visitors	4 738	Position in the company/organization
Proportion of trade visitors	90 %	Entrepreneur, partner, self-employed
Region of residence	%	Managing director, board member, head of an authority etc.
up to 100 km	37	Senior department head, other employee
more than 100 km up to 300 km	23	with managerial responsibility
over 300 km	40	Department head, group head
Total Germany	81	Other salaried staff
Baden- North Rhine-	01	Other public service
Württemberg 5 Westphalia	56	Skilled worker
Bavaria 4 Rhineland-		Lecturer, teacher, scientific assistant Trainee
Berlin 2 Palatinate	4	Other
Brandenburg 2 Saarland	2	Student
Bremen 1 Saxony	1	Area of responsibility
Hamburg 5 Saxony-Anhalt	1	Management
Hesse 6 Schleswig- Mecklenburg Holstein	3	Research/development/design
West Pommerania 1 Thuringia	2	Planning/work preparation
Lower Saxony 6	2	Manufacture/production
•		Production, quality control
Total Foreign	19	Buying/procurement
of which EU	53	Finance/accounting, controlling
Rest of Europe Africa	30	Information, communication technology (EDP) Administration/organization/personnel/
North America	9	social welfare/training
South and Central America	3	Marketing/sales/advertising/PR
Middle Fast	3	Storage/material management/logistics/
East Asia	3	transport
Australia	1	Maintenance/repairs
The five countries with the highest visito	or	Other
shares	, %	Student
Netherlands	14	Frequency of visits to trade fair
Belgium	8	2002 2001
Austria	6	2001
Switzerland USA	6 6	1999
	-	Farlier events
Economic sector	%	First visit
Wholesale/foreign trade	21	Size of company/organization:
Retail trade Skilled trades	56 2	Number of employees:
Industry	9	1- 4 47 500- 999
Service	7	5- 9 20 1 000- 9 999
Other	2	10- 49 14 10 000 and more
Student	2	50- 99 4 student 100- 199 3
Other not gainfully employed	-	200-499 4
nfluence on purchasing/ procurement decisions	%	Length of stay
Decisively	57	1. Length of stay (days):
Collectively	27	one 74 two 18 three 2. Average length of stay 1.3 c
In an advisory capacity	9	3. Share of visitors on the event's days:
No	4	1st day 50 2nd day 45 3rd day
student	2	iscau, so zina au, is sia au,

Conducted by: Gelszus Messe-Marktforschung GmbH, Dortmund

	55 752 99 %	Position in the company/organization	9
		Entrepreneur, partner, self-employed	1
Region of residence	%	Managing director, board member,	
up to 100 km	35	head of an authority etc.	
nore than 100 km up to 300 km	24	Senior department head, other employee	
over 300 km	41	with managerial responsibility	
Total Germany	82	Department head, group head	2
Baden- North Rhine-	02	Other salaried staff	2
	48	Other public service	1.
Württemberg 10 Westphalia Bayaria 9 Rhineland-	40	Skilled worker	1
	5	Lecturer, teacher, scientific assistant	
	5 1	Trainee	
Brandenburg 1 Saarland		Other	
Bremen 1 Saxony	2	Student	
Hamburg 1 Saxony-Anhalt	- 1	Area of responsibility	9
Hesse 7 Schleswig-	_	Management	1
Mecklenburg Holstein	3 1	Research/development/design	
West Pommerania - Thuringia	- 1	Planning/work preparation	į
Lower Saxony 8		Manufacture/production	1
Total Foreign	19	Production, quality control	- '3
of which EU	61	Buying/procurement	- 1
Rest of Europe	21	Finance/accounting, controlling	- :
Africa	2	Information, communication technology (EDP)	
North America	4	Administration/organization/personnel/	
South and Central America	3	social welfare/training	12
Middle East	2	Marketing/sales/advertising/PR	
East Asia	6	Storage/material management/logistics/	-
Australia	1	transport	2
The five countries with the highest visito	r o	Maintenance/repairs	8
shares	· %	Other	22
Belgium	14	Student	- 2
Netherlands	13	Frequency of visits to trade fair	9/
Austria	8	2001	4
Great Britain	6	1999	36
Spain	5	Earlier events	27
Economic sector	%	First visit	38
Industry	39	Size of company/organization:	50
Trade	10		%
Skilled trades	3	Number of employees:	
Employers' liability insurance association	4	1- 4 9 500- 999	12
Public protection institution	3	5- 9 4 1 000- 9 999	2
Hospital/clinic/practice/med.laboratory/	2	10- 49 11 10 000 and more	- 1
institute	2	50- 99 7 student	
Trade supervisory authority	2	100- 199 9 200- 499 15	
Authority/public services	9		
Security service provider	2	Length of stay	9
Public health service/welfare work	2	1. Length of stay (days):	
Other services/techn. management consu	ıl- 7	one 57 three 11	
tancy	/	two 25 four 8	
University/college/polytechnic	2	2. Average length of stay 1,7 o	dav
Other	14	· · ·	•
Influence on purchasing/		3. Share of visitors on the event's days:	9
procurement decisions	%	1st day 25 3rd day 27	
Decisively	20	2nd day 25 4th day 24	
Collectively	33		
In an advisory capacity	36		
No	8		
			_
student	2	Conducted by: Walter & Partner, Basel	

A + A, Düsseldorf

Total number of visitors
Proportion of trade visitors

GDS - International Shoe Fair (Spring), Düsseldorf

BEAUTY INTE	RNAT	TONAL, Düsseldorf	
Total number of visitors	56 748	Position in the company/organization	%
Proportion of trade visitors	85 %	Entrepreneur, partner, self-employed Managing director, board member,	64
Region of residence	%	head of an authority etc.	2
up to 100 km	55	Senior department head, other employee	
more than 100 km up to 300 km	23	with managerial responsibility Department head, group head	1
over 300 km	22	Other salaried staff	10
Total Germany	95	Other public service	1
Baden- North Rhine- Württemberg 4 Westphalia	64	Skilled worker	2
Bavaria 3 Rhineland-	04	Lecturer, teacher, scientific assistant	1 7
Berlin 1 Palatinate	6	Trainee Other	4
Brandenburg 1 Saarland	1	Student	6
Bremen - Saxony	2	Other not gainfully employed	1
Hamburg 1 Saxony-Anhalt Hesse 7 Schleswig-	1	Area of responsibility	%
Mecklenburg Holstein	1	Management	42
West Pommerania 1 Thuringia	2	Research/development/design	2
Lower Saxony 8		Planning/work preparation Manufacture/production	1
Total Foreign	5	Production, quality control	4
of which EU	76	Buying/procurement	7
Rest of Europe	16	Finance/accounting, controlling	1
Africa	2	Administration/organization/personnel/	
North America South and Central America	2	social welfare/training Marketing/sales/advertising/PR	1
Middle Fast	-	Storage/material management/logistics/	9
East Asia	4	transport	_
Australia	-	Maintenance/repairs	-
The five countries with the highest visito	or o	Other	27
shares	70	Student Other not gainfully employed	6 1
Netherlands	24	Frequency of visits to trade fair	%
Spain Belgium	10 8	2002	51
Greece	8	2001	46
Luxembourg	8	Earlier events	32
Economic sector	%	First visit	28
Cosmetic institute	40	Size of company/organization:	%
Foot care practice	10	Number of employees: 1- 4 58 500- 999	1
Nail studio	11	5- 9 12 1 000- 9 999	2
Hairdressing salon	7 4	10- 49 8 10 000 and more	1
Tanning studios Perfumery	2	50- 99 1 student	6
Beauty farm, wellness facilities	2	100- 199 1 other not gainfully	_
Polytechnics	4	200- 499 1 employed	1
Industry	2	Length of stay	%
Trade Other	2 13	1. Length of stay (days): one 69	
	13	two 21	
Influence on purchasing/ procurement decisions	%	three 10	
Decisively	51	2. Average length of stay 1,4 c	lays
Collectively	18	3. Share of visitors on the event's days:	%
In an advisory capacity	14	1st day 37	,0
No	11	2nd day 36	
student	7	3rd day 27	
		Conducted by: Walter & Partner, Basel	

Region of	residen	ce		%
up to 100				13
more than		up t	o 300 km	16
over 300 l				70
Total Ger	many			36
Baden-			North Rhine-	
Württemb	erg	11	Westphalia	39
Bavaria		8	Rhineland- Palatinate	9
Berlin Brandenbı		4	Saarland	1
Bremen	urg	-	Saxony	2
Hamburg		4	Saxony-Anhalt	1
Hesse		9	Schleswig-	•
Mecklenb	ura		Holstein	1
West Pom	merania	1	Thuringia	1
Lower Sax	ony	7		
Total For	aian			65
of which	EU			63
or willen	Rest of	Furoi	ne	12
	Africa			2
	North A			5
			entral America	3
	Middle I			3
	East Asi			9
	Australia	3		3
shares		vith	the highest visitor	%
Great Brita				14
Netherlan	ds			11
Italy Spain				6 6
France				6
				-
Economic				%
Shoe retai Shoe retai				33 7
		thin	g retail, boutique	4
Specialist			g retuii, boutique	3
Retail trad				8
Wholesale				10
Commerci		,		5
Foreign tr	ade			5 13
Industry				
Service	/collogs /-	عرامه	a chaic	7 2
University, Other	/college/p	olyte	ECHINIC	5
			·=/	3
Influence procurem	on purci	nasır sion s	ig/	%
Decisively	ciit decis	,,,,,,,,,,		49
Collectivel	v			24
In an advi		city		15
No	, ,	•		10
student				3

39	009	Position in the company/organization	%
9	6 %	Entrepreneur, partner, self-employed	43
	01	Managing director, board member,	10
	<u>%</u>	head of an authority etc. Senior department head, other employee	18
	13 16	with managerial responsibility	8
	70	Department head, group head	13
		Other salaried staff	8
	36	Other public service	-
		Skilled worker	2
	39	Lecturer, teacher, scientific assistant	-
	9	Trainee	2
	1	Other	3
	2	Student	2
	1	Other not gainfully employed	1
	•	Area of responsibility	%
	1	Management	33
	1	Research/development/design	6
		Sales	15
	65	Manufacture/production	3
	63	Production, quality control Buying/procurement	24
	12	Finance/accounting, controlling	1
	2	Information, communication technology (EDP)	i
	5	Administration/organization/personnel/	
	3	social welfare/training	1
	3	Marketing/sales/advertising/PR	10
	9	Storage/material management/logistics/	
	3	transport	-
or		Maintenance/repairs	-
٠.	%	Other	4
	14	Student	2 1
	11	Other not gainfully employed	-
	6	Frequency of visits to trade fair	%
	6	Autumn 2002	54
	6	Spring 2002 Autumn 2001	44 38
	%	Earlier events	40
	33	First visit	21
	7		21
e	4	Size of company/organization: Number of employees:	%
	3	1- 4 28 500- 999	4
	8	5- 9 14 1 000- 9 999	7
	10	10- 49 23 10 000 and more	2
	5	50- 99 7 student	2
	5 13	100- 199 5 other not gainfully	
	7	200- 499 1 employed	5
	2	Length of stay	%
	5	1. Length of stay (days):	
	,	one 33 three 19	
	%	two 33 four 15	
	49	2. Average length of stay 2,2 c	
	49 24	3. Share of visitors on the event's days:	%
	2 <del>4</del> 15	1st day 28 3rd day 27	
	10	2nd day 28 4th day 16	
	3		
	-	Conducted by: Walter & Partner, Basel	
		•	

#### GDS - International Shoe Fair (Autumn), Düsseldorf

Total number of visitors	40 037
Proportion of trade visitors	95 %
Region of residence	%
up to 100 km	15
more than 100 km up to 300 km over 300 km	17 68
Total Germany	36
Baden- North Rhine- Württemberg 12 Westphalia	42
Bavaria 9 Rhineland-	
Berlin 2 Palatinate	11
Brandenburg - Saarland Bremen 1 Saxony	2
Hamburg 3 Saxony-Anhali	
Hesse 7 Schleswig-	
Mecklenburg Holstein	2
West Pommerania 1 Thuringia Lower Saxony 6	1
Total Foreign	64
of which EU	53
Rest of Europe	12
Africa North America	3 5
South and Central America	4
Middle East	4
East Asia	16
Australia The five countries with the highest visi	tor
shares	90
Great Britain	8
Netherlands Belgium	8 6
France	6
Italy	5
Economic sector	%
Shoe retail trade	35
Shoe retail chain Specialist textile/clothing retail, boutigu	7 Je 4
Specialist shoe retailer	2
Retail trade	8
Wholesale trade	9
Commercial agency Foreign trade	5 4
Industry	12
Service <sup>*</sup>	6
University/college/polytechnic	1
Other	5
Influence on purchasing/ procurement decisions	%
Decisively	48
Collectively	25
In an advisory capacity No	15 9
student	4
	-

	the company/organization	%
Entreprene	ur, partner, self-employed	44
Managing (	director, board member,	
	an authority etc.	21
	artment head, other employee	
with ma	anagerial responsibility	6
Departmen	it head, group head	12
Other salar	ied staff	8
Other publ	ic service	-
Skilled wor	ker	1
Lecturer, te	eacher, scientific assistant	-
Trainee	, , , , , , , , , , , , , , , , , , , ,	1
Other		3
Student		3
	gainfully employed	1
	sponsibility	%
Manageme		33
	evelopment/design	7
Sales	evelopment/design	16
	va /ava du etia a	
	re/production	3
	, quality control	22
Buying/pro		22
	counting, controlling	1
	tion/organization/personnel/	
	/elfare/training	1
	sales/advertising/PR	ŏ
	aterial management/logistics/	
transpo Maintenano		-
Other	ce/repairs	5
		3
Student		1
	gainfully employed	
	of visits to trade fair	%
Spring 200		48
Autumn 20		46
Spring 200	2	
		40
Earlier ever		
		40
Earlier ever First visit		40 41 23
Earlier ever First visit Size of cor	nts	40 41
Earlier ever First visit Size of cor	nts mpany/organization:	40 41 23
Earlier ever First visit Size of cor Number	nts mpany/organization: r of employees:	40 41 23 %
Earlier ever First visit Size of cor Number 1- 4 5- 9	mpany/organization: r of employees: 26 500- 999 15 1 000- 9 999	40 41 23 %
Earlier ever First visit Size of cor Number 1- 4 5- 9 10- 49	mpany/organization: r of employees: 26 500- 999 15 1 000- 9 999 11 10 000 and more	40 41 23 % 4 6
Earlier ever First visit Size of cor Number 1- 4 5- 9 10- 49 50- 99	mpany/organization: r of employees: 26 500- 999 15 1 000- 9 999 11 10 000 and more 6 student	40 41 23 % 4 6 3
Earlier ever First visit Size of cor Number 1- 4 5- 9 10- 49 50- 99 100- 199	mpany/organization: r of employees: 26 500- 999 15 1 000- 9 999 11 10 000 and more 6 student 5 other not gainfully	40 41 23 % 4 6 3 3
Earlier ever First visit Size of cor Number 1 - 4 5 - 9 10 - 49 50 - 99 100 - 199 200 - 499	mpany/organization: r of employees: 26 500 999 15 1 000 9 999 11 1 000 and more 6 student 5 other not gainfully 1 employed	40 41 23 % 4 6 3 3
Earlier ever First visit Size of cor Number 1- 4 5- 9 10- 49 50- 99 100- 199 200- 499 Length of	mpany/organization: r of employees:  26	40 41 23 % 4 6 3 3
Earlier ever First visit Size of cor Number 1- 4 5- 9 10- 49 50- 99 100- 199 200- 499 Length of 1. Length of	mpany/organization: r of employees:  26 500- 999 15 1 000- 9 999 11 10 000 and more 6 student 5 other not gainfully 1 employed  stay of stay (days):	40 41 23 % 4 6 3 3
Earlier ever First visit  Size of cor Number  1- 4 5- 9 10- 49 50- 99 100- 199 200- 499  Length of 1. Length of	mpany/organization: r of employees:  26	40 41 23 % 4 6 3 3
Earlier ever First visit Size of cor Number 1- 4 5- 9 10- 49 50- 99 100- 199 200- 499 Length of 1. Length of	mpany/organization: r of employees:  26 500- 999 15 1 000- 9 999 11 10 000 and more 6 student 5 other not gainfully 1 employed  stay of stay (days):	40 41 23 % 4 6 3 3
Earlier ever First visit Size of cor Number 1- 4 5- 9 10- 49 50- 99 100- 199 200- 499 Length of 1. Length of one two	mpany/organization: r of employees:  26	40 41 23 % 4 6 3 3 7 %
Earlier ever First visit  Size of cor Number  1- 4 5- 9 10- 49 50- 99 100- 199 200- 499 Length of 1. Length of one two 2. Average	mpany/organization: r of employees:  26 500- 999 15 1 000- 9 999 11 10 000 and more 6 student 5 other not gainfully 1 employed  stay  of stay (days): 36 three 17 32 four 15  length of stay 2,1 6	40 41 23 % 4 6 3 3 7 %
Earlier ever First visit Size of cor Number 1- 4 5- 9 10- 49 200- 199 200- 499 Length of 1. Length of one two 2. Average	mpany/organization: r of employees:  26	40 41 23 % 4 6 3 3 7 %

Conducted by: Walter & Partner, Basel

GII	א, טנ
Total number of visitors	51 269
Proportion of trade visitors	98 %
Region of residence	%
up to 100 km	20
more than 100 km up to 300 km over 300 km	16 64
Total Germany	52
Baden- North Rhine-	- 32
Württemberg 18 Westphalia	40
Bavaria 9 Rhineland-	_
Berlin 1 Palatinate Brandenburg - Saarland	5 4
Bremen - Saxony	3
Hamburg 1 Saxony-Anhalt	2
Hesse 9 Schleswig- Mecklenburg Holstein	2
West Pommerania - Thuringia	-
Lower Saxony 5	
Total Foreign	48
of which EU	51
Rest of Europe	18
Africa North America	4 5
South and Central America	6
Middle East	.3
East Asia Australia	10 2
The five countries with the highest visit	or -
shares	90
France	9 8
Italy Netherlands	6
Great Britain	6
India	5
Economic sector	%
Foundry Mechanical engineering	59 6
Non-ferrous metal industry	4
Other industry	10
Trade Skilled trades	6 2
Service	6
Public authority	1
University/college/polytechnic Other	1 6
	О
Influence on purchasing/ procurement decisions	%
Decisively	24
Collectively	35
In an advisory capacity No	24 13
student	3

GIF/	A, Dü	isseldorf each	
5	1 269	Position in the company/organization	%
	98 %	Entrepreneur, partner, self-employed	15
		Managing director, board member,	
	%	head of an authority etc. Senior department head, other employee	14
	20 16	with managerial responsibility	11
	64	Department head, group head	27
	52	Other salaried staff	15
ine-	32	Other public service	1
lia	40	Skilled worker	8
d-		Lecturer, teacher, scientific assistant Trainee	2
e	5	Other	2
	4	Student	2
عا ما سا	3	Other not gainfully employed	1
inhalt	2	Area of responsibility	%
g-	2	Management	21
a	-	Research/development/design	14
		Planning/work preparation	6
	48	Manufacture/production Production, quality control	24
	51	Buying/procurement	5
	18	Finance/accounting, controlling	1
	4	Information, communication technology (EDP)	-
	5	Administration/organization/personnel/	
erica	6	social welfare/training	1
	3 10	Marketing/sales/advertising/PR Storage/material management/logistics/	10
	2	transport	1
	_	Maintenance/repairs	5
t visitor	%	Other	4
	9	Student	2
	8	Other not gainfully employed	1
	6	Frequency of visits to trade fair	%
	6	1999 1994	47 31
	5	Earlier events	19
	%	First visit	41
	59	Size of company/organization:	
	6	Number of employees:	%
	4 10	1- 4 5 500- 999	9
	6	5- 9 5 1 000- 9 999	13
	2	10- 49 16 10 000 and more	4
	6	50- 99 10 student 100- 199 17 other not gainfully	2
	1	200- 499 1 employed	17
	1 6	Length of stay	%
	0	1. Length of stay (days):	-/-
	%	one 41 three 18 five	3
	24	two 31 four 3 six	3
	35	2. Average length of stay 2,1 d	-
	24 13	3. Share of visitors on the event's days:	%
	3	1st day 17 3rd day 17 5th day 2nd day 17 4th day 17 6th day	17 15
	ر	2nd day 17 4th day 17 6th day	15

iba	, Dü	sseldorf
Total number of visitors	71 677	Position in the company/organization
Proportion of trade visitors	95 %	Entrepreneur, partner, self-employed
		Managing director, board member,
Region of residence	<u>%</u> 24	head of an authority etc. Senior department head, other employee
up to 100 km more than 100 km up to 300 km	24 21	with managerial responsibility
over 300 km	56	Department head, group head
Total Germany	54	Other salaried staff
Baden- North Rhine-	34	Other public service
Württemberg 10 Westphalia	47	Skilled worker
Bavaria 10 Rhineland-	-17	Lecturer, teacher, scientific assistant
Berlin 1 Palatinate	7	Trainee Other
Brandenburg 1 Saarland	2	Student
Bremen - Saxony	2	Other not gainfully employed
Hamburg 1 Saxony-Anhalt	1	Area of responsibility
Hesse 7 Schleswig-	2	Management
Mecklenburg Holstein West Pommerania - Thuringia	2	Research/development/design
Lower Saxony 9	2	Planning/work preparation
	4.5	Manufacture/production
Total Foreign	46	Production, quality control
of which EU	52 16	Buying/procurement
Rest of Europe Africa	5	Finance/accounting, controlling Administration/organization/personnel/
North America	5	social welfare/training
South and Central America	5	Marketing/sales/advertising/PR
Middle East	7	Storage/material management/logistics/
East Asia	8	transport
Australia	4	Maintenance/repairs
The five countries with the highest visitor	. %	Other
shares	70	Student Other not gainfully employed
Netherlands	13	Frequency of visits to trade fair
Belgium	7	1998
Italy Great Britain	6 5	1995
Spain	4	Earlier events
•		First visit
conomic sector	%	Size of company/organization:
Baker's/Confectioner's Trade	46 20	Number of employees:
Bread, cake and pastry industry Subcontracting industry	11	1- 4 11 500- 999
Wholesale trade	4	5- 9 9 1 000- 9 999
Retail trade	3	10- 49 31 10 000 and more
Service	2	50- 99 11 student 100- 199 11 other not gainfully
Nutritional scientist	1	200- 499 10 employed
Architects, shopfitting	1	Length of stay
Consultants Public authority	3 1	1. Length of stay (days):
University/college/polytechnic	i	one 47 four 7 sever
Other	8	two 24 five 4
mfluores on numbraine/		three 13 six 2
nfluence on purchasing/ procurement decisions	%	2. Average length of stay 2,2
Decisively	35	3. Share of visitors on the event's days:
Collectively	30	1st day 13 4th day 15 7th day
In an advisory capacity	21	2nd day 14 5th day 16
	12	
No student	2	3rd day 14 6th day 16

METE	C, D	Düsseldorf
otal number of visitors 12	2 090	Position in the company/organization
roportion of trade visitors	98 %	Entrepreneur, partner, self-employed
egion of residence	%	Managing director, board member, head of an authority etc.
p to 100 km	36	Senior department head, other employe
nore than 100 km up to 300 km	12	with managerial responsibility
ver 300 km	52	Department head, group head
otal Germany	51	Other salaried staff
Baden- North Rhine-		Other public service Skilled worker
Vürttemberg 7 Westphalia	75	Lecturer, teacher, scientific assistant
avaria 3 Rhineland-		Trainee
Berlin - Palatinate	3	Other
randenburg - Saarland Fremen 1 Saxony	2	Student
lamburg - Saxony-Anhalt		Other not gainfully employed
lesse 2 Schleswig-		Area of responsibility
Mecklenburg Holstein	-	Management
Vest Pommerania - Thuringia	-	Research/development/design
ower Saxony 4		Planning/work preparation Manufacture/production
otal Foreign	50	Production, quality control
of which EU	48	Buying/procurement
Rest of Europe	12	Finance/accounting, controlling
Africa	6	Information, communication technology
North America	4	Administration/organization/personnel/
South and Central America Middle East	8 7	social welfare/training
East Asia	14	Marketing/sales/advertising/PR Storage/material management/logistics
Australia	1	transport
The five countries with the highest visitor		Maintenance/repairs
The five countries with the highest visitor chares	%	Other
Austria	10	Student
Great Britain	7	Other not gainfully employed
ndia	7	Frequency of visits to trade fair
taly	6	1999 1994
Sweden	6	Farlier events
Economic sector	%	First visit
Steel and non ferrous metal production	40	Size of company/organization:
ron, steel and non-ferrous metal industry	11	Number of employees:
Mechanical engineering Other industry	6 15	1- 4 8 500-
Trade	8	5- 9 3 1 000- 9 9
Skilled trades	1	10- 49 15 10 000 and m
Service	11	50- 99 12 stud 100- 199 11 other not gainfi
Public authority	-	200- 499 - employ
Iniversity/college/polytechnic	2	Length of stay
Other	7	1. Length of stay (days):
nfluence on purchasing/	%	one 51 three 15
procurement decisions		two 23 four 5
Decisively Collectively	25 36	2. Average length of stay
Collectively n an advisory capacity	23	3. Share of visitors on the event's days: 1st day 17 3rd day 19 5th o
No	12	1st day 17 3rd day 19 5th o 2nd day 19 4th day 19 6th o

MEDICA	A, Düs
Total number of visitors	132 334
oportion of trade visitors	97 %
	%
egion of residence p to 100 km	31
nore than 100 km up to 300 km	18
ver 300 km	51
otal Germany	67
aden- North Rhine-	
/ürttemberg 10 Westphalia avaria 8 Rhineland-	51
erlin 2 Palatinate	5
andenburg 1 Saarland	2
emen 1 Saxony	1
mburg 2 Saxony-Anhal	t 1
esse 9 Schleswig- ecklenburg- Holstein	2
leckienburg- Hoistein /est Pommerania 1 Thuringia	2
ower Saxony 5	-
otal Foreign	33
f which EU	45
Rest of Europe	16
Africa	6
North America	6
South and Central America Middle East	4
East Asia	12
Australia	1
he five countries with the highest	
isitor shares	%
letherlands	8
reat Britain	7
aly .ustria	6 5
SA	4
<del></del>	%
conomic sector ospital/clinic	25
ractice	12
Medical laboratory/institute	6
Rehabilitation facility/nursing home	. 2
Medicine and sanitary/medical specialist rade	st 12
Other trade	3
ndustry	14
Service	8
Public authority	2
Jniversity/college/polytechnic Other	3 14
	14
nfluence on purchasing/ procurement decisions	%
Decisively	30
Collectively	29
n an adviśory capacity	21
No	12
Student	8

ProW	ein,
tal number of visitors	28 431
roportion of trade visitors	92 %
gion of residence	%
p to 100 km	31
ore than 100 km up to 300 km ver 300 km	32 37
otal Germany	82
aden- North Rhine-	
Vürttemberg 12 Westphalia Javaria 9 Rhineland-	38
erlin 1 Palatinate	17
randenburg - Saarland remen 1 Saxony	1 1
amburg 1 Saxony-Anhalt	-
Hesse 11 Schleswig-	2
Mecklenburg Holstein Vest Pommerania - Thuringia	2 1
ower Saxony 5	
Total Foreign	18
of which EU Rest of Europe	77 17
Africa	3
North America South and Central America	2 1
Middle East	i
East Asia	1
Australia	1
The five countries with the highest visito shares	r %
Netherlands	19
rance Belgium	15 10
taly	7
Great Britain	6
conomic sector	%
Vine and spirits trade Letail trade	18 13
Wholesale trade	10
mporter, exporter, mail order Catering/hotels	7 21
ocational/specialist academies, universit	
olleges, schools Iniversity/college/polytechnic	3
/iniculture, manufacturing sector,	_
accessories	10
service Other	9 7
nfluence on purchasing/	
procurement decisions	%
Decisively Collectively	43 25
n an advisory capacity	16
No student	10 6
.uuciit	0

**REHACARE International, Düsseldorf** 

PSI	, Dü	sseldorf
Total number of visitors 1	6 221	Position in the company/organization %
Proportion of trade visitors	99 %	Entrepreneur, partner, self-employed 44
Region of residence	%	Managing director, board member, head of an authority etc. 20
up to 100 km	13	Senior department head, other employee
more than 100 km up to 300 km	22	with managerial responsibility 6
over 300 km	65	Department head, group head 11
Total Germany	34	Other salaried staff 14 Other public service
Baden- North Rhine-		Skilled worker 1
Württemberg 14 Westphalia Bavaria 18 Rhineland-	38	Lecturer, teacher, scientific assistant -
Berlin 2 Palatinate	5	Trainee 1
Brandenburg - Saarland	-	Other 1 Student 1
Bremen - Saxony	2	Other not gainfully employed 1
Hamburg 3 Saxony-Anhalt Hesse 7 Schleswig-	-	Area of responsibility %
Mecklenburg Holstein	3	Management 45
West Pommerania - Thuringia	1	Research/development/design 8
Lower Saxony 6		Planning/work preparation 11 Manufacture/production 9
Total Foreign	66	Production, quality control 6
of which EU	66	Buying/procurement 35
Rest of Europe	28 1	Finance/accounting, controlling 11
Africa North America	2	Information, communication technology (EDP) 5 Administration/organization/personnel/
South and Central America	-	social welfare/training 9
Middle East	1	Marketing/sales/advertising/PR 47
East Asia	2 1	Storage/material management/logistics/
Australia	- 1	transport 5 Maintenance/repairs 2
The five countries with the highest visitor shares	%	Other 6
France	16	Student 1
Netherlands	15	Other not gainfully employed 1
Belgium	6	Frequency of visits to trade fair % 2002 48
Great Britain Russia	5 4	2002 48 2001 44
		2000 41
Economic sector	<u>%</u> 30	Earlier events 33
Full-service agency Importer	15	First visit 26
Producer, supplier	17	Size of company/organization:  Number of employees:
Wholesale trade	24	1- 4 34 500- 999 1
Service Other sectors	9 4	5- 9 23 1 000- 9 999 1
Student	i	10- 49 28 10 000 and more 1
Other not gainfully employed	1	50- 99 5 student 1 100- 199 3 other not gainfully
Influence on purchasing/	0/	200-499 1 employed 2
procurement decisions	%	Length of stay %
Decisively	55	1. Length of stay (days):
Collectively In an advisory capacity	31 10	one 27 two 35 three 37
No	3	2. Average length of stay 2,1 days
student	2	3. Share of visitors on the event's days: % 1st day 72 2nd day 80 3rd day 58
		Conducted by: Gelszus Messe-Marktforschung GmbH, Dortmund

Total number of vi Proportion of trade			50 102 75 %	Position in the com
		itors		Entrepreneur, partner Managing director, b
Region of residence	:e		<u>%</u>	head of an author
up to 100 km		200 1	45	Senior department h
more than 100 km	up to	300 KM	25	with managerial r
over 300 km			30 84	Department head, gr
Total Germany Baden-		North Rhine-	04	Other salaried staff
Württemberg	5		59	Other public service
Bavaria	5	Westphalia Rhineland-	39	Skilled worker
Berlin	2	Palatinate	6	Lecturer, teacher, scie
Brandenburg	1	Saarland	1	Trainee
Bremen		Saxony	i	Other
Hamburg	1	Saxony-Anhalt	i	Student
Hesse	5	Schleswig-	'	Other not gainfully e
Mecklenburg	,	Holstein	2	Area of responsibili
West Pommerania	_	Thuringia	2	
Lower Saxony	9	mumgia	_	Management
Total Foreign	_		16	Research/developme
of which EU			77	Planning/work prepa Manufacture/product
Rest of E	Luron		12	
Africa	Luiop	ie .	1	Production, quality of Buying/procurement
North A	meric	a	3	Finance/accounting,
		entral America	ĭ	Administration/organ
Middle E			-	social welfare/trai
East Asia			5	Marketing/sales/adve
Australia	ı		1	Storage/material mar
The five countries w	vith t	he highest visito	r %	transport
shares				Maintenance/repairs
Belgium			18	Other
Netherlands			17	Student
Italy			12	Other not gainfully e
France			7	,
Great Britain			6	Frequency of visits 2002
Economic sector			%	
Medicine and sanita			9	2001 2000
Rehabilitation facilit	y/nui	rsing nome	9 8	Earlier events
Orthopaedic trade Auxiliary materials/s	unnl	ios industry oth	35	First visit
industry	uppi	ies iliuustiy, otili	6	
Hospital/clinic			6	Size of company/or
Special facility			6	Number of emplo
Nursing home, old	neon	les' home	5	1- 4 10
Organizations for th	e dis	abled / transpor		5- 9 8
association for the o			5	10- 49 20
Out-patient nursing			4	50- 99 12
Cost unit			4	100- 199 9
Surgery/medical lab	orato	ory/institute	4	200 - 499 10
Welfare association		•	2	Length of stay
Other services			6	1. Length of stay (day
Public authority			6	one 77
University/college/p	olyte	chnic	3	two 17
Other			19	2. Average length of
Influence on purch		g/	%	
procurement decis	ions			<ol><li>Share of visitors or</li></ol>
Decisively			19	1st day 27 3r
Collectively	-:a		28	2nd day 28 4t
			28	
	city			
In an advisory capa No student	city		15 10	Conducted by: Walter

Other public service Skilled worker Lecturer, teacher, scientific assistant Trainee Other Student Other not gainfully employed Area of responsibility Management Research/development/design Planning/work preparation Manufacture/production Production, quality control Buyling/procurement Finance/accounting, controlling Administration/organization/personnel/ social welfare/training Marketing/sales/advertising/PR Storage/material management/logistics/ transport Maintenance/repairs Other Other not gainfully employed Frequency of visits to trade fair 2002 2001 2001	13 20 15 20 15 8 20 15 15 15 16 17 17 17 17 17 17 17 17 17 17 17 17 17
head of an authority etc. Senior department head, other employee with managerial responsibility Department head, group head Other salaried staff Other public service Skilled worker Lecturer, teacher, scientific assistant Trainee Other Other not gainfully employed Area of responsibility Management Research/development/design Planning/work preparation Manufacture/production Production, quality control Buying/procurement Finance/accounting, controlling Administration/organization/personnel/ social welfare/training Marketing/sales/advertising/PR Storage/material management/logistics/ transport Maintenance/repairs Other Other not gainfully employed Frequency of visits to trade fair 2002 2001 2000 Earlier events First visit Size of company/organization: Number of employees:  1	15 20 15 8 2 2 9 13 13 14 10
Senior department head, other employee with managerial responsibility Department head, group head Other salaried staff Other public service Skilled worker Lecturer, teacher, scientific assistant Trainee Other not gainfully employed Area of responsibility Management Research/development/design Planning/work preparation Manufacture/production Production, quality control Buying/procurement Finance/accounting, controlling Administration/organization/personnel/ social welfare/training Marketing/sales/advertising/PR Storage/material management/logistics/ transport Waintenance/repairs Other Student Other not gainfully employed Frequency of visits to trade fair 2002 Earlier events First visit Size of company/organization: Number of employees:  1	15 20 15 8 2 2 9 13 13 14 10
with managerial responsibility Department head, group head Other salaried staff Other public service Skilled worker Lecturer, teacher, scientific assistant Trainee Other Student Other not gainfully employed Area of responsibility Management Research/development/design Planning/work preparation Manufacture/production Production, quality control Buying/procurement Finance/accounting, controlling Administration/organization/personnel/ social welfare/training Marketing/sales/advertising/PR Storage/material management/logistics/ transport Maintenance/repairs Other Other not gainfully employed Frequency of visits to trade fair Dougloop Starting of the production Size of company/organization: Number of employees:  1 4 10 500 999 10 49 20 10 000 and more 50 99 12 student 500 1999 9 other not gainfully	15 20 15 8 2 2 8 2 2 9 11 12 10
Department head, group head Other salaried staff Other public service Skilled worker Lecturer, teacher, scientific assistant Trainee Other Trainee Other not gainfully employed Area of responsibility Management Research/development/design Planning/work preparation Manufacture/production Production, quality control Buying/procurement Finance/accounting, controlling Administration/organization/personnel/ social welfare/training Marketing/sales/advertising/PR Storage/material management/logistics/ transport Maintenance/repairs Other Student Other not gainfully employed Frequency of visits to trade fair 2002 Earlier events First visit Size of company/organization: Number of employees:  1	15 20 15 8 2 2 8 2 2 9 11 12 10
Other salaried staff Other public service Skilled worker Lecturer, teacher, scientific assistant Trainee Other Student Other not gainfully employed Area of responsibility  Management Research/development/design Planning/work preparation Manufacture/production Production, quality control Buying/procurement Finance/accounting, controlling Administration/organization/personnel/ social welfare/training Marketing/sales/advertising/PR Storage/material management/logistics/ transport Maintenance/repairs Other Student Other not gainfully employed Frequency of visits to trade fair 2002 Earlier events First visit Size of company/organization: Number of employees:  1	20 15 8 2 8 2 9 13 3 14 10
Other public service Skilled worker Lecturer, teacher, scientific assistant Trainee Other Student Other not gainfully employed Area of responsibility Management Research/development/design Planning/work preparation Manufacture/production Production, quality control Buying/procurement Finance/accounting, controlling Administration/organization/personnel/ social Welfare/training Marketing/sales/advertising/PR Storage/material management/logistics/ transport Maintenance/repairs Other Student Other not gainfully employed Frequency of visits to trade fair 2000 2000 Earlier events First visit Size of company/organization: Number of employees:  1	15 8 8 9 15 14 10
skilled worker Lecturer, teacher, scientific assistant Trainee Other Student Other not gainfully employed Area of responsibility  Management Research/development/design Planning/work preparation Manufacture/production Production, quality control Buying/procurement Finance/accounting, controlling Administration/organization/personnel/ social welfare/training Marketing/sales/advertising/PR Storage/material management/logistics/ transport Maintenance/repairs Other Student Other not gainfully employed Frequency of visits to trade fair 2002 Earlier events First visit Size of company/organization: Number of employees:  1	9/ 13/ 14/ 10/
Lecturer, teacher, scientific assistant Trainee Other Student Other not gainfully employed Area of responsibility Management Research/development/design Planning/work preparation Manufacture/production Production, quality control Buying/procurement Finance/accounting, controlling Administration/organization/personnel/ social welfare/training Marketing/sales/advertising/PR Storage/material management/logistics/ transport Maintenance/repairs Other Student Other not gainfully employed Frequency of visits to trade fair 2002 2001 2000 Earlier events First visit Size of company/organization: Number of employees:  1	9/11/11/11
Trainee Other Student Other not gainfully employed Area of responsibility Management Research/development/design Planning/work preparation Manufacture/production Production, quality control Buying/procurement Finance/accounting, controlling Administration/organization/personnel/ social welfare/training Marketing/sales/advertising/PR Storage/material management/logistics/ transport Waintenance/repairs Other Student Other not gainfully employed Frequency of visits to trade fair 2002 Earlier events First visit Size of company/organization: Number of employees:  1	9/11/11/11/11/11/11/11/11/11/11/11/11/11
Other Student Other not gainfully employed Area of responsibility Management Research/development/design Planning/work preparation Manufacture/production Production, quality control Buying/procurement Finance/accounting, controlling Administration/organization/personnel/ social welfare/training Marketing/sales/advertising/PR Storage/material management/logistics/ transport Maintenance/repairs Other Other not gainfully employed Frequency of visits to trade fair 2002 2001 2000 Escape fo company/organization: Number of employees:  1	9/13
Student  Other not gainfully employed  Area of responsibility  Management Research/development/design Planning/work preparation Manufacture/production Production, quality control Buying/procurement Finance/accounting, controlling Administration/organization/personnel/ social welfare/training Marketing/sales/advertising/PR Storage/material management/logistics/ transport Maintenance/repairs Other Student Other not gainfully employed  Frequency of visits to trade fair 2002 Earlier events First visit Size of company/organization: Number of employees:  1	9/ 13 14 10
Other not gainfully employed  Area of responsibility  Management Research/development/design Planning/work preparation Manufacture/production Production, quality control Buying/procurement Finance/accounting, controlling Administration/organization/personnel/ social welfare/training Marketing/sales/advertising/PR Storage/material management/logistics/ transport Maintenance/repairs Other Student Other not gainfully employed  Frequency of visits to trade fair 2002 2001 2000 Earlier events First visit Size of company/organization: Number of employees:  1	9/ 13 14 10
Area of responsibility  Management Research/development/design Planning/work preparation Manufacture/production Production, quality control Buying/procurement Firance/accounting, controlling Administration/organization/personnel/ social welfare/training Marketing/sales/advertising/PR Storage/material management/logistics/ transport Maintenance/repairs Other Student Other not gainfully employed Frequency of visits to trade fair 2002 2000 Earlier events First visit Size of company/organization: Number of employees:  1	9/ 13 14 10
Management Research/development/design Planning/work preparation Manufacture/production Production, quality control Buying/procurement Finance/accounting, controlling Administration/organization/personnel/ social welfare/training Marketing/sales/advertising/PR Storage/material management/logistics/ transport Waintenance/repairs Other Student Other not gainfully employed Frequency of visits to trade fair 2002 Earlier events First visit Size of company/organization: Number of employees:  1	14 10
Research/development/design Planning/work preparation Manufacture/production Production, quality control Buying/procurement Finance/accounting, controlling Administration/organization/personnel/ social welfare/training Marketing/sales/advertising/PR Storage/material management/logistics/ transport Maintenance/repairs Other Student Other not gainfully employed Frequency of visits to trade fair 2002 2001 2000 Earlier events First visit Size of company/organization: Number of employees:  1	14
Planning/work preparation Manufacture/production Production, quality control Buying/procurement Finance/accounting, controlling Administration/organization/personnel/ social welfare/training Marketing/sales/advertising/PR Storage/material management/logistics/ transport Maintenance/repairs Other Student Other not gainfully employed Frequency of visits to trade fair 2002 2001 Earlier events First visit Size of company/organization: Number of employees:  1	14
Manufacture/production Production, quality control Buying/procurement Finance/accounting, controlling Administration/organization/personnel/ social welfare/training Marketing/sales/advertising/PR Storage/material management/logistics/ transport Maintenance/repairs Other Student Other not gainfully employed Frequency of visits to trade fair 2002 Earlier events First visit Size of company/organization: Number of employees:  1	14
Production, quality control  Buying/procurement  Finance/accounting, controlling  Administration/organization/personnel/  social welfare/training  Marketing/sales/advertising/PR  Storage/material management/logistics/  transport  Maintenance/repairs  Other  Student  Other not gainfully employed  Frequency of visits to trade fair  2002  2001  2000  Earlier events  First visit  Size of company/organization:  Number of employees:  1 - 4 10 500 999  15 - 9 8 1 0000 999  16 - 49 20 10 000 and more  50 99 12 student  100.199 9 other not gainfully	14
Buying/procurement Finance/accounting, controlling Administration/organization/personnel/ social welfare/training Marketing/sales/advertising/PR Storage/material management/logistics/ transport Maintenance/repairs Other Student Other not gainfully employed Frequency of visits to trade fair 2002 Earlier events First visit Size of company/organization: Number of employees:  1	14
Finance/accounting, controlling Administration/organization/personnel/ social welfare/training Marketing/sales/advertising/PR Storage/material management/logistics/ transport Maintenance/repairs Other Student Other not gainfully employed Frequency of visits to trade fair 2002 2001 2000 Earlier events First visit Size of company/organization: Number of employees:  1	14
Administration/organization/personnel/ social welfare/training Marketing/sales/advertising/PR Storage/material management/logistics/ transport Maintenance/repairs Other Student Other not gainfully employed Frequency of visits to trade fair 2002 2001 Earlier events First visit Size of company/organization: Number of employees:  1	14
social welfare/training Marketing/sales/advertising/PR Storage/material management/logistics/ transport Maintenance/repairs Other Student Other not gainfully employed Frequency of visits to trade fair 2002 2001 2001 2001 Earlier events First visit Size of company/organization: Number of employees:  1	10
Marketing/sales/advertising/PR Storage/material management/logistics/ transport Maintenance/repairs Other Student Other not gainfully employed Frequency of visits to trade fair 2002 2001 2000 Earlier events First visit Size of company/organization: Number of employees:  1	10
Storage/material management/logistics/ transport Maintenance/repairs Other Student Other not gainfully employed Frequency of visits to trade fair 2002 2001 2000 Earlier events First visit Size of company/organization: Number of employees:  1	
transport Maintenance/repairs Other Student Other not gainfully employed Frequency of visits to trade fair 2002 2001 2000 Earlier events First visit Size of company/organization: Number of employees: 1 - 4 10 500 999 15 - 9 8 1 0000 999 16 - 49 20 10 000 and more 50 99 12 student 100 199 9 other not gainfully	
Maintenance/repairs Other Student Other not gainfully employed Frequency of visits to trade fair 2002 2001 2000 Earlier events First visit Size of company/organization: Number of employees:  1	
Other Student Other not gainfully employed Frequency of visits to trade fair 2002 2001 2000 2000 2001 2001 2001 200	- 4
Student   Other not gainfully employed     Company of visits to trade fair   2002   2001   2000   Earlier events   Earlier events     Company/organization: Number of employees:   1 - 4	3
Other not gainfully employed  Frequency of visits to trade fair  2002  2001  2000  Earlier events  First visit  Size of company/organization:  Number of employees:  1 - 4 10 500 999  15 - 9 8 1 000 - 9999  10 - 49 20 10 000 and more  50 - 99 12 student  100 - 199 9 other not gainfully	3
Frequency of visits to trade fair  2001  2000  2000  Carrier events  First visit  Size of company/organization:  Number of employees:  1 - 4 10 500 999  5 - 9 8 1 0000 999  10 - 49 20 10 000 and more  50 - 99 12 student  100 - 199 9 other not gainfully	
2002 2001 2000 Earlier events First visit  Size of company/organization: Number of employees:  1- 4 10 500- 999 15- 9 8 1 000- 9999 10- 49 20 10 000 and more 50- 99 12 student 100- 199 9 other not gainfully	9/
2001 2000 Earlier events First visit Size of company/organization: Number of employees:  1 - 4 10 500- 999 15 - 9 8 1 000- 9999 10 - 49 20 10 000 and more 50 - 99 12 student 100 - 199 9 other not gainfully	38
2000 Earlier events Eirst visit  Size of company/organization: Number of employees:  1 - 4 10 500 999 10 49 20 10 000 and more 50 99 12 student 100 - 199 9 other not gainfully	3
Earlier events First visit  Size of company/organization:  Number of employees:  1 - 4 10 500-999  5 - 9 8 1 000-999  10 - 49 20 10 000 and more  50 - 99 12 student  100 - 199 9 other not gainfully	3
First visit Size of company/organization:  Number of employees:  1 - 4 10 500 999  5 - 9 8 1 000 999  10 - 49 20 10 000 and more 50 99 12 student  50 99 12 other not gainfully	2:
Number of employees:   1-	39
Number of employees:  1- 4 10 500- 999 5- 9 8 1 000- 9999 10- 49 20 10 000 and more 50- 99 12 student 100-199 9 other not gainfully	
1- 4 10 500- 999 5- 9 8 1 000- 9 999 10- 49 20 10 000 and more 50- 99 12 student 100- 199 9 other not gainfully	9/
5- 9 8 1 000- 9 999 10- 49 20 10 000 and more 50- 99 12 student 100- 199 9 other not gainfully	-
10- 49 20 10 000 and more 50- 99 12 student 100- 199 9 other not gainfully	8
50- 99 12 student 100- 199 9 other not gainfully	-
100- 199 9 other not gainfully	2
	٠
	-
Length of stay	9/
1. Length of stay (days):	-7
one 77 three 4	
two 17 four 2	
2. Average length of stay 1,3 da	
3. Share of visitors on the event's days:	ay:
1st day 27 3rd day 28	-
2nd day 28 4th day 17	ay:
•	-

Total number of visitors	5 505	Position in the compa
Proportion of trade visitors	98 %	Entrepreneur, partner,
Region of residence	%	Managing director, boo head of an authorit
up to 100 km	31	Senior department hea
more than 100 km up to 300 km	16	with managerial re
over 300 km	53	Department head, gro
		Other salaried staff
<b>Total Germany</b> Baden- North Rhine-	56	Other public service
Württemberg 10 Westphalia	53	Skilled worker
Bavaria 8 Rhineland-	33	Lecturer, teacher, scier
Berlin - Palatinate	5	Trainee
Brandenburg 1 Saarland	4	Other
Bremen 1 Saxony	1	Student Other not gainfully om
Hamburg 2 Saxony-Anhalt	1	Other not gainfully em
Hesse 8 Schleswig-		Area of responsibility
Mecklenburg Holstein	1	Management
West Pommerania - Thuringia	1	Research/development Planning/work prepara
Lower Saxony 5		Manufacture/production
Total Foreign	44	Production, quality cor
of which EU	52	Buying/procurement
Rest of Europe	20	Finance/accounting, co
Africa .	3	Information, communic
North America	5	Administration/organiz
South and Central America	5	social welfare/traini
Middle East	5	Marketing/sales/advert
East Asia	12	Storage/material mana
Australia	-	transport Maintenance/repairs
The five countries with the highest visitor	%	Other
shares		Student
Belgium	9	Other not gainfully em
Netherlands	9	Frequency of visits to
Switzerland	7 6	1999
Italy India	5	1994
		Earlier events
Economic sector	%	First visit
Furnace industry	24	Size of company/orga
Mechanical engineering	12 11	Number of employ
lron, steel and non-ferrous metal industry Automobile industry	4	1- 4 9
Foundry	4	5- 9 5
Other industry	16	10- 49 22
Technical retail trade	4	50- 99 10
Trade	4	100-199 10
Skilled trades	1	200-499 2
Service	11	Length of stay
University/college/polytechnic	3	1. Length of stay (days
Other	7	one 61 two 21
Influence on purchasing/ procurement decisions	%	2. Average length of st
Decisively	28	3. Share of visitors on
Collectively	38	1st day 15 3rd
In an advisory capacity	24	2nd day 26 4th
No	7	2.10 day 20 401
student	3	
		C

	mpany/organization	%
Entrepreneur, parti		19
Managing director,		
head of an auth	hority etc.	12
	head, other employee	
with manageria		12
Department head,		25
Other salaried staff		18
Other public servic Skilled worker	.e	1
Skilled worker Lecturer, teacher, s	siontific assistant	3
Trainee	scientine assistant	3
Other		2
Student		1
Other not gainfully	employed	,
Area of responsib		%
Management	mity	23
Research/developn	nent/design	24
Planning/work pre		24
Manufacture/produ		14
Production, quality		3
Buying/procureme		3
Finance/accounting		-
Information, commi	unication technology (EDP)	1
Administration/org	anization/personnel/	
social welfare/ti	raining	
Marketing/sales/ad		17
	nanagement/logistics/	
transport		1
Maintenance/repair	rs	4
Other Student		1
Other not gainfully	, amplayed	2
		%
Frequency of visit	is to trade fair	
1999 1994		34
Earlier events		11
First visit		53
	organization:	23
Size of company/  Number of emp		%
1- 4 9	500- 999	8
5- 9 5	1 000- 9 999	12
10- 49 22	10 000 and more	5
50- 99 10	student	1
100-199 10	other not gainfully	
200-499 2	employed	15
Length of stay		%
1. Length of stay (c	days).	
one 61	three 12 five	2
	four 3 six	
	.00. 5	
two 21	-f -t	4
two 21	of stay 1,7 of	days
two 21 2. Average length	of stay 1,7 of on the event's days:	days %
two 21 2. Average length of 3. Share of visitors 1st day 15	•	-

Conducted by: Walter & Partner, Basel

		Visco	om, C
Total number	er of visito	rs	8 914
Proportion of	of trade vis	sitors	94 %
Region of re up to 100 km more than 10	n	a 200 km	% 34 26
over 300 km	JO KIII UP U	5 300 KIII	41
Total Germa	iny		66
Baden- Württemberg Bavaria	5	North Rhine- Westphalia Rhineland-	50
Berlin Brandenburg	2 1	Palatinate Saarland	6 1
Bremen	i 1	Saxony	i
Hamburg Hesse Mecklenburg	2 8	Saxony-Anhalt Schleswig- Holstein	2
West Pomme Lower Saxon	erania 2	Thuringia	3
Total Foreig	n		34
of which			53
	est of Euro <sub>l</sub> frica	pe	31 5
N	orth Ameri		5 2
		entral America	1
Ea	liddle East ast Asia ustralia		5 2 1
The five cour	ntries with	the highest visito	r <sub>%</sub>
Netherlands			19
France			9 8
Belgium Austria			7
Spain			5
Economic se	ctor		%
Industry Retail trade			20 9
Skilled trades	i		15
Wholesale/fo	reign trade		10
Banks Insurance			1 1
Service			27
Authority/pu		S	2
Other sectors Student	5		12 3
Other not ga	infully emp	loyed	1
Influence on procurement			%
Decisively			43
Collectively In an advisor	v capacity		29 15
No	,		10
student			4

üsseldorf	
Position in the company/organization	%
Entrepreneur, partner, self-employed Managing director, board member,	41
head of an authority etc.	12
Senior department head, other employee with managerial responsibility	4
Department head, group head	12
Other salaried staff	9
Other public service Skilled worker	1 4
Lecturer, teacher, scientific assistant	1
Trainee Student	6 3
Other not gainfully employed	1
Other	6 %
Area of responsibility  Management	42
Research/development/design	9
Planning/work preparation Manufacture/production	18 27
Production, quality control	13
Buying/procurement Finance/accounting, controlling	22 12
Information, communication technology (EDP)	-
Administration/organization/personnel/ social welfare/training	9
Marketing/sales/advertising/PR	37
Storage/material management/logistics/ transport	8
Maintenance/repairs	8
Other Student	11
Frequency of visits to trade fair	3 %
2001	28
1999 1997	18 12
Earlier events	14
First visit	52
Size of company/organization: Number of employees:	%
1- 4 35 500- 999	3
5- 9 17 1 000- 9 999 10- 49 19 10 000 and more	3 5
50- 99 8 student	3
100- 199 3 other not gainfully 200- 499 4 employed	1
Length of stay	%
1. Length of stay (days):	
one 71 two 19 three 2. Average length of stay 1,4 d	
<ol><li>Share of visitors on the event's days:</li></ol>	%
1st day 28 2nd day 56 3rd day	46

Conducted by: Gelszus Messe-Marktforschung GmbH, Dortmund

nar	o.tec	h, Erfurt	
Total number of visitors	993	Position in the company/organization	,
Proportion of trade visitors	84 %	Entrepreneur, partner, self-employed	1
-		Managing director, board member, head of an authority etc.	1
Region of residence up to 100 km	<u>%</u> 57	Senior department head, other employee	
more than 100 km up to 300 km	18	with managerial responsibility	
over 300 km	25	Department head, group head	1
Total Germany	92	Other salaried staff	1
Baden- North Rhine-	32	Other public service	
Württemberg 2 Westphalia	5	Skilled worker	
Bavaria 7 Rhineland-	_	Lecturer, teacher, scientific assistant Trainee	1
Berlin 2 Palatinate	2	Student	1
Brandenburg 2 Saarland	-	Area of responsibility	9
Bremen 1 Saxony	6 3	Management	2
Hamburg - Saxony-Anhalt Hesse 8 Schleswig-	3	Research/development/design	2
Mecklenburg Holstein	_	Planning/work preparation	Ξ
West Pommerania - Thuringia	62	Manufacture/production	
Lower Saxony 2		Production, quality control	
Total Foreign	8	Buying/procurement	
of which EU	64	Finance/accounting, controlling Information, communication technology (EDP)	
Rest of Europe	27	Administration/organization/personnel/	
Africa		social welfare/training	
North America	-	Marketing/sales/advertising/PR	
South and Central America	-	Storage/material management/logistics/	
Middle East East Asia		transport	
Australia	9	Maintenance/repairs Other	1
Australia	,	Student	i
		Other not gainfully employed	
Economic sector	%	Frequency of visits to trade fair	9
Industry	14	1999	
Skilled trades	4	2001	1
Wholesale/foreign trade	2	Earlier events	_
Retail trade	1	First visit	8
Service	15 7	Size of company/organization: Number of employees:	9
Authority/public services Association/society	1	1- 4 18 500- 999	_
Teaching (polytechnic/university/college)	10	5- 9 4 1000- 9999	
Research	15	10- 49 30 10 000 and more	
Other	24	50- 99 9 student	1
Student	17	100- 199 6 other not gainfully	
Other not gainfully employed	1	200- 499 6 employed	
Influence on purchasing/	%	Length of stay	9
procurement decisions		1. Length of stay (days): one 73 two 23 three	
Decisively Collectively	15 16		
In an advisory capacity	26	2. Average length of stay 1,3 d	•
No	24	<ol><li>Share of visitors on the event's days:</li></ol>	9
student	18	1st day 38 2nd day 73 3rd day	2

Conducted by: Messe Erfurt AG, Erfurt

Conducted by: Gelszus Messe-Marktforschung GmbH, Dortmund

	FIBO,	Essen	
Total number of visitors	48 172	Position in the company/organization	%
Proportion of trade visitors	54 %	Entrepreneur, partner, self-employed Managing director, board member,	36
Region of residence	%	head of an authority etc. Senior department head, other employee	9
up to 100 km more than 100 km up to 300 km	34 34	with managerial responsibility	2
over 300 km	33	Department head, group head Other salaried staff	10 18
Total Germany	85	Other public service	4
Baden- North Rhine-		Skilled worker	3
Württemberg 7 Westphalia Bayaria 8 Rhineland-	46	Lecturer, teacher, scientific assistant Trainee	3 3 3
Berlin 3 Palatinate	6	Other	3
Brandenburg - Saarland	1	Student Other not gainfully employed	9
Bremen 1 Saxony Hamburg 2 Saxony-Anhalt	2 1	Area of responsibility	%
Hamburg 2 Saxony-Anhalt Hesse 11 Schleswig-	'	Management	35
Mecklenburg Holstein	2	Research/development/design	5 8
West Pommerania 1 Thuringia	1	Planning/work preparation Manufacture/production	3
Lower Saxony 10		Production, quality control	3
Total Foreign	15	Buying/procurement Finance/accounting, controlling	15 7
of which EU Rest of Europe	79 14	Information, communication technology (EDP)	
Africa	1	Administration/organization/personnel/	
North America	2	social welfare/training Marketing/sales/advertising/PR	14 15
South and Central America	1	Storage/material management/logistics/	15
Middle East East Asia	2	transport	4
Australia	-	Maintenance/repairs Other	6 16
The five countries with the highest visit	or	Student	9
shares	%	Other not gainfully employed	1
Netherlands	33	Frequency of visits to trade fair	<u>%</u>
Belgium Switzerland	21 6	Stuttgart 2002 Essen 2002	5 37
Greece	5	Essen 2001	32
Great Britain	5	Essen 2000	30
Economic sector	%	Earlier events First visit	21 32
Industry	10	Size of company/organization:	
Skilled trades	5	Number of employees:	%
Retail trade Wholesale/foreign trade	6 2	1- 4 26 500- 999	3
Private, non-profit organization	6	5- 9 15 1 000- 9 999 10- 49 22 10 000 and more	5
Service	43	50- 99 6 student	9
Authority/public services Other sectors	6 12	100- 199 4 other not gainfully	_
Student	9	200- 499 1 employed	4
Other not gainfully employed	1	Length of stay	%
Influence on purchasing/	%	1. Length of stay (days): one 80 three 3	
procurement decisions Decisively	30	two 16 four 1	
Collectively	26	2. Average length of stay 1,2 c 3. Share of visitors on the event's days:	ays %
In an advisory capacity	18	1st day 43 3rd day 21	, 5
No student	14 10	2nd dáy 42 4th day 19	
student	10		

Würtemberg 4 Westphalia 8 Bavaria 6 Rhineland- Berlin 4 Palatinate 8 Brandenburg 1 Saxony 9 Hamburg 2 Saxony-Anhalt 1 Hesse 9 Schleswig- Hesse 9 Schleswig- Hesse 9 Schleswig- Holstein 7 Thuringia 5 Total Foreign of which EU Rest of Europe Africa North America South and Central America Middle East East Asia Australia The five countries with the highest visitor shares Great Britain Netherlands Switzerland Economic sector Banks / Broker Electricity industry Irade and daily press Research institute, university Gas industry Irade company Dealers Industrial Company
Region of residence up to 100 km up to 300 km orer than 100 km up to 300 km over 300 km Cotal Germany Baden- Wirttemberg 4 Westphalia savaria 6 Rhineland- serlin 4 Palatinate Frandenburg 1 Saxony alamburg 2 Saxony-Anhalt elsse 9 Schleswig- Wecklenburg Hostein West Pommerania - Thuringia 5 ower Saxony of Which EU Rest of Europe Africa North America South and Central America Middle East East Asia Australia The five countries with the highest visitor hares Treat Britain elsterhands witzerland Economic sector Banks / Broker Lectricity industry Frade and daily press Lesser high industry Frade company Dealers Motal Fores Lectricity industry Frade company Dealers Motal Frade (Industry Frade company Dealers Motal Frade (Industry Frade company Dealers Motal Frade (Industry Frade company Dealers
up to 100 km more than 100 km up to 300 km  Total Germany Saden- Württemberg 4 Westphalia Savaria 6 Rhineland- Berlin 4 Palatinate Frandenburg 1 Saxony Jamburg 2 Saxony-Anhalt Jesse 9 Schleswig- Holstein 7 Thuringia  Fortal Foreign 5 Fotal Foreign 7 South and Central America South and Central America Middle East East Asia Australia The five countries with the highest visitor shares  Great Britain Wetherlands Switzerland Sconomic sector Sanks / Broker Electricity industry Irade and daily press Research institute, university Sas industry Irade company Dealers Industry Irade company Jealers Jordan Westphalia Jordan America Jordan A
more than 100 km up to 300 km power 300 km  Total Germany  Saden- Worthemberg 4 Westphalia Savaria 6 Rhineland- Serlin 4 Palatinate Sremen 1 Saxony Savony-Anhalt Sarariam 2 Saxony-Anhalt Sessen 9 Schleswig- Holstein Holstein West Pommerania - Thuringia Sower Saxony 5  Total Foreign of which EU Rest of Europe Africa North America South and Central America Middle East Australia The five countries with the highest visitor shares Great Britain Netherlands Switzerland Economic sector Sanks / Broker Jesser Holstein Jesses Seeser Holstein Jesses Seeser Holstein Jesses Seeser Holstein Jesses
over 300 km Total Germany Saden- Württemberg 4 Westphalia Savaria 6 Rhineland- Serlin 4 Palatinate Srandenburg 1 Saxony Hest Pommerania 2 Saxony-Anhalt Sesse Wecklenburg 4 Holstein West Pommerania 2 Saxony-Anhalt Sesse Wecklenburg 5 Holstein Thuringia 5 Thuringia 6 Thuringia 7 Thur
Saden
Baden- Württemberg 4 Westphalia Bavaria 6 Rhineland- Berlin 4 Palatinate Brandenburg 1 Saxony Bremen 1 Saxony Hamburg 2 Saxony-Anhalt Hesse 9 Schleswig- Hesse 9 Schleswig- Hesse 1 Schleswig- Hostein Thuringia Lower Saxony  Total Foreign of which EU Africa North America South and Central America Middle East East Asia Australia The five countries with the highest visitor shares Great Britain Netherlands Switzerland Economic sector Banks / Broker Electricity industry Trade and daily press Research institute, university Gas industry Trade company Dealers Industrial Company
Würtemberg 4 Westphalia 8 Bavaria 6 Rhineland- Berlin 4 Palatinate 8 Brandenburg 1 Saxony 9 Hamburg 2 Saxony-Anhalt 1 Hesse 9 Schleswig- Hesse 9 Schleswig- Hesse 9 Schleswig- Holstein 7 Thuringia 5 Total Foreign of which EU Rest of Europe Africa North America South and Central America Middle East East Asia Australia The five countries with the highest visitor shares Great Britain Netherlands Switzerland Economic sector Banks / Broker Electricity industry Irade and daily press Research institute, university Gas industry Irade company Dealers Industrial Company
Bavaria 6 Rhineland- Berlin 4 Palatinate Brandenburg 1 Saxonyy Hamburg 2 Saxonyy-Anhalt Hesse 9 Schleswig- Holstein Thuringia Lower Saxony 5  Total Foreign of which EU Rest of Europe Africa North America South and Central America Middle East Australia The five countries with the highest visitor shares Great Britain Netherlands Switzerland Economic sector Banks / Broker Electricity industry Irade and daily press Research institute, university Gas industry Irade company Dealers Industrial Company
Berlin 4 Palatinate Brandenburg 1 Saxony Hamburg 2 Saxony-Anhalt Hesse 9 Schleswig- Mecklenburg Holstein West Pommerania Lower Saxony 5  Total Foreign of which EU Rest of Europe Africa North America North America South and Central America Middle East East Asia Australia The five countries with the highest visitor shares Great Britain Netherlands Switzerland Economic sector Banks / Broker Electricity industry Irade and daily press Research institute, university Gas industry Irade company Dealers Industrial Company
Brandenburg 1 Saarland Bremen 1 Saxony Hamburg 2 Saxony-Anhalt Hesse 9 Schleswig- Holstein West Pommerania - Thuringia Lower Saxony 5  Total Foreign of which EU Rest of Europe Africa North America South and Central America Middle East East Asia Australia The five countries with the highest visitor shares Great Britain Netherlands Switzerland Economic sector Banks / Broker Electricity industry Trade and daily press Research institute, university Gas industry Trade company Dealers Industrial Company
Bremen 1 Saxony Hamburg 2 Saxony-Anhalt Hesse 9 Schleswig- Mecklenburg Holstein West Pommerania Lower Saxony 5  Total Foreign  of which EU  Rest of Europe Africa North America South and Central America Middle East East Asia Australia  The five countries with the highest visitor shares Great Britain Netherlands Switzerland Economic sector Banks / Broker Electricity industry Irade and daily press Research institute, university Gas industry Irade company Dealers Industrial company
Hamburg 2 Saxony-Anhalt Hesse 9 Schleswig- Holstein Thuringia Lower Saxony 5  Total Foreign of which EU Rest of Europe Africa North America South and Central America Middle East East Asia Australia The five countries with the highest visitor shares Great Britain Netherlands Switzerland Economic sector Banks / Broker Electricity industry Trade and daily press Research institute, university Gas industry Trade company Dealers Industrial Company Dealers Industrial Company
Hesse 9 Schleswig- Mecklenburg Holstein West Pommerania 5 Thuringia 5  Total Foreign of which EU Africa North America North America South and Central America Middle East East Australia The five countries with the highest visitor shares Switzerland Economic sector Banks / Broker Besearch institute, university Gas industry Trade company Dealers Industrial Company Industrial Company Industrial Company Industrial Company Industrial Company Industrial Company Saxon School School Company Industrial Company I
Mecklenburg Holstein West Pommerania Lower Saxony 5  Total Foreign of which EU Rest of Europe Africa North America South and Central America Middle East East Asia Australia The five countries with the highest visitor shares Great Britain Netherlands Switzerland Economic sector Banks / Broker Electricity industry Irade and daily press Research institute, university Gas industry Irade company Dealers Industrial Company
West Pommerania - Thuringia Lower Saxony 5  Total Foreign of which EU Rest of Europe Africa North America South and Central America Middle East East Asia Australia The five countries with the highest visitor shares Great Britain Netherlands Switzerland Economic sector Banks / Broker Electricity industry Trade and daily press Research institute, university Gas industry Trade company Dealers Industrial Company
Lower Saxony 5  Total Foreign of which EU  Rest of Europe Africa North America South and Central America Middle East East Asia Australia The five countries with the highest visitor shares Great Britain Netherlands Switzerland Economic sector Banks / Broker Electricity industry Irade and daily press Research institute, university Gas industry Trade company Dealers Industrial company
Total Foreign  of which EU  Rest of Europe Africa North America South and Central America Middle East East Asia Australia  The five countries with the highest visitor shares  Great Britain Netherlands Switzerland Economic sector Banks / Broker Electricity industry Trade and daily press Research institute, university Gas industry Trade company Dealers Industrial Company
of which EU  Rest of Europe Africa North America South and Central America Middle East East Asia Australia The five countries with the highest visitor shares Writzerland Switzerland Economic sector Banks / Broker Electricity industry Trade and daily press Research institute, university Gas industry Trade company Dealers Industrial Company
Rest of Europe Africa North America South and Central America Middle East East Asia Australia The five countries with the highest visitor shares Great Britain Netherlands Switzerland Economic sector Banks / Broker Electricity industry Irade and daily press Research institute, university Gas industry Trade company Dealers Industrial company
Africa North America North America South and Central America Middle East East Asia Australia The five countries with the highest visitor shares Great Britain Netherlands Switzerland Economic sector Banks / Broker Electricity industry Trade and daily press Research institute, university Gas industry Trade company Dealers Industrial company
North America South and Central America Middle East East Asia Australia The five countries with the highest visitor shares Great Britain Netherlands Switzerland Economic sector Banks / Broker Electricity industry Trade and daily press Research institute, university Gas industy Trade company Dealers Industrial company
Middle East East Asia Australia The five countries with the highest visitor shares Great Britain Netherlands Switzerland Economic sector Banks / Broker Electricity industry Trade and daily press Research institute, university Gas industry Trade company Dealers
East Asia Australia The five countries with the highest visitor shares Great Britain Netherlands Switzerland Economic sector Banks / Broker Electricity industry Trade and daily press Research institute, university Gas industry Trade company Dealers Industrial company
Australia The five countries with the highest visitor shares Great Britain Netherlands Switzerland Economic sector Banks / Broker Electricity industry Trade and daily press Research institute, university Gas industy Trade company Dealers Industriation of the property of
The five countries with the highest visitor shares Great Britain Netherlands Switzerland Economic sector Banks / Broker Electricity industry Trade and daily press Research institute, university Gas industry Trade company Dealers Industrial company
shares Great Britain Netherlands Switzerland Economic sector Banks / Broker Electricity industry Trade and daily press Research institute, university Gas industry Trade company Dealers Industrid company
Great Britain Retherlands Switzerland Economic sector Banks / Broker Electricity industry Trade and daily press Research institute, university Gas industry Trade company Dealers Industrial company
Netherlands Switzerland Economic sector Banks / Broker Electricity industry Trade and daily press Research institute, university Gas industry Trade company Dealers Industrial company
Switzerland  Economic sector  Banks / Broker Electricity industry Trade and daily press Research institute, university Gas industry Trade company Dealers Industriade company
Economic sector Banks / Broker Electricity industry Trade and daily press Research institute, university Gas industry Trade company Dealers Industrial company
Banks / Broker Electricity industry Trade and daily press Research institute, university Gas industry Trade company Dealers Industrial company
Electricity industry Trade and daily press Research institute, university Gas industry Trade company Dealers Industrid company
Trade and daily press Research institute, university Gas industry Trade company Dealers Industrial company
Gas industry Trade company Dealers Industrial company
Trade company Dealers Industrial company
Dealers Industrial company
Industrial company
Oil industry
Portfolio manager / Risk manager
Municiple services
Association Housing construction company
Other
Student
Other not gainfully employed
Influence on nurchasing/
procurement decisions
Decisively
Collectively
In an advisory capacity
No
student

Conducted by: Gelszus Messe-Marktforschung GmbH, Dortmund

	IFLO,	Es
Total number of visitors	7 824	P
Proportion of trade visitors	95 %	Eı N
Region of residence	<u>%</u> 35	S
more than 100 km up to 300 km over 300 km	31 34	D
Total Germany	85	0
Baden- North Rhine- Württemberg 10 Westphalia Bavaria 6 Rhineland-	47	S L
Berlin 2 Palatinate Brandenburg 1 Saarland	7	Ti O Si
Bremen - Saxony Hamburg 1 Saxony-Anhalt Hesse 7 Schleswig-	1 1	Ŏ A
Hesse 7 Schleswig- Mecklenburg Holstein West Pommerania 1 Thuringia Lower Saxony 12	2	N R P
Total Foreign	15	N P
of which EU Rest of Europe	72 21	B
Africa .	2	İr
North America South and Central America	2	Α
Middle East East Asia Australia	3 2	N S
The five countries with the highest visits shares	_	N O
Netherlands	28	S
Austria Belgium	13 12	F
Switzerland France	8 6	2
Economic sector	%	2
Florist's specialist business	61	1: E:
Retail trade, garden store Wholesale trade	8	Fi
Garden centre	2	S
Cemetery garden store Florist wholesale trade	2 1	_
Decorations Gift articles, art and handicrafts	5 3	
Other	9	
Student Other not gainfully employed	3 1	:
Influence on purchasing/	%	<u>L</u> 1.
procurement decisions Decisively	56	
Collectively In an advisory capacity	25 9	3.
No student	6 4	
		C

Essen	
Position in the company/organization	%
Entrepreneur, partner, self-employed	61
Managing director, board member,	
head of an authority etc.	4
Senior department head, other employee	
with managerial responsibility Department head, group head	1
Other salaried staff	g
Other public service	1
Skilled worker	6
Lecturer, teacher, scientific assistant	2
Trainee Other	2
Student	3
Other not gainfully employed	1
Area of responsibility	%
Management	54
Research/development/design	7
Planning/work preparation Manufacture/production	28 42
Production, quality control	16
Buying/procurement	49
Finance/accounting, controlling	22
Information, communication technology (EDP)	8
Administration/organization/personnel/ social welfare/training	19
Marketing/sales/advertising/PR	20
Storage/material management/logistics/	
transport	15
Maintenance/repairs	11
Other Student	13
Other not gainfully employed	1
Frequency of visits to trade fair	%
2002	42
2001	42
2000	34
1999 Earlier events	29 15
First visit	38
Size of company/organization:	
Number of employees:	%
1- 4 55 500- 999	-
5- 9 22 1 000- 9 999 10- 49 13 10 000 and more	1
10- 49 13 10 000 and more 50- 99 1 student	3
100- 199 2 other not gainfully	3
200- 499 1 employed	1
Length of stay	%
1. Length of stay (days):	
one 89 two 8 three	
2. Average length of stay 1,1 c 3. Share of visitors on the event's days:	lays %
1st day 33 2nd day 38 3rd day	44
21 21 21 21 21 31d ddy	

Conducted by: Gelszus Messe-Marktforschung GmbH, Dortmund

				IDM	Essen	
	ber of visi			54 936	Position in the company/organization Entrepreneur, partner, self-employed	
•	n of trade	VIS	itors	93 %	Managing director, board member,	
	residence	_		<u>%</u>	head of an authority etc.	
to 100			200 km	32	Senior department head, other employee	
er 300 k	100 km up	t	300 km	29 39	with managerial responsibility	
otal Geri				81	Department head, group head	
den-	ilaliy	_	North Rhine-	- 01	Other salaried staff Other public service	
ürttemb	era	6	Westphalia	48	Skilled worker	
avaria		9	Rhineland-		Lecturer, teacher, scientific assistant	
erlin		3	Palatinate	5	Trainee	
andenbu	ırg	1	Saarland	1	Farmer	
emen		-	Saxony	2	Foreman, master craftsman	
amburg esse		1 5	Saxony-Anhalt	1	Other	
esse ecklenbu		2	Schleswig- Holstein	3	Student	
est Pom		1	Thuringia	2	Other not gainfully employed	
wer Sax		4	amigia	2	Area of responsibility	_
otal Fore	•	•		19	Management	
which	EU	_		72	Research/development/design Planning/work preparation	
WHICH	Rest of Eu	roi	ne.	17	Manufacture/production	
	Africa	, 0	,,,	1	Production, quality control	
	North Ame	erio	:a	6	Buying/procurement	
			entral America	1	Finance/accounting, controlling	
	Middle Eas	t		2	Information, communication technology (EDF	)
	East Asia			2	Administration/organization/personnel/	
	Australia			-	social welfare/training	
	ountries wit	n i	the highest visito	r %	Marketing/sales/advertising/PR	
ares etherland	J.	_		27	Storage/material management/logistics/ transport	
ustria	12			8	Maintenance/repairs	
enmark				7	Other	
witzerlan	d			7	Student	
ance				5	Other not gainfully employed	
onomic	sector			%	Frequency of visits to trade fair	
ant prod	ucer			20	2002 47 1999	
/holesale				6	2001 47 Earlier events	
ed trade				1	2000 42 First visit	
nd-sales				. 11	Size of company/organization:	
ıblıc auti ent	nority, muni	ICI	oal garden depar	t- 5	Number of employees:	
	e and lands		pe gardening	9	1- 4 30 500- 999	
	designer	300	ipe gardering	1	5- 9 22 1 000- 9 999 10- 49 24 10 000 and more	
arden ce				ż	50- 99 5 student	
ardening	company			8	100-199 4 other not gainfully	
	cialist retail	er		13	200- 499 1 employed	
ıll range	retailer			-	Length of stay	
ther				13	1. Length of stay (days):	
udent	asinfully an	nn	loved	5 1	one 77 three 3	
	gainfully en	•	•	'	two 19 four 2	
	on purchas			%	2. Average length of stay 1,3 3. Share of visitors on the event's days:	C
	ent decisio	ns			1st day 28 3rd day 37	
ecisively	.,			36 28	2nd day 34 4th day 31	
ollectivel	y sory capacit	v		28 17	,	
	ory capacit	ý				-
1 a11 auvis 0				14	Conducted by: Gelszus Messe-Marktforschung	

Total number of vi	sitors 13	138 285		
Proportion of trade visitors				
Region of residence	e	%		
up to 100 km	. 200 !	24		
more than 100 km ι	up to 300 km	25 51		
over 300 km				
Total Germany	Namela Diales	61		
Baden- Württemberg	North Rhine- 17 Westphalia	17		
Bavaria	15 Rhineland-	17		
Berlin	1 Palatinate	11		
Brandenburg	- Saarland	1		
Bremen	1 Saxony	1		
Hamburg	2 Saxony-Anhalt	1		
Hesse	27 Schleswig-			
Mecklenburg	Holstein	1		
West Pommerania	- Thuringia 4	2		
Lower Saxony	4			
Total Foreign		39		
of which EU		51		
Rest of E Africa	urope	17 2		
North An	norica	9		
	id Central America	4		
Asia	ia central / intenea	15		
Australia		1		
	rith the highest visitor	%		
shares				
JSA taly		8		
Great Britain		7		
France		6		
Spain		5		
Economic sector		%		
Retail trade		38		
Wholesale/foreign tr	ade	20		
Skilled trades		. 7		
Service		16		
Industry		7		
Public authority University/college/po	alutachnic	1		
Other sectors	orytechnic	5		
Student, not gainful	ly employed	6		
Influence on purch				
procurement decisi		%		
Decisively		48		
Collectively		24		
n an advisory capac	ity	14		
No student		7		
		- 6		

13	8 285	Position in the company/organization
rs	85 %	Entrepreneur, partner, self-employed
		Managing director, board member,
	%	head of an authority etc.
	24	Senior department head, other employee
) km	25	with managerial responsibility
	51	Department head, group head Other salaried staff
	61	Other public service
rth Rhine-		Skilled worker
stphalia	17	Lecturer, teacher, scientific assistant
neland- itinate	11	Trainee
	11	Other
rland ony	1	Student
ony-Anhalt	1	Other not gainfully employed
leswig-		Area of responsibility
stein	1	Management
ringia	2	Research/development/design
		Planning/work preparation
	39	Manufacture/production Production, quality control
	51	Buying/procurement
	17	Finance/accounting, controlling
	'2	Administration/organization/personnel/
	9	social welfare/training
l America	4	Marketing/sales/advertising/PR
	15	Storage/material management/logistics/
	1	transport
ighest visitor	0/	Maintenance/repairs
3	%	Other
	8	Student Other not gainfully employed
	8	
	7	Frequency of visits to trade fair 2002
	6	2002
	5	Earlier events
	%	First visit
	38	Size of company/organization:
	20	Number of employees:
	7 16	1- 4 39 500- 999
	16 7	5- 9 13 1 000- 9 999
	1	10- 49 17 10 000 and more
c	i	50- 99 5 student
-	5	100- 199 5 other not gainfully
red	6	200- 499 1 employed
	,	Length of stay
	%	1. Length of stay (days):
	48	one 51 four 7
	24	two 19 five 7
	14	three 15
	7	2. Average length of stay 2,0
	6	3. Share of visitors on the event's days:

Conducted by: Walter & Partner, Basel

BEAUTY	world,	Frankfurt/Main
Total number of visitors	11 964	Position in the company
Proportion of trade visitors	79 %	Entrepreneur, partner, self
Region of residence	%	Managing director, board head of an authority e
up to 100 km	21	Senior department head, of
more than 100 km up to 300 km	25	with managerial respo
over 300 km	54	Department head, group
Total Germany	64	Other salaried staff
Baden- North Rhine	-	Other public service Skilled worker
Württemberg 18 Westphalia	21	Lecturer, teacher, scientific
Bavaria 15 Rhineland-		Trainee
Berlin 2 Palatinate	8	Other
Brandenburg - Saarland	1	Student
Bremen 1 Saxony	4 alt 1	Other not gainfully emplo
Hamburg 3 Saxony-Anh Hesse 21 Schleswig-	ait i	Area of responsibility
Mecklenburg Holstein	1	Management
West Pommerania - Thuringia		Research/development/de
Lower Saxony 3		Planning/work preparation
Tatal Familia	26	Manufacture/production
Total Foreign of which EU	36 55	Production, quality contro
Rest of Europe	20	Buying/procurement
Africa	20	Finance/accounting, contro Administration/organization
North America	8	social welfare/training
South and Central Americ		Marketing/sales/advertising
Asia	14	Storage/material managen
Australia	1	transport
The five countries with the highest v	isitor	Maintenance/repairs
shares	%	Student
Italy	9	Other not gainfully emplo
Greece	8	Other
USA	7	Frequency of visits to tra
France	7	2002
Switzerland	5	2001
Economic sector	%	Earlier events First visit
Retail trade	30	Size of company/organiz
Wholesale/foreign trade	23	Number of employees:
Skilled trades	8	1- 4 32
Service	13	5- 9 12
Industry	9	10- 49 20 10
University/college/polytechnic Other sectors	1	50- 99 4
Student	5 6	100-199 8 ot
Other not gainfully employed	2	200-499 5
	_	Length of stay
Influence on purchasing/	%	1. Length of stay (days):
procurement decisions	36	one 60 fo
Decisively Collectively	36 27	two 25
In an advisory capacity	18	three 9
No	11	2. Average length of stay
student	8	3. Share of visitors on the
	ŭ	5. 5. are or visitors on the

Position in the company/organization Entrepreneur, partner, self-employed	
Entrepreneur, partner, self-employed	%
	47
Managing director, board member,	
head of an authority etc.	11
Senior department head, other employee	
with managerial responsibility	6
Department head, group head	8
Other salaried staff	13
Other public service	-
Skilled worker	2
Lecturer, teacher, scientific assistant	1
Trainee	2
Other	3 6
Student Other not gainfully employed	2
	_
Area of responsibility	<u>%</u>
Management	43
Research/development/design	2
Planning/work preparation Manufacture/production	1 6
Production, quality control	-
Buying/procurement	13
Finance/accounting, controlling	1
Administration/organization/personnel/	•
social welfare/training	1
Marketing/sales/advertising/PR	13
Storage/material management/logistics/	
transport	1
Maintenance/repairs	1
Student	6
Other not gainfully employed Other	11
Frequency of visits to trade fair	%
2002	34
2001 Earlier events	29 22
First visit	38
Size of company/organization:	
Number of employees:	%
1- 4 32 500- 999	3
	5
	3
5- 9 12 1 000- 9 999 10- 49 20 10 000 and more	
5- 9 12 1 000- 9 999	6
5- 9 12 1 000- 9 999 10- 49 20 10 000 and more 50- 99 4 student	6
5- 9 12 1 000- 9 999 10- 49 20 10 000 and more 50- 99 4 student	6 2
5- 9 12 1 000- 9 999 10- 49 20 10 000 and more 50- 99 4 student 100- 199 8 other not gainfully 200- 499 5 employed	-
5- 9 12 1 000- 9 999 10- 49 20 10 000 and more 50- 99 4 student 100- 199 8 other not gainfully	2
5- 9 12 1 000- 9 999 10- 49 20 10 000 and more 50- 99 4 student 100- 199 8 other not gainfully 200- 499 5 employed Length of stay	2
5- 9 12 1 000- 9 999 10- 49 20 10 000 and more 50- 99 4 student 100- 199 8 other not gainfully 200- 499 5 employed Length of stay 0 four 6 two 25	2
5- 9 12 1 000 9 999 10- 49 20 10 000 and more 50- 99 4 student 100-199 8 other not gainfully 200- 499 5 employed Length of stay 1. Length of stay (days): one 60 four 6	2
5- 9 12 1 000- 9 999 10- 49 20 10 000 and more 50- 99 4 student 100- 199 8 other not gainfully 200- 499 5 employed Length of stay one 60 four 6 two 25 three 9	2
5- 9 12 1 000- 9 999 10- 49 20 10 000 and more 50- 99 4 student 100- 199 8 other not gainfully 200- 499 5 employed Length of stay one 60 four 6 two 25 three 9	2 %

Christmasy	vorld,	F
Total number of visitors	24 153	P
Proportion of trade visitors	94 %	E N
Region of residence	%	
up to 100 km	22 24	S
more than 100 km up to 300 km over 300 km	53	С
Total Germany	61	C
Baden- North Rhine- Württemberg 16 Westphalia Bavaria 15 Rhineland-	15	S
Berlin 3 Palatinate	9 2	Ċ
Brandenburg 1 Saarland Bremen 2 Saxony	2	S
Hamburg 2 Saxony-Anhalt	-	A
Hesse 23 Schleswig- Mecklenburg Holstein	2	N
West Pommerania - Thuringia Lower Saxony 5	2	R P N
Total Foreign	39	P
of which EU	62	В
Rest of Europe Africa	21 2	F
North America	4	
South and Central America Asia	1 9	S
Australia	-	٥
The five countries with the highest visitorshares	or %	N S
Italy	13	C
France Switzerland	11 8	F
Great Britain	7	2
Netherlands	6	2 E
Economic sector	%	F
Specialist retail trade Other retail	38 7	S
Wholesale/foreign trade	25	-
Skilled trades	3	
Service Industry	9 7	
Public authority	-	
University/college/polytechnic Other sectors	5	
Student Other not gainfully employed	3 2	<u>L</u>
Influence on purchasing/	%	
procurement decisions  Decisively	52	
Collectively	25	2
In an advisory capacity No	11 7	3
student	5	

Frankfurt/Main	
Position in the company/organizatio	n %
Entrepreneur, partner, self-employed	51
Managing director, board member, head of an authority etc.	12
Senior department head, other employ	
with managerial responsibility	6
Department head, group head Other salaried staff	11 7
Other public service	1
Skilled worker	3
Lecturer, teacher, scientific assistant Trainee	2
Other	2
Student	3
Other not gainfully employed	2
Area of responsibility	<u>%</u>
Management Research/development/design	45
Planning/work preparation	3
Manufacture/production	5
Production, quality control Buying/procurement	19
Finance/accounting, controlling	-
Administration/organization/personnel	
social welfare/training Marketing/sales/advertising/PR	1 8
Storage/material management/logistics	5/
transport	1
Maintenance/repairs Student	1
Other	9
Other not gainfully employed	2
Frequency of visits to trade fair	<u>%</u>
2002 2001	45 33
Earlier events	30
First visit	33
Size of company/organization:	%
Number of employees: 1- 4 37 500-	999 2
5- 9 13 1 000- 9	999 4
10- 49 20 10 000 and m	
50- 99 7 stud 100- 199 3 other not gain	
200- 499 7 emplo	
Length of stay	%
1. Length of stay (days): one 48 four 5	
two 25 five 5	
three 17	
2. Average length of stay	1,9 days
3. Share of visitors on the event's days	
	N/A

#### EBIF European Banking & Insurance Fair, Frankfurt/Main

Total number of visitors	7 357	Position in the company/organization	%
Proportion of trade visitors	99 %	Entrepreneur, partner, self-employed	16
•	01	Managing director, board member,	_
Region of residence	<u>%</u>	head of an authority etc. Senior department head, other employee	6
up to 100 km more than 100 km up to 300 km	56 27	with managerial responsibility	11
over 300 km	18	Department head, group head	27
	94	Other salaried staff	31
Total Germany Baden- North Rhine-	94	Other public service	2
Baden- North Rhine- Württemberg 10 Westphalia	11	Skilled worker	-
Bavaria 9 Rhineland-	- 11	Lecturer, teacher, scientific assistant	1
Berlin 3 Palatinate	8	Trainee	2
Brandenburg - Saarland	1	Other	1
Bremen - Saxony	1	Student Other net gainfully employed	3 1
Hamburg 1 Saxony-Anhalt	-	Other not gainfully employed	
Hesse 52 Schleswig-		Area of responsibility	%
Mecklenburg Holstein	-	Management	17
West Pommerania - Thuringia	1	Research/development/design Planning/work preparation	7 5
Lower Saxony 2		Manufacture/production	3
Total Foreign	6	Production, quality control	1
of which EU	48	Buying/procurement	5
Rest of Europe	43	Finance/accounting, controlling	18
Africa	3	Information, communication technology (EDP)	
North America	5	Administration/organization/personnel/	
South and Central America	3	social welfare/training	6
Middle East	-	Marketing/sales/advertising/PR	19
East Asia	-	Storage/material management/logistics/	_
Australia	-	transport	1
The five countries with the highest visitor	r %	Maintenance/repairs Other	2 12
shares		Student	3
Austria	15	Other not gainfully employed	1
Switzerland	15	Frequency of visits to trade fair	%
Luxembourg	10	2002	39
Netherlands	8	2001	32
Economic sector	%	2000	23
Services/free-lance	71	1999	10
Industry	7	1998 (first event)	7
Authority/public services	3	First visit	46
Retail trade	-	Size of company/organization:	0/
Wholesale/foreign trade Skilled trades	1	Number of employees:	%
Association/quild/chamber		1- 4 12 500- 999	7
Research/science	1	5- 9 5 1 000- 9 999	19
School, university, education	i	10- 49 12 10 000 and more	20
Other	12	50- 99 7 student	3
Student	3	100- 199 8 other not gainfully	1
Other not gainfully employed	1	200-499 8 employed	1
Influence on purchasing/		Length of stay	%
procurement decisions	%	1. Length of stay (days):	_
Decisively	18	one 90 two 8 three 2. Average length of stay 1,1 d	
Collectively	35	3. Share of visitors on the event's days:	%
In an advisory capacity	29	1st day 31 2nd day 45 3rd day	36
No	15		
student	4	Conducted him Colonia Massa Maril 15	—
		Conducted by: Gelszus Messe-Marktforschung	

Conducted by: Gelszus Messe-Marktforschung	
CmbU Dortmund	

<u>%</u> 25 9

1,7 days % N/A

Conducted by: Walter & Partner, Basel

ISH,	Franl	kfurt/Main
Total number of visitors	178 955	Position in the company/organization
Proportion of trade visitors	94 %	Entrepreneur, partner, self-employed
Region of residence up to 100 km more than 100 km up to 300 km over 300 km	% 29 38 33	Managing director, board member, head of an authority etc. Senior department head, other employee with managerial responsibility Department head, group head
Total Germany	74	Other salaried staff Other public service
Baden-Wittemberg 21 Westphalia Savaria 11 Rhineland-Berlin 2 Palatinate Brandenburg 1 Saarland Bremen - Saxony Hamburg 1 Saxony-Anhalt	18 12 2 2 2	Skilled worker Lecturer, teacher, scientific assistant Trainee Other Student Other not gainfully employed
Hesse 23 Schleswig-		Area of responsibility  Management
Mecklenburg Holstein West Pommerania - Thuringia Lower Saxony 3	1	Research/development/design Planning/work preparation Manufacture/production
Total Foreign	26	Production, quality control
of which EU Rest of Europe	57 28	Buying/procurement Finance/accounting, controlling
Africa .	1	Administration/organization/personnel/
North America	3	social welfare/training
South and Central America Asia	1 9	Marketing/sales/advertising/PR Storage/material management/logistics/
Australia	1	transport
The five countries with the highest visit shares	9/0	Maintenance/repairs Other Student
Italy	11	Other not gainfully employed
Netherlands France	8 7	Frequency of visits to trade fair
Belgium	7	2001
Great Britain	6	1999 Farlier events
Economic sector	%	First visit
Skilled trades	38	Size of company/organization:
Construction company Property developing company	2	Number of employees:
Industry	15	1- 4 23 500- 999 5- 9 14 1 000- 9 999
Retail trade Wholesale/foreign trade	3 11	10- 49 22 10 000 and more
Architect/engineer's and planning office		50- 99 7 student
Service	4	100- 199 6 other not gainfully 200- 499 2 employed
Public authority	2	Length of stay
University/college/polytechnic Other sectors	6	1. Length of stay (days):
Student/not gainfully employed	9	one 61 four 4
Influence on purchasing/ procurement decisions	%	two 21 five 4 three 10
Decisively	24	2. Average length of stay 1,7
Collectively In an advisory capacity No student	28 23 16 9	3. Share of visitors on the event's days:

Heimtex	til, F	rankfurt/Main	
Total number of visitors	95 221	Position in the company/organization	%
Proportion of trade visitors	87 %	Entrepreneur, partner, self-employed	44
		Managing director, board member,	12
Region of residence up to 100 km	<u>%</u> 12	head of an authority etc. Senior department head, other employee	13
more than 100 km up to 300 km	24	with managerial responsibility	9
over 300 km	64	Department head, group head	11
Total Germany	49	Other salaried staff	9
Baden- North Rhine-		Other public service	3
Württemberg 21 Westphalia	21	Skilled worker Lecturer, teacher, scientific assistant	1
Bavaria 16 Rhineland-		Trainee	2
Berlin 2 Palatinate	6	Other	2
Brandenburg 1 Saarland Bremen 1 Saxony	2	Student	5
Hamburg 3 Saxony-Anhalt	3 1	Other not gainfully employed	1
Hesse 14 Schleswig-		Area of responsibility	%
Mecklenburg Holstein	1	Management	41
West Pommerania - Thuringia	2	Research/development/design	9 5
Lower Saxony 5		Planning/work preparation Manufacture/production	8
Total Foreign	51	Production, quality control	1
of which EU	45	Buying/procurement	11
Rest of Europe	19	Finance/accounting, controlling	1
Africa	2	Administration/organization/personnel/	
North America	8	social welfare/training	1
South and Central America Asia	3 22	Marketing/sales/advertising/PR Storage/material management/logistics/	11
Australia	1	transport	1
	-	Maintenance/repairs	i
The five countries with the highest visitor shares	" %	Student	5
Great Britain	9	Other	7
Italy	7	Other not gainfully employed	1
USÁ	7	Frequency of visits to trade fair	<u>%</u>
Korea (Republic)	5	2002 2001	51
France	5	Earlier events	50 49
Economic sector	%	First visit	24
Retail trade	26	Size of company/organization:	
Wholesale/foreign trade	20 9	Number of employees:	%
Skilled trades Service	12	1- 4 31 500- 999	4
Industry	24	5- 9 12 1 000- 9 999	4
Public authority	-	10- 49 20 10 000 and more	2
University/college/polytechnic	1	50- 99 7 student 100- 199 6 other not gainfully	5
Other sectors	4	200- 499 7 employed	1
Student, not gainfully employed	6	Length of stay	%
Influence on purchasing/ procurement decisions	%	1. Length of stay (days):	/0
Decisively	41	one 43 four 17	
Collectively	25	two 22 three 19	
In an advisory capacity	17		
No	11		days
student	6	3. Share of visitors on the event's days:	% N/A

Conducted by: Walter & Partner, Basel

#### lightstyle, Frankfurt/Main

Total number of visitors	6 331 F
Proportion of trade visitors	91 %
Region of residence up to 100 km more than 100 km up to 300 km	17 S 31
over 300 km	52 [
Total Germany           Baden-Württemberg         13         Westphalia           Bavaria         12         Rhineland-Berlin           Berlin         2         Palatinate           Brandenburg         1         Saarland           Bremen         2         Saxony           Hamburg         2         Saxony-Anhalt           Hesse         17         Schleswig-Holstein           West Pommerania         Lower Saxony         1         Thuringia	74 C S S S S S S S S S S S S S S S S S S
Total Foreign of which EU Rest of Europe Africa North America South and Central America Asia	26 F 49 E 28 F - A 1 1 N 21 S
Australia The five countries with the highest visitor shares China (PR) Netherlands Switzerland Italy Austria	8 S 8 7 <b>F</b> 6 2
Economic sector  Retail trade Wholesale/foreign trade Skilled trades Service Industry Public authority University/college/polytechnic Other sectors	% S 35 - 16 8 14 13 - 1 7 L
Other sectors Student Other not gainfully employed Influence on purchasing/ procurement decisions Decisively	4 1 2 % 38 2
Collectively In an advisory capacity No student	27 3 17 12 6

ankiurt/main	
Position in the company/organization	%
Entrepreneur, partner, self-employed	42
Managing director, board member,	
head of an authority etc. Senior department head, other employee	11
with managerial responsibility	8
Department head, group head	14
Other salaried staff	11
Other public service	1
Skilled worker Lecturer, teacher, scientific assistant	3 1
Trainee	i
Other	2
Student	4
Other not gainfully employed	2
Area of responsibility	<u>%</u> 35
Management Research/development/design	10
Planning/work preparation	6
Manufacture/production	3
Production, quality control	.1
Buying/procurement	16
Finance/accounting, controlling Administration/organization/personnel/	-
social welfare/training	-
Marketing/sales/advertising/PR	9
Storage/material management/logistics/ transport	1
Maintenance/repairs	2
Other	12
Student	4
Other not gainfully employed	2
Frequency of visits to trade fair	<u>%</u>
2001 First visit	34 34
Size of company/organization:	
Number of employees:	%
1- 4 32 500- 999	4
5- 9 13 1 000- 9 999	6
10- 49 20 10 000 and more 50- 99 7 student	2
50- 99 7 student 100- 199 6 other not gainfully	4
200- 499 2 employed	5
Length of stay	%
1. Length of stay (days):	
one 64 four 7	
two 21 three 8	
, ,	days
3. Share of visitors on the event's days:	%
	N/A

Musikme	sse, l	rankfurt/Main	rankfurt/Main	rankfurt/Main	Frankfurt/Main	Frankfurt/Main	Frankfurt/Main	Frankfurt/Main	Frankfurt/Main
Total number of visitors	79 747	Position in the company/organization							
Proportion of trade visitors	68 %	Entrepreneur, partner, self-employed							
Region of residence	%	Managing director, board member, head of an authority etc.							
up to 100 km	24	Senior department head, other employee							
more than 100 km up to 300 km	30	with managerial responsibility							
over 300 km	46	Department head, group head	Department head, group head	Department head, group head	Department head, group head	Department head, group head	Department head, group head	Department head, group head	Department head, group head
Total Germany	69	Other salaried staff							
Baden- North Rhine-		Other public service							
Württemberg 18 Westphalia	15	Skilled worker Lecturer, teacher, scientific assistant							
Bavaria 17 Rhineland-		Trainee							
Berlin 1 Palatinate	10	Other							
Brandenburg - Saarland Bremen - Saxony	3 4	Student							
Bremen - Saxony Hamburg 1 Saxony-Anhalt	1	Other not gainfully employed	Other not gainfully employed	Other not gainfully employed	Other not gainfully employed	Other not gainfully employed	Other not gainfully employed	Other not gainfully employed	Other not gainfully employed
Hesse 23 Schleswig-		Area of responsibility	Area of responsibility	Area of responsibility	Area of responsibility	Area of responsibility	Area of responsibility	Area of responsibility	Area of responsibility
Mecklenburg Holstein	1	Management							
West Pommerania - Thuringia	3	Research/development/design							
Lower Saxony 4		Planning/work preparation							
Total Foreign	31	Manufacture/production Production, quality control							
of which EU	58	Buying/procurement							
Rest of Europe	23	Finance/accounting, controlling							
Africa	1	Administration/organization/personnel/							
North America	4	social welfare/training							
South and Central America	1	Marketing/sales/advertising/PR							
Asia Australia	11 1	Storage/material management/logistics/ transport							
	-	Maintenance/repairs							
The five countries with the highest visitor	or <sub>%</sub>	Other							
shares		Student							
Netherlands Belgium	9	Other not gainfully employed	Other not gainfully employed	Other not gainfully employed	Other not gainfully employed	Other not gainfully employed	Other not gainfully employed	Other not gainfully employed	
France	7	Frequency of visits to trade fair							
Switzerland	6	2002							
Sweden	6	2001							2001
Economic sector	%	Earlier events							
Retail trade	12	First visit							
Wholesale/foreign trade	4	Size of company/organization:							
Skilled trades	5	Number of employees:							Number of employees:
Industry	2								
Service	16								
Media	6								
Educational institution	47								
Public authority Other sectors	1 2								
Other not gainfully employed	4	Length of stay		. ,	. ,	. ,	. ,		
- · · ·	4	1. Length of stay (days):							
Influence on purchasing/	%	one 61 four 6	one 61 four 6	one 61 four 6	one 61 four 6	one 61 four 6	one 61 four 6	one 61 four 6	one 61 four 6
procurement decisions  Decisively	24	two 16 five 6							
Collectively	24	three 11	three 11	three 11	three 11	three 11	three 11	three 11	three 11
In an advisory capacity	14	2. Average length of stay 1,8	2. Average length of stay 1,8	2. Average length of stay 1,8	2. Average length of stay 1,8	2. Average length of stay 1,8 c	2. Average length of stay 1,8 d	2. Average length of stay 1,8 d	2. Average length of stay 1,8 da
capacity	11	3 Share of visitors on the event's days:	3. Share of visitors on the event's days:	3 Share of visitors on the event's days:	3 Share of visitors on the event's days:	3 Share of visitors on the event's days:	3 Share of visitors on the event's days:	3 Share of visitors on the event's days:	3 Share of visitors on the event's days:
No				J. Jilaie Or visitors on the events days.	J. Silale of visitors on the event's days.			5. Shale of visitors on the event's days.	

Conducted by:	Walter	& Partner,	Basel
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Conducted by: Walter & Partner, Basel

Prolight + S	Sound	l, Frankfurt/Main	
Total number of visitors	19 213	Position in the company/organization	%
Proportion of trade visitors	87 %	Entrepreneur, partner, self-employed	35
Region of residence	%	Managing director, board member, head of an authority etc.	10
up to 100 km	16	Senior department head, other employee	10
more than 100 km up to 300 km	32	with managerial responsibility	4
over 300 km	52	Department head, group head	8
Total Germany	65	Other salaried staff	8
Baden- North Rhine-		Other public service Skilled worker	5 7
Württemberg 16 Westphalia	20	Lecturer, teacher, scientific assistant	-
Bavaria 15 Rhineland-		Trainee	8
Berlin 2 Palatinate	7	Other	3
Brandenburg 2 Saarland Bremen 1 Saxony	2 4	Student	9
Bremen 1 Saxony Hamburg 2 Saxony-Anhalt	1	Other not gainfully employed	2
Hesse 17 Schleswig-		Area of responsibility	%
Mecklenburg Holstein	1	Management	35
West Pommerania 1 Thuringia	3	Research/development/design	4
Lower Saxony 6		Planning/work preparation	5 7
Total Foreign	35	Manufacture/production Production, quality control	2
of which EU	54	Buying/procurement	4
Rest of Europe	30	Finance/accounting, controlling	1
Africa	2	Administration/organization/personnel/	
North America	2	social welfare/training	1
South and Central America	1	Marketing/sales/advertising/PR	3
Asia Australia	10	Storage/material management/logistics/	3
		transport Maintenance/repairs	4
The five countries with the highest visitor	or %	Other	14
shares		Student	13
Netherlands Switzerland	9 8	Other not gainfully employed	3
Austria	7	Frequency of visits to trade fair	%
Belgium	7	2002	48
Italy	6	2001	46
Economic sector	%	Earlier events	41
Retail trade	12	First visit	26
Wholesale/foreign trade	5	Size of company/organization:	%
Skilled trades	4	Number of employees: 1- 4 38 500- 999	
Industry	6	5- 9 17 1 000- 9 999	3
Service	30	10- 49 15 10 000 and more	2
Event venue	12	50- 99 4 student	13
Media Educational institution	6 18	100- 199 2 other not gainfully	
Public authority	4	200 - 499 3 employed	2
Other sectors	1	Length of stay	%
Other not gainfully employed	3	1. Length of stay (days):	
Influence on purchasing/		one 56 four 4	
procurement decisions	%	two 22 five 7 three 11	
Decisively	36		
Collectively	23	2. Average length of stay 1,8 d	tays
In an advisory capacity	18	<ol><li>Share of visitors on the event's days:</li></ol>	%
No	8	·	N/A
student	16		

rapeiwo	niu, i	Talikiui (/ Walli	
Total number of visitors	66 304	Position in the company/organization	%
Proportion of trade visitors	94 %	Entrepreneur, partner, self-employed	35
•		Managing director, board member,	_
Region of residence	%	head of an authority etc.	16
up to 100 km	15	Senior department head, other employee	
more than 100 km up to 300 km	24	with managerial responsibility Department head, group head	12
over 300 km	61	Other salaried staff	12
Total Germany	50	Other public service	12
Baden- North Rhine-		Skilled worker	1
Württemberg 18 Westphalia	20	Lecturer, teacher, scientific assistant	1
Bavaria 16 Rhineland-	-	Trainee	- 2
Berlin 2 Palatinate	7	Other	3
Brandenburg 1 Saarland Bremen - Saxony	1	Student	4
	1	Other not gainfully employed	2
Hamburg 3 Saxony-Anhalt Hesse 21 Schleswig-		Area of responsibility	%
Mecklenbura Holstein	1	Management	42
West Pommerania - Thuringia	2	Research/development/design	5
Lower Saxony 6	-	Planning/work preparation	3
,		Manufacture/production	5
Total Foreign	50	Production, quality control	
of which EU	51	Buying/procurement	14
Rest of Europe	24	Finance/accounting, controlling	1
Africa	3	Administration/organization/personnel/	
North America	4	social welfare/training	1
South and Central America Asia	13	Marketing/sales/advertising/PR	15
Asia Australia	13	Storage/material management/logistics/ transport	1
	-	Maintenance/repairs	1
The five countries with the highest visite	or <sub>%</sub>	Student	2
shares		Other	ē
Italy	8	Other not gainfully employed	2
France	8	Frequency of visits to trade fair	%
Netherlands	6	2002	45
Great Britain	6 4	2001	31
Spain		Earlier events	25
Economic sector	%	First visit	32
Specialist retail trade	23	Size of company/organization:	
Other retail	5	Number of employees:	%
Wholesale/foreign trade	28	1- 4 23 500- 999	
Skilled trades	2	5- 9 13 1 000- 9 999	5
Service	12 14	10- 49 25 10 000 and more	3
Industry Authorities	14	50- 99 7 student	4
University/college/polytechnic	1	100- 199 6 other not gainfully	
Other sectors	6	200 - 499 2 employed	8
Student	4	Length of stay	%
Other not gainfully employed	2	1. Length of stay (days):	
	-	one 45 four 7	
Influence on purchasing/	%	two 22 five 9	
procurement decisions		three 17	
Decisively	41	2. Average length of stay 2,1	day
Collectively	28 15		
In an advisory capacity No	9	<ol><li>Share of visitors on the event's days:</li></ol>	% N/A
student	6		N/A
Stagent	U		

Paperworld, Frankfurt/Main

Techtex	ctil, Fı	rankfurt/Main	
Total number of visitors	18 995	Position in the company/organization	%
Proportion of trade visitors	97 %	Entrepreneur, partner, self-employed	20
Region of residence	%	Managing director, board member,	
up to 100 km	11	head of an authority etc.	13
more than 100 km up to 300 km	26	Senior department head, other employee	
over 300 km	63	with managerial responsibility	11
Total Germany	51	Department head, group head	18
Baden- North Rhine-		Other salaried staff	17
Württemberg 15 Westphalia	26	Other public service	1
Bavaria 21 Rhineland-		Skilled worker	2
Berlin 1 Palatinate	7	Lecturer, teacher, scientific assistant Trainee	3
Brandenburg 1 Saarland	1	Other	1
Bremen - Saxony	5	Student	10
Hamburg 2 Saxony-Anhalt	1	Other not gainfully employed	2
Hesse 14 Schleswig-		3 , , ,	
Mecklenburg Holstein	1	Area of responsibility	<u>%</u>
West Pommerania 1 Thuringia	2	Management	26
Lower Saxony 6		Research/development/design	26 2
Total Foreign	49	Planning/work preparation Manufacture/production	8
of which EU	69	Production, quality control	2
Rest of Europe	17	Buying/procurement	6
Africa .	1	Finance/accounting, controlling	-
North America	5	Administration/organization/personnel/	
South and Central America	1	social welfare/training	1
Asia	6	Marketing/sales/advertising/PR	11
Australia	1	Storage/material management/logistics/	
The five countries with the highest visit	or	transport	1
shares	or %	Maintenance/repairs	1
France	13	Student	10
Great Britain	11	Other not gainfully employed	2
Italy	8	Frequency of visits to trade fair	%
Netherlands	8	2001	37
Belgium	8	1999	24
Economic sector	%	Earlier events	16
Retail trade	4	First visit	49
Wholesale/foreign trade	11	Size of company/organization:	%
Skilled trades	3	Number of employees:	
Service	6	1- 4 12 500- 999 5- 9 5 1,000- 9,999	6
Industry	54		8
Public authority	1		6 10
University/college/polytechnic	4	50- 99 11 student 100- 199 11 other not gainfully	10
Other sectors	5	200- 499 2 employed	12
Student	10	1. 1.	
Other not gainfully employed	2	Length of stay	%
Influence on purchasing/	%	1. Length of stay (days):	
procurement decisions		one 60 two 26	
Decisively	27	three 14	
Collectively	31		
In an advisory capacity	21	2. Average length of stay 1,5	days
No	10	3. Share of visitors on the event's days:	%
student	12	,	N/A

Tendence Lifestyle, Frankfurt/Main				
Total number of visitors	99 467	Position in the company/organization %		
Proportion of trade visitors	84 %	Entrepreneur, partner, self-employed 53		
-	%	Managing director, board member, head of an authority etc. 10		
Region of residence up to 100 km	27	Senior department head, other employee		
more than 100 km up to 300 km	28	with managerial responsibility 5		
over 300 km	45	Department head, group head 9		
Total Germany	71	Other salaried staff 8		
Baden- North Rhine-		Other public service 1 Skilled worker 2		
Württemberg 17 Westphalia	18	Lecturer, teacher, scientific assistant 1		
Bavaria 13 Rhineland-	10	Trainee 1		
Berlin 2 Palatinate Brandenburg - Saarland	10	Other 1		
Bremen 1 Saxony	i	Student 5 Other not gainfully employed 4		
Hamburg 2 Saxony-Anhalt	-			
Hesse 26 Schleswig-		Area of responsibility % Management 43		
Mecklenburg Holstein	1	Management 43 Research/development/design 5		
West Pommerania - Thuringia Lower Saxony 5	1	Planning/work preparation 3		
		Manufacture/production 4		
Total Foreign	29	Production, quality control -		
of which EU Rest of Europe	50 21	Buying/procurement 13		
Africa	21	Finance/accounting, controlling 1 Information, communication technology (EDP) -		
North America	4	Administration/organization/personnel/		
South and Central America	3	social welfare/training 1		
Asia	20	Marketing/sales/advertising/PR 14		
Australia	1	Storage/material management/logistics/		
The five countries with the highest visite	or <sub>%</sub>	transport - Maintenance/repairs -		
shares	,-	Other 6		
Italy France	8 8	Student 5		
Switzerland	6	Other not gainfully employed 4		
Netherlands	6	Frequency of visits to trade fair %		
Austria	6	2002 48		
Economic sector	%	2001 42 Earlier events 41		
Retail trade	39	Earlier events 41 First visit 32		
Wholesale/foreign trade	21	Size of company/organizations		
Skilled trades	.7	Number of employees:		
Service Industry	17 5	1- 4 43 500- 999 2		
Public authority	1	5- 9 13 1 000- 9 999 3		
University/college/polytechnic	i	10- 49 17 10 000 and more 2		
Other sectors	5	50- 99 6 student 5 100- 199 4 other not gainfully		
Student	5	100- 199 4 other not gainfully 200- 499 4 employed 3		
Other not gainfully employed	4	Length of stay %		
Influence on purchasing/ procurement decisions	%	1. Length of stay (days):		
Decisively	49	one 53 four 6		
Collectively	22	two 22 five 7 three 13		
In an advisory capacity	13			
No	16	2. Average length of stay 1,9 days		
student	9	3. Share of visitors on the event's days: % N/A		

Conducted by: Walter & Partner, Basel

Outdoo	or, Fri	edrichshafen
otal number of visitors	13 468	Position in the company/organization
roportion of trade visitors	89 %	Entrepreneur, partner, self-employed Managing director, board member,
legion of residence	%	head of an authority etc.
ıp to 100 km	20	Senior department head, other employed with managerial responsibility
nore than 100 km up to 300 km	25	Department head, group head
over 300 km	54	Other salaried staff
Total Germany	47	Other public service
Baden- North Rhine-		Skilled worker
Württemberg 44 Westphalia	11	Lecturer, teacher, scientific assistant
Bavaria 26 Rhineland-	4	Trainee
Berlin 1 Palatinate Brandenburg - Saarland	4 1	Other Student
Bremen - Saxony	2	
Hamburg 1 Saxony-Anhalt	1	Area of responsibility
Hesse 6 Schleswig-		Management Research/development/design
Mecklenburg Holstein	1	Planning/work preparation
West Pommerania - Thuringia	2	Manufacture/production
ower Saxony 2		Production, quality control
Total Foreign	53	Buying/procurement
of which EU	48	Finance/accounting, controlling
Rest of Europe	35	Information, communication technology (E
Africa	1	Administration/organization/personnel/
North America	3	social welfare/training
South and Central America	2	Marketing/sales/advertising/PR Storage/material management/logistics/
Middle East	ī	transport
East Asia	8	Maintenance/repairs
Australia	3	Other
The five countries with the highest visito	nr.	Student
shares	%	Frequency of visits to trade fair
Switzerland	19	2002
rance	11	2001
Austria	9	2000
taly	9	Earlier events
Gréat Britain	6	First visit
Economic sector	%	Size of company/organization: Number of employees:
Outdoor shop	27	1- 4 32 500- 99
Sport retail trade	18 2	5- 9 16 1000- 999
Department store/chain store Sporting goods industry	13	10- 49 18 10 000 and mor
eisure. Tourism	5	50- 99 9 stude
Wholesale trade	12	100- 199 5 other not gainful
Service	10	200- 499 6 employe
Other sectors	11	Length of stay
Student	4	1. Length of stay (days):
nfluence on purchasing/		one 48 three 12
procurement decisions	%	two 29 four 11
Decisively	45	2. Average length of stay 1
Collectively	29	3. Share of visitors on the event's days: 1st day 49 3rd day 48
	14	
n an advisory capacity No	8 4	2nd day 56 4th day 34

Conducted by: Gelszus Messe-Marktforschung GmbH, Dortmund

#### EUROBIKE, Friedrichshafen

Total number of visitors	43 505
Proportion of trade visitors	63 %
Region of residence up to 100 km more than 100 km up to 300 km over 300 km Total Germany	% 16 32 52 59
Baden         North Rhine-           Württemberg         41         Westphalia           Bavaria         27         Rhineland-           Berlin         3         Palatinate           Brandenburg         -         Saxony           Hamburg         -         Saxony-Anhalt           Hesse         7         Schleswig-           Mecklenburg         Holstein         Thuringia           Lower Saxony         2         Thuringia	6 3 2 3 -
Total Foreign  of which EU Rest of Europe Africa North America South and Central America Middle East East Asia Australia	41 49 38 2 2 - 1 7
The five countries with the highest visitors shares Switzerland Austria	19 13
Italy France Netherlands Economic sector	8 7 6 <b>%</b>
Bicycle trade Sports retailer Department store/chain store Bicycle industry Service Other sectors Student Other not gainfully employed	59 6 1 9 7 11 4
Influence on purchasing/ procurement decisions  Decisively Collectively In an advisory capacity No student	% 41 31 14 7 6

Position in the company/organization 96 Entrepreneur, partner, self-employed 45 Managing director, board member, head of an authority etc. Senior department head, other employee with managerial responsibility 3 Department head, group head 8 Other salaried staff 12 Other public service 7 Lecturer, teacher, scientific assistant 1 Trainee 2 Other 5 Student 4 Other not gainfully employed 2 Area of responsibility 96 Managemen 44 Research/development/design 10 Planning/work preparation 7 Manufacture/production 7 Manufacture/production 7 Manufacture/production 9 Production, quality control 15 Buying/procurement 15 Finance/accounting, controlling Information, communication technology (EDP) 6 Administration/organization/personnel/ social welfare/training 6 Marketing/sales/advertising/PR 18 Storage/material management/logistics/ transport 19 Student 44 Dother 19 Student 45 Cher 9 Student 46 Maintenance/repairs 19 Other 9 Student 47 Dother 9 Student 47 Dother 9 Student 47 Dother 9 Student 47 Dother 19 Student 48 Dother 19 Dother 49 Dother 19 Student 55 Size of company/organization: 9 Student 40 Dother 19		
Managing director, board member, head of an authority etc.  Senior department head, other employee with managerial responsibility  Department head, group head Other salaried staff  12 Other public service 13 Skilled worker 17 Lecturer, teacher, scientific assistant 17 Trainee 20 Other 55 Student Other not gainfully employed Other sold the stage of the s	Position in the company/organization	%
head of an authority etc.		45
Senior department head, other employee with managerial responsibility 3 Department head, group head 3 Department head, group head 3 Other salaried staff 12 Other public service 17 Skilled worker 7 Lecturer, teacher, scientific assistant 17 Trainee 2 Other to gainfully employed 4 Other not gainfully employed 2 Area of responsibility % Management 44 Research/development/design 10 Planning/work preparation 7 Manufacture/production 7 Production, quality control 5 Buying/procurement 5 Finance/accounting, controlling 16 Handration/organization/personnel/social welfare/training 18 Marketing/sales/advertising/PR 18 Storage/material management/logistics/ transport 10 Maintenance/repairs 19 Other 9 Student 4 Other not gainfully employed 2 Frequency of visits to trade fair 9 Eventual 19		
with managerial responsibility Department head, group head Other salaried staff Other public service 12 Other public service 13 Skilled worker 77 Lecturer, teacher, scientific assistant 17 Trainee 20 Other 55 Student 64 Other not gainfully employed 22 Area of responsibility 96 Management 44 Research/development/design 10 Planning/work preparation 77 Manufacture/production 77 Production, quality control 58 Buying/procurement 19 Information, communication technology (EDP) Administration/organization/personnel/ social welfare/training/PR 18 Storage/material management/logistics/ transport Maintenance/repairs 19 Other 95 Student 97 Student 98 Student 99 Student 90 Student 99 Student 90 90 90 90 90 90 90 90 90 90 90 90 90		11
Department head, group head		2
Other salaried staff   12 Other public service		
Other public service		
Skilled worker		
Trainee		7
Other         5           Student         4           Other not gainfully employed         2           Area of responsibility         %           Management         44           Rearch/development/design         10           Planning/work preparation         7           Manderent         5           Production, quality control         5           Buying/procurement         25           Finance/accounting, controlling         9           Information, communication technology (EDP)         6           Administration/organization/personnel/social welfare/training/PR         18           Storage/material management/logistics/transport         10           Maintenance/repairs         19           Other         9           Student         4           Other not gainfully employed         2           Frequency of visits to trade fair         %           2001         44           2001         44           2001         44           2001         44           2001         44           2001         44           2001         44           2002         47           2003	Lecturer, teacher, scientific assistant	
Student   4   2   Area of responsibility   96   Management   44   Research/development/design   10   Planning/work preparation   7   Production, quality control   5   Buying/procurement   5   Buying/procurement   5   Buying/procurement   5   Buying/procurement   5   Buying/procurement   5   Planning/work preparation   5   Planning/work preparation   5   Planning/work preparation   5   Planning/more production, quality control   5   Planning/more production   5   Planning/more production   6   Planning/more production   7   Planning/more production   7   Pr		
Other not gainfully employed 2  Area of responsibility		
Area of responsibility         %           Management         44           Research/development/design         10           Planning/work preparation         7           Manufacture/production         7           Production, quality control         5           Buying/procurement         25           Finance/accounting, controlling         9           Information, communication technology (EDP)         6           Administration/organization/personnel/social welfare/training         6           Marketing/sales/advertising/PR         18           Storage/material management/logistics/ transport         19           Other         9           Student         4           Other not gainfully employed         2           Frequency of visits to trade fair         %           2002         47           2001         41           2001         47           2001         47           2001         47           2001         47           2001         47           2001         47           2001         40           2002         47           2001         40           202		
Management		
Research/development/design   10		
Planning/work preparation   7   7   7   7   7   7   7   7   7		
Manufacture/production   7   7   7   7   7   7   7   7   7		
Production, quality control   5   5   5   5   5   5   5   5   5		
Buying/procurement   25		5
Information, communication technology (EDP) 6   Administration/organization/personnel/   Social welfare/training		25
Administration/organization/personnel/ social welfare/training social welfare/social social		
Social welfare/fraining		6
Marketing/sales/advertising/PR		_
Storage/material management/logistics/ transport   10   19   19   19   19   19   19   19		
transport 10  Maintenance/repairs 19  Other 99  Student 99  Student 99  Student 99  Student 99  Student 99  Student 99  Frequency of visits to trade fair 98  2002 47  2001 44  2000 411  Earlier events 40  First visit 52  Size of company/organization: 86  Number of employees: 96  10 49 13 10 000 9999 3  10 49 13 10 000 and more 3  10 40 15 10 000 and more 4  10 5 10 10 10 10 10 10 10 10 10 10 10 10 10		10
Maintenance/repairs		10
Student		19
Other not gainfully employed 2 Frequency of visits to trade fair % 2002 47 2001 44 2000 41 Earlier events 40 First visit 25  Size of company/organization: Number of employees: % 1- 4 48 500- 999 3 10- 49 13 10 000 999 9 3 10- 49 13 10 000 and more 3 50- 99 4 other not gainfully 200- 499 2 employed 2 200- 499 2 employed 2 Length of stay (days): one 55 three 11 two 29 four 5 2. Average length of stay (days): 3. Share of visitors on the event's days: % 1st day 48 3rd day 48		
Frequency of visits to trade fair   %   2002   47   2001   44   2000   41   Earlier events   40   41   Earlier events   40   41   Earlier events   40   5irst visit   25   Size of company/organization: Number of employees:		
2002		_
2001		
2000		
Earlier events 40 First visit 25  Size of company/organization: Number of employees: 1- 4 48 500- 999 3 10- 49 13 10 000 and more 3 50- 99 4 tother not gainfully 200- 499 2 employed 2  Length of stay 100- 199 4 tother not gainfully 200- 499 5 three 11 1 two 59 four 5 1 Average length of stay venture 11 1 two 50 Average length of stay venture 13 2 Average length of stay venture 13 3 Share of visitors on the event's days:  %		
First visit 25  Size of company/organization:		
Number of employees:   96		
Number of employees: 76  1- 4 48 500- 999 2  5- 9 17 1000- 9999 3  10- 49 13 10 000 and more 3  50- 99 4 student 4  100- 199 4 other not gainfully 2  200- 499 2 employed 2  2 Length of stay (days): one 55 three 11  two 29 four 5  2. Average length of stay of four 5  2. Average length of stey one 55 three 13  two 19 four 5  3. Share of visitors on the event's days: %  1st day 48 3rd day 48		
1- 4 48 500- 999 2 5- 9 17 1 000- 999 3 10- 49 13 10 000 and more 3 50- 99 4 student 4 100- 199 2 other not gainfully 200- 499 2 employed 2  Length of stay 1. Length of stay (days): one 55 three 11 two 29 four 5 2. Average length of stay 1,6 days 3. Share of visitors on the event's days: % 1st day 48 3rd day 48		%
5- 9 17 1000- 9999 3 10- 49 13 10 000 and more 3 50- 99 4 student 4 100- 199 4 other not gainfully 200- 499 2 employed 2 <b>Length of stay</b> 1. Length of stay (days): one 55 three 11 two 52 Average length of stey vents on the event's days: % 1st day 48 3rd day 48		2
10- 49 13 10 000 and more 3 50- 99 4 other not gainfully 200- 499 2 employed 2 2 Length of stay (days):     one 55 three 11 two 29 four 5 2. Average length of stay 1,6 days 3. Share of Visitors on the event's days: %		
100 - 199 4 other not gainfully 200 - 499 2 employed 2 <b>Length of stay</b> %  1. Length of stay (days):     one 55 three 11 two 29 four 5 2. Average length of stay 1,6 days 3. Share of visitors on the event's days: % 1st day 48 3rd day 48		
2 Length of stay employed 2		4
Length of stay		2
1. Length of stay (days):     one	200 iss 2 cinployed	
one 55 three 11 two 29 four 5 2. Average length of stay 1,6 days 3. Share of visitors on the event's days: % 1st day 48 3rd day 48		%
two 29 four 5 2. Average length of stay 3. Share of visitors on the event's days: % 1st day 48 3rd day 48		
2. Average length of stay 1,6 days 3. Share of visitors on the event's days: % 1st day 48 3rd day 48		
3. Share of visitors on the event's days: % 1st day 48 3rd day 48		21/6
1st day 48 3rd day 48		
		/0

Conducted by: Gelszus Messe-Marktforschung GmbH, Dortmund

#### DACH + WAND, Hamburg

Total number of visitors	16 906
Proportion of trade visitors	91 %
Region of residence	%
up to 100 km	24
more than 100 km up to 300 km	21
over 300 km	55
Total Germany	90
Baden- North Rhine-	
Württemberg 2 Westphalia	21
Bavaria 4 Rhineland- Berlin 2 Palatinate	4
Brandenburg 3 Saarland	1
Bremen 3 Saxony	2
Hamburg 9 Saxony-Anhalt	3
Hesse 7 Schleswig-	
Mecklenburg Holstein	11
West Pommerania 3 Thuringia	3
Lower Saxony 25	
Total Foreign	10
of which EU	58
Rest of Europe	33
Africa	1
North America	3
South and Central America Middle Fast	3
East Asia	1
Australia	1
The five countries with the highest visite shares	or %
Denmark	18
Great Britain	19
Netherlands	7
Austria	6
Economic sector	%
Roofers	55
Carpenters	5
Plumbers	6
Other skilled trades	3
Constructional engineers	2
Architect	3 1
Property developer, housing company	1
Other service company Building materials trade	7
Industry	7
Authority/public services	2
Student/not gainfully employed	4
Other	3
Influence on purchasing/	%
procurement decisions	
Decisively	30
Collectively	30
n an advisory capacity No	23 14
NO student	14
student	4

ib, Hamburg	
Position in the company/organization	%
Entrepreneur, partner, self-employed	37
Managing director, board member, head of an authority etc.	7
Senior department head, other employee	/
with managerial responsibility	3
Department head, group head	11
Other salaried staff Other public service	9
Skilled worker	14
Lecturer, teacher, scientific assistant	2 10
Trainee Other	2
Student	4
Other not gainfully employed	1
Area of responsibility	%
Management Research/development/design	38 4
Planning/work preparation	7
Manufacture/production	20
Production, quality control Buying/procurement	4
Finance/accounting, controlling	2
Information, communication technology (EDP)	-
Administration/organization/personnel/	
social welfare/training Marketing/sales/advertising/PR	4 8
Storage/material management/logistics/	O
transport	1
Maintenance/repairs Other	5
Student	5
Other not gainfully employed	1
Frequency of visits to trade fair	%
Frankfurt/Main 2002	30
Essen 2001	31 25
Nürnberg 2000 Stuttgart 1999	24
Earlier events	14
First visit	38
Size of company/organization: Number of employees:	%
1- 4 25 500- 999	1
5- 9 24 1 000- 9 999 10- 49 30 10 000 and more	3 1
50- 99 4 student	4
100- 199 4 other not gainfully	•
200-499 1 employed	4
Length of stay	%
1. Length of stay (days): one 76 three 4	
two 18 four 2	
2. Average length of stay 1,3 d	ays %
3. Share of visitors on the event's days: 1st day 29 3rd day 44	70
2nd day 38 4th day 22	

Conducted by: PhoneResearch KG, Hamburg

INTE	RGEO,	Hamburg	
Total number of visitors	14 842	Position in the company/organization	%
Proportion of trade visitors	99 %	Entrepreneur, partner, self-employed	8
Region of residence	<u>%</u>	Managing director, board member, head of an authority etc.	4
up to 100 km more than 100 km up to 300 km	17 34	Senior department head, other employee	4
over 300 km	34 49	with managerial responsibility	3
	91	Department head, group head	19
Total Germany  Baden- North Rhine-	91	Other salaried staff	21
Württemberg 4 Westphalia	20	Other public service	17
Bavaria 8 Rhineland-	20	Skilled worker	4
Berlin 5 Palatinate	4	Lecturer, teacher, scientific assistant Trainee	4
Brandenburg 4 Saarland	-	Other	2
Bremen 1 Saxony	4	Student	11
Hamburg 8 Saxony-Anhalt	3	Other not gainfully employed	3
Hesse 5 Schleswig-	0	Area of responsibility	%
Mecklenburg Holstein West Pommerania 9 Thuringia	8	Management	13
Lower Saxony 14	3	Research/development/design	12
•	9	Planning/work preparation	22
Total Foreign of which EU	53	Manufacture/production	13
Rest of Europe	29	Production, quality control	5
Africa	2	Buying/procurement	6 3
North America	5	Finance/accounting, controlling Information, communication technology (EDP)	15
South and Central America	-	Administration/organization/personnel/	15
Middle East	8	social welfare/training	13
East Asia	5	Marketing/sales/advertising/PR	6
Australia	-	Storage/material management/logistics/	
The five countries with the highest visite shares	or <sub>%</sub>	transport	1
Denmark	15	Maintenance/repairs	2
Switzerland	9	Other Student	16 12
Sweden	8	Other not gainfully employed	3
Netherlands	6	Frequency of visits to trade fair	%
Economic sector	%	Frankfurt/Main 2002	36
Industrial company	2	Cologne 2001	33
Energy supplies	4	Berlin 2000	33
Water supplies	2	Hanover 1999	27
Wholesale/foreign trade	1	Earlier events	29
Retail trade Engineer's office	1 18	First visit	25
Research	2	Size of company/organization:	%
Telecommunication	2	Number of employees:	7
Architecture/construction	3	1- 4 7 500- 999 5- 9 8 1 000- 9 999	9
Other service company	5	10- 49 17 10 000 and more	3
Professional, specialist association	2	50- 99 14 student	11
Authority/public services	37 3	100- 199 12 other not gainfully	
Vocational school/polytechnic/university Other	5	200 - 499 11 employed	3
Student	11	Length of stay	%
Other not gainfully employed	3	1. Length of stay (days):	
Influence on purchasing/		one 68 two 18 three	
procurement decisions	%	2. Average length of stay 1,4 d	
Decisively	9	3. Share of visitors on the event's days: 1st day 50 2nd day 56 3rd day	% 39
Collectively	30	13t day 30 Zilu day 30 31d day	29
In an advisory capacity	28		
No	19	Conducted by: Gelszus Messe-Marktforschung	
student	14	GmbH, Dortmund	

INTER	NORG	A, Hamburg
Total number of visitors	101 615	Position in the company/organization
Proportion of trade visitors	88 %	Entrepreneur, partner, self-employed
Region of residence	%	Managing director, board member,
up to 100 km	35	head of an authority etc.
more than 100 km up to 300 km	32	Senior department head, other employee
over 300 km	33	with managerial responsibility
Total Germany	97	Department head, group head Other salaried staff
Baden- North Rhine-		Other public service
Württemberg 1 Westphalia	11	Skilled worker
Bavaria 2 Rhineland-	_	Lecturer, teacher, scientific assistant
Berlin 3 Palatinate	1	Trainee
Brandenburg 2 Saarland	-	Other
Bremen 2 Saxony	2	Student
Hamburg 15 Saxony-Anhalt	4	Other not gainfully employed
Hesse 3 Schleswig-	17	Area of responsibility
Mecklenburg Holstein West Pommerania 5 Thuringia	2	Management
Lower Saxony 32	2	Research/development/design
•	_	Planning/work preparation
Total Foreign	3	Manufacture/production
of which EU	40	Production, quality control
Rest of Europe	23	Buying/procurement
Africa	8	Finance/accounting, controlling
North America	8	Administration/organization/personnel/
South and Central America Middle East	3	social welfare/training
East Asia	10	Marketing/sales/advertising/PR
Australia	8	Storage/material management/logistics/
The five countries with the highest visit	or	transport
shares	.01 %	Maintenance/repairs
Great Britain	8	Student
Austria	8	Other not gainfully employed
Sweden	8	Kitchen, service area
Switzerland	7	Frequency of visits to trade fair
Poland	7	2002
Economic sector	%	2001
Restaurant	26	2000
Franchise restaurant	3	1999
Discotheque, night club, bar	1	Earlier events
Trend and communication gastronomy	i	First visit
Hotels/quest house	19	Size of company/organization:
Bakery, confectioners, cafe	11	Number of employees:
Community catering, canteens, institution		1- 4 16 500- 999
Catering/Eventcatering/Partyservice	5	5- 9 15 1 000- 9 999
Food, drinks trade, trade chain	3	10- 49 31 10 000 and more
Food industry/non-food industry	3	50- 99 11 student
Fast food/snack bar	2	100- 199 6 other not gainfully
Planning/architecture/interior furnishing		200 - 499 1 employed
Butcher	2	Length of stay
Other business sector(s)	8	1. Length of stay (days):
Student/not gainfully employed	8	one 85 two 13 three
Influence on purchasing/ procurement decisions	%	2. Average length of stay 1,2 c
Decisively	20	<ol><li>Share of visitors on the event's days:</li></ol>
Collectively	34	1st day 14 4th day 29
In an advisory capacity	21	2nd day 20 5th day 24
No	18	3rd day 18 6th day 16

AGRITE	CHNIC	CA, Hannover	
Total number of visitors	227 931	Position in the company/organization	%
Proportion of trade visitors	91 %	Owner (agriculture, forestry)	39
Region of residence	%	Tenant (agriculture, forestry)	5
up to 100 km	22	Works manager, administrator (agriculture,	
more than 100 km up to 300 km	38	forestry)	6
over 300 km	41	,,	6
		Working family member (agriculture,	
Total Germany	83	forestry)	6
Baden- North Rhine-		Entrepreneur, partner, self-employed	6
Württemberg 9 Westphalia	16	Managing director, board member,	
Bavaria 16 Rhineland-		head of an authority etc.	2
Berlin - Palatinate	5	Senior department head, other employee	
Brandenburg 2 Saarland	1	with managerial responsibility	1
Bremen - Saxony	2	Department head, group head	5
Hamburg - Saxony-Anhalt	: 3	Other salaried staff	5 5 1
Hesse 8 Schleswig-		Other public service	1
Mecklenburg Holstein	7	Skilled worker	4
West Pommerania 2 Thuringia	3	Lecturer, teacher, scientific assistant	1
Lower Saxony 27		Trainee	6
Total Foreign	17	Other	3
of which EU	52	Student	4
	37	Other not gainfully employed	1
Rest of Europe		Area of responsibility	%
Africa North America	2	Management	
South and Central America	2		19 12
Middle East	1	Research/development/design Planning/work preparation	
Fast Asia	i		5 7
Australia	i	Manufacture/production	1
The five countries with the highest visi	to.	Production, quality control	- 1
shares	· 601	Buying/procurement	5
	20	Finance/accounting, controlling Administration/organization/personnel/	
Switzerland	20		2
Netherlands	11	social welfare/training	
Austria	11	Marketing/sales/advertising/PR	10
Denmark	7	Storage/material management/logistics/	_
Czech Republic	4	transport	3
Economic sector	%	Maintenance/repairs	12
Agricultural business, company	65	Other	9
Forestry	2	Student	11
Agricultural machinery trade	11	Other not gainfully employed	2
Agricultural trade	2	Frequency of visits to trade fair	%
Mechanical engineering	4	2001	66
Suppliers, components	2	1999	58
(Repair) skilled trades	1	Earlier events	54
Landscape conservation, municipal		First visit	17
engineering	1	Size of company/organization:	
Authority/public services	1	Number of employees:	%
University/college/polytechnic	i	- rumber of employees.	N/A
Other	6		
Student	4	Length of stay	%
Other not gainfully employed	1	1. Length of stay (days):	_
- , , ,		one 59 four 2 sever	n 3
Influence on purchasing/	%	two 28 five 1	
procurement decisions		three 7 six -	
Decisively	35	2. Average length of stay 1,7 c	days
Collectively	29		•
In an advisory capacity	20	3. Share of visitors on the event's days:	% N/A
No	11		N/A
student	5	Conducted by: Walter & Partner, Basel	
		zzzzzzz oj. maner a ranner, baser	

Total num				11 759
Proportio			itors	100 %
Region of		ce		%
up to 100				29
nore than		up to	300 km	41
over 300 k				31
Total Ger	many			81
Baden- Nürttemb		7	North Rhine- Westphalia	17
Bavaria	erg	7 7	Rhineland-	17
Berlin		7	Palatinate	2
Brandenbu	ırg	1	Saarland	-
Bremen	,	2	Saxony	2
Hamburg		7	Saxony-Anhalt	2
Hesse		7	Schleswig-	,
Mecklenbu West Pom	ırg merania	1	Holstein Thuringia	3
ower Sax		33	mumgia	2
Total Fore	,	55		19
of which	EU			51
or willen	Rest of	Euro	oe .	12
	Africa			1
	North A			11
			entral America	6
	Middle I East Asi			3 14
	Australia			2
The five co			he highest visite	
hares				70
Great Brita	iin			12
JSA France				11
Belgium				8 6
Vetherland	ds			6
Economic				%
Jniversity/				20
Research´i	nstitute			17
harmaceı	uticals inc	lustr	<i>'</i>	16
		abor	atory equipment	
Chemical i			n/hoolth comico	11 6
Frade	onty/msu	tutio	n/health service	6
	e/animal	breed	ding and plant	
growing				2
ood and			try	2
Public adn Financial i		n		1
		viror	ment and waste	
disposal in		VIIOI	illelit allu waste	1
	,			14
other	on purch	nasin	g/	%
nfluence		NOMS		29
nfluence procurem	ent decis			
nfluence procurem Decisively				
Influence procurem Decisively Collectivel	у	citv		42 18
other Influence procurem Decisively Collectivel In an advi: No N/A	у	city		42

, Hann	over			
		pany/organi:		%
		r, self-employ		8
	an authoi	oard membe	r,	12
		ead, other en	nployee	12
		esponsibility	. ,	3
epartment		oup head		17
ther salarie ther public				17
killed work				
ecturer, tea		entific assista	nt	21
rainee				1
ther tudent				12
ther not g	ainfully e	mployed		12
rea of res	-			%
lanagemen		-,		19
esearch/de	velopmer			52
lanning/wo				2
Manufacture Production,				3
uying/proc		Sittioi		3
nance/acco	ounting, o			1
		ication techno		
	on/organ elfare/traii	ization/perso	nnei/	$\epsilon$
larketing/s				20
		nagement/log	istics/	
transport				3
laintenance ther	e/repairs			6
tudent				12
ther not g	ainfully e	mployed		2
requency	of visits	to trade fair		%
001				39
999				26 18
arlier event irst visit	.5			18 51
	nany/or	ganization:		
	of emplo			%
1- 4	12	200-	499	9
5- 9	8	500-	999	7
10- 49 50- 99	31 11	1 000- 10 000 a	9 999 nd more	10
100- 199	9	other not		-
	-		mployed	2
ength of s	tay			%
. Length of				
one	71	two 18	three	
2. Average l	-	•	1,4 (	
	.: .:		daves	9/6
3. Share of v 1st day		the event's d day 59	3rd day	30

Conducted by: Deutsche Messe AG / ARGEFA, Hannover

CeBIT	, н	annover	
Total number of visitors 556	248	Position in the company/organization	%
Proportion of trade visitors 83	3 %	Entrepreneur, partner, self-employed	13
Region of residence	%	Managing director, board member,	
up to 100 km	21	head of an authority etc.	10
more than 100 km up to 300 km	38	Senior department head, other employee	
over 300 km	41	with managerial responsibility	5
Total Germany	77	Department head, group head	18
Baden- North Rhine-		Other salaried staff	28
Württemberg 8 Westphalia	21	Other public service Skilled worker	3 4
Bavaria 9 Rhineland-		Lecturer, teacher, scientific assistant	3
Berlin 5 Palatinate	3	Trainee	5
Brandenburg 2 Saarland	1	Other	3
Bremen 2 Saxony	3	Student	9
Hamburg 4 Saxony-Anhalt Hesse 9 Schleswig-	2	Other not gainfully employed	1
Mecklenburg Holstein	4	Area of responsibility	%
West Pommerania 1 Thuringia	2	Management	17
Lower Saxony 24	-	Research/development/design	.,
Total Foreign	23	Planning/work preparation	3
of which EU	51	Manufacture/production	4
Rest of Europe	27	Production, quality control	2
Africa .	3	Buying/procurement	5
North America		Finance/accounting, controlling	4
South and Central America	1	Administration/organization/personnel/	_
Middle East East Asia	5 10	social welfare/training	5
Australia	1	Marketing/sales/advertising/PR	13
The five countries with the highest visitor		Storage/material management/logistics/ transport	2
shares	%	Maintenance/repairs	3
Netherlands	12	Other	29
Great Britain	6	Student	14
Denmark	6	Other not gainfully employed	- 1
Sweden	5	Frequency of visits to trade fair	%
Belgium	4	2002	52
Economic sector	%	2001	50
Energy industry, mining	1	Earlier events	55
Manufacturing sector	10	First visit	25
Manufacturer of terminal equipments	13	Size of company/organization:	
Manufacturer of OEM products, components	2	Number of employees:	%
Trade net	8 7	1- 4 10 500- 999	6
Software company/DP consultant Skilled trades	1	5- 9 7 1 000- 9 999	12
Building trade	i	10- 49 17 10 000 and more	6
Traffic/transport	2	50- 99 9 student	14
Telecommunication	7	100- 199 8 other not gainfully	
Banking/insurance	3	200- 499 1 employed	10
Service	20	Length of stay	%
Authority/public services	11	1. Length of stay (days):	
Other	4	one 64 four 4 seven	
Apprentices, students, other not gainfully	15	two 18 five 2 eight three 9 six 1	: 3
employed			
Influence on purchasing/	%	2. Average length of stay 1,9 c	,
procurement decisions		3. Share of visitors on the event's days:	%
Decisively Collectively	28 25	1st day 16 4th day 23 7th day	26
Collectively	20	2nd day 27 5th day 18 8th day	16
In an advisory capacity No	11	3rd day 28 6th day 27	
student	15	Conducted by: GFK, Hamburg	_
		.,,,	

HANNOVER	ME	SSE, Hannover	
Total number of visitors 193 2	220	Position in the company/organization	%
Proportion of trade visitors 95	5 %	Entrepreneur, partner, self-employed	11
Region of residence	%	Managing director, board member,	
up to 100 km	20	head of an authority etc.	11
more than 100 km up to 300 km	41	Senior department head, other employee	
over 300 km	39	with managerial responsibility Department head, group head	8 25
Total Germany	72	Other salaried staff	26
Baden- North Rhine- Württemberg 13 Westphalia	22	Other public service	1
Württemberg 13 Westphalia Bayaria 10 Rhineland-	22	Skilled worker	4
Berlin 3 Palatinate	3	Lecturer, teacher, scientific assistant	3
Brandenburg 1 Saarland	1	Trainee	2
Bremen 2 Saxony	2	Student	8
Hamburg 3 Saxony-Anhalt	2	Other not gainfully employed	1
Hesse 7 Schleswig-		Area of responsibility	%
Mecklenburg Holstein	4	Management	19
West Pommerania 1 Thuringia	2	Research/development/design	25
Lower Saxony 24		Planning/work preparation	. 7
Total Foreign	28	Manufacture/production	12 4
of which EU	54	Production, quality control	7
Rest of Europe	20	Buying/procurement Finance/accounting, controlling	2
Africa	2 4	Administration/organization/personnel/	
North America South and Central America	3	social welfare/training	3
Middle East	4	Marketing/sales/advertising/PR	17
East Asia	12	Storage/material management/logistics/	
Australia	1	transport	2
The five countries with the highest visitor		Maintenance/repairs	6
shares	%	Other	1
Netherlands	8	Student	8
Sweden	8	Other not gainfully employed	1
Italy	6	Frequency of visits to trade fair	%
Denmark	5	2002	45
Austria	5	2001	50
Economic sector	%	Earlier events First visit	54 26
Energy	5		26
Raw materials and production goods industry	17	Size of company/organization:	%
Investment goods industry	37	Number of employees: 1- 4 7 500- 999	8
Consumer goods industry Food and luxury industry	4	1- 4 7 500- 999 5- 9 5 1000- 9999	13
Building trade	3	10- 49 17 10 000 and more	5
Trade	6	50- 99 10 student	8
Traffic/transport	2	100- 199 10 other not gainfully	•
Telecommunication services	1	200- 499 1 employed	13
Service	9	Length of stay	%
Authority/public services	4	1. Length of stay (days):	
Other	2	one 62 four 2	
Trainee, student	9	two 22 five 1	
Other not gainfully employed	1	three 9 six 4	
Influence on purchasing/ procurement decisions	%		days
Decisively	32	<ol><li>Share of visitors on the event's days:</li></ol>	%
Collectively	30	1st day 20 4th day 36	
In an advisory capacity	17	2nd day 32 5th day 30	
No	10	3rd day 36 6th day 16	
student	9		
		Conducted by: GFK, Hamburg	

DOM	OTEX,	Hannover	
Total number of visitors	40 132	Position in the company/organization	%
Proportion of trade visitors	97 %	Entrepreneur, partner, self-employed	39
Region of residence	%	Managing director, board member,	
up to 100 km	21	head of an authority etc.	20
more than 100 km up to 300 km	40	Senior department head, other employee	9
over 300 km	39	with managerial responsibility Department head, group head	16
Total Germany	42	Other salaried staff	11
Baden- North Rhine-		Other public service	
Württemberg 8 Westphalia	28	Skilled worker	2
Bavaria 8 Rhineland-		Lecturer, teacher, scientific assistant	1
Berlin 3 Palatinate	3	Other	1
Brandenburg 2 Saarland	1	Trainee, student	1
Bremen 1 Saxony Hamburg 7 Saxony-Anhalt	2 2	Student	1
Hamburg 7 Saxony-Anhalt Hesse 7 Schleswig-	2	Area of responsibility	%
Mecklenburg Holstein	5	Management	48
West Pommerania 1 Thuringia	2	Research/development/design	7
Lower Saxony 23		Planning/work preparation	5 6
Total Foreign	58	Manufacture/production Production, quality control	2
of which EU	51	Buying/procurement	14
Rest of Europe	17	Finance/accounting, controlling	3
Africa	3	Administration/organization/personnel/	-
North America	6	social welfare/training	2
South and Central America	2	Marketing/sales/advertising/PR	28
Middle East	7	Storage/material management/logistics/	
East Asia	13	transport	2
Australia	1	Maintenance/repairs	1
The five countries with the highest visite	or <sub>%</sub>	Other Student	2 1
shares Great Britain	11		
Belgium	8	Frequency of visits to trade fair	%
Netherlands	6	2002 2001	56 55
India	6	Earlier events	55 54
France	5	First visit	28
Economic sector	%	Size of company/organization:	
Architect	3	Number of employees:	%
Interior designer	6	1- 4 22 200- 499	7
Specialist retail trade	18	5- 9 13 500- 999	5
Wholesale trade	28	10- 49 26 1 000- 9 999	6
Furnishing/furniture stores	4	50- 99 9 10 000 and more	2
Department store/mail order/DIY centre	3 6	100- 199 7 student	1
Interior decorator Parguet and floor layer	12	Length of stay	%
Painter	3	1. Length of stay (days):	
Industry	21	one 43 three 15	
Other services	6	two 29 four 14	
Authority/public services	1	2. Average length of stay 2,0	days
Other sectors	3	3. Share of visitors on the event's days:	%
Trainee/student	2	1st day 49 3rd day 55	
Influence on purchasing/ procurement decisions	%	2nd day 61 4th day 35	
Decisively	58		
Collectively	19		
In an advisory capacity	11		
No	6		
student	2	<u> </u>	
N/A	4	Conducted by: GFK, Hamburg	

<b>HANNOVER MESSE -</b>	Compressed	Air & Vacuum	Technology
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Total number of visitors Proportion of trade visitors	30 529 95 %
Region of residence	%
up to 100 km	20
more than 100 km up to 300 km	41
over 300 km	39
Total Germany	69
Baden- North Rhine-	
Württemberg 12 Westphalia	22
Bavaria 10 Rhineland-	
Berlin 3 Palatinate	4
Brandenburg 1 Saarland	1
Bremen 2 Saxony	3
Hamburg 4 Saxony-Anhalt	2
Hesse 6 Schleswig-	
Mecklenburg Holstein	3
West Pommerania 1 Thuringia	3
Lower Saxony 25	
Total Foreign	32
of which EU	50
Rest of Europe	19
Africa .	1
North America	4
South and Central America	3
Middle East	7
East Asia	14
Australia	2
The five countries with the highest visitor shares	or %
Netherlands	10
Italy	6
Austria	5
Belgium	5
Switzerland	4
Economic sector	%
Energy	2
Raw materials and production goods indu	stry 19
Investment goods industry	37
Consumer goods industry	5
Food and luxury industry	3
Building trade	3
Trade	8
Traffic/transport	2
Telecommunication services	1
Service	10 3
Authority/public services Other	2
Trainee, student	8
Other not gainfully employed	1
	•
Influence on purchasing/ procurement decisions	%
Decisively	33
Collectively	33 31
In an advisory capacity	16
No	10
student	8

ea Air a	s va	cuum	i ecnnoio	gy
Position in	the co	ompany/or	ganization	%
Entreprene	ur, part	ner, self-en	nployed	12
Managing of			mber,	
		hority etc.		13
			er employee	_
		al responsik		8
Departmen Other salari			a	25 25
Other publi				23
Skilled worl		cc		5
Lecturer, te		scientific as	sistant	1
Trainee				2
Student				6
Other not o	jainfull <sub>:</sub>	y employed	i	1
Area of res	ponsil	oility		%
Manageme	nt			22
Research/de			n	22
Planning/w				.6
Manufactur				15
Production, Buying/pro				4 5
Finance/aco			na	2
Administrat				
social w			oci sorinici,	3
Marketing/s			R	17
Storage/ma				
transpoi				2
Maintenand	e/repa	irs		8
Other				1
Student	الباهمان		1	6 1
Other not o				
Frequency 2002	OT VISI	ts to trade	tair	<u>%</u>
2002				42 49
Earlier even	te			51
First visit	LS			29
Size of con	nnanv	organizati	on•	
		ployees:	O.I	%
1- 4	8		00- 999	7
5- 9	5	1 0		13
10- 49	18	10 0	00 and more	5
50- 99	10		student	6
100- 199	10	other	not gainfully	
200- 499	1		employed	13
Length of				%
1. Length o			_	
one	60	four	2	
two	23	five	2	
three	8	six	5	
2. Average	ength	of stay	1,8	days
3. Share of	visitors	on the eve	ent's days:	%
1st day	22	4th day	37	
2nd dáy	33	5th day	30	
3rd day	37	6th day	18	

Conducted by: GFK, Hamburg

HANNOV	ER M	ESSE – Energy	
Total number of visitors	46 759	Position in the company/organization	%
Proportion of trade visitors	91 %	Entrepreneur, partner, self-employed	13
Region of residence	%	Managing director, board member,	
up to 100 km	22	head of an authority etc.	11
more than 100 km up to 300 km	42	Senior department head, other employee with managerial responsibility	8
over 300 km Total Germany	36 73	Department head, group head	22
Baden- North Rhine-	/3	Other salaried staff	25
Württemberg 9 Westphalia	22	Other public service	1
Bavaria 9 Rhineland-		Skilled worker	3
Berlin 4 Palatinate	3	Lecturer, teacher, scientific assistant	4
Brandenburg 1 Saarland	1	Trainee Student	10
Bremen 2 Saxony	3	Other not gainfully employed	2
Hamburg 4 Saxony-Anhalt Hesse 6 Schleswig-	3	Area of responsibility	%
Mecklenburg Holstein	4	Management	20
West Pommerania 1 Thuringia	2	Research/development/design	23
Lower Saxony 27	_	Planning/work preparation	8
Total Foreign	27	Manufacture/production	9
of which EU	52	Production, quality control	3
Rest of Europe	16	Buying/procurement	4
Africa	1	Finance/accounting, controlling Administration/organization/personnel/	2
North America	5	social welfare/training	4
South and Central America	5	Marketing/sales/advertising/PR	17
Middle East East Asia	5 16	Storage/material management/logistics/	
Australia	16	transport	- 1
The five countries with the highest visito		Maintenance/repairs	7
shares	%	Other	2
Netherlands	7	Student Other not gainfully employed	10
Belgium	6		
Sweden	6	Frequency of visits to trade fair 2002	<u>%</u> 48
France	5	2002	48
Italy	5	Earlier events	52
Economic sector	%	First visit	28
Energy Raw materials and production goods	13	Size of company/organization:	
industry	12	Number of employees:	%
Investment goods industry	27	1- 4 9 500- 999	8
Consumer goods industry	3	5- 9 5 1 000- 9 999	15
Food and luxury industry	2	10- 49 14 10 000 and more	6
Building trade Trade	2 4	50- 99 9 student 100- 199 9 other not gainfully	10
Traffic/transport	2	100- 199 9 other not gainfully 200- 499 2 employed	11
Telecommunication services	1	Length of stay	%
Banking/insurance	. 1	1. Length of stay (days):	
Service	11	one 63 four 3	
Authority/public services Other	6 3	two 20 five 2	
Student	12	three 9 six 4	
Other not gainfully employed	2	2. Average length of stay 1,7 o	davs
Influence on purchasing/	%	3. Share of visitors on the event's days:	%
procurement decisions		1st day 20 4th day 36	/0
Decisively	28	2nd day 32 5th day 34	
Collectively	29 18	3rd day 35 6th day 18	
In an advisory capacity No	18		
student	12	Conducted by: GFK, Hamburg	

HANNOVER ME	SSE -	Factory Automation	
	25 593	Position in the company/organization	9
Proportion of trade visitors	96 %	Entrepreneur, partner, self-employed	1
Region of residence	%	Managing director, board member,	
up to 100 km	20	head of an authority etc. Senior department head, other employee	1
nore than 100 km up to 300 km	39 41	with managerial responsibility	
over 300 km Fotal Germany	72	Department head, group head	2
Baden- North Rhine-	/2	Other salaried staff	2
Württemberg 13 Westphalia	21	Other public service	
Bavaria 11 Rhineland-	21	Skilled worker	
Berlin 3 Palatinate	3	Lecturer, teacher, scientific assistant	
Brandenburg 2 Saarland	1	Trainee	- 3
Bremen 2 Saxony	3	Student Other pet gainfully employed	
Hamburg 3 Saxony-Anhalt	2	Other not gainfully employed	
Hesse 7 Schleswig-	-	Area of responsibility	9
Mecklenburg Holstein	3	Management Research/development/design	1 2
West Pommerania 1 Thuringia Lower Saxony 24	2	Planning/work preparation	- 2
Total Foreign	28	Manufacture/production	1
of which EU	53	Production, quality control	
Rest of Europe	21	Buying/procurement	
Africa	2	Finance/accounting, controlling	
North America	3	Administration/organization/personnel/	
South and Central America	3	social welfare/training	
Middle East	4	Marketing/sales/advertising/PR	1.
East Asia	13	Storage/material management/logistics/	
Australia	1	transport Maintenance/repairs	:
The five countries with the highest visito	r %	Other	
hares		Student	
Netherlands	8	Other not gainfully employed	
Sweden talv	7 7	Frequency of visits to trade fair	9
lary Austria	5	2002	4
Switzerland	5	2002	5
Conomic sector	%	Earlier events	5
energy	4	First visit	2
Raw materials and production goods	-	Size of company/organization:	
ndustry	16	Number of employees:	9
nvestment goods industry	42	1- 4 6 500- 999	- ;
Consumer goods industry	4	5- 9 5 1 000- 9 999	1.
ood and luxury industry	2	10- 49 16 10 000 and more	
Building trade	2 5	50- 99 11 student	
Frade Fraffic/transport	2	100- 199 11 other not gainfully	
Telecommunication services	1	200- 499 13 employed	_
Banking/insurance	- 1	Length of stay	9
Service	8	1. Length of stay (days):	
Authority/public services	4	one 62 four 3	
Other	2	two 22 five 1 three 9 six 3	
Student	10		
Other not gainfully employed	1	2. Average length of stay 1,7	
nfluence on purchasing/	%	3. Share of visitors on the event's days:	9
procurement decisions		1st day 19 4th day 37	
Decisively Collectively	31 31	2nd dáy 31 5th daý 30	
Collectively n an advisory capacity	31 17	3rd day 36 6th day 16	
n an advisory capacity No	9		
itudent	9	Conducted by: GFK, Hamburg	_
	,	consucted by. Girly Hairburg	

### **HANNOVER MESSE - Factory Equipment & Tools**

Total number of visitors	33 234	Position in the company/organization	%
Proportion of trade visitors		Entrepreneur, partner, self-employed	15
Region of residence	%	Managing director, board member,	
up to 100 km	23	head of an authority etc.	14
more than 100 km up to 300 km	43	Senior department head, other employee	
over 300 km	34	with managerial responsibility	10
Total Germany	67	Department head, group head	23
Baden- North Rhine-		Other salaried staff	22
Württemberg 12 Westphalia	23	Other public service	1
Bavaria 9 Rhineland-		Skilled worker	5 2
Berlin 3 Palatinate	3	Lecturer, teacher, scientific assistant Trainee	2
Brandenburg 1 Saarland	1	Student	6
Bremen 2 Saxony	2	Other not gainfully employed	1
Hamburg 4 Saxony-Anhalt	2	Area of responsibility	%
Hesse 5 Schleswig-	4	Management	24
Mecklenburg Holstein West Pommerania 1 Thuringia	2	Research/development/design	18
Lower Saxony 27	2	Planning/work preparation	7
Total Foreign	33	Manufacture/production	17
of which EU	52	Production, quality control	5
Rest of Europe	20	Buying/procurement	6
Africa	1	Finance/accounting, controlling	2
North America	4	Administration/organization/personnel/	
South and Central America	3	social welfare/training	4
Middle East	4	Marketing/sales/advertising/PR	14
East Asia	15	Storage/material management/logistics/	,
Australia	2	transport	3
The five countries with the highest visito	r %	Maintenance/repairs Other	9 1
shares	, -	Student	6
Netherlands	8	Other not gainfully employed	1
Sweden	6 6	Frequency of visits to trade fair	%
Belgium Austria	6	2002	44
Italy	4	2001	49
•	-	Earlier events	50
Economic sector	<u>%</u>	First visit	29
Energy	3	Size of company/organization:	
Raw materials and production goods indus Investment goods industry	stry 22 33	Number of employees:	%
Consumer goods industry	5	1- 4 8 500- 999	6
Food and luxury industry	2	5- 9 6 1 000- 9 999	14
Building trade	4	10- 49 18 10 000 and more	5
Trade	7	50- 99 11 student	6
Traffic/transport	2	100- 199 11 other not gainfully	4.0
Telecommunication services	2	200- 499 1 employed	12
Banking/insurance	1	Length of stay	%
Service	10	1. Length of stay (days):	
Authority/public services Other	3	one 59 four 3 two 20 five 2	
Trainee, student	3 7		
Other not gainfully employed	1	three 10 six 6	
3 , , ,		2. Average length of stay 1,9	days
Influence on purchasing/	%	3. Share of visitors on the event's days:	%
procurement decisions	36	1st day 23 4th day 40 ´	
Decisively Collectively	30	2nd day 33 5th day 33	
In an advisory capacity	16	3rd day 38 6th day 19	
No	10		
student	7	Conducted by: GFK, Hamburg	

Total num						y
				22 414	Position in the company/org	
	n of trac		sitors	92 %	Entrepreneur, partner, self-emp	
Region of		ce		%	Managing director, board men	nb
up to 100				24	head of an authority etc.	
more than		up to	o 300 km	37	Senior department head, othe	
over 300 k				39	with managerial responsibi	
Total Ger	nany			68	Department head, group head Other salaried staff	1
Baden-			North Rhine-		Other public service	
Württemb	∍rg	12	Westphalia	17	Skilled worker	
Bavaria		7	Rhineland-		Lecturer, teacher, scientific ass	ist
Berlin		5 1	Palatinate	4 2	Trainee	
Brandenbu	irg	2	Saarland	3	Student	
Bremen Hamburg		5	Saxony Saxony-Anhalt		Other not gainfully employed	
Hesse		6	Schleswig-	2	Area of responsibility	
Mecklenbu	ıra	U	Holstein	3	Management	_
West Pom		1	Thuringia	4	Research/development/design	
Lower Sax	onv	26	manngia	7	Planning/work preparation	
Total Fore				32	Manufacture/production	
of which				51	Production, quality control	
or writeri	Rest of	Furor	ne	16	Buying/procurement	
	Africa		,	1	Finance/accounting, controlling	
	North A	meri	ca	5	Administration/organization/pe	ers
			entral America	3	social welfare/training	
	Middle			6	Marketing/sales/advertising/PR	
	East Asi	ia		16	Storage/material management	:/lo
	Australi	a		2	transport	
The five co	ountries v	with 1	the highest visit	or <sub>%</sub>	Maintenance/repairs	
shares					Other	
Netherland	ls			8	Student Other net gainfully employed	
Austria				7	Other not gainfully employed	
Switzerlan	t			6	Frequency of visits to trade	tai
Italy				6	2002	
Denmark				5	2001	
Economic	sector			%	Earlier events	
Energy				2	First visit	
Raw mater	ials and p	orodu	iction goods ind		Size of company/organizatio	n:
Investmen				28	Number of employees:	_
Consumer				5	1- 4 8 50	
Food and		dustr	У	1	5- 9 4 1 000	
Building tr	ade			1	10- 49 17 10 000	U
Trade				5 2	50- 99 10 100- 199 10 other i	
Traffic/trar			ieee	3	100- 199 10 other i 200- 499 1	no
Telecomm Banking/in		ı serv	rices	1		
Service	surance			14	Length of stay	
Authority/	oublic se	nvica	•	8	1. Length of stay (days):	_
Other	Jublic 3e	I VICE.	•	4		3
Student				14		2
Other not	gainfully	emp	loved	1		5
			•		<ol><li>Average length of stay</li></ol>	
				%	3. Share of visitors on the ever	nt's
	ent deci	sions				37
procurem						
procurem Decisively				31	2nd day 34 5th day	34
procurem Decisively Collectivel	y			29		34 18
Influence procurem Decisively Collectivel In an advis	y	acity		29 17		
<b>procurem</b> Decisively Collectivel	y	acity		29		

Desition in the same nucleus animation	0/
Position in the company/organization Entrepreneur, partner, self-employed	11
Managing director, board member,	- 1
head of an authority etc.	15
Senior department head, other employe	
with managerial responsibility	. 6
Department head, group head	2
Other salaried staff	20
Other public service	
Skilled worker	3
Lecturer, teacher, scientific assistant	6
Trainee	1
Student	13
Other not gainfully employed	1
Area of responsibility	9/
Management	20 34
Research/development/design Planning/work preparation	34
Manufacture/production	10
Production, quality control	10
Buying/procurement	
Finance/accounting, controlling	3
Administration/organization/personnel/	
social welfare/training	
Marketing/sales/advertising/PR	15
Storage/material management/logistics/	
transport	1
Maintenance/repairs Other	1
Student	13
Other not gainfully employed	1.5
Frequency of visits to trade fair	%
2002	43
2001	45
Earlier events	46
First visit	33
Size of company/organization:	%
Number of employees:	
	99
5- 9 4 1000- 99	
10- 49 17 10 000 and mo	
50- 99 10 stude 100- 199 10 other not gainfu	
100 - 199	
· · · · · · · · · · · · · · · · ·	
Length of stay	%
1. Length of stay (days): one 58 four 3	
two 22 five 2	
three 10 six 5	
	1,9 day:
	1,5 day.
3. Share of visitors on the event's days:	71
3. Share of visitors on the event's days: 1st day 24 4th day 37	71
3. Share of visitors on the event's days:	71

#### **HANNOVER MESSE - Motion, Drive & Automation**

Total number of visitors	75 549	Position in the company/organization	%
Proportion of trade visitors	97 %	Entrepreneur, partner, self-employed	11
Region of residence	%	Managing director, board member,	
up to 100 km	19	head of an authority etc.	13
more than 100 km up to 300 km	39	Senior department head, other employee	
over 300 km	43	with managerial responsibility	9
Total Germany	67	Department head, group head	26
Baden- North Rhine-		Other salaried staff	27
Württemberg 15 Westphalia	22	Other public service	
Bavaria 12 Rhineland-		Skilled worker	3
Berlin 2 Palatinate	3	Lecturer, teacher, scientific assistant	2
Brandenburg 1 Saarland	1	Trainee	1
Bremen 2 Saxony	3	Student Other not gainfully employed	1
Hamburg 3 Saxony-Anhalt	2	3 , , ,	
Hesse 6 Schleswig-		Area of responsibility	%
Mecklenburg Holstein	3	Management	20
West Pommerania 1 Thuringia	2	Research/development/design	27
Lower Saxony 21	22	Planning/work preparation Manufacture/production	10
Total Foreign	33	Production, quality control	3
of which EU	56	Buying/procurement	8
Rest of Europe Africa	18 2	Finance/accounting, controlling	2
North America	5	Administration/organization/personnel/	-
South and Central America	3	social welfare/training	3
Middle Fast	4	Marketing/sales/advertising/PR	19
East Asia	12	Storage/material management/logistics/	
Australia	1	transport	2
The five countries with the highest visito		Maintenance/repairs	6
shares	" %	Other	1
Netherlands	9	Student	6
Sweden	8	Other not gainfully employed	1
Italy	8	Frequency of visits to trade fair	%
Denmark	5	2002	44
Great Britain	5	2001	54
Economic sector	%	Earlier events	56
Energy	3	First visit	24
Raw materials and production goods indu	stry 19	Size of company/organization:	%
Investment goods industry	44	Number of employees:	
Consumer goods industry	4	1- 4 7 500- 999 5- 9 5 1 000- 9 999	9 13
Food and luxury industry	2	5- 9 5 1 000- 9 999 10- 49 17 10 000 and more	13
Building trade	2	50- 99 11 student	6
Trade	9	100- 199 12 other not gainfully	U
Traffic/transport	1	200- 499 1 employed	14
Telecommunication services Banking/insurance	-	Length of stay	%
Service	8	1. Length of stay (days):	-70
Authority/public services	3	one 56 four 3	
Other	2	two 24 five 2	
Trainee, student	7	three 12 six 4	
Other not gainfully employed	i		
Influence on purchasing/	%	2. Average length of stay 1,8 c 3. Share of visitors on the event's days:	aays %
procurement decisions		1st day 22 4th day 38	/0
Decisively	33	2nd day 35 5th day 32	
Collectively	32	3rd day 40 6th day 17	
In an advisory capacity	16		
No	10 7	Conducted by CEK Hamburg	_
student	/	Conducted by: GFK, Hamburg	

Total number Proportion of			4 054 96 %
		sitors	90 % %
Region of resi	uence		20
up to 100 km	less us t	a 200 lum	
more than 100 over 300 km	km up t	0 300 KM	38 42
Total German	у		70
Baden-	1.5	North Rhine-	20
Württemberg	15	Westphalia	20
Bavaria	11	Rhineland-	-
Berlin	3	Palatinate	3
Brandenburg	2	Saarland	1
Bremen	2	Saxony	3
Hamburg	2	Saxony-Anhalt	2
Hesse	/	Schleswig-	3
Mecklenburg	1	Holstein	3
West Pommera		Thuringia	3
Lower Saxony	23		
Total Foreign			30
of which EU			58
	t of Euro	pe	20
Afri			2
	th Ameri		3
		entral America	2
	ldle East		3
	t Asia		11
	tralia ries with	the highest visitor	1 %
Netherlands			8
Sweden			7
Austria			7
Great Britain			5
France			5
Economic sect	or		%
Energy			2
		iction goods indust	
Investment go			38
Consumer goo			5
Food and luxu	ry industi	У	1
Building trade			4
Trade			5
Traffic/transpo			
Telecommunic		rices	1
Banking/insura	nce		-
Service			9
Authority/publ Other	ic service	5	3
			6
Trainee, studer		loved	1
Other not gain	iully emp	noyeu	'
Influence on p procurement			%
Decisively			36
			33
Collectively In an advisory	capacity		
In an advisory	capacity		
In an advisory No student	capacity		15 8 7

osition in	the co	mpany/o	rgani	zation	%
ntreprene					13
Managing o					
head of	an auth	nority etc.			12
enior depa				nployee	
		I respons			9
Departmen Other salari			ad		27 26
Other publi					1
killed worl	ker	C			4
ecturer, te		cientific a	ssista	nt	2
rainee					1
tudent					5
Other not o			d		1
rea of res		ility			%
/lanageme		/ .! ! .			22
Research/de Planning/w			gn		25 6
/lanufactur					15
roduction,					5
Buying/pro					13
inance/aco					2
\dministrat			/perso	nnel/	_
social w			DD		3 16
Marketing/s Storage/ma				istics/	10
transpo		unugenie	iii, iog	jistics/	3
Maintenanc		'S			4
Other	•				1
tudent					5
Other not o	, ,	. ,			1
requency	of visit	s to trad	e fair		%
1002 1001					50 52
arlier even	tc				56
irst visit	11.5				23
ize of con	npany/	organizat	tion:		
Number					%
1- 4	8		500-	999	9
5- 9	4		- 000	9 999	13
10- 49	16	10 (	000 a	nd more	5
50- 99 100- 199	11 13	otho	r not	student gainfully	5
200- 199	13	otne		mployed	14
ength of				mpioyeu	%
. Length o		lavs):			
one	58	four	3		
two	24	five	1		
three	10	six	4		
. Average	length o	of stay		1,8 (	days
3. Share of	-		/ent's		%
1st day		4th day	39	aays.	/0
		5th day	32		
2nd day					
		6th day	16		

#### HANNOVER MESSE - Research and Technology

	37 291	Position in
Proportion of trade visitors	92 %	Entrepreneu
Region of residence	%	Managing d
up to 100 km	23	head of
more than 100 km up to 300 km	38	Senior depa with mai
over 300 km	38	Department
Total Germany	76	Other salarie
Baden- North Rhine-		Other public
Württemberg 13 Westphalia	20	Skilled work
Bavaria 9 Rhineland-	2	Lecturer, tea
Berlin 4 Palatinate	3 1	Trainee
Brandenburg 2 Saarland Bremen 3 Saxony	2	Student
Bremen 3 Saxony Hamburg 3 Saxony-Anhalt	2	Other not g
Hesse 5 Schleswig-	2	Area of res
Mecklenburg Holstein	4	Managemer
West Pommerania 1 Thuringia	2	Research/de
Lower Saxony 26	-	Planning/wo
Total Foreign	24	Manufacture
of which EU	50	Production,
Rest of Europe	21	Buying/proc
Africa	1	Finance/acco
North America	6	Administrati
South and Central America	5	social we
Middle East	3	Marketing/sa
East Asia	13	Storage/mat
Australia	-	transpor
The five countries with the highest visito	r %	Maintenance
shares		Other
Netherlands	9	Student
France	6	Other not g
Switzerland	6	Frequency
Italy	6	2002
Great Britain	5	2001
Economic sector	%	Earlier event
Energy	3	First visit
Raw materials and production goods indus		Size of com
Investment goods industry	31	Number
Consumer goods industry	4	1- 4
Food and luxury industry	1	5- 9
Building trade	2	10- 49
Trade	3	50- 99 100- 199
Traffic/transport	2	200- 499
Telecommunication services	2	
Banking/insurance	.1	Length of s
Service	12	1. Length of
Authority/public services	9	one
Other	4	two
Trainee, student	15 2	three
Other not gainfully employed	2	2. Average le
Influence on purchasing/ procurement decisions	%	3. Share of v
Decisively	26	1st day 2nd day
Collectively	31	3rd day
In an advisory capacity	16	Jia day
No	10	
student	15	Conducted b

Position in Entrepreneu					9
Managing d					
head of	an autho	rity etc.			11
Senior depa	rtment h	ead, oth		oloyee	
with mai					7
Department		roup hea	ad		20
Other salarie					24
Other public					2
Skilled work					3
Lecturer, tea	icner, sci	entific a	ssistani	[	8
Trainee Student					13
Other not g	ainfully e	mnlove	ч		13
Area of res			u		%
Managemen		Ly			17
Research/de		nt/desia	ın		37
Planning/wo					5
Manufacture					ç
Production,					4
Buying/proc					3
Finance/acco					2
Administrati			person	nel/	_
social we			20		5
Marketing/s				tice/	12
Storage/mat transport		iagemei	nt/logis	SUCS/	2
Maintenance					4
Other	z/repuiis				1
Student					13
Other not g	ainfully e	mploye	d		2
Frequency	of visits	to trade	e fair		%
2002					45
2001					47
Earlier event	S				52
First visit					29
Size of com			ion:		%
Number					
1- 4	7		00-	999	16
5- 9 10- 49	5 14		100- 100 an	9 999 d more	16
10- 49 50- 99	9	10 0		d more student	13
100- 199	10	othe		ainfully	13
200-499	2	otrici		ployed	11
Length of s			211		%
1. Length of		vs):			
one	62	four	2		
two	22	five	2		
three	9	six	4		
2. Average le	enath of	stav		1,7	davs
	-		ont's d		w. %
-		h day	33 a	ays.	70
3. Share of v	22 /11				
3. Share of v					
3. Share of v	32 5t	h day h day h day	31 18		

#### IKK, Hannover

Total number of	20 628		
Proportion of tra	99 %		
Region of reside	nce		%
up to 100 km			8
more than 100 km over 300 km	n up t	o 300 km	27 66
Total Germany Baden-		North Rhine-	54
Württemberg	11	Westphalia	22
Bavaria	6	Rhineland-	
Berlin	3	Palatinate	4
Brandenburg	3	Saarland	1
Bremen Hamburg	1 4	Saxony Saxony-Anhalt	3 2
Hesse	12	Schleswig-	2
Mecklenburg		Holstein	4
West Pommerania		Thuringia	1
Lower Saxony	23		
Total Foreign			46
of which EU			51
Rest of	f Euro <sub>l</sub>	pe	34
Africa North	A 100 0 11		3 2
		entral America	1
Middle		critiai /imerica	4
East As			5
Austra	lia		1
The five countries	with	the highest visito	or %
shares Italy			8
Belgium			7
Netherlands			7
Poland			6
Denmark			6
Economic sector			%
Specialist refrigera			36
Specialist air-cond Sanitary, heating a			23
Electrical specialis			5 3 7
Specialist trade			
Plant operator			5
Architect	(Toch	aical building	1
Specialist planner equipment)	(Tecni	nicai building	3
Other			13
Student			3
Other not gainfull	y emp	loyed	1
Influence on pure procurement dec			%
Decisively			32
Collectively			35
In an advisory cap	acity		21
NO student			9 4
Student			7

Position in the company/organization	
Entrepreneur, partner, self-employed Managing director, board member,	
head of an authority etc.	
Senior department head, other employee	
with managerial responsibility Department head, group head	
Other salaried staff	
Other public service	
Foreman, master craftsman	
Skilled worker Lecturer, teacher, scientific assistant	
Trainee	
Other	
Student	
Other not gainfully employed	
Area of responsibility  Management	-
Research/development/design	
Planning/work preparation	
Manufacture/production	
Production, quality control Buying/procurement	
Finance/accounting, controlling	
Information, communication technology (EDP)	
Administration/organization/personnel/	
social welfare/training Marketing/sales/advertising/PR	
Storage/material management/logistics/	
transport	
Maintenance/repairs Other	
Student	
Other not gainfully employed	
Frequency of visits to trade fair	
Nürnberg 2002	
Hanover 2001	
Nürnberg 2000 Essen 1999	
Earlier events	
First visit	
Size of company/organization: Number of employees:	
1- 4 15 500- 999	_
5- 9 14 1 000- 9 999	
10- 49 29 10 000 and more	
50- 99 9 student 100- 199 7 other not gainfully	
200- 499 7 employed	
Length of stay	
1. Length of stay (days):	_
one 65 two 24 three 2. Average length of stay 1,5 c	
2. Average length of stay 1,5 c 3. Share of visitors on the event's days:	ıc
1st day 46 2nd day 59 3rd day	
. , , , , , , , , , , , , , , , , , , ,	-

LIGNAp	lus	HANNOVER
otal number of visitors 98	267	Position in the company/organization
oportion of trade visitors	93 %	Entrepreneur, partner, self-employed
gion of residence	%	Managing director, board member,
to 100 km	25	head of an authority etc.
ore than 100 km up to 300 km	42	Senior department head, other employee
er 300 km	34	with managerial responsibility
otal Germany	57	Department head, group head
nden- North Rhine-		Other salaried staff Other public service
ürttemberg 11 Westphalia	26	Skilled worker
avaria 7 Rhineland-		Lecturer, teacher, scientific assistant
erlin 1 Palatinate	3	Trainee
andenburg 3 Saarland	1	Other
remen 1 Saxony	3	Student
amburg 3 Saxony-Anhalt	1	Other not gainfully employed
esse 7 Schleswig-	-	Area of responsibility
ecklenburg Holstein	3	Management
est Pommerania 1 Thuringia ower Saxony 29	2	Research/development/design
ower saxony 29		Planning/work preparation
otal Foreign	43	Manufacture/production
f which EU	52	Production, quality control
Rest of Europe	10	Buying/procurement
Africa	3	Finance/accounting, controlling
North America	8	Administration/organization/personnel/
South and Central America	4	social welfare/training
Middle East East Asia	3 5	Marketing/sales/advertising/PR
Australia	3	Storage/material management/logistics/ transport
	3	Maintenance/repairs
he five countries with the highest visitor	%	Other
nares		Student
aly	12	Other not gainfully employed
reat Britain rance	6 5	Frequency of visits to trade fair
anada	5	2001
ustria	4	1999
		Earlier events
conomic sector	%	First visit
griculture and forestry	7	Size of company/organization:
lanufacturing sector aw materials and production goods industry	44 v 18	Number of employees:
evestment goods industry	14	1- 4 14 500- 999
onsumer goods industry	12	5- 9 10 1 000- 9 999
uilding trade	10	10- 49 24 10 000 and more
terior decoration	10	50- 99 10 student
rade	10	100- 199 10 other not gainfully
ervice	8	200- 499 1 employed
uthority/public services	4	Length of stay
ther	-	1. Length of stay (days):
rainee/apprentice	5	one 47 four 6 two 27 five 9
ot gainfully employed, no details	9	two 27 five 9 three 12
fluence on purchasing/ rocurement decisions	%	2. Average length of stay 2,0
ecisively	39	
ollectively	22	3. Share of visitors on the event's days: 1st day 38 4th day 42
	14	2nd day 47 5th day 30
n an advisory capacity		
n an advisory capacity Io	10	3rd day 46

Husu	m Wi	nd, Husum
otal number of visitors	14 052	Position in the company/organization
oportion of trade visitors	93 %	Entrepreneur, partner, self-employed
egion of residence	%	Managing director, board member, head of an authority etc.
o to 100 km	23	Senior department head, other employee
nore than 100 km up to 300 km	30	with managerial responsibility
ver 300 km	47	Department head, group head
otal Germany	80	Other salaried staff
aden- North Rhine-		Other public service Skilled worker
Vürttemberg 4 Westphalia	11	Lecturer, teacher, scientific assistant
Bavaria 4 Rhineland-		Trainee
Berlin 4 Palatinate	3	Other
Brandenburg 2 Saarland		Student
Bremen 3 Saxony	3	Other not gainfully employed
lamburg 8 Saxony-Anhalt	1	Area of responsibility
Hesse 2 Schleswig-	20	Management
Mecklenburg Holstein Vest Pommerania 3 Thuringia	36 1	Research/development/design
ower Saxonv 15	ı	Planning/work preparation
ower saxony 15		Manufacture/production
Total Foreign	20	Production, quality control
of which EU	81	Buying/procurement
Rest of Europe	5	Finance/accounting, controlling
Africa	-	Information, communication technology (ED
North America	2	Administration/organization/personnel/
South and Central America	2	social welfare/training
Middle East	2	Marketing/sales/advertising/PR
East Asia Australia	7 1	Storage/material management/logistics/
	-	transport Maintenance/repairs
The five countries with the highest visite	or <sub>%</sub>	Other
hares		Student
Denmark	31	Other not gainfully employed
Austria	13	Frequency of visits to trade fair
Great Britain	10	2001
Sweden Netherlands	8 7	1999
		1997
Conomic sector	%	Earlier events
Operator	13	First visit
Manufacturer	23	Size of company/organization:
Supplier	16	Number of employees:
Planner	13	1- 4 18 500- 999
Consultant Municipalities	6 1	5- 9 10 1 000- 9 999
viunicipalities Financing	3	10- 49 15 10 000 and more
-inancing Research	3	50- 99 6 student
Feaching and training	3	100- 199 7 other not gainfully
Other sectors	11	200- 499 11 employed
Student	8	Length of stay
Other not gainfully employed	1	1. Length of stay (days):
nfluence on purchasing/		one 67 three 5 fi
nnuence on purchasing/ procurement decisions	%	two 26 four 1
Decisively	21	2. Average length of stay 1,4
Collectively	31	3. Share of visitors on the event's days: 1st day 29 3rd day 40 5th day
n an advisory capacity	22	1st day 29 3rd day 40 5th day 2nd day 40 4th day 28
No	17	211d ddy 40 4tii ddy 20
student	9	Conducted by: Gelszus Messe-Marktforschung
		GmbH, Dortmund

	11	NTERGEM,	Idar-		
Total number of	2 381				
Proportion of tr	ade vi	sitors	100 %		
Region of reside	ence		%		
up to 100 km more than 100 k over 300 km	m up t	o 300 km	N/A		
<b>Total Germany</b>			82		
Baden- Württemberg Bayaria	11	North Rhine- Westphalia Rhineland-	15		
Berlin Hamburg	1	Palatinate Saarland	54 5		
Hesse Lower Saxony	7 1	Schleswig- Holstein Thuringia	1 1		
Total Foreign			18		
of which EU			66 9		
Rest o	Rest of Europe				
	Ameri	ca	5 6		
		entral America			
	e East		2		
East A			4 2 5 3		
714561					
Retail trade, jewe			<u>%</u> 47		
Wholesale trade	illei		29		
Manufacturing			14		
Department store			1		
Designer, designer Other	er stud	io	6 3		
Influence on pu procurement de	rchasii	ng/	%		
Decisively			64		
Collectively			15		
In an advisory ca No	pacity		4 17		
INU			17		

Oberstein (2002)	
Position in the company/organization	%
Entrepreneur, partner, self-employed Managing director, board member,	56
head of an authority etc.	8
Department head, group head	15
Other salaried staff	4
Trainee, student Other	13 4
Area of responsibility	%
Management	64
Research/development/design	4
Buying/procurement	15
Administration/organization/personnel/ social welfare/training	13
Other	13
Frequency of visits to trade fair	т %
riequelicy of visits to trade fair	N/A
Size of company/organization: Number of employees:	%
1- 9 85 200- 499 10- 49 10 50- 99 4 100- 199 1	1
Length of stay	%
1. Length of stay (days):	
one 82 four 1 two 15 three 2	
2. Average length of stay 1,2	days
3. Share of visitors on the event's days: 1st day 28 4th day 29 2nd day 22 3rd day 22	%

BodyLife	e, Kai	rlsruhe (2002)
otal number of visitors	6 686	Position in the company/organization
Proportion of trade visitors	87 %	Entrepreneur, partner, self-employed
·	%	Managing director, board member, head of an authority etc.
tegion of residence p to 100 km	28	Senior department head, other employee
nore than 100 km up to 300 km	34	with managerial responsibility
ver 300 km	39	Department head, group head
otal Germany	91	Other salaried staff
aden- North Rhine-		Other public service Skilled worker
Vürttemberg 43 Westphalia	9	Lecturer, teacher, scientific assistant
Bavaria 16 Rhineland-		Trainee
Berlin 2 Palatinate Brandenburg 1 Saarland	8 1	Other
Bremen 1 Saxony	2	Student
lamburg 2 Saxony-Anhalt	1	Other not gainfully employed
lesse 6 Schleswig-		Area of responsibility  Management
Mecklenburg- Holstein	3	Research/development/design
Vest Pommerania - Thuringia ower Saxony 3	5	Planning/work preparation
		Manufacture/production
otal Foreign	9	Production, quality control
of which EU	60 37	Buying/procurement Finance/accounting, controlling
Rest of Europe Africa	3/	Information, communication technology (EDP)
North America	_	Administration/organization/personnel/
South and Central America	-	social welfare/training
Middle East	3	Marketing/sales/advertising/PR
East Asia	-	Storage/material management/logistics/ transport
Australia	-	Maintenance/repairs
he five countries with the highest	%	Other
risitor shares Austria	40	Student
witzerland	40 29	Other not gainfully employed
rance	9	Frequency of visits to trade fair
llovenia	6	2001
pain	6	1999
conomic sector	%	1998
ndustry	5	Earlier events
Vholesale/foreign trade	3	First visit
Retail trade	4	Size of company/organization: Number of employees:
killed trades ervice company	1 62	1- 4 20 500- 999
Authority/public services	6	5- 9 16 1 000- 9 999
/ocational school/polytechnic/university	2	10- 49 34 10 000 and more
Other	10	50- 99 8 Student
itudent	8 1	100- 199 4 Other not gainfully 200- 499 3 employed
Other not gainfully employed	ı	Length of stay
nfluence on purchasing/	%	1. Length of stay (days):
procurement decisions	24	one 40 three 8
Decisively Collectively	30	two 37 four 15 2. Average length of stay 2.0
n an advisory capacity	19	2. Average length of stay 2,0 3. Share of visitors on the event's days:
lo .	19	1st day 46 3rd day 59
Student	9	2nd day 51 4th day 43
		Conducted by: Gelszus Messe-Marktforschung
		GmbH, Dortmund
		,

2,0 days . %

%

<u>%</u> 32 6

HOG	AKA,	Karlsruhe	
Total number of visitors	12 130	Position in the company/organization	%
Proportion of trade visitors	88 %	Entrepreneur, partner, self-employed	42
Region of residence	%	Managing director, board member, head of an authority etc.	7
up to 100 km	77	Senior department head, other employee	
more than 100 km up to 300 km	20	with managerial responsibility	2
over 300 km	3	Department head, group head Other salaried staff	11 10
Total Germany	98	Other public service	2
Baden- North Rhine- Württemberg 68 Westphalia		Skilled worker Lecturer, teacher, scientific assistant	5 1
Bavaria 1 Rhineland-	-	Trainee	13
Berlin - Palatinate	22	Other	1
Brandenburg - Saarland	1	Other not gainfully employed Student	3
Bremen - Saxony	1	Area of responsibility	%
Hamburg - Saxony-Anhalt Hesse 5 Schleswig-	-	Independent contractor	30
Mecklenburg Holstein	-	Management	18
West Pommerania - Thuringia	-	Research/development/design Planning/work preparation	1 12
Lower Saxony -		Manufacture/production	7
Total Foreign	2	Production, quality control	4
of which EU	53	Buying/procurement Finance/accounting, controlling	17 9
Rest of Europe Africa	29	Administration/organization/personnel/	
North America		social welfare/training	9
South and Central America	12	Marketing/sales/advertising/PR Storage/material management/logistics/	9
Middle East	6	transport	7
East Asia Australia	-	Maintenance/repairs	4
	_	Cook Service	31 19
The three countries with the highest visit shares	or <sub>%</sub>	Hotel employee, service provider	
France	29	Other	9 5 3
Austria	12	Student Other not gainfully employed	3 1
Switzerland	12	Frequency of visits to trade fair	%
Economic sector	%	2001	32
Hotel trade	31	1999	28
Restaurant operation	38	1997	20
Snack bars, take-away food outlets, cafeterias	3	1995 Earlier events	16 14
Large kitchen, canteen	8	First visit	46
Baker's/confectioner's	2	Size of company/organization:	%
Catering, out-of-home catering Other	3 13	Number of employees:	
Student	3	1- 9 51 500- 999 10- 49 26 1 000- 9 999	2
Other not gainfully employed	1	50- 99 9 10 000 and more	2
Influence on purchasing/	0/	100- 199 3 student 200- 499 2 other not gainfully	3
procurement decisions	%	200-499 2 other not gainfully employed	1
Decisively	38	Length of stay	%
Collectively In an advisory capacity	29 16	1. Length of stay (days):	
No	13	one 92 three 1 two 7 four 1	
student	4	2. Average length of stay 1,1 d	ays
		<ol><li>Share of visitors on the event's days:</li></ol>	%
		1st day 26 3rd day 27 2nd day 35 4th day 23	
		Conducted by: Gelszus Messe-Marktforschung	_
		GmbH, Dortmund	

		Gnion, Dortmana	
LEARI	NTEC,	Karlsruhe	
Total number of visitors	8 745	Position in the company/organization	%
Proportion of trade visitors	99 %	Entrepreneur, partner, self-employed	16
•	%	Managing director, board member, head of an authority etc.	5
Region of residence up to 100 km	32	Senior department head, other employee	5
more than 100 km up to 300 km	35	with managerial responsibility	4
over 300 km	33	Department head, group head	13
Total Germany	88	Other salaried staff Other public service	18 4
Baden- North Rhine-		Skilled worker	2
Württemberg 35 Westphalia Bavaria 14 Rhineland-	13	Lecturer, teacher, scientific assistant	12
Berlin 3 Palatinate	7	University staff member	10
Brandenburg - Saarland	2	Trainee Other	2
Bremen - Saxony	2	Student	10
Hamburg 1 Saxony-Anhalt	1	Other not gainfully employed	1
Hesse 17 Schleswig- Mecklenburg Holstein	1	Area of responsibility	%
West Pommerania - Thuringia	i	Management	13 12
Lower Saxony 3		Research/development/design Planning/work preparation	4
Total Foreign	12	Manufacture/production	2
of which EU	45	Production, quality control	1 2
Rest of Europe	25	Buying/procurement Finance/accounting, controlling	1
Africa	11	Information, communication technology (EDP)	
North America	2 4	Administration/organization/personnel/	22
South and Central America Middle East	5	social welfare/training Marketing/sales/advertising/PR	22 11
East Asia	9	Storage/material management/logistics/	
Australia	-	transport	1
The five countries with the highest visitor	1 0/	Maintenance/repairs Other	1 13
shares	%	Student	10
Austria	31	Other not gainfully employed	1
Switzerland	20	Frequency of visits to trade fair	%
Belgium Viet Nam	4 4	2002 2001	27 20
		2000	13
Economic sector University/research/teaching	<u>%</u> 18	1999	7
Public authority/administration	8	Earlier events	4
Industry	16	First visit Size of company/organization:	65
Trade ´	3	Number of employees:	%
Banks/transport	4	1- 4 12 500- 999	6
Skilled trades Association	1 1	5- 9 6 1 000- 9 999	15
Publishing house	4	10- 49 13 10 000 and more	13
Educational facility	16	50- 99 7 student 100- 199 7 other not gainfully	10
Other sectors	18	200- 499 1 employed	9
Student Other not gainfully employed	10 1	Length of stay	%
		1. Length of stay (days):	
Influence on purchasing/	%	one 69 three 5 two 19 four 7	
procurement decisions  Decisively	18	two 19 four 7 2. Average length of stay 1,5 d	lavs
Collectively	33	<ol><li>Share of visitors on the event's days:</li></ol>	%
In an advisory capacity	25	1st day 34 3rd day 40	
No	13	2nd day 45 4th day 30	
student	11		
		Conducted by: Gelszus Messe-Marktforschung GmbH, Dortmund	

		Carlsruhe
Total number of visitors	7 544	Position in the company/organization
Proportion of trade visitors	88 %	Entrepreneur, partner, self-employed
•		Managing director, board member,
Region of residence	<u>%</u>	head of an authority etc.
up to 100 km	55	Senior department head, other employee
more than 100 km up to 300 km over 300 km	32 13	with managerial responsibility
		Department head, group head Other salaried staff
Total Germany	93	Other public service
Baden- North Rhine	-	Foreman, master craftsman
Württemberg 64 Westphalia	3	Skilled worker
Bavaria 12 Rhineland-		Lecturer, teacher, scientific assistant
Berlin - Palatinate	11	Trainee
Brandenburg - Saarland	1	Other
Bremen - Saxony	. 1	Student
Hamburg 1 Saxony-Anh	ait -	Other not gainfully employed
Hesse 6 Schleswig-		Area of responsibility
Mecklenburg Holstein	-	Management
West Pommerania - Thuringia ∟ower Saxony 2	-	Research/development/design
		Planning/work preparation
Total Foreign	7	Manufacture/production
of which EU	71	Production, quality control
Rest of Europe	26	Buying/procurement
Africa	-	Finance/accounting, controlling
North America	-	Information, communication technology (EDP)
South and Central Americ	a - 3	Administration/organization/personnel/
Middle East East Asia	-	social welfare/training
Australia		Marketing/sales/advertising/PR
The five countries with the highest v	icitor	Storage/material management/logistics/
shares	isitoi %	transport
France 16 Italy	10	Maintenance/repairs
Switzerland 16 Netherlands	10	Other
Austria 13		Student
	01	Other not gainfully employed
Economic sector	%	Frequency of visits to trade fair
Vegetable growing	24	2001
Flowers and devorative plants	23	1999
Horticulture and landscape gardening Communal parks, gardens and building		1997
Graveyard landscaping	9 onice 4 2	Earlier events
Nursery	1	First visit
ruit growing	3	Size of company/organization:
Special cultures	1	Number of employees:
Young plant cultivation / General agr	riculture 4	1- 4 27 500- 999
Retail garden store / Garden centre	4	5- 9 21 1 000- 9 999
Frade Trade	3	10- 49 23 10 000 and more
Industry	3	50- 99 8 student
Public authority/institution	4	100- 199 8 other not gainfully
Other sectors	8	200 - 499 4 employed
	4	Length of stay
	1	1. Length of stay (days):
Other not gainfully employed		one 89 two 10 three
Student Other not gainfully employed Influence on purchasing/ procurement decisions	%	2. Average length of stay 1,1 d
Other not gainfully employed Influence on purchasing/ procurement decisions	%	2. Average length of stay 1,1 d 3. Share of visitors on the event's days:
Other not gainfully employed  Influence on purchasing/ procurement decisions  Decisively	<b>%</b> 37	2. Average length of stay 1,1 d
Other not gainfully employed Influence on purchasing/ procurement decisions Decisively Collectively	%	2. Average length of stay 1,1 d 3. Share of visitors on the event's days:
Other not gainfully employed Influence on purchasing/ procurement decisions Decisively	% 37 29	2. Average length of stay 1,1 d 3. Share of visitors on the event's days:

	Anuga	ı, Köln
Total number of visitors	160 998	Position in the company/organization
Proportion of trade visitors	90 %	Entrepreneur, partner, self-employed Managing director, board member, head of
Region of residence	%	an authority etc.
ıp to 100 km	30	Senior department head, other employee
nore than 100 km up to 300 km	22	with managerial responsibility Department head, group head
over 300 km	48	Other salaried staff
Total Germany	58	Other public service
Baden- North Rhine- Vürttemberg 7 Westphalia	54	Skilled worker
Bavaria 6 Rhineland-	54	Lecturer, teacher, scientific assistant
Berlin 1 Palatinate	7	Trainee Other position
Brandenburg - Saarland	2	Student
remen 2 Saxony	1	Other not gainfully employed
lamburg 3 Saxony-Anhalt lesse 7 Schleswig-	1	Area of responsibility
lesse 7 Schleswig- Necklenburg Holstein	1	Management
Vest Pommerania - Thuringia	i	Research/development/design
ower Saxony 7		Planning/work preparation
otal Foreign	42	Manufacture/production Production, quality control
f which EU	55	Buying/procurement
Rest of Europe	15	Finance/accounting, controlling
Africa	5	Information, communication technology (EDP
North America	7	Administration/organization/personnel/
South and Central America Middle East	5 6	social welfare/training
Fast Asia	5	Marketing/sales/advertising/PR Storage/material management/logistics/
Australia	2	transport
he five countries with the highest visit	or <sub>%</sub>	Maintenance/repairs
hares		Other
letherlands	9 5	Student Other net gainfully ampleyed
elgium alv	5	Other not gainfully employed  Frequency of visits to trade fair
rance	4	2001
ireat Britain	4	1999
conomic sector	%	1997
/holesale trade	18	1995
nport	11	Earlier events First visit
etail chain/cooperative head office	1	Size of company/organization:
etail trade	11	Number of employees:
atering ranchise restaurant	13 1	1- 4 12 500- 999
ommunity catering, bulk users	2	5- 9 14 1 000- 9 999
killed trades	1	10- 49 22 10 000 and more 50- 99 9 student
ommercial agent	2	100- 199 9 Student
ervice	10	200- 499 11
ndustry ublic authority	20 5	Length of stay
oblic authority Other	5	1. Length of stay (days):
	,	one 53 three 12 five
nfluence on purchasing/ procurement decisions	%	two 24 four 4 2. Average length of stay 1,9 da
Decisively	44	3. Share of visitors on the event's days:
Collectively	24	1st day 38 3rd day 42 5th day
n an advisory capacity	14	2nd day 40 4th day 40
No , , ,	12	

Anug	a Foo	dTec, Köln	
er of visitors	34 533	Position in the company/organization	_
de visitors	99 %	Entrepreneur, partner, self-employed	_
ce	%	Managing director, board member, head of an authority etc.	
	18	Senior department head, other employee	
800 km	18 25	with managerial responsibility	
0 km up to 300 km	57	Department head, group head	
m nanv	58	Other salaried staff	
North Rhine-	- 30	Other public service	
perg 11 Westphalia	38	Skilled worker	
12 Rhineland-	50	Lecturer, teacher, scientific assistant	
1 Palatinate	6	Trainee, student Other	
rg - Saarland	2	Area of responsibility	
1 Saxony	4	Management Management	_
2 Saxony-Anhalt	2	Research/development/design	
7 Schleswig- ourg Holstein	4	Planning/work preparation	
nburg Holstein ommerania - Thuringia	1	Manufacture/production	
Saxony 9		Production, quality control	
	40	Buying/procurement	
<b>oreign</b> h EU	42	Finance/accounting, controlling	
n EU Rest of Europe	61 26	Administration/organization/personnel/ social welfare/training	
Africa	3	Marketing/sales/advertising/PR	
North America	2	Storage/material management/logistics/	
South and Central America	ī	transport	
Middle East	4	Maintenance/repairs	
East Asia	1	Other	
Australia	2	Frequency of visits to trade fair	
countries with the highest visito	r %	· · · · · · · · · · · · · · · · · · ·	Ν
ands		Size of company/organization:	
lands ·land	11 5	Number of employees: 1- 4 9 200- 499	_
า	5	1- 4 9 200- 499 5- 9 9 500- 999	
	5	10- 49 17 1 000- 9 999	
	5	50- 99 10 10 000 and more	
ic sector	%	100- 199 14	
y	64	Length of stay	
Íture	5	1. Length of stay (days):	
trades	3	one 68 four 5	
	. 5	two 22 three 5	
	10	*****	
	8 5	2. Average length of stay 1,5	d
e on purchasing/		3. Share of visitors on the event's days:	
ment decisions	%	1st day 32 4th day 34 2nd day 42	
ely	33	3rd day 41	
vely	38	•	
dvisory capacity	14		
	15		

Conducted by: Dr. Reske	& Partner/factx, Köln
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	FSB,	Köln
Total number of visitors	13 683	Position in the company/ord
Proportion of trade visitors	99 %	Entrepreneur, partner, self-emp
Region of residence	%	Managing director, board mem
p to 100 km	27	head of an authority etc.
ore than 100 km up to 300 km ver 300 km	24 49	Senior department head, other with managerial responsibili
otal Germany	63	Department head, group head
nden- North Rhine-	03	Other salaried staff
ürttemberg 9 Westphalia	47	Other public service
avaria 9 Rhineland-		Skilled worker
erlin 1 Palatinate	4	Lecturer, teacher, scientific assis Trainee
andenburg 2 Saarland emen 1 Saxonv	1	Other
emen 1 Saxony amburg 1 Saxony-Anhalt	3 1	Student
sse 9 Schleswig-		Area of responsibility
ecklenburg Holstein	1	Management
st Pommerania 1 Thuringia	-	Research/development/design
ver Saxony 10		Planning/work preparation
al Foreign	37	Manufacture/production Production, quality control
which EU	68	Buying/procurement
Rest of Europe Africa	21	Finance/accounting, controlling
North America	4	Administration/organization/pe
South and Central America	ī	social welfare/training
Middle East	4	Marketing/sales/advertising/PR Storage/material management/
East Asia	1	transport
Australia	1	Maintenance/repairs
five countries with the highest visito res	r %	Other
nerlands	14	Student
/	6	Frequency of visits to trade f
ice	6	2001
at Britain	6	1999 1997
in	6	1997
nomic sector	<u>%</u>	Earlier events
nicipalities, public offices nitect	24 11	First visit
gineer's and planning office	17	Size of company/organization
ising companies	2	Number of employees:
tel facilities, chains, wellness service	3	1- 4 17 500 5- 9 18 1 000
viders	18	10- 49 32 10 000
orts facilities sure facilities	18	50- 99 9
imming pool facilities	18	100- 199 9
una facilities	5	200-499 8
diums, sports halls	6	Length of stay
tness centres	3 6	1. Length of stay (days):
ganizations, sport clubs sociation	2	one 66 two 20
her	11	2. Average length of stay
luence on purchasing/	%	3. Share of visitors on the event 1st day 43 2nd day 55
curement decisions cisively	45	•
	43	
	34	
lectivély	34 15	
		Conducted by: Dr. Reske & Partn

	EN'	TSOR	GA, Köln
Total number of visito	rs	48 366	Position in th
Proportion of trade vi	sitors	94 %	Entrepreneur,
Region of residence		%	Managing dire head of an
up to 100 km		38	Senior departr
nore than 100 km up t	o 300 km	25	with mana
over 300 km		37	Department h
Total Germany		87	Other salaried
Baden-	North Rhine-		Other public s Skilled worker
Nürttemberg 8	Westphalia	48	Lecturer, teach
Bavaria 8	Rhineland-	_	Trainee
Berlin 1	Palatinate	7	Other
Brandenburg 1 Bremen 1	Saarland Saxony	1 2	Student
Hamburg 2	Saxony-Anhalt	1	Area of respo
Hesse 8	Schleswig-	'	Management
Mecklenburg	Holstein	2	Research/deve
West Pommerania 1	Thuringia	1	Planning/work
ower Saxony 8	-		Manufacture/p
Total Foreign		13	Production, qu
of which EU		64	Buying/procur Finance/accou
Rest of Euro	pe	22	Administration
Africa		3	social welfa
North Ameri		2	Marketing/sale
	entral America	2	Storage/mater
Middle East		2	transport
East Asia Australia		3	Maintenance/r Other
		_	Student
The five countries with	the highest visito	or <sub>%</sub>	
hares		14	Frequency of 2000
Netherlands Austria		14 6	1998
Switzerland		5	1996
talv		4	1994
Belgium		4	Earlier events
Economic sector		%	First visit
Public authority/adminis	tration	21	Size of comp
Science/research/teachir		5	Number of
Business	.5	65	1- 4
Other		9	5- 9 10- 49
nfluence on purchasir	na/		50- 99
procurement decisions		%	100- 199
Decisively		35	Length of sta
Collectively		29	1. Length of st
n an advisory capacity		19	one 7
No tudont		14	two 19
tudent		3	2. Average len
			3. Share of visi

un, kulli	
Position in the company/organization	%
Entrepreneur, partner, self-employed Managing director, board member,	19
head of an authority etc. Senior department head, other employee	10
with managerial responsibility	8
Department head, group head Other salaried staff	20 30
Other public service	4
Skilled worker	3
Lecturer, teacher, scientific assistant Trainee	1
Other	2
Student	2
Area of responsibility	%
Management Personeh (development (design	33 9
Research/development/design Planning/work preparation	7
Manufacture/production	5
Production, quality control	3 4
Buying/procurement Finance/accounting, controlling	1
Administration/organization/personnel/	-
social welfare/training	7
Marketing/sales/advertising/PR Storage/material management/logistics/	11
transport	4
Maintenance/repairs	3
Other Student	11 2
Frequency of visits to trade fair	%
2000	50
1998	37
1996 1994	23 14
Earlier events	7
First visit	40
Size of company/organization: Number of employees:	%
1- 4 8 200- 499	15
5- 9 7 500- 999 10- 49 26 1 000- 9 999	6 8
50- 99 12 10 000 and more	3
100- 199 15	
Length of stay	%
1. Length of stay (days):	
one 75 three 5 five	: -
2. Average length of stay 1,3 of	days
3. Share of visitors on the event's days:	%
1st day 26 3rd day 33 5th day	18

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

#### IDS - International Dental Show, Köln

iD3 - Interna	lionai	ט
Total number of visitors	62 726	P
Proportion of trade visitors	98 %	E
Region of residence	%	N
up to 100 km	23	S
more than 100 km up to 300 km over 300 km	77	D
Total Germany	77	0
Baden- North Rhine-		S
Württemberg 10 Westphalia Bavaria 9 Rhineland-	40	Ĺ
Bavaria 9 Rhineland- Berlin 2 Palatinate	9	T
Brandenburg 1 Saarland	2	О
Bremen 1 Saxony	4	Α
Hamburg 1 Saxony-Anhalt	1	N
Hesse 10 Schleswig-		R
Mecklenburg Holstein	2	P N
West Pommerania 1 Thuringia Lower Saxony 6	1	P
•	22	В
Total Foreign of which EU	23 40	Fi
Rest of Europe	36	Α
Africa	3	N
North America	7	S
South and Central America	3	
Middle East	5	Ν
East Asia	2	0
Australia	4	F
The five countries with the highest visit shares	or %	1
Netherlands	4	S
Italy	2	_
France Belgium	1	
Switzerland	i	
Economic sector	%	
Dental surgery	37	
Surgery laboratoy (dentist)	5	- 2
Dental laboratory (skilled trade)	22	Ŀ
Dental trade	12	1.
Dental industry	10	
School	1	
University Special dental services	4 2	
Other	7	2.
Influence on purchasing/	%	3.
procurement decisions Decisively	50	
Collectively	29	
In an advisory capacity	12	
No	9	

Dentai Silow, Rolli	
Position in the company/organization	%
Entrepreneur, partner, self-employed Managing director, board member,	41
head of an authority etc.	7
Senior department head, other employee with managerial responsibility	2
Department head, group head	6
Other salaried staff Other public service	30 1
Skilled worker	2
Lecturer, teacher, scientific assistant Trainee	1 8
Other	2
Area of responsibility  Management	<u>%</u>
Research/development/design	5
Planning/work preparation Manufacture/production	3 17
Production, quality control	2
Buying/procurement Finance/accounting, controlling	2
Administration/organization/personnel/	-
social welfare/training Marketing/sales/advertising/PR	4 10
Storage/material management/logistics/	
transport Maintenance/repairs	-
Other	14
Frequency of visits to trade fair 2001	<u>%</u>
1999	50
Size of company/organization: Number of employees:	%
1- 4 30 500- 999	2
5- 9 28 1 000- 9 999 10- 49 27 10 000 and more	3
50- 99 4	•
100- 199 2 200- 499 3	
Length of stay	%
1. Length of stay (days): one 60 four 3	
one 60 four 3 two 23 five 7	
three 7	
2. Average length of stay 1,7 o	,
3. Share of visitors on the event's days: 1st day 24 4th day 40	%
2nd dáy 40 5th daý 33	
3rd day 38	

IFMA Co	logn	e, Köln (2002)	
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	0
Total Germany	82	with managerial responsibility	6
Baden- North Rhine-	02	Department head, group head	. 7
Württemberg 9 Westphalia	46	Other salaried staff Skilled worker	16 2
Bavaria 7 Rhineland-		Lecturer, teacher, scientific assistant	1
Berlin 2 Palatinate	5	Other	i
Brandenburg 2 Saarland Bremen 1 Saxony	2	Student	- 1
Hamburg 3 Saxony-Anhalt	1	Area of responsibility	%
Hesse 3 Schleswig-	•	Management	67
Mecklenburg- Holstein	4	Research/development/design	3
West Pommerania 1 Thuringia	2	Planning/work preparation Manufacture/production	1
Lower Saxony 10		Production, quality control	1
Total Foreign	18	Buying/procurement	ż
of which EU	68	Administration/organization/personnel/	
Rest of Europe	11	social welfare/training	_ 1
Africa North America	3	Marketing/sales/advertising/PR Storage/material management/logistics/	10
South and Central America	2	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	%	2001	79
visitor shares		2000	75
Netherlands	25	1999 Earlier events	67 40
Belgium Poland	11 6	First visit	13
France	6	Size of company/organization:	
Italy	5	Number of employees:	%
Economic sector	%	1- 9 64 200- 499	3
Cash & Carry	2	10- 49 20 500- 999 50- 99 5 1 000- 9 999	1
Department store	1	100- 199 4 10 000 and more	1
Mail order Specialist retail trade	1 62	Length of stay	%
Wholesale/foreign trade with retail trade	7	1. Length of stay (days):	
Wholesale/foreign trade without retail tra		one 61 four 6	
Import/export	3	two 27	
Skilled trades	. 1	three 6	
Industry Service	11 5	2. Average length of stay 1,6 d	lays
Authority/public services	2	3. Share of visitors on the event's days:	%
Other	1	1st day 43 4th day 22 2nd day 50	
Influence on purchasing/	%	3rd day 42	
procurement decisions Decisively	73		
Collectively	17		
In an advisory capacity	6		
No	4		

Conducted by: Walter & Partner, Basel

in	nm c	ologne	
Total number of visitors 1	33 429	Position in the company/organization %	ó
Proportion of trade visitors	71 %	Entrepreneur, partner, self-employed 44	1
Region of residence up to 100 km	<u>%</u> 25	Managing director, board member, head of an authority etc. Senior department head, other employee	)
more than 100 km up to 300 km over 300 km	75	with managerial responsibility  Department head, group head  Other salaried staff  16	
Total Germany	68	Other public service	-
Baden- North Rhine- Württemberg 12 Westphalia Bavaria 12 Rhineland-	46	Skilled worker Lecturer, teacher, scientific assistant Trainee/Student	1
Berlin 3 Palatinate Brandenburg - Saarland	7 1	Other	
Brandenburg - Saarland Bremen - Saxony	i	Area of responsibility %	ά
Hamburg 3 Saxony-Anhalt	i	Management 39	
Hesse 5 Schleswig-		Research/development/design 6	
Mecklenburg Holstein	1	Planning/work preparation Manufacture/production	
West Pommerania - Thuringia Lower Saxony 7		Production, quality control	
· · · · · ,	22	Buying/procurement 6	
Total Foreign of which EU	32 63	Finance/accounting, controlling	1
Rest of Europe	22	Administration/organization/personnel/ social welfare/training	4
Africa .	1	Marketing/sales/advertising/PR 16	
North America	7	Storage/material management/logistics/	
South and Central America	1	transport	
Middle East East Asia	3 2	Maintenance/repairs Other	-
Australia	1		
		Frequency of visits to trade fair % 2002 53	
The five countries with the highest visito shares	%	2001 50	
Netherlands	16	2000 41	ı
Belgium	6	1999 37	
Switzerland	4	Earlier events 30	)
Italy Austria	4 4	Size of company/organization: Number of employees: %	_
Economic sector	%	1- 4 27 200- 499 7 5- 9 17 500- 999 3	
Industry	20		4
Wholesale/foreign trade	8	50- 99 7 10 000 and more 2	
Retail trade Skilled trades	31 17	100- 199 7	
Service	18	Length of stay %	b
Authority/public services	2	1. Length of stay (days):	
Association	1	one 56 four 3 seven 2	2
Other	3	two 26 five 1 three 11 six 1	
Influence on purchasing/ procurement decisions	%	2. Average length of stay 1,8 days	s
Decisively	45	3. Share of visitors on the event's days:	
Collectively	25	1st day 31 4th day 33 7th day 4	1
In an advisory capacity No	11 19	2nd day 39 5th day 30 3rd day 37 6th day 7	
110	12	3rd day 37 6th day 7	

	IMB,	Köln	
Total number of visitors	24 369	Position in the company/organization	%
Proportion of trade visitors	99 %	Entrepreneur, partner, self-employed Managing director, board member,	25
Region of residence	%	head of an authority etc.	18
up to 100 km	17	Senior department head, other employee	
more than 100 km up to 300 km	17	with managerial responsibility	8 17
over 300 km	66	Department head, group head Other salaried staff	16
Total Germany	50	Other public service	1
Baden- North Rhine- Württemberg 16 Westphalia	44	Skilled worker	2
Bavaria 14 Rhineland-	44	Lecturer, teacher, scientific assistant	4
Berlin 3 Palatinate	2	Trainee, student Other	8
Brandenburg 1 Saarland		Area of responsibility	%
Bremen 1 Saxony	1 1	Management	39
Hamburg 3 Saxony-Anhalt Hesse 7 Schleswig-	1	Research/development/design	11
Mecklenburg Holstein	1	Planning/work preparation	4
West Pommerania - Thuringia	1	Manufacture/production	19
Lower Saxony 5		Production, quality control Buying/procurement	4
Total Foreign	50	Finance/accounting, controlling	1
of which EU	47	Administration/organization/personnel/	
Rest of Europe	26	social welfare/training	2 7
Africa	9	Marketing/sales/advertising/PR	7
North America South and Central America	2	Storage/material management/logistics/ transport	2
Middle East	3	Maintenance/repairs	2
East Asia	9	Other	6
Australia	1	Frequency of visits to trade fair	%
The five countries with the highest visito	or %	2000	48
shares		1997	32
Netherlands	6 4	1993 Earlier events	23
France Italy	4	First visit	42
Turkey	4	Size of company/organization:	
Belgium	4	Number of employees:	%
Economic sector	%	1- 4 13 200- 499	14
Clothing industry	46	5- 9 8 500- 999 10- 49 24 1 000- 9 999	6 11
Textile-processing industry	14	50- 99 10 10 000 and more	3
Clothing machine manufacturer Clothing machine wholesaler, importer	6 5	100- 199 11	-
Wholesale trade, distribution, buying		Length of stay	%
association	4	1. Length of stay (days):	
Skilled trades	3	one 51 four 6	
Service	7	two 22 five 10 three 11	
Science, education Other	8 7		
	,	2. Average length of stay 2,0 c	-
Influence on purchasing/ procurement decisions	%	3. Share of visitors on the event's days:	%
Decisively	41	1st day 34 4th day 44 2nd day 44 5th day 33	
Collectively	30	3rd day 47	
In an advisory capacity	17	,	
No	12		

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

IS	Μ,	Köl	n
Total number of visitors	32	891	P
Proportion of trade visitors	ç	8 %	E N
Region of residence		%	
up to 100 km		22	S
more than 100 km		78	С
Total Germany Baden- North Rhine-		53	C
Württemberg 8 Westphalia		51	S
Bavaria 6 Rhineland-		-	Ť
Berlin 2 Palatinate Brandenburg 1 Saarland		5 1	C
Bremen 2 Saxony		1	S
Hamburg 3 Saxony-Anhal	lt	1	A
Hesse 7 Schleswig- Mecklenburg- Holstein		1	R
West Pommerania - Thuringia		1	P
Lower Saxony 10			۱ P
Total Foreign		47	B
of which EU		61 14	F
Rest of Europe Africa		3	Α
North America		6	٨
South and Central America Middle East		1 10	C
East Asia		3	<u>F</u>
Australia		2	2
The five countries with the highest visitor shares		%	1 1
Netherlands		15	F
Belgium Italy		10 8	S
Great Britain		7	-
France		5	
Economic sector		%	
Industry		45	L
Wholesale/foreign trade Retail trade		22 13	1
Skilled trades		1	
Catering Service		3 10	
Authority/public services		2	2
Other sector		4	3
Influence on purchasing/ procurement decisions		%	3
Decisively		42	
Collectively		29	
In an advisory capacity		12 17	

n (2002)	
Position in the company/organization	%
Entrepreneur, partner, self-employed	30
Managing director, board member, head of an authority etc.	14
Senior department head, other employee	14
with managerial responsibility	9
Department head, group head	16
Other salaried staff Skilled worker	22 1
Lecturer, teacher, scientific assistant	i
Trainee	2
Other	3
Student	
Area of responsibility  Management	<u>%</u> 36
Research/development/design	8
Planning/work preparation	1
Manufacture/production	6
Production, quality control Buying/procurement	1
Finance/accounting, controlling	1
Administration/organization/personnel/	
social welfare/training	3
Marketing/sales/advertising/PR Other	29 6
Frequency of visits to trade fair	%
2001	50
2000	46
1999	37
1998 First visit	29 40
Size of company/organization:	
Number of employees:	%
5- 9 18 200- 499	12
10- 49 22 500- 999 50- 99 11 1 000- 9 999	7 13
100- 199 11 10 000 and more	6
Length of stay	%
1. Length of stay (days):	
one 57 four 13	
two 19 three 11	
	days
	w %
3. Share of visitors on the event's days: 1st day 43 4th day 36 2nd day 51 3rd day 51	%0
•	

	Ki	nd + Juge	nd, K	öln (Spring 2002)	
Total number of v	isito	ors	4 534	Position in the company/organization	•
Proportion of trac	le vi	sitors	98 %	Entrepreneur, partner, self-employed	5
Region of residen			%	Managing director, board member, head of an authority etc.	1
up to 100 km			28	Senior department head, other employee	
more than 100 km	up t	o 300 km	25	with managerial responsibility	
over 300 km			47	Department head, group head Other salaried staff	1
Total Germany			63	Other public service	
Baden-		North Rhine-	40	Skilled worker	
Württemberg Bayaria	9 5	Westphalia Rhineland-	49	Lecturer, teacher, scientific assistant	
Berlin	3	Palatinate	8	Trainee	
Brandenburg	-	Saarland	1	Student Other not gainfully employed	:
Bremen	-	Saxony	4	Area of responsibility	9
Hamburg	3 7	Saxony-Anhalt	1	Management	50
Hesse Mecklenburg-	/	Schleswig- Holstein	1	Research/development/design	,
West Pommerania	_	Thuringia	i	Planning/work preparation	
Lower Saxony	8	,		Manufacture/production	
Total Foreign			37	Production, quality control Buying/procurement	18
of which EU			53	Administration/organization/personnel/	10
Rest of	Euro	pe	24	social welfare/training	•
Africa			3	Marketing/sales/advertising/PR	13
North A		ica Central America	2	Storage/material management/logistics/ transport	
Middle		entrai America	3	Other not gainfully employed	9
East Asi			12	Frequency of visits to trade fair	%
Australia	a		-	Autumn 2001	37
The five countries	with	the highest	%	Spring 2001	32
visitor shares				Autumn 2000	30
Netherlands			24	Spring 2000 Earlier events	30
Belgium Turkey			11 7	First visit	35
Poland			5	Size of company/organization:	
Switzerland			4	Number of employees:	%
Economic sector			%	1- 4 46 200- 499	4
Wholesale trade			12	5- 9 12 500- 999 10- 49 12 1 000- 9 999	3
Buying association			3	10- 49 12 1 000- 9 999 50- 99 8 10 000 and more	
Mail order			4	100- 199 3 Other not gainfully	•
Textile chain Department store			4	employed	5
Specialist retail trac	le		41	Length of stay	%
Fashion agency			3	1. Length of stay (days):	
Importer			. 5	one 75	
Industry Other			10 14	two 19 three 6	
Influence on purci	hasiı	na/	-	2. Average length of stay 1,3	day
procurement deci	sion	s	%	3. Share of visitors on the event's days:	9/
Decisively			60	1st day 45	,
Collectively In an advisory capa	city.		20 13	2nd day 46	
No	icity		7	3rd day 40	
				Conducted by Walter & Partner Parel	

Conducted by:	Walter	& Partner,	Basel
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SC	DLAR	IA, Köln	
Total number of visitors	7 982	Position in the company/organization	%
Proportion of trade visitors	95 %	Entrepreneur, partner, self-employed	60
Region of residence	%	Managing director, board member, head of an authority etc.	12
up to 100 km	33	Senior department head, other employee	
more than 100 km up to 300 km	24	with managerial responsibility	1
over 300 km	43	Department head, group head	. 5
Total Germany	77	Other salaried staff Other public service	18
Baden- North Rhine-		Skilled worker	1
Württemberg 9 Westphalia	43	Lecturer, teacher, scientific assistant	-
Bavaria 10 Rhineland- Berlin 3 Palatinate	10	Trainee	1
Brandenburg 1 Saarland	10	Student	2
Bremen - Saxony	2	Area of responsibility	%
Hamburg 1 Saxony-Anhalt	1	Management	70
Hesse 10 Schleswig-		Research/development/design	2 5
Mecklenburg Holstein	2	Planning/work preparation Manufacture/production	2
West Pommerania 1 Thuringia Lower Saxony 5	1	Production, quality control	1
		Buying/procurement	3
Total Foreign	23	Finance/accounting, controlling	-
of which EU	76	Information, communication technology (EDP)	-
Rest of Europe Africa	23	Administration/organization/personnel/ social welfare/training	2
North America		Marketing/sales/advertising/PR	9
South and Central America	1	Storage/material management/logistics/	_
Middle East	-	transport	1
East Asia	-	Maintenance/repairs	1
Australia	-	Other	1
The five countries with the highest visito	r <sub>%</sub>	Student Other not gainfully employed	2 1
shares	, -	Frequency of visits to trade fair	%
Netherlands	20 9	2001	41
Belgium Great Britain	8	1999	22
Italy	6	First visit	56
Poland	5	Size of company/organization:	%
Economic sector	%	Number of employees:	
Industry	13	1- 4 28 500- 999	4
Wholesale trade	12	5- 9 32 1 000- 9 999 10- 49 21 10 000 and more	1
Retail trade	14	50- 99 6 student	2
Skilled trades Service	3	100- 199 4	-
Learned professions	52 3	200-499 3	
Institutions/public authorities	1	Length of stay	%
Other	2	1. Length of stay (days): one 82	
Influence on purchasing/	%	two 14	
procurement decisions  Decisively	71	three 4	
Collectively	13	2. Average length of stay 1,2 da	ays
In an advisory capacity	9	3. Share of visitors on the event's days:	%
No	4	1st day 28	
student	3	2nd day 46	
		3rd day 48	

			Π
otal number of visitors	11 176	Position in the company/organization Entrepreneur, partner, self-employed	-
roportion of trade visitors	97 %	Managing director, board member,	
legion of residence	%	head of an authority etc.	
p to 100 km	22	Senior department head, other employee	
nore than 100 km up to 300 km	25	with managerial responsibility	
over 300 km	53	Department head, group head	
Total Germany	47	Other salaried staff Skilled worker	
Baden- North Rhine-		Trainee	
Nürttemberg 7 Westphalia	49	Other not gainfully employed	
Bavaria 11 Rhineland-	_	Student	
Berlin 1 Palatinate	3	Area of responsibility	
Brandenburg 1 Saarland Bremen 1 Saxony	2 2	Management	-
Hamburg 1 Saxony-Anhalt	1	Research/development/design	
Hesse 9 Schleswig-		Manufacture/production	
Mecklenburg- Holstein	1	Buying/procurement	
West Pommerania - Thuringia	2	Finance/accounting, controlling	
ower Saxony 9		Administration/organization/personnel/	
Total Foreign	53	social welfare/training	
of which EU	63	Marketing/sales/advertising/PR Storage/material management/logistics/	
Rest of Europe	16	transport	
Africa	4	Other not gainfully employed	
North America	3	Design	
South and Central America	4	Frequency of visits to trade fair	
Middle East	4	Spring 2002	
East Asia	5	Autumn 2001	
Australia The five countries with the highest	1	Spring 2001	
risitor shares	%	Autumn 2000	
Netherlands	15	Earlier events First visit	
Belgium	10		
Poland	6	Size of company/organization: Number of employees:	
taly	6	1- 4 35 200- 499	-
rance	6	5- 9 16 500- 999	
Conomic sector	%	10- 49 18 1 000- 9 999	
Wholesale trade	15	50- 99 6 10 000 and more	
Buying association	3	100- 199 5 Other not gainfully	
Mail order	3	employed	
Textile chain	6	Length of stay	
Department store Hypermarket	3 2	1. Length of stay (days):	
Specialist retail trade	26	one 59	
Frade representative	3	two 22 three 19	
mporter	7		
ndustry	12	2. Average length of stay 1,6	t
Service	7	3. Share of visitors on the event's days:	
Skilled trades	1	1st day 53	
Business start-up Other	3 9	2nd day 60 3rd day 47	
nfluence on purchasing/ procurement decisions	%	•	
Decisively	54		
Collectively	20		
n an advisory capacity	15		
No	11	Conducted by: Walter & Partner, Basel	-

spo	ga - g	jafa, Köln	
Total number of visitors	43 434	Position in the company/organization	
Proportion of trade visitors	93 %	Entrepreneur, partner, self-employed	3
Region of residence	%	Managing director, board member, head of an authority etc.	1
up to 100 km	27	Senior department head, other employee	
more than 100 km up to 300 km	25	with managerial responsibility	
over 300 km	48	Department head, group head	1
Total Germany	64	Other salaried staff	1
Baden- North Rhine-		Other public service	
Württemberg 9 Westphalia	49	Skilled worker Lecturer, teacher, scientific assistant	
Bavaria 6 Rhineland-		Trainee	
Berlin 1 Palatinate	8	Other not gainfully employed	
Brandenburg 1 Saarland	1	Area of responsibility	
Bremen 1 Saxony	1	Management	
Hamburg 2 Saxony-Anhalt	1	Research/development/design	-
Hesse 7 Schleswig- Mecklenburg Holstein	1	Planning/work preparation	
Mecklenburg Holstein West Pommerania 1 Thuringia	2	Manufacture/production	
Lower Saxony 9		Production, quality control	
		Buying/procurement	1
Total Foreign	36	Finance/accounting, controlling	
of which EU	55	Information, communication technology (ED	P)
Rest of Europe	25	Administration/organization/personnel/	
Africa North America	2	social welfare/training	
South and Central America	3	Marketing/sales/advertising/PR Storage/material management/logistics/	
Middle Fast	2	transport	
East Asia	10	Maintenance/repairs	
Australia	-	Other not gainfully employed	
The five countries with the highest visite	or <sub>%</sub>	Frequency of visits to trade fair	
shares	70	2002	-
Netherlands	14	2001	2
Belgium	9	2000	4
Italy	6	1999	3
France	5	Earlier events	- 2
Great Britain	5	First visit	3
Economic sector Trade	<u>%</u> 61	Size of company/organization: Number of employees:	
Headquarters of a buying association	2	1- 4 21 200- 499	-
Skilled trades	6	5- 9 15 500- 999	
Service	10	10- 49 29 1 000- 9 999	
Industry	18	50- 99 8 10 000 and more	
Other ´	3	100- 199 7	
Influence on purchasing/	%	Length of stay	-
procurement decisions Decisively	58	1. Length of stay (days): one 61 two 24 three	٠
Collectively	22	2. Average length of stay 1,6 c	
In an advisory capacity	12	, ,	
No	6	3. Share of visitors on the event's days:	
student	2	1st day 49 2nd day 60 3rd day	4

	BAUFACI	վ, L	eipzig (2001)	
Total nun	nber of visitors 49	987	Position in the company/organization	%
Proportio	n of trade visitors	38 %	Entrepreneur, partner, self-employed	29
_			Managing director, board member, head of	
	residence	<u>%</u>	an authority etc.	7
over 100 l	cm away	45	Senior department head, other employee with managerial responsibility	4
Total Gern	nany:	92	Department head, group head	11
of which	Baden-Württemberg	2	Other salaried staff	18
	Bavaria	2	Other public service	3
	Berlin	2	Skilled worker	8
	Brandenburg	6	Lecturer, teacher, scientific assistant	3
	Bremen Hamburg	-	Trainee, student	11
	Hesse	1	Not gainfully employed	2
	Mecklenburg-West Pommerania		Other	5
	Lower Saxony	2	Area of responsibility	%
	North Rhine-Westphalia	3	Management	26
	Rhineland-Palatinate	1	Research/development/design Planning/work preparation	8 25
	Saarland	-	Manufacture/production	14
	Saxony	48 19	Production, quality control	6
	Saxony-Anhalt Schleswig-Holstein	19	Buying/procurement	15
	Thuringia	12	Finance/accounting, controlling	6
	-		Administration/organization/personnel/	
Total Fore		8	social welfare/training	. 5
of which	Rest of Europe	11 79	Marketing/sales/advertising/PR Storage/material management/logistics/	14
	Africa	2	transport	5
	North America	1	Maintenance/repairs	7
	South and Central America	2	Information, communication technology	•
	Middle East	1	(EDP)	4
	East Asia	3	Student, not gainfully employed	9
	Australia	1	Other	9
Economic	sector	%	Frequency of visits to trade fair	%
	on industry	24	1999	50
Other indi		4	1997 1995	32 23
	/foreign trade	3	Earlier events	23
	naterials specialist trade ndustry/trades	6 15	First visit	28
other skille		5	Size of company/organization:	
	, planner's, engineer's office	16	Number of employees:	%
Housing c		1	1 - 9 38 200- 499	5
Project de		1	10 - 49 23 500- 999	4
Other serv		4	50 - 99 7 1 000 - 9 999	4
Research/t		2	100 - 199 6 10 000 and more	4
facilities	uthorities, authorities, public	3	Student, not gainfully employed	9
Other		6	Length of stay	%
Student, n	ot gainfully employed	9	1. Length of stay (days): one 88 two 9 three	2
Influence	on purchasing/	%	four 1 five 1	2
	ent decisions		2. Average length of stay 1,2 c	days
Decisively Collectivel	v	30 27	3. Share of visitors on the event's days:	%
	y sory capacity	18	1st day 27 2nd day 31 3rd day	
No	,,	25	4th day 21 5th day 13	
			Conducted by: Gelszus Messe-Marktforschung	

Conducted by: Gelszus	Messe-Marktforschung
GmbH. Dortmund	

COMFOR	ΤΕΧ,
Total number of visitors	*)
Proportion of trade visitors  Region of residence up to 100 km more than 100 km up to 300 km over 300 km	95 % % 31 60 10
Total Germany	98
Baden-Württemberg - Westphalia Bavaria 4 Rhineland- Berlin 3 Palatinate Brandenburg 15 Saarland	2
Bremen - Saxony	44
Hamburg - Saxony-Anhalt Hesse 2 Schleswig- Mecklenburg- Holstein West Pommerania 3 Thuringia Lower Saxony 2	16 10
Total Foreign	4
of which EU Rest of Europe Africa North America	10 90 - -
South and Central America Middle East East Asia Australia	-
The four countries with the highest	%
visitor shares Poland	50
Czech Republic	30
Denmark	10
Switzerland	10
Economic sector	%
Industry Skilled trades	6 40
Wholesale/foreign trade	40 6
Retail trade	38
Trade representative	2
Architect's, planner's, engineer's office Association/institution/organization	1
Research/teaching	1
Other services	5
Student/not gainfully employed	1
Influence on purchasing/ procurement decisions	%
Decisively	48
Collectively	30
In an advisory capacity	13
No Student, not gainfully employed	8 1

Total number of visitors	*)	Position in the company/organization Entrepreneur, partner, self-employed			
Proportion of trade visitors	93 %	Entrepreneur, partner, self-employed			
Region of residence	%	Managing director, board member, head of an authority etc.			
up to 100 km	37	Senior department head, other employee			
more than 100 km up to 300 km	55	with managerial responsibility			
over 300 km	9	Department head, group head			
Total Germany	98	Other salaried staff			
Baden- North Rhine-		Other public service Skilled worker			
Württemberg 1 Westphalia	2	Lecturer, teacher, scientific assistant			
Bavaria 3 Rhineland-		Trainee			
Berlin 3 Palatinate Brandenburg 14 Saarland	-	Other			
Brandenburg 14 Saarland Bremen - Saxony	45	Student			
Hamburg - Saxony-Anhalt	13	Area of responsibility			
Hesse - Schleswig-		Management			
Mecklenburg- Holstein	-	Research/development/design			
West Pommerania 3 Thuringia	14	Planning/work preparation			
Lower Saxony 3		Manufacture/production Production, quality control			
Total Foreign	2	Buying/procurement			
of which EU	83	Finance/accounting, controlling			
Rest of Europe	17	Information, Communication technology			
Africa	-	Administration/organization/personnel/			
North America	-	social welfare/training			
South and Central America Middle East	3	Marketing/sales/advertising/PR			
Fast Asia	3	Storage/material management/logistics/ transport			
Australia	-	Maintenance/repairs			
The four countries with the highest		Student, not gainfully employed			
visitor shares	%	Other			
Greece	33	Frequency of visits to trade fair			
Austria	33	Spring 2002			
France	17	Autumn 2001			
Czech Republic	17	Spring 2001			
Economic sector	%	Earlier events First visit			
Industry	4				
Skilled trades	13	Size of company/organization: Number of employees:			
Retail trade	71 5	1- 4 77 200- 499			
Wholesale/foreign trade Service	4	5- 9 11 500- 999			
Public authority/administration	1	10- 49 6 1 000- 9 999			
Teaching (polytechnic/university/college)	1	50- 99 1 10 000 and more			
Other	1	100- 199 1 Student, not gainfully			
Student/not gainfully employed	1	employed			
Influence on purchasing/	0/	Length of stay			
procurement decisions	%	1. Length of stay (days):			
Decisively	62	one 89 two 9 three			
Collectively	24	2. Average length of stay 1,1 da			
In an advisory capacity	9	3. Share of visitors on the event's days:			
No Student, not gainfully employed	4 1	1st day 34 2nd day 54 3rd day			
stractit, not gain any employed	'	* individual number of visitors not available, combined with COMFORTEX			

Conducted by: Gelszus Messe-Marktforschung GmbH, Dortmund

ene	ertec,	Leipzig
Total number of visitors	9 052	Position in the company/organization
Proportion of trade visitors Region of residence up to 100 km more than 100 km up to 300 km over 300 km Total Germany	95 % % 52 33 15 94	Entrepreneur, partner, self-employed Managing director, board member, head of an authority etc. Senior department head, other employee with managerial responsibility Department head, group head
Baden-         North Rhine-           Württemberg         2 Westphalia           Bavaria         2 Rhineland-           Berlin         4 Palatinate           Brandenburg         5 Saarland           Bremen         - Saxony           Hamburg         - Saxony-Anhalt           Hesse         2 Schleswig-	3 1 - 49 21	Other salaried staff Other public service Project manager Stalled worker Lecturer, teacher, scientific assistant Trainee Other Student
Mecklenburg Holstein West Pommerania 1 Thuringia Lower Saxony 3  Total Foreign of Which EU	1 9 <u>6</u> 21	Other not gainfully employed  Area of responsibility  Management Research/development/design Planning/work preparation
Rest of Europe Africa North America South and Central America Middle East East Asia Australia	71 - - 4 - 4	Manufacture/production Production, quality control Buying/procurement Finance/accounting, controlling Information, communication technology (EDP) Administration/organization/personnel/ social welfare/training Marketing/sales/advertising/PR
The five countries with the highest visitors hares Poland Austria Belarus Czech Republic	25 13 13 8	Transport Maintenance/repairs Student Other not gainfully employed Other
Ukraine  Economic sector  Agriculture/forestry Industry Skilled trades	8 % 2 23 6	Frequency of visits to trade fair 2001 First visit Size of company/organization:
Retail trade Wholesale/foreign trade Public authority/administration Municipalities University/college Research facility Engineer's and planning office Consultancy Association/society Other Student Other not gainfully employed	1 2 11 4 2 1 11 5 3 12 15 2	Number of employees:  1 - 4 21 500 999  5 - 9 8 1 000 9999  10 - 49 17 10 000 and more 50 99 9 student 100 199 5 other not gainfully 200 - 499 2 employed  Length of stay  1. Length of stay (days): one 85 three 2 two 13 four 1
influence on purchasing/ orocurement decisions Decisively Collectively n an advisory capacity No	20 28 20 15 17	2. Average length of stay 1,0 of 3. Share of visitors on the event's days: 1st day 26 3rd day 36 2nd day 33 4th day 23  Conducted by: Gelszus Messe-Marktforschung GmbH, Dottmund

	GÄSTE	, Lei	pzig (2001)		
Total nun	nber of visitors 2	7 275	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.	8	
over 100 l		49	Senior department head, other employee		
Total Gerr	,	92	with managerial responsibility		
of which		1	Department head, group head Other salaried staff	10 7	
	Bavaria	3	Other public service	ź	
	Berlin Brandenburg	4 7	Skilled worker	8	
	Bremen	-	Lecturer, teacher, scientific assistant Trainee, student	3 22	
	Hamburg	-	Not gainfully employed	1	
	Hesse Mecklenburg-West Pommerani	1 a 1	Other	5	
	Lower Saxony	2	Area of responsibility	%	
	North Rhine-Westphalia	1	Management Research/development/design	30 3	
	Rhineland-Palatinate Saarland	1	Planning/work preparation	8	
	Saxony	49	Manufacture/production	8	
	Saxony-Anhalt	19	Production, quality control	5 15	
	Schleswig-Holstein	-	Buying/procurement Finance/accounting, controlling	6	
	Thuringia	10	Administration/organization/personnel/		
Total Fore		8	social welfare/training	. 7	
of which	EU Rest of Europe	11 82	Marketing/sales/advertising/PR Storage/material management/logistics/	10	
	Africa	2	transport	6	
	North America	-	Maintenance/repairs	4	
	South and Central America Middle East	2	Information, communication technology	4	
	East Asia	3	(EDP) Student, not gainfully employed	7	
	Australia	-	Other	47	
Economic	sector	%	Frequency of visits to trade fair	%	
Catering		13	1999 1997	30 14	
Hotels/gu	est house restaurant	25 5	1997	9	
	ering establishments	22	Earlier events	12	
Trade	_	5	First visit	50	
Planning/a Service	architecture/interior furnishings	2 7	Size of company/organization: Number of employees:	%	
	ministration	1	1 - 9 42 200- 499	4	
Education	al facility	5	10 - 49 25 500- 999	2	
Student, r Other	not gainfully employed	7 8	50 - 99 8 1 000 - 9 999	2	
		٥	100 - 199 6 10 000 and more Student, not gainfully employed	4 7	
	on purchasing/ ent decisions	%	Length of stay	%	
Decisively		36	1. Length of stay (days):		
Collective		26	one 89 three 1		
	sory capacity	16 22	two 9 four 1		
No		22	2. Average length of stay 1,1 c	,	
			3. Share of visitors on the event's days:	%	
			1st day 27 3rd day 31 2nd day 30 4th day 27		
			Conducted by Colonia Manager Manager	_	

Conducted by: Gelszus Messe-Marktforschung	
GmbH, Dortmund	

			Pfleg	emes	se Leipzig				
Total num	nber of vi	sito	rs	12 876	Position in the company/organization				
roportio	n of trade	vis	sitors	97 %	Entrepreneur, partner, self-employed				
	residence			%	Managing director, board member, head of an authority etc.				
up to 100		-		53	Senior department head, other employee				
	100 km u	ın te	o 300 km	39	with managerial responsibility				
over 300 k				7	Department head, group head				
otal Ger	manv			100	Other salaried staff				
Baden-	,	_	North Rhine-		Other public service Skilled worker				
Nürttemb	erg	1	Westphalia	1	Lecturer, teacher, scientific assistant				
Bavaria			Rhineland-		Trainee				
Berlin			Palatinate	-	Other				
Brandenbu Bremen	urg	8	Saarland	49	Student				
Hamburg		- [	Saxony Saxony-Anhalt	20	Other not gainfully employed				
lesse		1		20	Area of responsibility				
Mecklenbu	urg		Holstein	1	Management				
Nest Pom		1	Thuringia	9	Research/development/design				
ower Sax	ony	3			Planning/work preparation Manufacture/production				
otal Fore	eian				Production, quality control				
of which				100	Buying/procurement				
	Rest of E	uro	pe	-	Finance/accounting, controlling				
	Africa			-	Information, communication technology (EDP)				
	North An			-	Administration/organization/personnel/				
			entral America	-	social welfare/training				
Middle East East Asia					Marketing/sales/advertising/PR Storage/material management/logistics/				
	Australia			_	transport				
					Maintenance/repairs				
					Other				
conomic	sector			%	Student				
ndustry				2	Other not gainfully employed				
	oecialist tra	ade		2	Frequency of visits to trade fair	_			
Hospital				19	2001 2000				
	nursing fa			14 10	Earlier events				
	Old people nt nursing			20	First visit				
Other serv		3011	rices	8	Size of company/organization:				
		ic,	vocational school		Number of employees:				
Иunicipal				2	1- 4 9 500- 999				
acilities o	f the payi	ng a	uthority	2	5- 9 7 1 000- 9 999				
ublic aut Associatio	hority/adm	ıınıs	tration	3	10- 49 28 10 000 and more				
Associatio Other	11			1	50- 99 12 student 100- 199 11 other not gainfully				
Student				9	200- 499 11 other not gainfully employed				
	gainfully e	emp	loyed	1	Length of stay				
nfluence	on purch	asin	ng/	%	1. Length of stay (days):				
	ent decisi	ons	;		one 89 two 7 three				
Decisively	.,			12 22	2. Average length of stay 1,1 d	ł			
Collectivel	y sory capac	itv		24	3. Share of visitors on the event's days:				
	sory capac	ıcy							
n an advi: No				33	1st day 35 2nd day 42 3rd day				

Conducted by: Gelszus Messe-Marktforschung GmbH, Dortmund

MIDOR	A, Le	ipzig (2002)				
Total number of visitors	2 446	Position in the company/organization %				
Proportion of trade visitors	92 %	Entrepreneur, partner, self-employed				
Region of residence	%	Managing director, board member, head of an authority etc. 4				
up to 100 km	36	Senior department head, other employee				
more than 100 km up to 300 km	47	with managerial responsibility 1 Department head, group head 4				
over 300 km	17	Department head, group head				
Total Germany	96	Other salaried staff 5 Other public service 1				
Baden- North Rhine-		Skilled worker 4				
Württemberg 4 Westphalia	3	Lecturer, teacher, scientific assistant 1				
Bavaria 3 Rhineland- Berlin 4 Palatinate	1	Project manager 4				
Brandenburg 11 Saarland	- 1	Trainee 2				
Bremen - Saxony	35	Not gainfully employed 1				
Hamburg - Saxony-Anhalt	18	Area of responsibility %				
Hesse 3 Schleswig-		Management 62 Research/development/design 2				
Mecklenburg- Holstein West Pommerania 4 Thuringia	13	Planning/work preparation 8				
West Pommerania 4 Thuringia Lower Saxony 3	13	Manufacture/production 12				
		Production, quality control 4				
Total Foreign	<u>4</u> 57	Buying/procurement 33				
of which EU Rest of Europe	57 29	Finance/accounting, controlling 15 Information, communication technology				
Africa	-	(EDP) 37				
North America	-	Administration/organization/personnel/				
South and Central America	-	social welfare/training				
Middle East		Marketing/sales/advertising/PR 14				
East Asia Australia	14	Storage/material management/logistics/ transport 5				
		Maintenance/repairs 10				
The four countries with the highest visitor shares	%	Not gainfully employed 1				
Belgium	14	Frequency of visits to trade fair %				
Italy	14	2001 54				
Austria	14	2000 55				
Poland	14	1999 50 Earlier events 45				
Economic sector	%	First visit 18				
Industry	2	Size of company/organization:				
Skilled trades Wholesale/foreign trade	41 8	Number of employees: %				
Retail trade	42	1- 4 82 100- 199 1				
Commercial agent	1	5- 9 7 200- 499 2 10- 49 5 500- 999 2				
Association/institution/organization	2	50- 99 1 Not gainfully employed 1				
Other services	2	Length of stay %				
Research/teaching Other not gainfully employed	1 1	1. Length of stay (days):				
	'	one 88				
Influence on purchasing/ procurement decisions	%	two 11 three 1				
Decisively Collectively	60 26	2. Average length of stay 1,1 days				
In an advisory capacity	10	3. Share of visitors on the event's days: %				
No	5	1st day 26				
Student	1	2nd dáy 41				
		3rd day 48				

100 %	Entrepreneur, partner, self-employed		
100 %		27	
	Managing director, board member,		
		20	
	Department head group head	1	
50			
78			
		- 3	
7		- 3	
		1	
4		- 11	
-		1	
33		9	
1			
		4	
-		10	
3		1	
22			
		•	
		2	
		30	
%	Student	1	
40	Frequency of visits to trade fair	9	
28	2002	15	
8	First visit	8	
8	Size of company/organization:		
%		9	
		- 1	
		1	
27		1	
13	Length of stay	9	
10	1. Length of stay (days): one 62		
%	two 38		
27	2. Average length of stay 1,4 d	lay	
		9	
		9	
10	Ziiu uay 7 i		
	7 4 4 - 333 1 3 222 8 92	head of an authority etc.	

**REALLOCATION**, Leipzig

Conducted by: Gelszus Messe-Marktforschung GmbH, Dortmund

TerraTec, Leipzig	
Total number of visitors 12 899 Position in the company/organization	
Proportion of trade visitors 96 % Entrepreneur, partner, self-employed Managing director, board member,	17
Region of residence % head of an authority etc.	5
over 100 km 95 Senior department head, other employe	ee
with managerial responsibility	3 11
Baden- North Rhine- 95 Department head, group head Other salaried staff	17
Württemberg 2 Westphalia 4 Other public service	4
Bavaria 3 Rhineland- Project manager  Barlin 5 Palatinate 1 Skilled worker	10
Locturer teacher ecientific assistant	3 5 2 3 17
Promon Sayony 40 Trainee	2
Hamburg - Saxony-Anhalt 16 Student	3 17
Hesse 2 Schleswig- Other not gainfully employed	2
Mecklenburg Holstein - Area of responsibility	%
West Pommerania 1 Thuringia 9 Management Lower Saxony 2 Management Research (development/design	15
Planning/work proparation	10 14
Manufacture/production	
of which EU 13 Production, quality control	6 3 5 3 (EDP) 3
Africa 73 Buying/procurement 74 Finance/accounting, controlling	5
North America 4 Information, communication technology	(EDP) 3
South and Central America 4 Administration/organization/personnel/	
Middle East - social welfare/training East Asia 4 Marketing/sales/advertising/PR	4 7
East Asia 4 Marketing/sales/advertising/PR Australia - Storage/material management/logistics,	
The five countries with the highest visites transport	1
The five countries with the highest visitor shares  Maintenance/repairs Other	6 39
Poland 19 Student	39 17
Bulgaria 8 Other not gainfully employed	2
Lithuania 8 Frequency of visits to trade fair	%
Austria 8 2001 Ukraine 8 1000	32
1999	22 14
Economic Sector /0	13
Agriculture and forestry 2 Earlier events Industry 24 First visit	50
Skilled trades 5 Size of company/organization:	%
Retail trade 1 Number of employees:	
	999 6
Public authority/administration 8 5- 9 10 1 000- 9 9 9 9 9 9 9 10 10 10 10 10 10 10 10 10 10 10 10 10	999 7 ore 4
University/college 3 50- 99 7 stud	
Research facility 3 100-199 6 other not gainfi	
Engineer's and planning office 15 200-499 2 employ	
Consultancy 6 Association/society 1 Length of stay (days):	%
Other 10 One 87 three 1	
Student 17 two 11 four 2	
Other not gainfully employed 2 2. Average length of stay	1,0 days
Influence on purchasing/ 3. Share of visitors on the event's days:	%
procurement decisions 1st day 20 3rd day 37	
Decisively 16 2nd day 33 4th day 22 Collectively 30	
In an advisory capacity 20	
No 15 Conducted by: Gelszus Messe-Marktforsch	hung
student 19 GmbH, Dortmund	

<b>Z</b> - 1	The Subc	ontra
otal number of visitors		3 227
oportion of trade visit		100 %
•	1013	
gion of residence		<u>%</u>
to 100 km	200 1	37
ore than 100 km up to er 300 km	300 km	32 31
tal Germany	N. d. DI.	91
	North Rhine- Westphalia	8
	Rhineland-	0
	Palatinate	_
	Saarland	1
	Saxony	44
	Saxony-Anhalt	8
sse 2	Schleswig-	
	Holstein	
	Thuringia	11
wer Saxony 3		
tal Foreign		9
which EU		44
Rest of Europe	e	56
Africa		-
North America		-
South and Cer Middle East	ntrai America	-
East Asia		
Australia		_
	11.1	
e five countries with th	ie nignest visito	or %
ares och Popublic		16
ech Republic stria		12
ince		8
therlands		8
land		8
onomic sector		%
dustry		64
illed trades		3
ade		7
aching (polytechnic/uni	iversity/college)	
her services	· -	17
her		1
udent	aal	4
her not gainfully emplo	•	1
fluence on purchasing	<b>,</b> /	%
ocurement decisions		
ecisively		32 33
llectively an advisory capacity		33 21
an advisory capacity		10
udent		5
		,

Conducted by: Gelszus Messe-Marktforschung GmbH, Dortmund

#### Total number of visitors Proportion of trade visitors Region of residence up to 100 km more than 100 km up to 300 km over 300 km Total Germany Baden- North Rh Position in the company/organization Entrepreneur, partner, self-employed Managing director, board member, head of an authority etc. Senior department head, other employee % 46 44 with managerial responsibility Department head, group head Other salaried staff 10 North Rhine Other salaried start Other public service Skilled worker Lecturer, teacher, scientific assistant Trainee Other Student Other not gainfully employed Württemberg 2 Westphalia Bavaria Rhineland-Berlin Palatinate Berlin Brandenburg Bremen Hamburg Hesse Mecklenburg West Pommerania Lower Saxony Palatinate Saarland Saxony Saxony-Anhalt Schleswig-Holstein Thuringia 8 Other not gainfully employed Area of responsibility Management Research/development/design Planning/work preparation Manufacture/production Production, quality control Buying/procurement Finance/accounting, controlling Information, communication technology (EDP) Administration/organization/personnel/ social welfare/training Marketing/sales/advertising/PR Storage/material management/logistics/ transport Maintenance/repairs Other Student 12 Total Foreign of which EU Rest of Europe Africa North America 40 North America South and Central America Middle East East Asia Australia The five countries with the highest visitor 40 shares Somalia China (PR) 40 Laos 20 Switzerland Student Other not gainfully employed Economic sector Wholesale/foreign trade Frequency of visits to trade fair Hospital 2001 First visit Prophylaxis and rehabilitation facilities First visit Size of company/organization: Number of employees: 1- 4 37 5- 9 20 1 000- 999 10- 49 12 10 000 and more 50- 99 4 student 100-199 5 other not gainfully 200-499 1 employed Stationary nursing facility Health cure and medicinal baths Therapeutical practice Fitness centres Doctor's practice Facility for the disabled Other services 50- 99 100- 199 200- 499 Length of stay Other services University/academy/specialist school Vocational school/technical college 14 1 2 15 Association Length of stay 1. Length of stay (days): one 85 two 11 three 4 2. Average length of stay 3. Share of visitors on the event's days: 1st day 26 2nd day 35 3rd day 58 Other Student/not gainfully employed Influence on purchasing/ procurement decisions Decisively Collectively In an advisory capacity 23 22 19 22 15

therapie Leipzig

39 14 1

% 13 87

%

14

%

Conducted by: Gelszus Messe-Marktforschung GmbH. Dortmund

acqua	alta,	München
Total number of visitors	2 512	Position in the o
Proportion of trade visitors	98 %	Entrepreneur, par
Region of residence	%	Managing directo
up to 100 km	36	head of an au
more than 100 km up to 300 km	23	Senior departmen
over 300 km	41	with manager
	81	Department head
Total Germany	01	Other salaried sta
Baden- North Rhine- Württemberg 11 Westphalia	9	Other public serv
Württemberg 11 Westphalia Bavaria 58 Rhineland-	9	Skilled worker
Berlin 2 Palatinate	6	Lecturer, teacher,
Brandenburg 2 Saarland	-	Trainee
Bremen - Saxony	4	Other
Hamburg - Saxony-Anhalt	1	Student
Hesse 2 Schleswig-		Other not gainfu
Mecklenburg Holstein	_	Area of respons
West Pommerania 1 Thuringia	1	Management
Lower Saxony 3		Research/develop
•		Planning/work pr
Total Foreign	19	Manufacture/prod
of which EU	76	Production, quali
Rest of Europe	22	Buying/procurem
Africa	-	Finance/accounti
North America	-	Information, comr
South and Central America Middle East	-	Administration/or
East Asia	2	social welfare, Marketing/sales/a
Australia	2	Storage/material
The five countries with the highest visitor		transport
shares	%	Maintenance/rep
Austria 53 Luxembourg	6	Other
Switzerland 8 Netherlands	6	Student
Italy 6		Other not gainful
Economic sector	%	Frequency of vis
Federal/state ministries	21	First event
German institutions	6	Size of company
European institutions	1	Number of en
Municipalities/district	16	1- 4 12
Construction company/construction indust	try 6	5- 9 8
Other industry and commercial enterprises		10- 49 16
Specialist engineer/architect/landscape ar-	19	50- 99 11
chitect's office/planning associations		100-199 16
Consulting company	2	200 - 499 14
Meteorological services	. 1	
Disaster relief services/armed forces/Techn	i <sup>-</sup> 6	Length of stay
cal relief services/fire department		1. Length of stay
Research institute, university	6	one 66
Other Student	7 1	two 21
Other not gainfully employed	i	three 7
		2. Average length
Influence on purchasing/	%	3. Share of visitor
procurement decisions		1st day 25
Decisively	23	2nd day 46
Collectively	41 24	3rd day 50
In an advisory capacity No	10	,
student	2	Conditional In ME
	-	Conducted by: NF

student

Entrepreneur, partner, self-employed Managing director, board member, head of an authority etc. Senior department head, other employee with managerial responsibility Department head, group head Other salaried staff Other public service Skilled worker 1 Lecturer, teacher, scientific assistant Trainee Other Stilled worker 1 Student Other or gainfully employed 1 Area of responsibility Management 19 Research/development/design Planning/work preparation Manufacture/production 32 Manufacture/production 33 Production, quality control Buying/procurement 7 Finance/accounting, controlling Information, communication technology (EDP) Administration/organization/personnel/ social welfare/training Marketing/sales/advertising/PR 11 Storage/material management/logistics/ transport 24 Maintenance/repairs 40 Other Student 10 Ther not gainfully employed 11 Frequency of visits to trade fair 14 Student 15 Size of company/organization: Number of employees: 15 1- 4 12 500- 999 16 17- 99 18 1 000- 999 17 18- 99 18 1 000- 999 10 10- 49 16 10 000 and more 11 10- 199 16 other not gainfully 200- 499 14 employed 11 Frequency of visits to trade fair 15 10- 199 11 student 11 100- 199 16 other not gainfully 200- 499 14 employed 11 Ength of stay 12 Length of stay 13 Length of stay 14 Length of stay 15	Position in	the com	pany/organia	zation	%
head of an authority etc.   12					17
Senior department head, other employee with managerial responsibility 24 Department head, group head 24 Other salaried staff 15 Other public service 29 Skilled worker 1 Lecturer, teacher, scientific assistant 1 Trainee 1 Other not gainfully employed 1 Student 1 Other not gainfully employed 1 Other not gainfully employed 1 Area of responsibility 9 Management 19 Research/development/design 18 Planning/work preparation 32 Manufacture/production 3 Manufacture/production 7 Friance/accounting, controlling 17 Friance/accounting, controlling 17 Administration/organization/personnel/social welfare/training 28 Marketing/sales/advertising/PR 11 Storage/material management/logistics/transport 14 Student 14 Student 15 Student 16 Student 17 Student 19 Student 19 Frequency of visits to trade fair 9 Frist event 14 Student 19 Student 10 Student 11 Stud				r,	
with managerial responsibility  4 Other salaried staff Other public service 29 Skilled worker 11 Lecturer, teacher, scientific assistant Trainee Other Other of staff Other poly of the scientific assistant Trainee Other Student Other of gainfully employed 11 Area of responsibility 96 Management 19 Research/development/design 18 Planning/work preparation 32 Manufacture/production 33 Manufacture/production 34 Production, quality control 35 Manufacture/production 36 Manufacture/production 37 Manufacture/production 38 Moundiating, controlling 19 Moundiating, controlling 10 Moundiating, controlling 11 Moundiating, controlling 11 Moundiating, controlling 12 Moundiating, controlling 13 Moundiating, controlling 14 Moundiating, controlling 15 Moundiating, controlling 16 Moundiating, controlling 17 Moundiating, controlling 18 Moundiating, co					12
Department head, group head         24           Other salaried staff         15           Other public service         29           Skilled worker         1           Lecturer, teacher, scientific assistant         1           Trainee         -           Other         1           Student         1           Other not gainfully employed         1           Area of responsibility         %           Management         19           Research/development/design         18           Planning/work preparation         32           Manufacture/production         3           Production, quality control         2           Buying/procurement         7           Finance/accounting, controlling         16           Information, communication technology (EDP)         -           Administration/organization/personnel/social welfare/training         28           Marketing/sales/advertising/PR         11           Storage/material management/logistics/transport         1           Maintenance/repairs         4           Other         1           Terquency of visits to trade fair         9           First event         -           Size of company/				nployee	
Other salaried staff         15           Other public service         29           Skilled worker         1           Lecturer, teacher, scientific assistant         8           Trainee         -           Other         1           Student         1           Other not gainfully employed         1           Student         1           Other not gainfully employed         1           Area of responsibility         %           Management         19           Research/development/design         18           Planning/work preparation         32           Manificature/production         3           Production, quality control         2           Bying/procurement         7           Finance/accounting, controlling         3           Information, communication technology (EDP)         Administration/organization/personnel/social welfare/training         28           Marketing/sales/advertising/PR         11           Storage/material management/logistics/transport         2           Maintenance/repairs         4           Other         14           Storage/material management/logistics/transport         1           Frequency of visits to trade fair					
Other public service	Other calarie	neau, gi	oup nead		
Skilled worker Lecturer, teacher, scientific assistant Trainee Other Student Other on gainfully employed 1 Other not gainfully employed 1 Area of responsibility Management 19 Research/development/design 18 Planning/work preparation 32 Manufacture/production 33 Production, quality control 22 Buying/procurement 7 Frinance/accounting, controlling 1nformation, communication technology (EDP) Administration/organization/personnel/ social welfare/training 28 Marketing/sales/advertising/PR Storage/material management/logistics/ transport Maintenance/repairs Other 14 Student 17 Frequency of visits to trade fair First event Size of company/organization: Number of employees: 1- 4 12 500- 999 10 10- 49 16 10 000 and more 1 50- 99 11 student 1 100- 199 16 other not gainfully 200- 499 11 student 1 100- 199 16 other not gainfully 200- 499 14 employed Length of stay 200- 499 14 employed Length of stay 21 Length of stay (days): one 66 four 6 two 21 three 7 2. Average length of stay 3. Share of visitors on the event's days: 1st day 25 4th day 32 2nd day 46 3rd day 50	Other public	service			
Lecturer, teacher, scientific assistant   8   Trainee   Other   1   Student   1   Student   1   Student   1   1   Student   1   1   Student   1   1   Student   1   1   1   Student   1   1   1   1   1   1   1   1   1					
Trainee         -           Other         1           Student         1           Other not gainfully employed         1           Area of responsibility         %           Management         19           Research/development/design         18           Planning/work preparation         32           Manufacture/production         2           Production, quality control         2           Buying/procurement         7           Finance/accounting, controlling         3           Information, communication technology (EDP)         -           Administration/organization/personnel/ social welfare/training         28           Marketing/sales/advertising/PR         11           Storage/material management/logistics/ transport         1           Maintenance/repairs         4           Other         1           Student         1           Other not gainfully employed         1           Frequency of visits to trade fair         %           First event			entific assistar	nt	
Student		,			-
Other not gainfully employed         1           Area of responsibility         %           Management         19           Research/development/design         18           Planning/work preparation         32           Manufacture/production         2           Bying/procurement         7           Finance/accounting, controlling         3           Information, communication technology (EDP)         3           Administration/organization/personnel/social welfare/training         28           Marketing/sales/advertising/PR         11           Storage/material management/logistics/transport         2           Maintenance/repairs         4           Other         14           Stodent         1           Other ot gainfully employed         1           First event	Other				1
Area of responsibility         %           Management         19           Research/development/design         18           Planning/work preparation         32           Manufacture/production         3           Production, quality control         2           Buying/procurement         7           Finance/accounting, controlling         3           Information, communication technology (EDP)         4           Administration/organization/personnel/social welfare/training         28           Marketing/sales/advertising/PR         11           Storage/material management/logistics/transport         2           Maintenance/repairs         4           Other         1           Student         1           Other not gainfully employed         1           Frequency of visits to trade fair         %           First event         5           Size of company/organization:         8           Number of employees:         999         7           5- 9         8         10000 9999         9           50- 99         1         50- 999         7           5- 9         8         10000 and more         1           10- 49         16					
Management   19					
Research/development/design   18			ity		
Planning/work preparation   32					
Manufacture/production   3   Production, quality control   2   2   Buying/procurement   7   Finance/accounting, controlling   3   Information, communication technology (EDP)   Administration/organization/personnel/ social welfare/training   28   Marketing/sales/advertising/PR   11   Storage/material management/logistics/ transport   2   Maintenance/repairs   4   Other   14   Student   1   Frequency of visits to trade fair   6   First event   5   Size of company/organization:   6   Mumber of employees:   7   1   4   12   500   999   10   15   9   8   1   1000   9   999   10   10   49   16   10   1000   and more   1   50   99   11   student   100   199   16   other not gainfully   200   499   14   employed   2   Ength of stay (Idays):   one   66   four   6   two   21   three   7   2   Average length of stay   1,5   days   3. Share of visitors on the event's days:   96   3rd day   50   40   32   2nd day   46   3rd day   50   3   3   3   3   3   3   3   3   3					
Production, quality control   2					
Buying/procurement   7   7   7   7   7   7   7   7   7					
Finance/accounting, controlling Information, communication technology (EDP) Administration/organization/personnel/ social welfare/training 28 Marketing/sales/advertising/PR 111 Storage/material management/logistics/ transport 24 Other 14 Student 11 Other not gainfully employed 11 Other not gainfully employed 11 Frequency of visits to trade fair 96 First event 12 Size of company/organization: 96 First event 14 100-199 16 10 000 and more 11 100-199 16 0 ther not gainfully employed 11 100-199 16 other not gainfully employed 11 100-199 16 other not gainfully 200-499 14 employed 11 100-199 16 other not gainfully 200-499 14 employed 11 100-199 16 other not gainfully 201-499 16 other not gainfully 201-499 17 201-499 189 199 199 199 199 199 199 199 199 1			Ontioi		7
Information, communication technology (EDP)   Administration/organization/personnel/			controlling		
Administration/organization/personnel/ social welfare/fraining Storage/material management/logistics/ transport Administration/organization/personnel/ student Other not gainfully employed 1 Frequency of visits to trade fair First event Size of company/organization: Number of employees:  1				ology (EDP)	-
Marketing/sales/advertising/PR					
Storage/material management/logistics/ transport	social we	lfare/trai	ining .		
Transport  Maintenance/repairs  A Other  Student  Other or gainfully employed  Trequency of visits to trade fair  Frist event  Size of company/organization:  Number of employees:  1 - 4 - 12 - 500 - 999 - 7  5 - 9 - 8 - 1 000 - 9 999 - 10  10 - 49 - 16 - 10 000 and more - 1  50 - 99 - 11 - student - 1  100 - 199 - 16 - other not gainfully  200 - 499 - 14 - employed - 1  N/A - 2  Length of stay  1. Length of stay  one - 66 - four 6 - two 21  three - 7  2. Average length of stay - 1,5 days  3. Share of visitors on the event's days: - 96  1st day - 25 - 4th day - 32  2nd day - 46  3rd day - 50					11
Maintenance/repairs			nagement/log	istics/	
14  Student					
Student		/repairs			
Other not gainfully employed 1 Frequency of visits to trade fair 96 First event					
Frequency of visits to trade fair First event  Size of company/organization:  Number of employees:  1 - 4 12 500 999 70 10 - 49 16 10 000 and more 1 50 99 11 student 1 100 199 16 other not gainfully 200 499 14 employed 1 N/A 2  Length of stay (days): one 66 four 6 two 21 three 7 2. Average length of stay (15 days) 1st day 25 4th day 32 2nd day 46 3rd day 50		ainfully e	mployed		
First event  Size of company/organization: Number of employees:  1					
Size of company/organization:         %           Number of employees:         %           1 - 4 12 500 999 75         500 999 77           5 - 9 8 1000 9999 10         10 4 4 10 1000 and more 1           10 - 49 11 1000 and more 1100 - 199 16 other not gainfully         1 8 10 10 10 10 10 10 10 10 10 10 10 10 10		JI VISILS	to traue raii		70
Number of employees: %  1			!+!		_
1- 4 12 500- 999 7 5- 9 8 1 000- 9999 10 10- 49 16 10 000 and more 1 50- 99 11 student 1 100- 199 16 other not gainfully 200- 499 14 employed 1 N/A 2  Length of stay %  1. Length of stay (days): one 66 four 6 two 21 three 7  2. Average length of stay 1,5 days 1. Share of visitors on the event's days: % 1st day 25 4th day 32 2nd day 46 3rd day 50					%
5 - 9 8 1 000 - 9 999 10 10 - 49 16 10 000 and more 1 100 - 199 16 other not gainfully 200 - 499 14 employed 1 N/A 2  Length of stay (days): one 66 two 21 three 7 2. Average length of stay 1,5 days 3. Share of visitors on the event's days: 96 1st day 25 4th day 32 2nd day 46 3rd day 50				999	7
10- 49 16 10 000 and more 1 50- 99 11 other not gainfully 200- 499 14 employed 1 N/A 2 Length of stay %  1. Length of stay %  1. Length of stay (days): one 66 two 21 three 7 2. Average length of stay 1,5 days  3. Share of visitors on the event's days: %  1st day 25 4th day 32 2nd day 46 3rd day 50					
100- 199	10- 49	16		nd more	1
200- 499   14   employed   1   N/A   2					1
Length of stay					
Length of stay (days):   1. Length of stay (days):   One   66   four   6     two   21     three   7     2. Average length of stay   1,5 days     3. Share of visitors on the event's days:   96     1st day   25   4th day   32     2nd day   46     3rd day   50     4   5   5     5   6   7     6   7     7   7     7   7     8   7     9   7     9   7     1,5 days   9     9   9     1,5 days   9     9   9     1,5 days   9     1,6 days   9     1,7 days   9     1,8 days   9     1,8 days   9     1,9 days	200 - 499	14	e		
1. Length of stay (days):     one				N/A	
one 66 four 6 two 21 three 7 2. Average length of stay 1,5 days 3. Share of visitors on the event's days: % 1st day 25 4th day 32 2nd day 46 3rd day 50					%
two 21 three 7 2. Average length of stay 1,5 days 3. Share of visitors on the event's days: % 1st day 25 4th day 32 2nd day 46 3rd day 50					
three 7 2. Average length of stay 1,5 days 3. Share of visitors on the event's days: 9 1st day 25 4th day 32 2nd day 46 3rd day 50			four 6		
2. Average length of stay 1,5 days 3. Share of visitors on the event's days: % 1st day 25 4th day 32 2nd day 46 3rd day 50					
3. Share of visitors on the event's days: % 1st day 25 4th day 32 2nd day 46 37d day 50				4.5	
1st day 25 4th day 32 2nd day 46 3rd day 50	2. Average is	engtn of	stay	1,5 d	
2nd day 46 3rd day 50				days:	%
3rd daý 50			th day 32		
Conducted by: NFO Infratest, München	3rd day	50			
Conducted by: NFO Infratest, München					
	Conducted by	y: NFO Ir	nfratest, Münc	hen	

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BAU	U, M	lünchen
otal number of visitors 179	9 643	Position in the company/organization
ortion of trade visitors	97 %	Entrepreneur, partner, self-employed
	%	Managing director, board member,
ion of residence to 100 km	27	head of an authority etc.
re than 100 km up to 300 km	35	Senior department head, other employee with managerial responsibility
er 300 km	38	Department head, group head
al Germany	85	Other salaried staff
len- North Rhine-	- 65	Other public service
rttemberg 19 Westphalia	6	Foreman
varia 55 Rhineland-		Skilled worker/apprentice
rlin 1 Palatinate	3	Lecturer, teacher, scientific assistant
ndenburg - Saarland	-	Trainee Other
emen - Saxony	3	Student
ilibulg - Jakolly-Allilait	1	Area of responsibility
esse 5 Schleswig- ecklenburg Holstein	_	Management
est Pommerania 1 Thuringia	2	Research/development/design
wer Saxony 3	_	Planning/work preparation
tal Foreign	15	Manufacture/production
which EU	58	Production, quality control
Rest of Europe	29	Buying/procurement
Africa	1	Finance/accounting, controlling
North America	4	Administration/organization/personnel/ social welfare/training
South and Central America	1	Marketing/sales/advertising/PR
Middle East	6	Storage/material management/logistics/
East Asia Australia	1	transport
	-	Maintenance/repairs
e five countries with the highest visitor ares	%	Student
istria	27	Other
vitzerland	9	Frequency of visits to trade fair
ly	9	2001 1999
ael	4	1999
ovenia	4	Earlier events
onomic sector	%	First visit
enstruction industry	42	Size of company/organization:
chitect, architect's office	11	Number of employees:
vil engineer/planning offices ilding materials trade	6 12	1- 4 24 500- 999
her trade	5	5- 9 12 1 000- 9 999
her skilled trades	5	10- 49 29 10 000 and more
ilding materials manufacturer	6	50- 99 8 N/A 1 100- 199 7 student 2
rvice	5	200-499 6 student 2
ilding owner	1	
her processing industry	2 1	Length of stay  1. Length of stay (days):
thority/public services iiversity/politechnical/vocational school	1	one 76 three 5 fiv
et gainfully employed, no details	2	two 15 four 2 si
fluence on purchasing/	_	2. Average length of stay 1,4
nacince on purchasing/	%	3. Share of visitors on the event's days:
ocurement decisions	52	1st day 15 3rd day 28 5th day
ecisively	23	2nd day 23 4th day 30 6th day
ocurement decisions ecisively lilectively an advisory capacity	23 13	2nd day 23 4th day 30 6th day
ecisively ollectively	23	2nd day 23 4th day 30 6th day

CERA	MITE	C, München
Total number of visitors	24 093	Position in the company/organization
Proportion of trade visitors	100 %	Entrepreneur, partner, self-employed
Region of residence	%	Managing director, board member, head of an authority etc.
up to 100 km	3	Senior department head, other employee
more than 100 km up to 300 km	18	with managerial responsibility
over 300 km	79	Department head, group head
Total Germany	35	Other salaried staff Other public service
Baden- North Rhine-		Skilled worker
Württemberg 17 Westphalia	8	Lecturer, teacher, scientific assistant
Bavaria 48 Rhineland-		Trainee
Berlin 2 Palatinate Brandenburg 1 Saarland	4	Other position
Bremen - Saxony	3	Student
Hamburg - Saxony-Anhalt	2	Other not gainfully employed
Hesse 4 Schleswig-	-	Area of responsibility
Mecklenburg Holstein	1	Management
West Pommerania - Thuringia	6	Research/development/design
Lower Saxony 3		Planning/work preparation
Total Foreign	65	Manufacture/production Production, quality control
of which EU	40	Buying/procurement
Rest of Europe	29	Finance/accounting, controlling
Africa	5	Administration/organization/personnel/
North America	7	social welfare/training
South and Central America	1	Marketing/sales/advertising/PR
Middle East	3	Storage/material management/logistics/
East Asia	12	transport
Australia	1	Maintenance/repairs
The five countries with the highest visito	or <sub>%</sub>	Other Student
shares		Other not gainfully employed
Austria 10 Thailand	7	Frequency of visits to trade fair
Italy 9 USA	7	2000
France 9		1997
Economic sector	%	1994
Brick industry	13	Earlier events
Sanitary ceramics	8	First visit
Wall and floor tiles	4	Size of company/organization:
Crockery/domestic ceramics Technical ceramics	7 13	Number of employees:
Refractory industry	10	1- 4 13 500- 999 1
Powder metallurgy	2	5- 9 8 1 000- 9 999
Ceramic raw materials/additives	5	10- 49 14 10 000 and more
Other industry	18	50- 99 11 student
Skilled trades	2	100- 199 10 other not gainfully 200- 499 1 employed 1
Trade	4	N/A
Service	5	
University/polytechnic, research	4 5	Length of stay  1. Length of stay (days):
Student Other not gainfully employed	1	one 84 three 4 five
		two 5 four 4
Influence on purchasing/ procurement decisions	%	2. Average length of stay 1,4 da
Decisively	26	3. Share of visitors on the event's days:
Collectively	39	1st day 23 3rd day 37 5th day 1
In an advisory capacity	20	2nd day 34 4th day 31
No student	9	· · ·
student	6	Conducted by: NFO Infratest, München

EXPO	REAL	., München
Total number of visitors	24 579	Position in the co
Proportion of trade visitors	100 %	Entrepreneur, part
Region of residence	%	Managing director
up to 100 km	21	head of an aut
more than 100 km up to 300 km	13	Senior department
over 300 km	66	with manageria
Total Germany	83	Department head,
Baden- North Rhine-		Other salaried staf
Württemberg 12 Westphalia	17	Other public service
Bavaria 30 Rhineland-		Skilled worker
Berlin 8 Palatinate	3	Lecturer, teacher,
Brandenburg 1 Saarland	-	Trainee
Bremen - Saxony	3	Other
Hamburg 4 Saxony-Anhalt	1	Student Other net gainfull
Hesse 15 Schleswig-		Other not gainfully
Mecklenburg Holstein	1	Area of responsib
West Pommerania - Thuringia	2	Management
Lower Saxony 2		Research/developr
Total Foreign	17	Planning/work pre
of which EU	61	Manufacture/prod
Rest of Europe	31	Production, quality
Africa	_	Buying/procureme
North America	7	Finance/accountin
South and Central America	1	Information, comm
Middle East	-	Administration/org
East Asia	-	social welfare/t
Australia	-	Marketing/sales/ac Storage/material n
The five countries with the highest visito shares	" %	transport
Austria	25	Maintenance/repai
Great Britain	12	Other
Czech Republic	9	Student
Netherlands	8	Other not gainfully
Poland	7	Frequency of visi
Economic sector	%	
Property consulting/agent	19	2002 2001
Property development	12	2000
Property financing	8	Earlier events
Property management (operator) and use		First visit
Property investment	5	
Corporate real estate	2	Size of company/
Project management/control	8	Number of em
Facility management	6	1- 4 17
Information technology, real estate comm	mu	5- 9 12
nication	11u- 3	10- 49 19
Economic regions and cities	4	50- 99 8
Architecture, planning, engineering office	15	100- 199 5 200- 499 5
Training and further training	1	200 - 499 5
Association	2	
Student	8	Length of stay
Other not gainfully employed	ī	1. Length of stay (
Influence on purchasing/	0/	one 46
procurement decisions	%	2. Average length
Decisively	24	5 5
Collectively	27	3. Share of visitors
In an advisory capacity	28	1st day 59
No	12	
student	9	Conducted by: NFC

			pany/org		n	9
Entrepre	eneur,	partne	r, self-emp	oloyed		3.
Managir	ng dire	ector, b	oard men	nber,		
			rity etc.			1
			ead, other		ree	1
			esponsibi			1
			oup head			1
Other sa						2
Other p						
Skilled v			antific acc	ctont		
	, teaci	ner, sci	entific ass	istant		
Trainee Other						
Student						
	ot asi	afully a	mployed			
	-					
Area of		nsıbili	ty			9
Manage						2
			nt/design			
Planning						1
Manufac						
Product			ontroi			
Buying/				_		1
			controlling		(EDD)	1
			ication tec			
			nization/pe	ersonnel/	'	
		are/trai	ning ertising/PR			2
			nagement		./	2
trans		iai iiidi	agement	iogistics	,	
Mainten		enairs				
Other	arree/I	Cpuns				2
Student						_
	ot gair	nfully e	mployed			
			to trade	fair		9
2002	icy of	*13163	uaue	rull .		4
2002						3
2000						2
Earlier e	vents					_
First visi						4
		201/c=	annizati-	n.		-
		emplo	ganizatio	11.		9
1-	4	17	500 500	٦_	999	
5-	9	12	1 000		999	1
	19	19	10 000			'
	99	8	10 000	stuc		
100-19		5	other	not gain		
200-49		5	other i	emplo		
200 43		,			N/A	
l onath	af c+-				, , , ,	9
Length						- 7
1. Lengt				^	thur -	٠,
one	4		two 3	U	three	
<ol><li>Avera</li></ol>	ge len	gth of	stay		1,8 c	lay
3 Share	of vis	itors or	n the ever	nt's days		9
						5
1st da	iv 5	9 /n	d day 6	57 3rd	day	

I.I	н.м, м
Total number of visitors	205 710
Proportion of trade visitors	62 %
Region of residence	%
up to 100 km	57
more than 100 km up to 300 km over 300 km	34 9
Total Germany	96
Baden- North Rhine-	
Württemberg 9 Westphalia Bayaria 86 Rhineland-	1
Berlin 1 Palatinate	1
Brandenburg - Saarland	
Bremen - Saxony Hamburg - Saxony-Anhal	. 1
Hesse 1 Schleswig-	
Mecklenburg Holstein	-
West Pommerania - Thuringia Lower Saxony 1	-
Total Foreign	4
of which EU	65
Rest of Europe	27
Africa North America	2 2
South and Central America	1
Middle East	1
East Asia Australia	1 1
The five countries with the highest visi	tor <sub>%</sub>
Austria	41
Italy Croatia	20 6
Slovenia	5
Czech Republic	5
Economic sector	%
Skilled trades	58 14
Industry Service sector	13
Retail and wholesale trade	2
Public authority	3 2
Polytechnics Other	
Student	5 2
Other not gainfully employed	1
Influence on purchasing/ procurement decisions	%
Decisively	43
Collectively In an advisory capacity	25 13
No	15
student	3

lünchen	
Position in the company/organization	%
Entrepreneur, partner, self-employed Managing director, board member,	35
head of an authority etc.	5
Senior department head, other employee with managerial responsibility	2
Department head, group head	9
Other salaried staff	14
Other public service Skilled worker, journeyman	6 13
Foreman, master craftsman	20
Lecturer, teacher, scientific assistant Trainee	3 8
Student	3
Other not gainfully employed	1
Area of responsibility  Management	<u>%</u> 30
Research/development/design	8
Planning/work preparation	13
Manufacture/production Production, quality control	26 8
Buying/procurement	17
Finance/accounting, controlling Administration/organization/personnel/	7
social welfare/training	11
Marketing/sales/advertising/PR	12
Storage/material management/logistics/ transport	10
Maintenance/repairs	19
Student Other not gainfully employed	2 1
Other	22
Frequency of visits to trade fair	%
2002 2001	58 60
2000	51
Earlier events	33
First visit	17
Size of company/organization: Number of employees:	%
1- 4 27 500- 999	3
5- 9 12 1 000- 9 999 10- 49 20 10 000 and more	7 5
50- 99 8 student	2
100- 199 5 other not gainfully 200- 499 1 employed	7
200- 499 1 employed Length of stay	%
1. Length of stay (days):	
one 92	
two 6 three 2	
2. Average length of stay 1,1	days
3. Share of visitors on the event's days: 1st day 10 4th day 26 7th day	% 12
2nd day 15 5th day 13	12
3rd day 20 6th day 15	
Conducted bv: NFO Infratest. München	

	inhorger	nta, M	lünchen (2002)	
Total number of visit	ors	30 411	Position in the company/organization	%
Proportion of trade v	isitors	100 %	Entrepreneur, partner, self-employed	50
Region of residence		%	Managing director, board member,	
up to 100 km		22	head of an authority etc.	13
more than 100 km up	to 300 km	26	Senior department head, other employee	_
over 300 km		52	with managerial responsibility Department head, group head	6 9
Total Germany		75	Other salaried staff	8
Baden-	North Rhine-	11	Other public service	1
Württemberg 18 Bayaria 43	Westphalia Rhineland-	11	Foreman, master craftsman	15
Bavaria 43 Berlin 3		8	Skilled worker, journeyman	4
Brandenburg -	Saarland	-	Lecturer, teacher, scientific assistant	2
Bremen 1	Saxony	1	Trainee	3
Hamburg 1		1	Other	3
Hesse 4	Schleswig-		Student	4 2
Mecklenburg-	Holstein	2	Other not gainfully employed	
West Pommerania -	Thuringia	1	Area of responsibility	%
Lower Saxony 4			Management	38
Total Foreign		25	Research/development/design	4
of which EU		62	Planning/work preparation Manufacture/production	30
Rest of Eur	ope	32	Production, quality control	6
Africa		2	Buying/procurement	27
North Ame		- 1	Finance/accounting, controlling	-9
Middle East	Central America	1 2	Administration/organization/personnel/	
East Asia	L	1	social welfare/training	8
Australia			Marketing/sales/advertising/PR	25
The five countries with	the highest		Storage/material management/logistics/	•
visitor shares		%	transport	8
Austria		22	Maintenance/repairs Student, not gainfully employed	8 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 8	Earlier events	28
Wholesale/foreign trade Other wholesale trade	е	1	First visit	29
Trade representative		i	Size of company/organization:	%
Gold, silversmith		15	Number of employees:	70
Watchmaker		2	1- 4 52 500- 999	-
Producer		4	5- 9 15 1 000- 9 999	2
Supplier		1	10- 49 19 10 000 and more 50- 99 3 Student, not gainfully	-
Polytechnics		2	50- 99 3 Student, not gainfully 100- 199 1 employed	5
Designer		2	200- 499 2 N/A	1
Gallery		1		%
Other	mployed	22 5	Length of stay	
Student/not gainfully e		3	1. Length of stay (days): one 69 three 11	
Influence on purchas		%	two 16 four 4	
procurement decision	ns			days
Decisively		46	3. Share of visitors on the event's days:	%
Collectively		24 14	1st day 28 3rd day 51	
In an advisory capacity No	,	14	2nd day 48 4th day 23	
Student		5	Conducted by: NFO Infratest, München	_
Stautiff		,	conducted by. IN O limited, multilell	

iter, N	Nünchen (2002)	
47 565	Position in the company/organization	•
100 %	Entrepreneur, partner, self-employed	2
	Managing director, board member,	
		2
		1
41		1
		1
9		
2		
1	3 , , ,	
		9
		2
		1
		2
		_
i		2
5		
1		_
0/		2
%		
15		
12		
7		
		9
		4
5		3
		1
		3
		9
	Number of employees:	
	1- 9 33 1 000- 9 999	
4	100- 199 6 Other not gainfully	
2		
1	500-999 4 N/A	
1	Length of stay	q
8		
6	one 48 three 13	
1	two 26 four 13	
0/2	2. Average length of stay 1,9	day
	<ol><li>Share of visitors on the event's days:</li></ol>	6
	1st day 41 3rd day 53	
	2nd dáy 62 4th daý 34	
	•	
О	Conducted by: NFO Infratest, München	
	47 565 100 % % 12 21 67 41 9 2 1 1 1 1 1 59 57 28 1 1 6 6 1 1 5 7 7 7 7 5 6 2 1 1 1 5 2 1 1 1 5 2 1 1 1 5 5 6 7 7 7 7 8 8 8 8 8 8 8 8 8 8 8 8 8	Interpreneur, partner, self-employed   Managing director, board member, head of an authority etc.

ispo (Su	ımme	er), München	
	25 706	Position in the company/organization	%
	100 %	Entrepreneur, partner, self-employed	23
Region of residence	%	Managing director, board member,	
up to 100 km	6	head of an authority etc.	20
more than 100 km up to 300 km	16	Senior department head, other employee	
over 300 km	78	with managerial responsibility	11
Total Germany	45	Department head, group head Other salaried staff	22
Baden- North Rhine-		Other public service	1
Württemberg 16 Westphalia	8	Skilled worker	2
Bavaria 58 Rhineland-		Lecturer, teacher, scientific assistant	- 2
Berlin 1 Palatinate	2	Trainee	5
Brandenburg - Saarland	1	Other	3
Bremen 1 Saxony	2	Student	7
Hamburg 3 Saxony-Anhalt	-	Other not gainfully employed	1
Hesse 5 Schleswig-		Area of responsibility	%
Mecklenburg Holstein	1	Management	20
West Pommerania - Thuringia	-	Research/development/design	7
Lower Saxony 1		Planning/work preparation	$\epsilon$
Total Foreign	55	Manufacture/production	7
of which EU	46	Production, quality control	3
Rest of Europe	30 4	Buying/procurement	33
Africa North America	5	Finance/accounting, controlling Sales	28
South and Central America	3	Administration/organization/personnel/	20
Middle East	6	social welfare/training	4
Fast Asia	4	Marketing/sales/advertising/PR	31
Australia	3	Storage/material management/logistics/	,
The five countries with the highest visitor		transport	5
shares	%	Maintenance/repairs	2
Austria 11 France	6	Fashion/product design	11
Switzerland 10 Italy	6	Other	4
Great Britain	8	Student	7
Economic sector	%	Other not gainfully employed	1
Sport specialist retail trade	18	Frequency of visits to trade fair	%
Clothing retail trade	8	ispo Winter 2003	39
Shoe retail trade	4	ispo Summer 2002	39
Department store	3	ispo Winter 2002	27
Mail order	3	ispo Summer 2001	25
Import and export of sports goods	19	ispo Winter 2001	20
Chain store	2	Earlier events	16
Commercial agent Sports studio, fitness studio	5 2	First visit	32
Designer	3	Size of company/organization:	%
Producer	14	Number of employees:	
Supplier	4	1- 4 21 500- 999	4
Other retail	2	5- 9 11 1 000- 9 999	3
TV and internet-shopping	1	10- 49 26 10 000 and more	4
Marketing agency	1	50- 99 7 student	7
Student	7	100- 199 9 other not gainfully	
Other not gainfully employed	1	200- 499 1 employed	6
Influence on purchasing/	0/	N/A	1 %
procurement decisions	%	Length of stay	%
Decisively	34	1. Length of stay (days): one 50 two 31 three	. 10
Collectively	29	one 50 two 31 three 2. Average length of stay 1,7	
In an advisory capacity	19	3. Share of visitors on the event's days:	uay:
No	11	1st day 59 2nd day 65 3rd day	44
student	8		
		Conducted by: NFO Infratest, München	

LASER. World	of P	hotonics, München	
Total number of visitors	20 490	Position in the company/organization	,
Proportion of trade visitors	100 %	Entrepreneur, partner, self-employed Managing director, board member,	
Region of residence	%	head of an authority etc.	
up to 100 km	2	Senior department head, other employee	
more than 100 km up to 300 km	17	with managerial responsibility	
over 300 km	81	Department head, group head Other salaried staff	1
Total Germany	65	Other public service	4
Baden- North Rhine-		Skilled worker	
Württemberg 20 Westphalia	9	Lecturer, teacher, scientific assistant	- 2
Bavaria 31 Rhineland- Berlin 6 Palatinate	4	Trainee Other	
Brandenburg 1 Saarland	1	Student	
Bremen - Saxony	2	Other not gainfully employed	
Hamburg 2 Saxony-Anhalt	-	Area of responsibility	
Hesse 5 Schleswig-		Business, company, factory management	
Mecklenburg Holstein West Pommerania 1 Thuringia	3 8	Basic research	- 2
Lower Saxony 8	٥	Application-related R & D R & D management	-
,		Design	
Total Foreign	35	Construction	
of which EU Rest of Europe	46 28	Manufacture/production	
Africa	1	Quality management	
North America	ģ	Buying/procurement Finance / Controlling	
South and Central America	2	Marketing / Sales	
Middle East	6	Trainee	
East Asia Australia	6 2	Other Student	
	_	Other not gainfully employed	
The five countries with the highest visitonshares	or %	Frequency of visits to trade fair	
Switzerland	12	2001	-
Great Britain	9	1999	2
Austria	8	1997	
USA	7	Earlier events First visit	
rance	6	Size of company/organization:	
Economic sector	<u>%</u> 42	Number of employees:	
Frade	3	1- 4 6 500- 999	
Skilled trades	1	5- 9 4 1 000- 9 999 10- 49 27 10 000 and more	
Service	6	50- 99 10 student	
Non-university research institute	9	100- 199 7 other not gainfully	
University/college or similar Public administration	21 1	200- 499 1 employed	
Other	i	N/A	
Student	13	Length of stay	
Other not gainfully employed	1	1. Length of stay (days): one 36 three 13	
Influence on purchasing/	%	two 35 four 15	
procurement decisions		2. Average length of stay 2,1	
Decisively	24	3. Share of visitors on the event's days:  1st day 45 3rd day 60	
Collectively In an advisory capacity	37 19	1st day 45 3rd day 60 2nd day 62 4th day 40	
No	6	Zina day OZ Hill day Ho	

Conducted by: NFO Infratest, München

#### MATERIALICA World of Product Engineering, München

Total number of visitors		Position in the company/organization	9
Proportion of trade visitors	100 %	Entrepreneur, partner, self-employed	1
Region of residence	<u>%</u>	Managing director, board member, head of an authority etc.	
up to 100 km	6 32	Senior department head, other employee	
more than 100 km up to 300 km over 300 km	62	with managerial responsibility	
		Department head, group head	2
Total Germany	83	Other salaried staff	2
Baden- North Rhine- Württemberg 19 Westphalia	7	Other public service	
Bavaria 49 Rhineland-	/	Skilled worker	
Berlin 2 Palatinate	3	Foreman, master craftsman	
Brandenburg - Saarland	ī	Lecturer, teacher, scientific assistant Trainee	
Bremen - Saxony	5	Other	
Hamburg 2 Saxony-Anhalt	1	Student	
Hesse 5 Schleswig-		Other not gainfully employed	
Mecklenburg Holstein	1	Area of responsibility	
West Pommerania - Thuringia	6	Management	1
Lower Saxony 1		Research/development/design	5
Total Foreign	17	Planning/work preparation	_
of which EU	68	Manufacture/production	1
Rest of Europe	25	Production, quality control	
Africa	-	Buying/procurement	
North America	3	Finance/accounting, controlling	
South and Central America	3	Administration/organization/personnel/	
Middle East East Asia	3	social welfare/training	1
Australia		Marketing/sales/advertising/PR Storage/material management/logistics/	- 1
The five countries with the highest visito	r	transport	
shares	%	Maintenance/repairs	
Austria	42	Other	
Switzerland	10	Student	
Italy	6	Other not gainfully employed	
Belgium	4	Frequency of visits to trade fair	q
Czech Republic	4	2002	2
Economic sector	%	2001	1
Automobile industry	17	2000	1
Aerospace	4	Earlier events	
Rail vehicles, ship and boat-building	1	First visit	6
Mechanical engineering	15	Size of company/organization:	•
Plant construction	3	Number of employees:	_
Sporting and consumer goods industry	4 5	1- 4 11 500- 999 5- 9 8 1 000- 9 999	1
Medical technology Information technology	1	10- 49 15 10 000 and more	
Other investment goods	14	50- 99 7 student	
Universities/polytechnics, research		100- 199 10 other not gainfully	
institutes etc.	10	200- 499 8 employed	
Authorities and other state organizations	2	N/A	
Other sectors	14	Length of stay	q
Student/not gainfully employed	9	1. Length of stay (days):	
Influence on purchasing/		one 83 two 12 thre	e
procurement decisions	%	2. Average length of stay 1,2	
Decisively	23		-
Collectively	38	3. Share of visitors on the event's days:	
In an advisory capacity	23	1st day 35 2nd day 43 3rd day	4
No	7		
student	9		

Total number of Proportion of tra			12 71 100 9
Region of reside		3.10.3	9
un to 100 km			2
more than 100 km over 300 km	n up t	o 300 km	3
over 300 km			4
Total Germany Baden-		North Rhine-	6
Württemberg	31	Westphalia	
Bavaria	50	Rhineland-	
Berlin	2	Palatinate	
Brandenburg	1	Saarland	
Bremen	-	Saxony	
Hamburg	1	Saxony-Anhalt	
Hesse	5	Schleswig-	
Mecklenburg		Holstein	
West Pommerania	a - 2	Thuringia	
Lower Saxony	2		2
Total Foreign of which EU			3 5
	f Euro	ne	3
Africa	Luio	pe	,
	Ameri		
		entral America	
Middle East A			
Austra			
		the highest visitor	. 9
Austria	28	Netherlands	
Switzerland France	-9 5	Hungary	
<b>Economic sector</b>			9
Manufacture of ir	ndustri	al electronics ectronics nication electronic nment electronics	1
Manufacture of a	uto ele	ectronics	1
Manufacture of e	ntertai	nment electronics	.5
Production of me	dical e	electronics	
Production of me Production of mil	itary e	lectronics	
Semiconductor p	roduct	ion	
Printed circuit bo Electrical enginee		oduction	
Precision enginee		nd ontics	S
		, toolmaking and a	
paratus construct			
Measuring, testin	t, cont	rol technology	
Other processing Trade, craft/skilled	indusi d trade	try os / service	
Non-university re			
University/college			
Other sectors			
Student Other not gainful	ly emi	oloved	
Influence on pur			
procurement de			9
Decisively			2
			3
Collectively			
In an advisory cap	pacity		2
	pacity		1

Productro	onic	ca, München	
42	714	Position in the company/organization	%
rs 10	0 %	Entrepreneur, partner, self-employed	9
	%	Managing director, board member,	_
	21	head of an authority etc.	9
00 km	31	Senior department head, other employee	7
	48 62	with managerial responsibility Department head, group head	7 29
orth Rhine-	02	Other salaried staff	29
estphalia	3	Other public service	1
ineland-	-	Skilled worker	8
latinate	1	Lecturer, teacher, scientific assistant	3
arland	1	Trainee	4
xony	1	Other	1
xony-Anhalt	-	Student Other pet gainfully ampleyed	4
hleswig-		Other not gainfully employed	1
olstein	1	Area of responsibility Business, company, factory management,	%
uringia	2	commercial	8
		Business, company, factory management,	0
	38 50	technical	20
	34	Production planning/Work scheduling	19
	1	Logistics	5
	5	Production	26
ral America	1	System development/integration	8
	1	Electronic development, design	14
	7 1	Design/construction	11 10
highest visitor		Quality assurance/control/test Marketing, sales, advertising, PR	12
riigilest visitoi	%	Buying/procurement	10
herlands	5	Finance, accounting, controlling, budget	10
ngary	5	management	2
J. ,		Research, development, consulting	21
	%	Administration/organization/personnel/	
ectronics	18	social welfare/training	2
onics	11 4	Maintenance/repairs	5
tion electronics ent electronics	3	Other Student	5 4
ronics	2	Other not gainfully employed	1
ronics	1	Frequency of visits to trade fair	%
	5 7	2001 36 Earlier events	11
ction	7 9	1999 25 First visit	49
optics	4	1997 18	
olmaking and ap-		Size of company/organization:	0/
onnaming and ap	8	Number of employees:	%
echnology	4	1- 4 4 500- 999	11
	9	5- 9 7 1 000- 9 999	18
service	6 1	10- 49 16 10 000 and more	8
titute	2	50- 99 8 student	4
	2	100- 199 11 other not gainfully 200- 499 12 employed	1
	4	200- 499 12 employed N/A	i
ed	1	Length of stay	%
	%	1. Length of stay (days):	
		one 89 three 2	
	21	two 6 four 2	
	39	2. Average length of stay 1,2	days
	26	<ol><li>Share of visitors on the event's days:</li></ol>	%
	10 5	1st day 22 3rd day 37	
	ر	2nd day 35 4th day 22	
		Conducted by: NFO Infratest, München	
		•	

#### SYSTEMS, München (2002)

Total number of visitors	72 950
Proportion of trade visitors	99 %
Region of residence	%
up to 100 km	53
more than 100 km up to 300 km	28
over 300 km	20
Total Germany	92
Baden- North Rhine-	
Württemberg 13 Westphalia	3
Bavaria 75 Rhineland-	
Berlin 1 Palatinate Brandenburg - Saarland	1
Brandenburg - Saarland Bremen - Saxony	1
Hamburg 1 Saxony-Anha	
Hesse 3 Schleswig-	
Mecklenburg- Holstein	1
West Pommerania - Thuringia	1
Lower Saxony 1	
Total Foreign	8
of which EU	81
Rest of Europe	13
Africa	1
North America	-
South and Central America	
Middle East	1
East Asia Australia	3
	-
The five countries with the highest	%
visitor shares	
Austria taly	60 10
Great Britain	7
ndia	3
Vorway	2
•	0/
Economic sector Application of information and comm	%
cation technologies	30
Manufacturer of information and com	muni- 15
cation technologies	
Dealer in area of information and com cation technologies	ımunı- 7
Service provider in the area of informa	ation
and communcation technolog	42
Student	5
Other not gainfully employed	1
nfluence on purchasing/	
procurement decisions	%
Decisively	36
Collectively	29
n an advisory capacity	19
No	10
Student	5
√A	1

Managing director, board member, head of an authority etc. Senior department head, other employee with managerial responsibility Department head, group head	22 9
Managing director, board member, head of an authority etc. Senior department head, other employee with managerial responsibility Department head, group head	9
head of an authority etc. Senior department head, other employee with managerial responsibility Department head, group head	9
Senior department head, other employee with managerial responsibility Department head, group head	-
with managerial responsibility  Department head, group head	
Department head, group head	5
	17
	31
Other salaried staff Other public service	
	6
Skilled worker	3
ecturer, teacher, scientific assistant	6
Trainee	4
Other	1
Student	5
Other not gainfully employed	1
Area of responsibility	%
Vanagement	19
Research/development/design	15
	7
Planning/work preparation	
Manufacture/production	4
Production, quality control	.2
Buying/procurement	10
Finance/accounting, controlling	7
	35
Administration/organization/personnel/	
social welfare/training	8
Marketing/sales/advertising/PR	20
Storage/material management/logistics/	
transport	3
Maintenance/repairs	11
E-Business	12
Telecommunications	4
Other	9
Student	5
Other not gainfully employed	1
Frequency of visits to trade fair	%
	53
	54
	38
	20
	29
Size of company/organization:	%
Number of employees:	70
1- 4 13 500- 999	8
5- 9 7 1000- 9999	13
10- 49 17 10 000 and more	9
50- 99 9 Student	5
100- 199 8 Other not gainfully	ر
	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 da	
3. Share of visitors on the event's days:	%
1st day 16 3rd day 31 5th day	21

Total number of very Proportion of trace			40 105 99 %
Region of residen			%
up to 100 km			9
more than 100 km	up t	o 300 km	25
over 300 km			66
Total Germany			78
Baden-		North Rhine-	
Württemberg	21	Westphalia	10
Bavaria Berlin	46 2	Rhineland- Palatinate	_
Brandenburg	1	Saarland	3
Bremen	i	Saxony	2
Hamburg	2	Saxony-Anhalt	1
Hesse	6	Schleswig-	
Mecklenburg		Holstein	
West Pommerania	1	Thuringia	1
Lower Saxony	3		
Total Foreign			22
of which EU			54
Rest of	Euro	pe	42
Africa			1
North A	and C	entral America	
Middle		critiai / irricrica	1
East Asi			1
Australi			1
The five countries s shares	with	the highest visito	or %
Austria 18		ech Republic	8
	9 Sw	veden .	7
Netherlands Economic sector			%
Freight forwarding			
Road transport cor	npani	ies	29
Railways	•		5
Public transport co			1
Private transport co			, 3
Shipping (shipping Aviation sector (air			.)
Other services	,	a porto etc.)	14
Automobile constr		n	
Mechanical engine	ering		y 3
Metal production a	ind p	rocessing	]
Chemicals/plastics Electrical engineeri			,
Other processing in			,
Trade	····	.,	-
			1
Public authority			
Public authority University/polytech	nic, r	esearch	4
Public authority University/polytech Other	ınic, r	esearch	7
Public authority University/polytech Other Student			6
Public authority University/polytech Other Student Influence on purc	hasin	ng/	6
Public authority University/polytech Other Student Influence on purc procurement deci Decisively	hasin	ng/	9/ 21
Public authority University/polytech Other Student Influence on purc procurement deci Decisively Collectively	hasin sions	ng/	9/ 21 33
Public authority University/polytech Other Student Influence on purc procurement deci Decisively Collectively In an advisory capa	hasin sions	ng/	9% 21 33 22
Public authority University/polytech Other Student Influence on purc procurement deci Decisively Collectively In an advisory capa No Student	hasin sions	ng/	9/ 21 33

•	
Position in the company/organization	%
Entrepreneur, partner, self-employed Managing director, board member,	13
head of an authority etc.	11
Senior department head, other employee	9
with managerial responsibility Department head, group head	22
Other salaried staff	28
Other public service	1
Skilled worker Lecturer, teacher, scientific assistant	3 3 7
Trainee	
Other Student	1
Area of responsibility	6 %
Management	18
Research/development/design	4
Planning/work preparation Manufacture/production	6 3
Production, quality control	2
Buying/procurement	13
Finance/accounting, controlling Information, communication technology (EDP)	4
Administration/organization/personnel/	
social welfare/training	7
Marketing/sales/advertising/PR Storage/material management/logistics/	20
transport	32
Maintenance/repairs Other	3 11
Student	6
Frequency of visits to trade fair	%
2001	32
1999 1997	18 11
Earlier events	6
First visit	57
Size of company/organization:	%
Number of employees: 1- 4 6 500- 999	7
5- 9 7 1 000- 9 999	9
10- 49 20 10 000 and more	11
50- 99 11 student 100- 199 11	6
200- 499 10	
Length of stay	%
1. Length of stay (days):	
one 75 three 5 five two 18 four 2	2
2. Average length of stay 1,4 d	ays
3. Share of visitors on the event's days:	%
1st day 23 3rd day 38 5th day 2nd day 38 4th day 25	14
2.10 day 50 1.17 day 25	

transport logistic, München

Conducted by: NFO Infratest, München

Altenpflege	+ Hea	lthCare, Nürnberg	
Total number of visitors	38 400	Position in the company/organization	%
Proportion of trade visitors	99 %	Entrepreneur, partner, self-employed	10
Region of residence	%	Managing director, board member,	_
up to 100 km	24	head of an authority etc.	8
more than 100 km up to 300 km	53	Chief administrator Kitchen manager	2
over 300 km	23	Other salaried staff, civil servant with	
Total Germany	97	managerial responsibility	5
Baden- North Rhine-		Head of nursing service	9
Württemberg 20 Westphalia	5	Ward sister	9
Bavaria 49 Rhineland-		Salaried staff, civil servant	5 9 5 20
Berlin 1 Palatinate	5	Geriatric nurse, nurse/male nurse Assistant geriatric nurse, nurse	20
Brandenburg 1 Saarland	1	Lecturer, teacher, scientific assistant	4 2 9 3 7
Bremen - Saxony	5 1	Skilled domestic worker	2
Hamburg 1 Saxony-Anhalt Hesse 8 Schleswig-		Trainee	9
Hesse 8 Schleswig- Mecklenburg Holstein	1	Other position	3
West Pommerania 1 Thuringia	3	Student	7
Lower Saxony 2	,	Other not gainfully employed	- %
•	2	Area of responsibility  Management	20
Total Foreign	3	Research/development/design	3
of which EU	81 15	Planning/work preparation	12
Rest of Europe Africa	- 15	Manufacture/production	2
North America		Production, quality control	4
South and Central America	4	Buying/procurement	9
Middle East	-	Finance/accounting, controlling	6
East Asia	_	Information, communication technology (EDP)	3
Australia	_	Administration/organization/personnel/	
The five countries with the highest visit		social welfare/training	17
shares	%	Marketing/sales/advertising/PR	4
Austria 27 Luxembourg	12	Storage/material management/logistics/	_
France 12 Netherlands	8	transport	5
Italy 12		Maintenance/repairs Nursing service	3 51
Economic sector	%	Kitchen/household	6
Old peoples' home	9	Other	7
Nursing home	17	Frequency of visits to trade fair	%
Old peoples' and nursing home	24	2002 11 2000	9
Day care/short-term nursing facilities	1	2001 34 1999	22
Social ward	5	Earlier events	21
Out-patient nursing services	8	First visit	41
Hospital Welfare organization/sponsor/authority	7 4	Size of company/organization:	%
School	4	Number of employees:	
Old peoples' home	1	1- 4 5 200- 499	8
Therapeutical practice	i	5- 9 7 500- 999	3
Rehabilitation clinic	2	10- 49 30 1 000- 9 999	3
Sanitary products retailer, pharmacy	2	50- 99 23 10 000 and more	1
Other	8	100-199 13 student	7
Student	7	Length of stay	%
Other not gainfully employed	-	1. Length of stay (days):	-
Influence on purchasing/	%	one 83 two 13 three 2. Average length of stay 1,2 d	5 avs
procurement decisions	%	3. Share of visitors on the event's days:	4y3 %
Decisively	17	1st day 40 2nd day 44 3rd day	38
Collectively	32	, <u></u> Sid day	
In an advisory capacity	26		
No	19		
student	7	Conducted by: Gelszus Messe-Marktforschung	
		GmbH, Dortmund	

poportion of trade visitors  gion of residence pro 100 km pore than 100 km up to 300 km er 300 km er 300 km dal Germany den- Dirttemberg 17 Westphalia varia 43 Rhineland- rlin 2 Palatinate andenburg 1 Saarland 1 semen 1 Saxony amburg 3 Saxony-Anhalt sesse 8 Schleswig- cacklenburg Holstein sest Pommerania 1 Thuringia wer Saxony 5  tal Foreign 34 Rest of Europe Africa 1 North America South and Central America Middle East East Asia Australia 1 ef five countries with the highest visitor ares  ef five countries with the highest visitor ares anufacturers foliasila 1 en five countries with the highest visitor ares anufacturers holesale trade tail order 2 port/export rice 1 five reachers for siden 2 provice 1 five reachers for siden 2 provice 2 provice 3 port (and an authority etc. Senior department head, other en with menagerial responsibility benartment head, other en with menager and with managerial responsibility bepartment head, other en with menager with menager and with managerial responsibility bepartment head, other en with menthead, other en submit head of an authority etc. Senior department head, other en with menager and with menager and the river. Senior department head, other en with menage with menager and the read of an authority etc. Senior department head, other en with menager and the river department head, other en with menager and the river department head, other en with menager and the river department head, other en with managerial responsibility Department head, other en with menthead, other en with menager and with managerial responsibility Department head, other en with menthead, other en thead, other and with managerial responsibility Department head, other en with menthead, other end than thead, other with mithem had, other end than the mith head, other end than the mithem head, other with mithem the mithem head, other with mithem than department head, other with mithem high and the republic service  Trainee Other Salrea  Trainee Other  Trainee Other  Area of responsibility Management Resear				D!!	l-	Niferrale area
poportion of trade visitors  region of residence  region of residence  rot 100 km  region of residence  rot to 100 km  region of residence  rot than 100 km up to 300 km  region of North Rhine-  rother and Germany  den-  rother and Germany  den-  rother and a derivaria				RIOI	-acn,	nurnberg
sportion of trade visitors  gign of residence to 10 100 km ore than 100 km up to 300 km er 300 km stal Germany den- den- derittemberg 17 varia 43 Rhineland- rilin 2 Palatinate andenburg 1 Saarland 1 sisse 8 Schleswig- tholstein 2 sex Pommerania 1 North America 3 North America 4 North America 4 North America 5 South and Central America 4 Middle East East Asia 4 Australia e five countries with the highest visitor ares  er five countries with the highest visitor ares  five countries with the highest visitor ares  five countries with the highest visitor ares  and firstor, board membe be head of an authority etc. Senior department head, other en with managerial responsibility with managerial responsibility of ther public service Skilled worker, journeyman Cother with managerial responsibility  Anagerman Cecturer 3  Other not gainfully employed Manufacture/production Production, quality control Buying/procurement  Information, communication techne Cother public service Skilled worker, journeyman Cother Cother public service Skilled worker, journeyman Cother Dublic service Skilled worker, journeyman Cothe	Total num	ber of vi	sito	rs	29 752	Position in the company/organiz
head of an authority etc.  serior department head, other en with managerial responsibility parameter head, other en with managerial responsibility parameter head, group head other en with managerial responsibility parameter head, group head other en with managerial responsibility parameter head, group head other en with managerial responsibility parameter head, group head other en with managerial responsibility parameter head, group head other en with managerial responsibility other salared staff other public service Skilled worker, journeyman Lecturer, teacher, scientific assistant and tenur of the read of an authority etc.  Senior department head, group head other en with managerial responsibility other salared staff other public service Skilled worker, journeyman Lecturer, teacher, scientific assistant and teacher of the read other assistant and teacher of the read of the read of an authority etc.  Senior department head, group head other en with managerial responsibility other salared staff of the rouble of the salar and and the senior of the senior of the salar and and the public service of the salar and the salar	Proportion	of trade	e vis	itors	92 %	
to 100 km ore than 100 km up to 300 km are than 100 km up to 300 km are 300 k	Region of	residenc	e		%	
rer 300 km stal Germany den- ürttemberg 17 Westphalia varia 43 Rhineland- rifin 2 Palatinate 3 andenburg 1 Saarland 1 semen 1 Saxony 3 mburg 3 Saxony-Anhalt sesse 8 Schleswig- ecklenburg Holstein 2 wer Saxony 5  stal Foreign 34 which EU 61 Rest of Europe Africa 1 North America South and Central America Middle East East Asia Australia 8 ef five countries with the highest visitor ares  if five countries with the highest visitor ares anufacturers holesale trade tail trade ail order 2 2 1 1 2 2 2 2 0 1 2 0 0 0 2 2 0 1 0 0 0 0						Senior department head, other em
stal Germany dender westphalia deritemberg 17 Westphalia avaria 43 Rhineland-ralin 2 Palatinate andenburg 1 Saxony-Anhalt sesse 8 Schleswig-scklenburg Holstein 2 Palatinate 3 Thuringia 2 Palatinate 3 Chter sublicities and service 4 Sckilled worker, journeyman 1 Trainee 3 Chter sublicities 2 Chter sublicities 2 Chter sublicities 3 Chter with 1 Saxony-Anhalt 2 Saxony-Anhalt 2 Sesse 8 Schleswig-scklenburg Holstein 2 Palatinate 3 Chter not gainfully employed 4 Research/development/design Planning/work preparation Manufacture/production Production, quality control Buying/procurement Finance/accounting, controlling Information, communication techna Administration/organization/perso social welfare/training Marketing/sales/advertising/PR 3 Student 3 Chter not gainfully employed 4 Frequency of visits to trade fair vitareland 3 Thuringia 2 Student 3 Chter not gainfully employed 4 Student 3 Student 3 Chter not gainfully employed 5 School 2 Student 3 Chter not gainfully employed 5 School 2			up to	o 300 km		
den- interment of the public service den- interment of the proper of the public service den- interment of the proper of the public service den- interment of the proper of the proper of the public service den- interment of the proper of the	over 300 ki	m			48	
den- with the highest visitor ares  lef five countries with the highest visitor are first production. Years are first portice and are first portice are care are are first poor on the first poor on the first poor of the rot gainfully employed  Net of the rot gainfully employed are first visitor are first visitor and first poor on the first visitor and first poor on the first visitor and first poor on the first poor of the first visitor and first poor on the first visitor on the first visitor and first poor on the first visitor on the first visitor on the first visitor of the first visitor on the first vis	Total Gern	nany			66	
varia 43 Rhineland- rrilin 2 Palatinate 3 andenburg 1 Saxony Anhalt 2 sse 8 Schleswig- scklenburg 8 Schleswig- stell Foreign 34 which EU 6 Rest of Europe 4 Africa North America South and Central America Middle East East Asia Australia 8 se five countries with the highest visitor are similar trade 4 setherlands 7 2000 onomic sector 3 aniafcurers 5 anolesale trade 4 ail order 2 2 3 anadivory capacity 5 5 7 6 2 9 6 100 199 4 other not painfully employed 1 bright of the role of the rol	Baden-					
rifin 2 Palatinate andenburg 1 Saarland 2 Saxony 3 Saxony 3 Saxony 4 Student 2 Storage/material management/design Planning/work preparation Manufacture/production Planning/work preparation Planning/work preparation Manufacture/production Planning/work preparation and planning/work preparation Planning/work preparat		erg			9	
andenburg 1 Saarland 1 Saxony Imburg 3 Saxony-Anhalt Sisse Schleswig- Holstein 2 Holstei					3	
emen 1 Saxony 3 Saxony-Anhalt sisse 8 Schleswig- cklehburg 3 Saxony-Anhalt sisse 8 Schleswig- cklehburg 4 Schleswig- best Pommerania 1 Thuringia 2 Planning/work preparation wer Saxony 5 Thuringia 34 Planning/work preparation which EU 61 Buying/procurement Africa 7 South and Central America 8 Middle East Asia Australia 1 Australia 1 Australia 1 Australia 1 Pe five countries with the highest visitor ares 9 Sitzerland 7 Zound 1 Production, communication techn Administration/organization/persistic are five countries with the highest visitor ares 9 Sitzerland 7 Zound 2 Zou		ra				
imburg 3 Saxony-Anhalt sesse 8 Schleswig-Holstein Holstein 2 Planning/work preparation Manufacture/production Production, quality control Buying/procurement Finance/accounting, controlling Information, communication techn Administration/organization/pers social welfare/training Marketing/sales/advertising/PR Storage/material management/lo transport Marketing/sales/advertising/PR Storage/material management/lo transport Marketing/sales/advertising/PR Storage/material management/lo transport Marketing/sales/advertising/PR Storage/material management/lo transport Other Student Other not gainfully employed Earlier events in the first visitor ali trade 27 Source and trade tail trade 27 Source 4 Source 5 Source 6	remen	19				
Admanagement Research/development/design Planning/work preparation Manufacture/production Production, quality control Buying/procurement Finance/accounting, controlling Information, communication/personal Manufacture/production Production, quality control Buying/procurement Finance/accounting, controlling Information, communication techn Administration/organization/personal welfare/training Manufacture/production Production, quality control Buying/procurement Finance/accounting, controlling Information, communication techn Administration/organization/personal welfare/training Manufacture/production Production, quality control Buying/procurement Finance/accounting, controlling Information, communication techn Administration/organization/personal welfare/training Manufacture/production Production, quality control Buying/procurement Finance/accounting, controlling Information, communication techn Administration/organization/persocial welfare/training Manufacture/production Production Todation techn Administration/organization/persocial welfare/training Manufacture/production Production, administration/persocial welfare/training Manufacture/production techn Manufacture/production Production, duality control Buying/procurement/lo transport Social welfare/training Manufacture/production Production, communication techn Manufacture/production Production, duality control Buying/procurement for training Manufacture/production Production, duality control Buying/procurement for training Manufacture/production Production, duality control Buying/procurement/lo transport Social welfare/training Manufacture/production techn Manufacture/production Production, duality control Buying/procurement for training Manufacture/production techn Manufacture/production Production, duality control Buying/procurement for training Manufacture/production techn Manufacture/production Production, duality control Buying/procurement for training Manufacture/production technical planting production technical planting production technical planting p	lamburg		3		1	
Research/development/design sets Pommerania 1 Thuringia 2 Planning/work preparation Manufacture/production Production of Manufacture/production Manufacture/procurement Manufacture/production Manufacture/production manufacture/production Manufacture/procurement Manufacture/production Manufacture/procurement/loff Marketing/sales/advertising/PR Storage/material management/loff transport Maintenance/repairs Other not gainfully employed Trequency of visits to trade fair transport Manufacture Manufacturer Maintenance/repairs Other not gainfully employed Trequency of visits to trade fair 2002 2001 2000 Earlier events First visit Size of company/organization: Number of employees:  10	lesse		8			
reference of Europe stal Foreign shifted EU stale Foreign shifted Europe Africa 1 North America 5 South and Central America South and Central America 4 Administration/organization/pers social welfare/training Marketing/sales/advertising/PR Storage/material management/lo transport Maintenance/repairs Other Student Other not gainfully employed stall trade 27 South Earlier events First visit sholesale trade 4 South Earlier events Stall trade 27 South Earlier events Stall trade 27 South Earlier events Storage/material management/lo transport Student Other not gainfully employed Earlier events Strist visit Size of company/organization: Number of employees: 15 South Earlier events Stall trade 27 South Earlier events Strist visit Size of company/organization: Number of employees: 15 South Earlier events Stall trade 27 Sout						
htal Foreign 34 which EU 61 Rest of Europe Africa 1 North America 1 North America 5 South and Central America 4 Australia 6 Refive countries with the highest visitor ares  Pily 12 Refrica 1 Refrica 1 Rorth America 4 Australia 4 Rest of Europe 24 Refrica 1 Rorth America 5 Refrica 6 Refrica 1 Rorth America 7 Rorth America 8 Refrica 1 Re				Inuringia	2	Planning/work preparation
Which   EU   Rest of Europe   Africa   Africa   Africa   North America   South and Central America   Middle East   East Asia   Australia   Australia   Australia   Straight   Australia   Straight   Australia   Straight   Australia   Australia   Straight   Australia   Australia   Australia   Australia   Australia   Straight   Australia		,	ر			
Rest of Europe Africa Administration/organization/Per social welfare/training PR Storage/material management/lof transport Maintenance/repairs Other Student Other not gainfully employed Frequency of visits to trade fa 2002 2001 2001 2001 2001 2001 2001 2001						
Africa North America North America South and Central America Middle East East Asia Australia  fe five countries with the highest visitor ares  ly stria stherlands vitzerland ain  nonomic sector sholesale trade sholesale trade ail order sali order sali order sect all trade ail order sect all trade sholesale trade shol	f which					
North America South and Central America Middle East East Asia Australia  ef five countries with the highest visitor ares  vitzerland Ainimate Storage/material management/le transport  Maintenance/repairs Other Maintenance/repairs Other Student Other not gainfully employed Frequency of visits to trade far 2002 Vitzerland 7 2001 2000 Frequency of visits to trade far 2002 Frequency of visits to trade far 2002 Frequency of visits to trade far 2002 Sarlier events First visit Size of company/organization: Number of employees: Vice and order 15 10-49 20 10 000 Foreit marketer 4 50-99 6 Frequency of visits to trade far 2002 Number of employees: Vice of company/organization: Number of employees: Vice of company/organiza			uro	oe .		
South and Central America Middle East East Asia Australia  fe five countries with the highest visitor ares  ly  five countries with the highest visitor ares  ly  stria  therlands  vitzerland  ain  conomic sector anufacturers  holesale trade tail trade  tail trade  ali order  ali order  port/export  feet marketer  ther not gainfully employed  stall trade  27  stria  18  Size of company/organization: Number of employees:  19  10  10  10  10  10  10  10  10  10			meri	ra		
East Asia Australia Australia 4 Storage/material management/lo transport Maintenance/repairs Other Student Other not gainfully employed stall trade 27 Australia 7 Comportice 15 Dept. 29 Dept. 2001 Strict of the most of the						
Australia 1 transport Maintenance/repairs Other Student Other Student Other Student Other Student Other Other not gainfully employed Striad 11 2000 2000 2000 2000 2000 2000 2000		Middle E	ast			
Maintenance/repairs  Maintenance/repairs  Maintenance/repairs  Other Student  Other not gainfully employed  Frequency of visits to trade fa  2002  2001  2001  2001  2001  2010  Earlier events First visit  Size of company/organization: Number of employees: First visit  Size of company/organization: Number of employees: 15						
Structure   Stru		Australia			1	
Student   Student   Student   Student   Student   Student   Striange		untries w	/ith 1	the highest visite	or <sub>%</sub>	
Interest of the second of the	nares					Student
Interlands   7	aly					Other not gainfully employed
2002     2003     2004     2005     2006     2007     2007     2007     2007     2007     2007     2007     2007     2007     2007     2007     2007     2007     2007     2007     2007   2007     200		c				
2001   2001   2001   2001   2001   2001   2000	witzerland					
Sector   S	pain					
Size of company/organization:   Size of company/organization:   Number of employees:   Nu		sector			0/2	
Size of company/organization: Number of employees: all trade   27						
tail trade					9	Size of company/organization:
port/export   5   5 - 9   13   1   000-   rvice   15   10 - 49   20   10   000-   rect marketer   4   50 - 99   6     her	Retail trade	2				
rivice marketer	Mail order					
rect marketer 4 50- 99 6 10 000 her 6 100-199 4 other not defent 7 200-499 1 Length of stay (fluence on purchasing/ ocurement decisions 6 100-199 4 other not decisions 6 100-199 4 other not decisions 7 100-199 1 Length of stay (fluence on purchasing/ one 58 three 9 two 27 four 6 100-199 1 two 27 four 6 2 Average length of stay (fluence one 58 three 9 100-199 1 to 3 Share of visitors on the event of 1 1st day 38 3rd day 45 100-199 1 to 3 38 3rd day 45 100-199 1 to 3 1st day 38 3rd day 45 100-199 1 to 30 1st day 45 100-199 1 to 30 1st day 38 3rd day 45 100-199 1 to 30 1st day 45 100-199 1 to 30 1st day 38 3rd day 45 100-199 1 to 30 1st day 45 100-1		ort				
her define the first state of th		keter				
200	Other	NC CCI				
her not gainfully employed  fluence on purchasing/ occurement decisions  discisively  dilectively  an advisory capacity  1 Length of stay (days): one 58 three 9 two 27 four 6 2. Average length of stay 2. Average length of stay 3. Share of visitors on the event' 10 1st day 38 3rd day 45	tudent					
fluence on purchasing/ ocurement decisions  cisively dilectively an advisory capacity 10 1. Length of stay (days): one 58 three 9 two 27 four 6 2. Average length of stay an Share of visitors on the event: 0 11 st day 38 3rd day 45	Other not	gainfully	emp	loyed	1	
ocurement decisions         70         one 58 ' three 9 cisively         41 two 27 four 6 stay           cisively         25         2. Average length of stay           an advisory capacity         16         3. Share of visitors on the event's           b         10         1st day 38 3rd day 45	nfluence (	on purch	asin	ıg/	0/	
illectively 25 2. Average length of stay an advisory capacity 16 3. Share of visitors on the event': 10 1st day 38 3rd day 45	orocureme					one 58 three 9
an advisory capacity 16 3. Share of visitors on the event's 10 1st day 38 3rd day 45	Decisively					
10 1st day 38 3rd day 45	Collectively		-:a			
	In an advis No	ory capac	city			
	no student				8	

Conducted by: Gelszus Messe-Marktforschung GmbH, Dortmund

<b>legion of resider</b> ID to 100 km	ice		% 37
nore than 100 km	un te	300 km	46
ver 300 km	up t	3 300 1	18
otal Germany		98	
Baden-		North Rhine-	
Vürttemberg	14	Westphalia	3
Bavaria Berlin	61 1	Rhineland-	3
eriin Frandenburg	!	Palatinate Saarland	3
remen	_	Saxony	2
lamburg	-	Saxony-Anhalt	1
lesse	9	Schleswig-	
Mecklenburg		Holstein	1
Vest Pommerania ower Saxony	2	Thuringia	3
•	_		
otal Foreign			2
f which EU Rest of	Furor	20	52 33
Africa	Luio	J.C	6
North /			3
		entral America	-
Middle East As			6
Austral			0
		the highest visitor	%
hares			
aly			15
ustria witzerland			15 9
lovenia			9
conomic sector			%
ndustry			5
killed trades			1
rade			2
ervices, training,	consu	lting	9
dministration ssociation/society	,		2
reschool, kinderg			13
eneral education		m	37
ocational educati			13
igher education	systen	n	2
urther education other sectors			3
tudent			9
ther not gainfully	emp	loyed	1
ofluence on pure			%
rocurement dec	isions		
ecisively			13
Collectively	acity.		38 26
n an advisory cap	acity		13
lo.			

Total number of visitors

Proportion of trade visitors

4	9 797	Position in the company/organization	•
ors	97 %	Entrepreneur, partner, self-employed Head master, executive director, board	
	%	member, authority director	
	37	Senior department head, other employee	
800 km	46	with managerial responsibility	
	18	Department head, group head	
	98	Other salaried staff Other public service	
lorth Rhine-		Skilled worker	
Vestphalia	3	Teacher, trainer, university lecturer	6
hineland-		Student	
alatinate	3	Other not gainfully employed	
aarland	-	Other	
axony	2	Trainer / Congress speaker,	
axony-Anhalt	1	personel developer	
chleswig-		School institution, administration	,
lolstein	1	Area of responsibility	_
huringia	3	Management Research/development/design	
		Planning/work preparation	
	2	Manufacture/production	
	52	Production, quality control	
	33	Buying/procurement	
	6	Finance/accounting, controlling	
	3	Information, communication technology (EDP)	
tral America	-	Further education, training	
	-	Personel/social welfare	
	6	Educationist, teacher	6
	-	Training/continuation training	•
highest visitor		Marketing/sales/advertising/PR	
highest visitor	%	Maintenance/repairs	
	15	Student	
	15	Other not gainfully employed	
	9	Other	
	9	Frequency of visits to trade fair	
		Bildungsmesse Köln 2002 Bildungsmesse Hannover 2001	
	%	Bildungsmesse Köln 2000	
	5	Interschul/didacta Stuttgart 1999	
	1	Earlier events	
	2	First visit	5
ng	9	Size of company/organization:	
	2	Number of employees:	_
	13	1- 4 7 500- 999	
	37	5- 9 10 1 000- 9 999	
em	13	10- 49 36 10 000 and more	
	2	50- 99 19 student	
	3	100- 199 7 other not gainfully 200- 499 1 employed	
	3	200- 499 1 employed Length of stay	,
	9		-
ved	í	1. Length of stay (days): one 88 three 1 five	
,cu		two 9 four 1	
	%	2. Average length of stay 1,2 d	a
	13	3. Share of visitors on the event's days:	_
	38	1st day 22 3rd day 24 5th day	1
	26	2nd dáy 26 4th day 26	
	13	Conducted by: Gelszus Messe-Marktforschung	-

			Devia
Total numbe	r of visito	rs	37 908
Proportion o	f trade vi	sitors	94 %
Region of re	sidence		%
up to 100 km	ı		17
more than 10	0 km up t	o 300 km	39
over 300 km			44
Total Germa	ny		75
Baden-	15	North Rhine-	10
Nürttemberg Bavaria	49	Westphalia Rhineland-	10
Berlin	2	Palatinate	5
Brandenburg	ī	Saarland	1
Bremen	-	Saxony	4
Hamburg	1	Saxony-Anhalt	1
Hesse	6	Schleswig-	
Mecklenburg		Holstein	1
West Pomme		Thuringia	3
_ower Saxony	/ 3		
Total Foreig			25
of which El			42
	est of Euro	pe	42
	rica orth Ameri		2
		ca entral America	3
	iddle East	entrai America	1
	st Asia		6
A	ustralia		1
The five cour shares	tries with	the highest visit	tor %
Czech Repub	lic		12
Austria			9
taly			8
Switzerland			7
rance			7
conomic se	ctor		%
ndustry			56
[rade			13
Service	ala la cata a		15
Hop and cere Other	ais busine	55	3 6
Student			6
Other not gai	nfully emp	oloyed	2
Influence on procurement	purchasir	ng/	%
Decisively			28
Collectively			35
	/ capacity		18
n an advisor			
In an advisor No student			12 8

BRAU E	Bevial	e, Nürnberg	
	37 908	Position in the company/organization	%
rs	94 %	Entrepreneur, partner, self-employed	22
	%	Managing director, board member, head of an authority etc.	9
	17	Senior department head, other employee	,
00 km	39	with managerial responsibility	5
	44	Department head, group head	19
	75	Other salaried staff	15
orth Rhine-		Other public service	1
'estphalia	10	Foreman, master craftsman	10 7
nineland-		Skilled worker, journeyman Lecturer, teacher, scientific assistant	′_
alatinate	5	Trainee	3
arland	1	Other	2
ixony	4	Student	6
xony-Anhalt hleswig-	1	Other not gainfully employed	2
olstein	1	Area of responsibility	%
nuringia	3	Management	26
. 5		Research/development/design	11
	25	Planning/work preparation	9
	42	Manufacture/production	24 10
	42	Production, quality control Buying/procurement	15
	2	Finance/accounting, controlling	4
	3	Information, communication technology (EDP)	3
ral America	3	Administration/organization/personnel/	
	1	social welfare/training	3
	6	Marketing/sales/advertising/PR	20
	1	Storage/material management/logistics/	8
highest visito	r %	transport Maintenance/repairs	9
	,-	Other	4
	12	Student	6
	9 8	Other not gainfully employed	2
	7	Frequency of visits to trade fair	%
	7	2002	44
	0/	2000	38
	<u>%</u> 56	1999	31
	13	Earlier events	30
	15	First visit	34
	3	Size of company/organization:	%
	6	Number of employees: 1- 4 16 500- 999	7
_	6	5- 9 10 1 000- 9 999	8
ed	2	10- 49 20 10 000 and more	3
	%	50- 99 9 student	6
		100- 199 9 other not gainfully	
	28	200- 499 10 employed	2
	35	Length of stay	%
	18	1. Length of stay (days):	
	12 8	one 74 two 18 three	
	ð	2. Average length of stay 1,4 c	
		3. Share of visitors on the event's days: 1st day 39 2nd day 51 3rd day	% 44
		ist day 39 Ziid day 31 Sid day	44

Conducted by: Gelszus Messe-Marktforschung GmbH, Dortmund

e_pro	cure,	Nürnberg
Total number of visitors	2 805	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. 7
up to 100 km	18	Senior department head, other employee
more than 100 km up to 300 km	50	with managerial responsibility
over 300 km	31	Department head, group head 32 Other salaried staff 27
Total Germany	96	Other public service 1
Baden- North Rhine-	14	Skilled worker 1
Württemberg 18 Westphalia Bayaria 44 Rhineland-	14	Lecturer, teacher, scientific assistant
Berlin 1 Palatinate	3	Trainee 1 Other 2
Brandenburg - Saarland	1	Student 4
Bremen - Saxony	1	Other not gainfully employed
Hamburg 2 Saxony-Anhalt Hesse 11 Schleswig-	-	Area of responsibility %
Mecklenburg Holstein	_	Management 19
West Pommerania - Thuringia	1	Research/development/design 3 Planning/work preparation 1
Lower Saxony 2		Planning/work preparation 1 Manufacture/production 1
Total Foreign	4	Production, quality control
of which EU	61	Buying/procurement 42
Rest of Europe Africa	36	Finance/accounting, controlling
North America		Information, communication technology (EDP) 21 Administration/organization/personnel/
South and Central America	2	social welfare/training 2
Middle East	1	Marketing/sales/advertising/PR 18
East Asia Australia	-	Storage/material management/logistics/ transport
		transport 9 Maintenance/repairs 1
The five countries with the highest visito shares	r %	Other 4
Switzerland	31	Student 4
Austria	30	Other not gainfully employed 1
Belgium	12	Frequency of visits to trade fair %
Great Britain	6 5	2002 25 2001 15
Luxembourg		First visit 70
Economic sector	<u>%</u> 39	Size of company/organization:
Industry Trade	13	Number of employees:
Import/export	1	1- 4 9 500- 999 10
Service	37	5- 9 6 1 000- 9 999 17 10- 49 8 10 000 and more 19
Public administration	3	50- 99 6 student 4
Teaching, research Other	1 3	100- 199 7 other not gainfully
Student	4	200- 499 1 employed 13
Other not gainfully employed	1	Length of stay %
Influence on purchasing/	%	1. Length of stay (days): one 83 two 14 three 3
procurement decisions		
Decisively	26	2. Average length of stay 1,0 days
Collectively In an advisory capacity	35 21	3. Share of visitors on the event's days: % 1st day 42 2nd day 41 3rd day 37
No	14	1st day 42 2nd day 41 3rd day 37
student	5	
		Conducted by: Gelszus Messe-Marktforschung GmbH, Dortmund

	14 147	Position in the comp
Proportion of trade visitors	97 %	Entrepreneur, partner Managing director, bo
Region of residence up to 100 km	<u>%</u> 49	head of an author
more than 100 km up to 300 km	49 46	Senior department he
over 300 km	5	with managerial re
	98	Department head, gro
Total Germany Baden- North Rhine-	98	Other salaried staff
Baden- North Rhine- Württemberg 3 Westphalia	1	Other public service
Bavaria 91 Rhineland-		Skilled worker
Berlin - Palatinate	1	Foreman, master craft
Brandenburg - Saarland	- :	Lecturer, teacher, scie
Bremen - Saxony	1	Trainee Other
Hamburg - Saxony-Anhalt	-	Student
Hesse - Schleswig-		Other not gainfully er
Mecklenburg Holstein	-	Area of responsibilit
West Pommerania - Thuringia	3	Management
Lower Saxony -		Research/developmer
Total Foreign	2	Planning/work prepar
of which EU	43	Manufacture/producti
Rest of Europe	7	Production, quality co
Africa	-	Buying/procurement
North America	14	Finance/accounting, o
South and Central America	.7	Information, communi Administration/organi
Middle East	14	social welfare/trair
East Asia Australia	14	Marketing/sales/adver
	-	Storage/material man
The five countries with the highest visito	r %	transport
shares		Maintenance/repairs
Austria	21	Other
USA	14	Student
Economic sector	%	Other not gainfully er
Electrical skilled trade	53	Frequency of visits t
Heating, hot water preparation,	2	2002 2001
air-conditioning, ventilation	_	2001
Other skilled trades	1	1999
Electrical engineering/electronics industry		Earlier events
Other industry Electrical wholesale trade	6 3	First visit
Electrical wholesale trade	1	Size of company/org
Other wholesale and retail trade	i	Number of emplo
Power supply company	4	1- 4 25
Engineering, planning office, architects	4	5- 9 12
Service companies	5	10- 49 16
Specialist authority, administration	1	50- 99 9
Training institution	2	100- 199 8
Other sectors	2	200 - 499 -
Student	4	Length of stay
Other not gainfully employed	-	1. Length of stay (day
Influence on purchasing/	%	one 96 2. Average length of s
procurement decisions		3. Share of visitors on
Decisively	26 29	1st day 37 2nd
Collectively In an advisory capacity	29 19	, 5, 2
No	21	Conducted by: Gelszus
		Conducted by, dels20s
student	4	GmbH, Dortmund

14	147	Position in the company/organization	
9	97 %	Entrepreneur, partner, self-employed	
	%	Managing director, board member,	
	49	head of an authority etc.	
	46	Senior department head, other employee	
	5	with managerial responsibility	
	98	Department head, group head	
		Other salaried staff	
	1	Other public service	
		Skilled worker Foreman, master craftsman	
	1	Lecturer, teacher, scientific assistant	
	-	Trainee	
	1	Other	
lt	-	Student	
		Other not gainfully employed	
	-	Area of responsibility	
	3	Management	Т
		Research/development/design	
	2	Planning/work preparation	
	43	Manufacture/production	
	7	Production, quality control	
	-	Buying/procurement	
	14	Finance/accounting, controlling	
1	7	Information, communication technology (EDP)	
	14	Administration/organization/personnel/	
	14	social welfare/training	
	-	Marketing/sales/advertising/PR Storage/material management/logistics/	
sitor	%	transport	
		Maintenance/repairs	
	21	Other	
	14	Student	
	%	Other not gainfully employed	
	53	Frequency of visits to trade fair	
		2002	- 1
	2	2001	•
	1	2000	
stry	12	1999	
	6	Earlier events First visit	
	3	Size of company/organization:	
	1 1	Number of employees:	
	4	1- 4 25 500- 999	_
	4	5- 9 12 1 000- 9 999	
S	5	10- 49 16 10 000 and more	
	1	50- 99 9 student	
	2	100- 199 8 other not gainfully	
	2	200 - 499 - employed	
	4	Length of stay	
	-	1. Length of stay (days):	_
		one 96 two 3 three	
	%	2. Average length of stay 1,1 d	
	26	3. Share of visitors on the event's days:	
	29	1st day 37 2nd day 40 3rd day	

#### embedded wo Total number of visitors Proportion of trade visitors 99 % Region of residence up to 100 km more than 100 km up to 300 km over 300 km Total Germany 90 North Rhine-Westphalia Rhineland-Baden-Württemberg 23 45 1 1 6 Bavaria Bavaria Berlin Brandenburg Bremen Hamburg Hesse Mecklenburg West Pommerania Lower Saxony Palatinate Saarland 2 Saarland Saxony Saxony-Anhalt Schleswig-Holstein Thuringia Total Foreign of which EU Rest of Europe Africa North America South and Central America Middle East East Asia Australia -5 Australia The five countries with the highest visitor shares Austria France Switzerland Czech Republic Slovenia % 19 13 12 9 8 **Economic sector** Industry Wholesale trade Wholesale trade Service Public administration Teaching, research Other Student Other not gainfully employed Influence on purchasing/ procurement decisions Decisively Collectively In an advisory capacity No student % 22 34 19 9 16

rld, Ni	ürnber	g	
Position	in the com	pany/organizatio	n %
Entrepren	eur, partne	r, self-employed oard member,	14
head (	of an autho	rity etc. ead, other employ	2
with n	nanagerial r	esponsibility	3
	nt head, gr	oup head	16
Other sala	aried staff olic service		38 1
	orker, journe	eyman	2
Lecturer,		entific assistant	4
Trainee Other			3 2
Student			15
	gainfully e	mployed	1
Area of r	esponsibili	ty	%
Managem		./.1	12
	developme work prepa		60 4
	ure/product		6
	n, quality c	ontrol	3
	ocurement ccounting,	controlling	5 1
		ication technology	
Administr	ation/organ	nization/personnel	, , , , ,
	welfare/trai		2
		nagement/logistics	
transp	ort		-
Maintena Other	nce/repairs		1
Student			15
Other not	gainfully e	mployed	1
	y of visits	to trade fair	%
First visit			-
	ompany/or er of emplo	ganization: oyees:	%
1- 4	10	500-	999 6
5- 9 10- 49		1 000- 9 10 000 and n	999 12 nore 10
50- 99			dent 15
100-199		other not gain	fully
200-499	-	emplo	•
Length o			<u>%</u>
i. Length one	of stay (day	ys):	
two	11		
three	4		
2. Averag	e length of	stay	1,2 days
3. Share o		n the event's days	: %
2nd da			
3rd day	37		

Conducted by: Gelszus Messe-Marktforschung GmbH, Dortmund

EU	JRC	PEAN CO	ATIN
Total number of	/isito	rs	16 229
Proportion of trac	de vis	itors	99 %
Region of residen	ce		%
up to 100 km			5
more than 100 km over 300 km	up to	o 300 km	35 60
Total Germany			47
Baden- Württemberg Bavaria	19 25	North Rhine- Westphalia Rhineland-	22
Berlin	1	Palatinate	8
Brandenburg	-	Saarland	-
Bremen	-	Saxony	2
Hamburg Hesse	2 12	Saxony-Anhalt Schleswig-	1
Mecklenburg		Holstein	2 1
West Pommerania Lower Saxony	6	Thuringia	'
Total Foreign			53
of which EU			53
Rest of	Europ	oe	30
Africa North A	mori		2 2
		entral America	2
Middle		citital Amichea	4
East As	ia		7
Australi	a		-
The five countries shares	with 1	the highest visit	or <sub>%</sub>
Italy			9
Netherlands			8
Switzerland Great Britain			8 6
France			5
<b>Economic sector</b>			%
Industrial producer			79
Wholesale, import,	expo	rt	8
Commercial agent Service			4 4
Other sectors			2
Student			4
Influence on purc procurement deci			%
Decisively	5.5115		28
Collectively			37
In an advisory capa	acity		23
No student			8 4
student			4

GS SHOW, Nürnberg	
Position in the company/organization	%
Entrepreneur, partner, self-employed	10
Managing director, board member, head of an authority etc.	12
Senior department head, other employee	
with managerial responsibility Department head, group head	7 32
Other salaried staff	24
Other public service Skilled worker	2
Lecturer, teacher, scientific assistant	1
Trainee Other	1
Student	4
Foreman, master craftsman	2
Area of responsibility  Management	<u>%</u>
Research/development/design	49
Planning/work preparation Manufacture/production	5 15
Production, quality control	12
Buying/procurement Finance/accounting, controlling	11 2
Information, communication technology (EDP)	3
Administration/organization/personnel/ social welfare/training	2
Marketing/sales/advertising/PR	22
Storage/material management/logistics/ transport	2
Maintenance/repairs	4
Other Student	2
Frequency of visits to trade fair	%
2001	42
1999 Earlier events	27 20
First visit	45
Size of company/organization: Number of employees:	%
1- 4 6 200- 499	14
5- 9 4 500- 999 10- 49 18 1 000- 9 999	9 12
50- 99 11 10 000 and more	10
100- 199 13 student	4
Length of stay  1. Length of stay (days):	%
one 60 two 25 three	15
2. Average length of stay 1,5 d	ays
3. Share of visitors on the event's days: 1st day 50 2nd day 61 3rd day	% 44

Conducted by: Gelszus Messe-Marktforschung GmbH, Dortmund

FachPack + Print	Pack	+ LogIntern, Nürnberg	
Total number of visitors	29 811	Position in the company/organization	%
Proportion of trade visitors	99 %	Entrepreneur, partner, self-employed	13
Region of residence	%	Managing director, board member, head of an authority etc.	7
up to 100 km	18	Senior department head, other employee	,
more than 100 km up to 300 km	48	with managerial responsibility	10
over 300 km	35	Department head, group head Other salaried staff	29 24
Total Germany	88	Other public service	24
Baden- North Rhine-	12	Foreman, master craftsman	3
Württemberg 23 Westphalia Bavaria 37 Rhineland-	12	Skilled worker	4
Berlin 1 Palatinate	4	Lecturer, teacher, scientific assistant	1
Brandenburg 1 Saarland	1	Trainee Other	1
Bremen 1 Saxony	3	Student	4
Hamburg 1 Saxony-Anhalt Hesse 9 Schleswig-	1	Area of responsibility	%
Mecklenburg Holstein	1	Management	22
West Pommerania - Thuringia	2	Research/development/design	15
Lower Saxony 5		Planning/work preparation	11
Total Foreign	12	Manufacture/production Production, quality control	16
of which EU	60	Buying/procurement	20
Rest of Europe	36	Finance/accounting, controlling	_2
Africa	-	Information, communication technology (EDP)	3
North America South and Central America	1	Administration/organization/personnel/ social welfare/training	2
Middle East	1	Marketing/sales/advertising/PR	17
East Asia	1	Storage/material management/logistics/	
Australia	-	transport	17
The five countries with the highest visite	or <sub>%</sub>	Maintenance/repairs	5
shares	70	Other Student	4
Austria	31	Frequency of visits to trade fair	%
Switzerland Czech Republic	16 9	FachPack/PrintPack 2001	35
Netherlands	9	FachPack 2000	25
Italy	6	FachPack 1998	16
Economic sector	%	Earlier events First visit	12 51
Industry	69		31
Skilled trades	3	Size of company/organization: Number of employees:	%
Retail trade	2	1- 4 7 500- 999	9
Wholesale trade Mail order	11 2	5- 9 4 1 000- 9 999	12
Advertising business	2	10- 49 16 10 000 and more	7
Other services	5	50- 99 11 student	4
Organisation/association/society	1	100- 199 15 other not gainfully 200- 499 15 employed	
Public authority/administration Other sectors	1 2	Length of stay	%
Student	4	1. Length of stay (days):	
Other not gainfully employed	-	one 86 two 12 three	3
Influence on purchasing/	%	2. Average length of stay 1,2 da	ays
procurement decisions		3. Share of visitors on the event's days:	%
Decisively Collectively	28 41	1st day 36 2nd day 44 3rd day	37
In an advisory capacity	19		
No	9		
student	4	Conducted by: Gelszus Messe-Marktforschung	
		GmbH, Dortmund	

Total number of visitors	35 643	Position in the company/organization	%
Proportion of trade visitors	89 %	Entrepreneur, partner, self-employed	45
	%	Managing director, board member, head of an authority etc.	3
Region of residence up to 100 km	60	Senior department head, other employee	- 2
more than 100 km up to 300 km	40	with managerial responsibility	1
over 300 km	-10	Department head, group head	ė
Total Germany	99	Other salaried staff	13
Baden- North Rhine-	- 22	Other public service	2
Württemberg 3 Westphalia	_	Skilled worker	5
Bavaria 88 Rhineland-		Lecturer, teacher, scientific assistant	3
Berlin 1 Palatinate	-	Trainee Student	15
Brandenburg - Saarland	-	Other not gainfully employed	1
Bremen - Saxony	2	Other	i
Hamburg - Saxony-Anhalt	-	Area of responsibility	%
Hesse 3 Schleswig-		Management	50
Mecklenburg Holstein	-	Research/development/design	1
West Pommerania - Thuringia Lower Saxony -	3	Planning/work preparation	2
Lower Saxony -		Manufacture/production	12
Total Foreign	1	Production, quality control	
of which EU	50	Buying/procurement	3
Rest of Europe	50	Finance/accounting, controlling	1
Africa	-	Administration/organization/personnel/	
North America	-	social welfare/training	6
South and Central America Middle East	-	Marketing/sales/advertising/PR	3
East Asia		Storage/material management/logistics/ transport	
Australia	- 1	Maintenance/repairs	
		Other	20
The five countries with the highest visits shares	or <sub>%</sub>	Frequency of visits to trade fair	%
Czech Republic	50	2001	51
Netherlands	25	1999	44
Austria	25	1997	32
Economic sector	%	Earlier events	29
Industry	2	First visit	37
Trade, sales/marketing company	6	Size of company/organization:	%
Skilled trades	6	Number of employees: 1- 4 32 500- 999	_
Service	77	1- 4 32 500- 999 5- 9 15 1 000- 9 999	1
Authority/public services	6	10- 49 30 10 000 and more	1
Teaching (polytechnic/university/college		50- 99 12 student	2
Other	2	100- 199 5 other not gainfully	
Influence on purchasing/	%	200- 499 1 employed	4
procurement decisions		Length of stay	%
Decisively	47	1. Length of stay (days):	
Collectively	27	one 93 three 1	
In an advisory capacity	14 12	two 6 four 1	
No	12	2. Average length of stay 1,1 o	days
		3. Share of visitors on the event's days: 1st day 23 3rd day 31 2nd day 32 4th day 23	%
		Conducted by: C & M Congress- & Messe-Mari	ke-

HOGA, Nürnberg

<u>%</u> 45 3

20

<u>%</u> 53

12

9 14

%

1,4 days

HOLZ-HA	NDW	ERK, Nürnberg
ımber of visitors	39 152	Position in the company/organization
f trade visitors	93 %	Entrepreneur, partner, self-employed Managing director, board member, head of
ence	%	an authority etc.
	22	Senior department head, other employee
km 100 km up to 300 km	57	with managerial responsibility
n	21	Department head, group head Other salaried staff
many	96	Other public service
North Rhine-		Other public service Skilled worker, journeyman
emberg 21 Westphalia	5	Lecturer, teacher, scientific assistant
a 48 Rhineland-		Trainee Other
1 Palatinate	5	Foreman, master craftsman
lenburg 1 Saarland	1	Student
en - Saxony	4	Other not gainfully employed
ourg - Saxony-Anhalt 9 Schleswig-	1	Area of responsibility
e 9 Schleswig- Ienburg Holstein	_	Management
Pommerania - Thuringia	3	Research/development/design Planning/work preparation
er Saxony 1		Manufacture/production
•	_	Production, quality control
al Foreign	5	Buying/procurement
hich EU Rest of Europe	48 47	Finance/accounting, controlling
Africa	2	Information, communication technology (EDF
North America	-	Administration/organization/personnel/
South and Central America	_	social welfare/training
Middle East	2	Marketing/sales/advertising/PR
East Asia	-	Storage/material management/logistics/
Australia	2	transport Maintenance/repairs
five countries with the highest visito	r	Other
es	" %	Student
tria	19	Other not gainfully employed
atia	9	Frequency of visits to trade fair
in .	9	2002
ch Republic	9 5	2001
nce		2000 1999
nomic sector	%	Earlier events
ustry	13	First visit
led trades	64	Size of company/organization: Number
ail trade/building materials trade olesale/foreign trade	2	of employees:
hitect	1	1- 4 36 500- 999
rior designer		5- 9 18 1 000- 9 999
er services	2	10- 49 20 10 000 and more
hority/public services	3	50- 99 5 student 100- 199 4 other not gainfully
ching (polytechnic/university/college)		100- 199 4 other not gainfully 200- 499 4 employed
earch	1	Length of stay
er	2	1. Length of stay (days):
dent	8	one 88 three 1
er not gainfully employed	-	two 10 four 1
uence on purchasing/	%	2. Average length of stay 1,1
curement decisions	31	<ol><li>Share of visitors on the event's days:</li></ol>
cisively lectively	23	1st day 26 3rd day 33
an advisory capacity	19	2nd day 33 4th day 23
darisory cupacity	19	Conducted by: Gelszus Messe-Marktforschung

IM	A, N	ürnberg
otal number of visitors	5 631	Position in the company/organization
Proportion of trade visitors	97 %	Entrepreneur, partner, self-employed
•		Managing director, board member,
legion of residence	%	head of an authority etc.
p to 100 km	10	Senior department head, other employee
nore than 100 km up to 300 km	35	with managerial responsibility
ver 300 km	55	Department head, group head Other salaried staff
otal Germany	87	Other public service
Baden- North Rhine-		Skilled worker
Vürttemberg 15 Westphalia	21	Lecturer, teacher, scientific assistant
avaria 24 Rhineland-	_	Trainee
erlin 2 Palatinate trandenburg 1 Saarland	6 1	Other
Bremen - Saxonv	4	Student
Hamburg 3 Saxony-Anhalt	2	Area of responsibility
Hesse 8 Schleswig-	2	Management
Mecklenburg Holstein	3	Research/development/design
Vest Pommerania 1 Thuringia	2	Planning/work preparation
ower Saxony 9		Manufacture/production
otal Foreign	13	Production, quality control Buying/procurement
of which EU	59	Finance/accounting, controlling
Rest of Europe	37	Information, communication technology (EDP
Africa	-	Administration/organization/personnel/
North America	2	social welfare/training
South and Central America	-	Marketing/sales/advertising/PR
Middle East		Storage/material management/logistics/
East Asia	2	transport
Australia	-	Maintenance/repairs Student
The five countries with the highest visitor	r %	Other
hares		
Austria	30	Frequency of visits to trade fair
Poland	11	2002
Spain Great Britain	11 7	2000
Zzech Republic	7	Earlier events
•	-	First visit
conomic sector	%	Size of company/organization:
ndustry Retail trade	18 15	Number of employees:
Skilled trades	5	1- 4 31 200- 499
Wholesale/foreign trade	12	5- 9 18 500- 999
Banks	1	10- 49 20 1 000- 9 999
nsurance	i	50- 99 7 10 000 and more
Service	29	100- 199 7 student
Authority/public services	3	Length of stay
Other sectors	16	1. Length of stay (days):
Student	1	one 73 four 2 two 20
nfluence on purchasing/	%	two 20 three 5
procurement decisions		
Decisively	44	2. Average length of stay 1,4
Collectively	32	<ol><li>Share of visitors on the event's days:</li></ol>
n an advisory capacity	12	1st day 25 4th day 24
No student	11	2nd day 40
student	1	3rd day 48

Conducted by: Gelszus Messe-Marktforschung GmbH, Dortmund

62

RES/	ALE,
otal number of visitors	9 712
roportion of trade visitors	96 %
egion of residence	%
p to 100 km	14
ore than 100 km up to 300 km	24
ver 300 km	63
otal Germany aden- North Rhine-	47
Vürttemberg 17 Westphalia	8
avaria 43 Rhineland-	_
erlin 2 Palatinate	5
andenburg 1 Saarland emen - Saxony	1 4
mburg 2 Saxony-Anhalt	2
esse 10 Schleswig-	
ecklenburg Holstein	2
est Pommerania - Thuringia ower Saxony 4	1
•	
otal Foreign f which EU	53 12
Rest of Europe	52
Africa	15
North America	-
South and Central America Middle East	3 10
East Asia	8
Australia	1
he five countries with the highest visitor	. %
ares	70
omania kraine	13 8
kraine an	8 5
dia	5
geria	5
conomic sector	%
dustry	49
rade killed trades	24 6
killed trades ervice	13
authority/public services	1
ocational school/polytechnic/university	1
Other sectors tudent	4 1
tudent Other not gainfully employed	1
offluence on purchasing/	
rocurement decisions	%
Pecisively	48
	30
n an advisory capacity	15 6
Collectively In an advisory capacity No student	6 2

Conducted by: Gelszus Messe-Marktforschung
GmbH. Dortmund

elto	efa, S	tuttgart	
Total number of visitors	23 407	Position in the company/organization	%
Proportion of trade visitors	99 %	Entrepreneur, partner, self-employed Managing director, board member,	22
Region of residence	%	head of an authority etc.	3
up to 100 km	69	Senior department head, other employee	-
more than 100 km up to 300 km	28	with managerial responsibility	3
over 300 km	3		13
Total Germany	99		18 16
Baden- North Rhine-		Other public service	3
Württemberg 89 Westphalia	1		19
Bavaria 4 Rhineland- Berlin - Palatinate	4	Lecturer, teacher, scientific assistant	1
Brandenburg - Saarland	4	Trainee	8
Bremen - Saxony	1	Student	3
Hamburg - Saxony-Anhalt	-		%
Hesse 1 Schleswig-			23
Mecklenburg Holstein	1	Research/development/design Planning/work preparation	7 24
West Pommerania - Thuringia Lower Saxony -	-		23
•		Production, quality control	4
Total Foreign	1		12
of which EU	100	Finance/accounting, controlling	2
Rest of Europe Africa	-	Information, communication technology (EDP) Administration/organization/personnel/	-
North America	- 1	social welfare/training	3
South and Central America	-	Marketing/sales/advertising/PR	7
Middle East	-	Storage/material management/logistics/	
East Asia	-	transport	3
Australia	-		31
The five countries with the highest visitor	r %	Other Student	8
shares			%
Denmark	33		59
France Italy	33 33		42
•			32
Economic sector	%	First visit	21
Industry Wholesale trade	30 6	Size of company/organization:	%
Specialist trade	4	Number of employees:	
Skilled trades	43	1- 4 27 500- 999	3
Service	16	5- 9 11 1 000- 9 999	6
Training/consulting	2	10- 49 17 10 000 and more 50- 99 9 student	5
University, polytechnic, vocational school		100- 199 6 other not gainfully	,
Other	3	200- 499 13 employed	-
Influence on purchasing/	%	Length of stay	%
procurement decisions  Decisively	28	1. Length of stay (days):	
Collectively	28 38	one 92 two 5 three	3
In an advisory capacity	19	2. Average length of stay 1,1 da	ıys
No	11	3. Share of visitors on the event's days:	%
student	3		34

Stone	e+tec,	Nürnberg	
Total number of visitors	40 261	Position in the company/organization	%
Proportion of trade visitors	94 %	Entrepreneur, partner, self-employed Managing director, board member,	49
Region of residence	%	head of an authority etc.	10
up to 100 km	12	Senior department head, other employee with managerial responsibility	3
more than 100 km up to 300 km over 300 km	35 53	Department head, group head	8
Total Germany	71	Other salaried staff Other public service	7 1
Baden- North Rhine-		Skilled worker	8
Württemberg 19 Westphalia	11	Foreman, master craftsman	6
Bavaria 37 Rhineland- Berlin 2 Palatinate	5	Lecturer, teacher, scientific assistant Trainee	1
Brandenburg 1 Saarland	1	Other	1
Bremen - Saxony	4	Student	ż
Hamburg 1 Saxony-Anhalt	2	Other not gainfully employed	1
Hesse 6 Schleswig-		Area of responsibility	%
Mecklenburg Holstein	1	Management	49
West Pommerania 1 Thuringia	4	Research/development/design Planning/work preparation	6 20
Lower Saxony 7		Manufacture/production	35
Total Foreign	29	Production, quality control	11
of which EU	48	Buying/procurement	27
Rest of Europe	33	Finance/accounting, controlling	10
Africa North America	3 2	Information, communication technology (EDP) Administration/organization/personnel/	4
South and Central America	2	social welfare/training	7
Middle East	4	Marketing/sales/advertising/PR	16
East Asia	6	Storage/material management/logistics/	
Australia	1	transport	9
The five countries with the highest visito	or	Maintenance/repairs Other	8
shares	%	Student	6 2
Netherlands	8	Other not gainfully employed	1
Poland	6	Frequency of visits to trade fair	%
Austria	6	2001	49
Switzerland	6	1999	42
Economic sector	%	1997	35
Industry	19	Earlier events First visit	32 30
Wholesale trade Retail trade	10 6	Size of company/organization:	30
Skilled trades	51	Number of employees:	%
Services (e.g. architects)	8	1- 4 41 500- 999	1
Public authority/administration	2	5- 9 18 1 000- 9 999	2
Polytechnics	1	10- 49 23 10 000 and more	1
Other sectors	2	50- 99 5 student	2
Student Other not gainfully employed	2 1	100- 199 5 other not gainfully 200- 499 1 employed	3
Other not gainfully employed	'	200- 499 1 employed Length of stay	%
Influence on purchasing/ procurement decisions	%	1. Length of stay (days):	_,0
Decisively	49	one 56 three 9	
Collectively	25	two 30 four 5	21/6
In an advisory capacity	14	2. Average length of stay 1,6 d 3. Share of visitors on the event's days:	ays %
No	9	1st day 44 3rd day 43	,,
student	3	2nd day 48 4th day 28	

Conducted by: Gelszus Messe-Marktforschung GmbH, Dortmund

Total number of v	risito	rs	49 366	
Proportion of trade visitors			99 %	
Region of residen	ce		%	
up to 100 km			15	
more than 100 km	up to	300 km	19	
over 300 km			66	
Total Germany			53	
Baden-		North Rhine-		
Württemberg	39	Westphalia	15	
Bavaria	16	Rhineland-		
Berlin	1	Palatinate	5 2	
Brandenburg	1	Saarland		
Bremen	1	Saxony	5	
-lamburg	1	Saxony-Anhalt	1	
Hesse	6	Schleswig-		
Mecklenburg	1	Holstein	1	
West Pommerania Lower Saxony	6	Thuringia	'	
Total Foreign	Ŭ		47	
of which EU			61	
Rest of	Euro	20	23	
Africa	Luio	Je	23	
	maria	~2	3	
North America South and Central America				
Middle East				
East Asia				
Australia				
The five countries values	with 1	the highest visit	or <sub>%</sub>	
Netherlands			10	
France			9	
Switzerland			9	
Austria			7	
taly			7	
Economic sector			%	
Industry			44	
skilled trades			40	
Service			12	
Trade companies			6 1	
Training/consulting				
Authority, public services				
University, polytechnic, vocational school Other			ol 1 2	
nfluence on purc	hasin	a/	_	
procurement deci			%	
Decisively			51	
Collectively			25 12	
In an advisory capacity				
No			11	
student			2	

R +	T, S	tuttgart	
4	9 366	Position in the company/organization	%
	99 %	Entrepreneur, partner, self-employed	40
	%	Managing director, board member, head of an authority etc.	17
	15	Senior department head, other employee	
	19	with managerial responsibility	4 11
	66	Department head, group head Other salaried staff	19
	53	Other public service	1
ne- a	15	Skilled worker	5
-		Foreman, master craftsman Lecturer, teacher, scientific assistant	8 1
	5 2	Trainee	i
	5	Student	1
halt	1	Other not gainfully employed	1
-		Area of responsibility	<u>%</u> 51
	1 1	Management Research/development/design	8
	•	Planning/work preparation	8
	47	Manufacture/production	17
	61	Production, quality control Buying/procurement	2 6
	23	Finance/accounting, controlling	1
	2	Administration/organization/personnel/	,
rica	3 2	social welfare/training Marketing/sales/advertising/PR	3 15
ica	3	Storage/material management/logistics/	15
	5	transport	1
	2	Maintenance/repairs Other	3
visitor	%	Student	1
	10	Other not gainfully employed	1
	9	Frequency of visits to trade fair	%
	9	2000	50
	7 7	1997 Earlier events	33 25
	•	First visit	38
	<u>%</u> 44	Size of company/organization:	%
	40	Number of employees:	
	12	1- 4 21 500- 999 5- 9 18 1 000- 9 999	3
	6 1	10- 49 29 10 000 and more	1
	i	50- 99 10 student	1
chool	i	100 - 199 8 other not gainfully 200 - 499 1 employed	6
	2	200- 499 1 employed Length of stay	%
	%	1. Length of stay (days):	70
		one 52 three 12 five	e 6
	51 25	two 28 four 3	
	12	2. Average length of stay 1,8 o	days
	11	3. Share of visitors on the event's days:	%
	2	1st day 27 3rd day 43 5th day	33
		2nd day 35 4th day 42	

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

SÜFFA	, Stut	tgart (2002)	
Total number of visitors	12 329	Position in the company/organization	
Proportion of trade visitors	95 %	Entrepreneur, partner, self-employed	
Region of residence	%	Managing director, board member, head of an authority etc.	
up to 100 km	58	Senior department head, other employee	
more than 100 km up to 300 km	33	with managerial responsibility	
over 300 km	9	Department head, group head	
Total Germany	98	Other salaried staff	
Baden- North Rhine-		Other public service	
Württemberg 72 Westphalia	1	Foreman, master craftsman Skilled worker	
Bavaria 14 Rhineland-		Lecturer, teacher, scientific assistant	
Berlin - Palatinate	5	Trainee	
Brandenburg - Saarland	2	Student	
Bremen - Saxony	-	Area of responsibility	
Hamburg - Saxony-Anhalt	-	Management	-
Hesse 5 Schleswig-	1	Research/development/design	
Mecklenburg- Holstein West Pommerania - Thuringia	1	Planning/work preparation	
Lower Saxonv -		Manufacture/production	
,		Production, quality control	
Total Foreign	2	Buying/procurement	
of which EU	43	Finance/accounting, controlling	
Rest of Europe Africa	57	Administration/organization/personnel/	
North America		social welfare/training	
South and Central America		Marketing/sales/advertising/PR Storage/material management/logistics/	
Middle East	_	transport	
East Asia	_	Maintenance/repairs	
Australia	-	Other	
Economic sector	%	Student	
Industry	8	Frequency of visits to trade fair	
Wholesale/foreign trade	4	2000	-
Skilled trades	67	1999	4
Retail trade	11	Earlier events	
Service	11	First visit	-
Authority/public services Commercial agent	1 1	Size of company/organization: Number of employees:	
Vocational school/polytechnic/university		1- 4 15 200- 499	_
Other	1	5- 9 30 500- 999	
Influence on purchasing/		10- 49 37 1 000- 9 999	
procurement decisions	%	50- 99 7 10 000 and more	
Decisively	47	100- 199 4 Student	
Collectively	25	Length of stay	
In an advisory capacity	11	1. Length of stay (days):	
No	15	one 94	
Student	2	two 6	
		2. Average length of stay 1,1	
		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

	Al	SITARE IL	TEMP	O, Verona (2002)
otal number	of visito	ors	50 727	Position in the company/organization
roportion of	trade vi	sitors	99 %	Businessmen, partner, self-employed
•		311013		Executive director, commercial director,
Region of resid	lence		<u>%</u>	administrative director
up to 100 km				Director, manager with employer's liability
more than 100	km up t	o 300 km		Other salaried staff
over 300 km				Other public service Skilled worker
Total Italy			79	Lecturer, teacher, assistant
Abruzzo	1	Molise		Other
Basilicata	- :	Piemonte	4	Trainee, student
Calabria	1	Puglia	4	Area of responsibility
Campania	3	Sardegna	1	Executive/management function
Emiglia Romagı Friuli Venezia G		Sicilia Toscana	5 8	Research, development
Friuli venezia G Lazio	iulia 5			Planning
Lazio Liguria	1	Trentino Alto A	Adige 1 1	Manufacture/production
Lombardia	19			Production, quality control
Marche		Veneto	30	Buying/procurement
		veneto		Finance/accounting, controlling
Total Foreign			21	Administration, organisation
of which EU			55	Marketing/sales/advertising/PR
	of Euro	pe	17	Storage/material management/logistics/
Afric				transport
	h Ameri	ica Central America	4	Other
	dle Fast	entrai America	3 4	Frequency of visits to trade fair
	Asia		16	2001
	ralia		1	2000
F			%	1999 Earlier events
Economic sect	or		15	First visit
Architect			19	
Interior designe Salesperson	ı		29	Size of company/organization: Number of employees:
Showroom			5	1- 4 48 200- 499
Purchasing gro	ıns		2	5- 9 15 500- 999
Advertising age	ncv		3	10- 49 23 1 000- 9 999
Manufacture of		ngs	23	50- 99 5 10 000 and more
Research institu	te, ager	ncy, university, so	chool 1	100- 199 2 N/A
Other	-		19	Length of stay
Student			2	1. Length of stay (days):
Influence on p	urchasii	na/		one 56 four 4
procurement of			%	two 20 five 12
Decisively			44	three 8
Collectively			14	2. Average length of stay 2,0
In an advisory of	apacity		27	, ,
No			13	3. Share of visitors on the event's days:
Student			2	
Student			2	1st day 32 4th day 43 2nd day 40 5th day 36 3rd day 45

otal number of visitors	3 883	
roportion of trade visitors		Position in the company/organization
	100 %	Entrepreneur, partner, self-employed
	0/	Managing director, board member, head of an authority etc.
egion of residence	<u>%</u>	Senior department head, other employ
p to 100 km nore than 100 km up to 300 km	28 30	with managerial responsibility
ver 300 km	41	Department head, group head
		Other salaried staff
otal Germany	80	Other public service
aden- North Rhine-		Skilled worker
/ürttemberg 42 Westphalia	14	Lecturer, teacher, scientific assistant
avaria 18 Rhineland-		Trainee
erlin 1 Palatinate	4	Other
randenburg 2 Saarland remen - Saxony	2	Student
remen - Saxony amburg 1 Saxony-Anhalt	1	Other not gainfully employed
esse 7 Schleswig-	ı	Area of responsibility
lecklenbura Holstein	2	Management
lest Pommerania - Thuringia	2	Research/development/design
ower Saxony 3	-	Planning/work preparation
•		Manufacture/production
otal Foreign	20	Production, quality control
f which EU	70	Buying/procurement
Rest of Europe	18	Finance/accounting, controlling
Africa	-	Information, communication technology
North America	3	Administration/organization/personnel
South and Central America Middle East	7	social welfare/training
East Asia	2	Marketing/sales/advertising/PR Storage/material management/logistics
Australia	_	transport
		Maintenance/repairs
he five countries with the highest visite	or <sub>%</sub>	Other
nares		Student
ustria	27	Other not gainfully employed
reat Britain rance	24 16	Frequency of visits to trade fair
rance witzerland	19	2002
elgium	19	2001
•		Earlier events
conomic sector	<u>%</u>	First visit
ndustry	66	Size of company/organization:
rade	3	Number of employees:
ervice	10 1	1- 4 8 500-
raining/consulting		5- 9 7 1 000- 9
niversity, polytechnic, vocational schoo ther	)I 19 6	10- 49 16 10 000 and m
	U	50- 99 10 stud
nfluence on purchasing/	%	100- 199 8 other not gain
rocurement decisions		200- 499 14 emplo
ecisively	25	Length of stay
ollectively	48	1. Length of stay (days):
	22	one 85 two 11
an advisory capacity		
0	5	2. Average length of stay
	5 13	Average length of stay     Share of visitors on the event's days

Conducted by: Stuttgarter Messe- und Kongressgesellschaft mbH, Stuttgart

		Fieragrico	la, V	
Total number of v	isito	rs 112	2 579	
Proportion of trad	e vis	itors	87 %	
Region of residence	:e		%	
over 100 km			63	
Total Italy			87	
Abruzzo	1	Molise		
Basilicata	-	Piemonte	7	
Calabria Campania	1	Puglia Sardegna	2	
Emiglia Romagna	9	Sicilia	3	
Friuli Venezia Giulia		Toscana	5	
Lazio	3	Trentino Alto Adio	5 ae 3	
Liguria	1	Umbria	1	
Lombardia	20	Valle D'Aosta	-	
Marche	2	Veneto	36	
Total Foreign			13	
of which EU	_		49	
Rest of I	Europ	oe .	26	
Africa			7 1	
North America South and Central America				
Middle East				
East Asia			1 15	
Australia	ì		-	
Economic sector			%	
Designer or manufa	ctur	er	13	
Farmer			46	
Breeders			11	
Wholesaler			3	
Salesperson Import/export			5 5 2 4	
Agent/representativ	/P		5	
Veterinary surgeon			2	
Technician			4	
Research institute, a	agen	cy, university, scho-	ol 6	
Other			6	
Student			6	
Influence on purch procurement decis			%	
Decisively			28	
Collectively	٠.		29	
In an advisory capa No	city		23 20	
NO			∠0	

Verona (2002)			
Position in the company/organization	%		
Entrepreneur, partner, self-employed Managing director, board member,	52		
head of an authority etc.	3		
Senior department head, other employee with managerial responsibility	9		
Other dependent worker	10		
Other salaried public service employee Skilled worker	1 14		
Lecturer, teacher, assistant	3		
Other Trainee, student	3 6		
Area of responsibility	%		
Management	32		
Buying/procurement Sales/marketing	21 24		
Research/development/design	9		
Manufacture, production, factory operations	14		
Finance	1		
Administration/organization/personnel/ social welfare/training			
Transport/storage/maintenance/repairs	9		
Manufacture/production Planning/work preparation	30 7		
Other	10		
Frequency of visits to trade fair 2001	<u>%</u> 22		
2000	15		
1999 Earlier events	7 47		
First visit	20		
Size of company/organization:	%		
Number of employees: 1- 9 51 200- 499			
10- 49 20 500- 999	1		
50- 99 11 1 000- 9 999 100- 199 8 N/A	1 6		
Length of stay	%		
1. Length of stay (days): one 63 four 1			
two 17 five 14			
three 6			
	days		
3. Share of visitors on the event's days: 1st day 35 4th day 40 2nd day 39 5th day 35 3rd day 38	%		

MeasCor	mp, Wiesbaden
Total number of visitors 5	790 Position in the company/organization 9
Proportion of trade visitors 10	Entrepreneur, partner, self-employed 1 Managing director, board member,
Region of residence	% head of an authority etc.
up to 100 km	43 Senior department head, other employee
more than 100 km up to 300 km over 300 km	39 with managerial responsibility 18 Department head, group head 2
Total Germany	Ocher salaried staff 2
Baden- North Rhine-	Other public service
Württemberg 18 Westphalia Bayaria 12 Rhineland-	10 Lecturer, teacher, scientific assistant 1
Berlin - Palatinate	Trainee Student
Brandenburg - Saarland	2 Other
Bremen - Saxony Hamburg 1 Saxony-Anhalt	Area of responsibility
Hesse 36 Schleswig-	Management
Mecklenburg Holstein	Research/development/design 3 1 Planning/work preparation
West Pommerania - Thuringia Lower Saxony 3	Manufacture/production
Total Foreign	Production, quality control  Buying/procurement
of which EU	86 Finance/accounting, controlling
Rest of Europe	14 Administration/organization/personnel/
Africa North America	<ul> <li>social welfare/training</li> <li>Marketing/sales/advertising/PR</li> <li>1</li> </ul>
South and Central America	<ul> <li>Storage/material management/logistics/</li> </ul>
Middle East East Asia	<ul> <li>transport</li> <li>Maintenance/repairs</li> </ul>
Australia	- Student
The five countries with the highest visitor	Frequency of visits to trade fair 9
shares Netherlands	$\frac{-\frac{90}{29}}{29}$ 2002 4
Sweden	29 Earlier events 1
Italy	14 First visit 3
Denmark Switzerland	14 <b>Size of company/organization:</b> 14 Number of employees:
Economic sector	% 1- 4 6 500- 999
Automobile	19 5- 9 4 1 000- 9 999 1
Chemistry Electrical engineering	3 50- 99 11 student
Mechanical engineering	13 100-199 12
Measuring technology	14 200- 499 15 3 Length of stay 9
Telecommunication Environmental technology	3 Length of stay 9 5 1. Length of stay (days):
University/public service	12 one 92
Student Other	4 two 5 6 three 3
Influence on purchasing/	2. Average length of stay 1.1 day
procurement decisions	3. Share of visitors on the event's days:
Decisively Collectively	20 1st day 31
In an advisory capacity	40 2nd day 49 21 3rd day 21
No	11
student	7

Conducted by: NETWORK-OSE GmbH, Hagenburg

ARIF	ORU	JM BERLIN	
Total number of visitors 1	3 821	Net household income	9
Proportion of private visitors	38 %	up to 750,- EUR more than 750,- EUR up to 1 000,- EUR	١ ،
Region of residence	%	more than 1 000,- EUR up to 1 250,- EUR more than 1 250,- EUR up to 1 500,- EUR	
Locally	66	more than 1 500,- EUR up to 2 000,- EUF	
within a 25 km radius	6	more than 2 000,- EUR up to 2 500,- EUF	
further than 25 km within a 50 km rad		more than 2 500,- EUR up to 3 000,- EUF	
further than 50 km within a 100 km rad		more than 3 000,- EUR	3
further than 100 km radius	23	N/A	2
Germany	93	Size of household	9/
Other country	7	1 person	3:
•		2 persons	42
Sex	%	3 persons	13
Male	48	4 persons	- 7
Female	52	5 persons and more	
Accompanied by husband/wife/partner	45		
		Buying and ordering capacity	9/
Age	%	Purchase or order made or	
up to 20 years	6	intended at the exhibition	
over 20 up to 30 years	20	yes	- 5
over 30 up to 40 years	26	no	59
over 40 up to 50 years	20	maybe	3.
over 50 up to 60 years	16	Follow-up business	9,
over 60 up to 70 years	9	Intend to buy at later date	
over 70 years	2		
Occupation	%	yes no	4
Unskilled/skilled worker	1	maybe	48
Salaried staff	27	maybe	7
Civil servant	10		
Self employed/freelance	25		
Housewife	23		
Other occupation	6		
Trainee/student/pupil	18		
Old-age-pensioner	9		
	í		

Conducted by: Gelszus	Messe-Marktforschung
GmbH, Dortmund	

Internation	onal Gr	een Week Berlir	1
Total number of visitors	494 574	Net household income	%
Proportion of private visitors	77 %	more than 750,- EUR more than 1 000,- EUR	up to 750,- EUR 9 up to 1 000,- EUR 8 up to 1 250,- EUR 8
Region of residence	%	more than 1 250,- EUR	up to 1 500,- EUR 8
Locally	38	more than 1 500,- EUR	up to 2 000,- EUR 13
within a 25 km radius	8	more than 2 000,- EUR	up to 2 500,- EUR 11
further than 25 km within a 50 km	radius 7	more than 2 500,- EUR	up to 3 000,- EUR 8
further than 50 km within a 100 km further than 100 km radius	radius 8 39	more than 3 000,- EUR N/A	12 23
Germany	99	Size of household	%
Other country	1	1 person	14
outer country	•	2 persons	46
Sex	%	3 persons	19
Male	45	4 persons	15
Female	55	5 persons and more	7
Accompanied by husband/wife/partne	er 61	Buying and ordering ca	pacity %
Age	%	Purchase or order made of	
up to 20 years	7	intended at the exhibition	
over 20 up to 30 years	12	yes	72
over 30 up to 40 years	19	no	11
over 40 up to 50 years	21	maybe	17
over 50 up to 60 years	24		
over 60 up to 70 years	16	Follow-up business	<u>%</u>
over 70 years	1	Intend to buy at later dat	
		yes	28
Occupation	<u>%</u>	no	29
Unskilled/skilled worker	16	maybe	43
Salaried staff	31		
Civil servant	6		
Self employed/freelance Housewife	5 4		
Other occupation	4		
Trainee/student/pupil	9		
Old-age-pensioner	22		
Other not working	2		
y	-		

Conducted by: Gelszus Messe-Marktforschung GmbH, Dortmund

ır	nport	Sr	nop Berl	in		
Total number of visitors	46 2	277	Net housel	nold income		
					up to 750,-	
Proportion of private visitors	86	%	more than	750,- EUR	up to 1 000,-	
		•		1 000,- EUR	up to 1 250,-	
Region of residence		%		1 250,- EUR	up to 1 500,-	
Locally		69		1 500,- EUR	up to 2 000,-	
within a 25 km radius		13		2 000,- EUR 2 500,- EUR	up to 2 500,-	
	m radius			3 000,- EUR	up to 3 000,-	EUF
further than 50 km within a 100 k	m radius			3 000,- EUR		
further than 100 km radius		6	N/A			
Germany	1	100	Size of hou	ısehold		
Other country		-	1 person			
•			2 persons			
Sex		%	3 persons			
Male		24	4 persons			
Female		76	5 persons a	nd more		
Accompanied by husband/wife/part	ner	40	D		<b>:</b>	
A		0/		d ordering ca order made		_
Age		%		the exhibition		
up to 20 years		9		the exhibition	on	
over 20 up to 30 years		18	yes			
over 30 up to 40 years		20	no			
over 40 up to 50 years		20	maybe			
over 50 up to 60 years		16 15	Follow-up	husinass		
over 60 up to 70 years		3			***	_
over 70 years		3		uy at later da	ite	
Occupation		%	yes no			
Unskilled/skilled worker		4	maybe			
Salaried staff		35	Haybe			
Salaried starr Civil servant		11				
Self employed/freelance		7				
Housewife		4				
Other occupation		4				
Trainee/student/pupil		16				
		16				
Old-age-pensioner						
Other not working		4				

Conducted by: Gelszus Messe-Marktforschung GmbH. Dortmund

ITB - Internation	nal To	ırism Exchange, Berlin
Total number of visitors	129 947	Net household income
Proportion of private visitors  Region of residence Locally within a 25 km radius further than 25 km within a 50 km further than 50 km within a 100 km		more than 750, EUR up to 750, EUR up to 1000, EUR more than 1000, EUR more than 1500, EUR more than 2000, EUR more than 2000, EUR up to 2500, EUR 1 more than 3000, EUR
further than 100 km radius	23	N/A 1
Germany Other country Sex	98 3 %	Size of household         6           1 person         2           2 persons         4           3 persons         1
Male Female Accompanied by husband/wife/partner	56 44 44	4 persons 1 5 persons and more  Buying and ordering capacity
Age	%	Purchase or order made or
up to 20 years over 20 up to 30 years over 30 up to 40 years over 40 up to 50 years over 50 up to 60 years	6 16 16 23 19	intended at the exhibition yes no maybe
over 60 up to 70 years	18	Follow-up business
Occupation Unskilled/skilled worker Salaried staff Civil servant Self employed/freelance	3 % 7 37 10 6	Intend to buy at later date yes 3 no 2 maybe 3
Housewife Other occupation Trainee/student/pupil Old-age-pensioner Other not working	1 3 12 22 2	

Conducted by: Gelszus Messe-Marktforschung GmbH. Dortmund

Harz + H	eide,	Braunschweig	
Total number of visitors	72 320	Net household income	%
Proportion of private visitors  Region of residence Locally	90 % % 34	more than 750,- EUR up to 750,- EUR up to 1 000,- EUR more than 1 250,- EUR up to 1 500,- EUR more than 1 500,- EUR up to 2 000,- EUR	5 6 8 9
within a 25 km radius further than 25 km within a 50 km rad further than 50 km within a 100 km rad further than 100 km radius		more than 2 000,- EUR up to 2 500,- EUR more than 2 500,- EUR up to 3 000,- EUR N/A	7 10 40
Germany Other country	99 1	Size of household  1 person 2 persons	% 13 44
Sex Male Female	51 49	3 persons 4 persons 5 persons and more	19 17 8
Accompanied by husband/wife/partner  Age	52 <u>%</u>	<b>Buying and ordering capacity</b> Purchase or order made or	%
up to 20 years over 20 up to 30 years over 30 up to 40 years	7 21 25	intended at the exhibition yes no	58 19
over 40 up to 50 years over 50 up to 60 years over 60 up to 70 years	22 15 9	maybe Follow-up business	23 %
Over 70 years  Occupation Unskilled/skilled worker Salaried staff Civil servant Self employed/freelance Housewife Other occupation Trainee/student/pupil Old-age-pensioner Other not working	2 % 14 36 9 2 6 5 12 8 3	Intend to buy at later date yes no maybe	19 30 51

Conducted by: Gelszus Messe-Marktforschung GmbH, Dortmund

haf	a B	remen	
Total number of visitors 77	115	Net household income	%
Proportion of private visitors 8	4 %	up to 750,- EUR up to 1 000,- EUR more than 750,- EUR up to 1 000,- EUR	6
Region of residence Locally within a 25 km radius further than 25 km within a 50 km radius further than 50 km within a 100 km radius further than 100 km radius Germany Other country		more than 1 000,- EUR up to 1 250,- EUR more than 1 250- EUR up to 1 500,- EUR more than 2 000,- EUR up to 2 000,- EUR more than 2 500,- EUR more than 3 000,- EUR N/A  Size of household  1 person	12 11
Other Country		2 persons	41
Sex	%	3 persons	17
Male	34	4 persons	16
Female	66	5 persons and more	12
Accompanied by husband/wife/partner	43	Buying and ordering capacity	%
Age	%	Purchase or order made or	
up to 20 years	17	intended at the exhibition	
over 20 up to 30 years	19	yes	76
over 30 up to 40 years	19	no	7
over 40 up to 50 years	16	maybe	17
over 50 up to 60 years	15		
over 60 up to 70 years	10	Follow-up business	%
over 70 years	4	Intend to buy at later date	
		yes	28
Occupation	%	no	22
Unskilled/skilled worker	10 29	maybe	50
Salaried staff Civil servant	29 6		
Self employed/freelance	7		
Housewife	10		
Other occupation	3		
Trainee/student/pupil	21		
Old-age-pensioner	13		
Other not working	2		

Conducted by: Gelszus Messe-Marktforschung GmbH, Dortmund

CREA	TIVA,	Dortmund
Total number of visitors	66 725	Net household income
Proportion of private visitors	77 %	up to 750,- EUR more than 750,- EUR up to 1 000,- EUR
Proportion of private visitors	11 %	more than 1 000,- EUR up to 1 250,- EUF
Region of residence	%	more than 1 250,- EUR up to 1 500,- EUF
Locally	12	more than 1 500,- EUR up to 2 000,- EUR
within a 25 km radius	13	more than 2 000,- EUR up to 2 500,- EUF
further than 25 km within a 50 km ra		more than 2 500,- EUR up to 3 000,- EUR
further than 50 km within a 100 km ra	dius 26	more than 3 000,- EUR
further than 100 km radius	28	N/A
Germany	98	Size of household
Other country	2	1 person
•		2 persons
Sex	%	3 persons
Male	7	4 persons
Female	94	5 persons and more
Accompanied by husband/wife/partner	11	Buying and ordering capacity
Age	%	Purchase or order made or
up to 20 years	- 6	intended at the exhibition
over 20 up to 30 years	17	yes
over 30 up to 40 years	31	no
over 40 up to 50 years	27	maybe
over 50 up to 60 years	13	,,,,
over 60 up to 70 years	5	Follow-up business
over 70 years	1	Intend to buy at later date
•		yes
Occupation	%	no
Unskilled/skilled worker	5	maybe
Salaried staff	40	
Civil servant	6	
Self employed/freelance	6	
Housewife	20	
Other occupation	4	
Trainee/student/pupil	9	
Old-age-pensioner	7	
Other not working		

Conducted by: Gelszus Messe-Marktforschung GmbH. Dortmund

DORTMUN	DER H	ERBST, Dortmund	
Total number of visitors	111 958	Net household income	%
Proportion of private visitors	91 %	up to 750,- more than 750,- EUR up to 1 000,-	
•		more than 1 000,- EUR up to 1 250,-	
Region of residence	%	more than 1 250,- EUR up to 1 500,-	EUR 8
Locally	29	more than 1 500,- EUR up to 2 000,-	
within a 25 km radius	35	more than 2 000,- EUR up to 2 500,-	
further than 25 km within a 50 km		more than 2 500,- EUR up to 3 000,-	
further than 50 km within a 100 km		more than 3 000,- EUR	14
further than 100 km radius	3	N/A	33
Germany	100	Size of household	%
Other country	1	1 person	12
•		2 persons	41
Sex	<u>%</u>	3 persons	21
Male	38	4 persons	18
Female	63	5 persons and more	8
Accompanied by husband/wife/partne	r 49	During and audaring consists	9/
A	%	Buying and ordering capacity  Purchase or order made or	
Age	70	intended at the exhibition	
up to 20 years over 20 up to 30 years	13	yes	77
over 30 up to 40 years	26	no no	,,
over 40 up to 50 years	24	maybe	14
over 50 up to 60 years	18	maybe	
over 60 up to 70 years	11	Follow-up business	%
over 70 years	2	Intend to buy at later date	
, , , , , , , , , , , , , , , , , , , ,		yes	24
Occupation	%	no	24
Unskilled/skilled worker	10	maybe	53
Salaried staff	36		
Civil servant	7		
Self employed/freelance	6		
Housewife	12		
Other occupation	3		
Trainee/student/pupil	9		
Old-age-pensioner	15		
Other not working	2		

Conducted by: Gelszus Messe-Marktforschung GmbH. Dortmund

HobbyTronic	Comp	iterschau, Dortmund	
Total number of visitors	45 672	Net household income	9/
Proportion of private visitors	48 %	up to 750,- EU more than 750,- EUR up to 1 000,- EU	
rioportion of private visitors	40 /0	more than 1 000,- EUR up to 1 250,- EUI	
Region of residence	%	more than 1 250,- EUR up to 1 500,- EU	
Locally	17	more than 1 500,- EUR up to 2 000,- EUI	3
within a 25 km radius	19	more than 2 000,- EUR up to 2 500,- EUI	
further than 25 km within a 50 km	radius 24	more than 2 500,- EUR up to 3 000,- EU	
further than 50 km within a 100 km	radius 23	more than 3 000,- EUR	10
further than 100 km radius	18	N/A	30
Germany	98	Size of household	9
Other country	2	1 person	15
		2 persons	2
Sex	<u>%</u>	3 persons	15
Male	92	4 persons	15
Female	8	5 persons and more	1.
Accompanied by husband/wife/partne	er 10		_
_		Buying and ordering capacity	9/
Age	%	Purchase or order made or	
up to 20 years	19	intended at the exhibition	0
over 20 up to 30 years	24	yes	8
over 30 up to 40 years	27	no maybe	1
over 40 up to 50 years	17	maybe	- 1
over 50 up to 60 years	7	Follow-up business	9/
over 60 up to 70 years	5	Intend to buy at later date	
over 70 years	5	yes	2
Occupation	%	no no	34
Unskilled/skilled worker	17	maybe	40
Salaried staff	27	maybe	7
Civil servant	7		
Self employed/freelance	8		
Housewife	2		
Other occupation	3		
Trainee/student/pupil	26		
Old-age-pensioner	5		
Other not working	5		

Conducted by: Gelszus	Messe-Marktforschung
GmbH, Dortmund	

INTERMOD	ELL	BAU, Dortmund	
Total number of visitors	95 454	Net household income	%
Proportion of private visitors	91 %	up to 750,- EUR more than 750,- EUR up to 1 000,- EUR more than 1 000,- EUR up to 1 250,- EUR	3
Region of residence Locally	<u>%</u> 8	more than 1 250,- EUR up to 1 500,- EUR more than 1 500,- EUR up to 2 000,- EUR	12
within a 25 km radius further than further than further than 100 km radius further than 100 km radius		more than 2 000,- EUR up to 2 500,- EUR more than 3 000,- EUR N/A up to 3 000,- EUR N/A	
Germany	89	Size of household	%
Other country	11	1 person 2 persons	18 33
Sex	<u>%</u>	3 persons 4 persons	19 19
Male Female	94 6	5 persons and more	11
Accompanied by husband/wife/partner	13	Buying and ordering capacity	%
Age	%	Purchase or order made or	
up to 20 years	9	intended at the exhibition	
over 20 up to 30 years	15	yes	78
over 30 up to 40 years	29	no maybe	8 15
over 40 up to 50 years over 50 up to 60 years	26 15	Пауре	13
over 60 up to 70 years	6	Follow-up business	%
over 70 years	1	Intend to buy at later date	44
Occupation	%	no no	15
Occupation Unskilled /skilled worker Salailled/skilled worker Salailled staff Civil servant Self employed/freelance Housewife Other occupation Trainee/student/pupil Old-age-pensioner Other not working	96 19 33 12 7 1 6 11 9	no maybe	41

Conducted by: Gelszus Messe-Marktforschung GmbH, Dortmund

JAGD	HUN	D, Dortmund	
Total number of visitors	62 992	Net household income	
Proportion of private visitors	76 %	more than 750 EUR	up to 750,- EUR up to 1 000,- EUR
repertion of private visitors	70 70	more than 1 000,- EUR	up to 1 250,- EUR
Region of residence	%	more than 1 250,- EUR	up to 1 500,- EUR
Locally	7	more than 1 500,- EUR	up to 2 000,- EUR
within a 25 km radius	9	more than 2 000,- EUR	up to 2 500,- EUR
further than 25 km within a 50 km ra		more than 2 500,- EUR	up to 3 000,- EUR
further than 50 km within a 100 km ra		more than 3 000,- EUR	
further than 100 km radius	41	N/A	
Germany	93	Size of household	
		1 person	
Other country	7	2 persons	
	•	3 persons	
Sex	<u>%</u>	4 persons	
Male Female	76 24	5 persons and more	
Accompanied by husband/wife/partner	24 32	Buying and ordering ca	nacity
Accompanied by nusband/wire/partner	32	Purchase or order made of	
Age	%	intended at the exhibition	
up to 20 years	7	yes	•
over 20 up to 30 years	12	no	
over 30 up to 40 years	25	maybe	
over 40 up to 50 years	24		
over 50 up to 60 years	16	Follow-up business	
over 60 up to 70 years	12	Intend to buy at later dat	:e
over 70 years	4	yes	
		no	
Occupation	<u>%</u>	maybe	
Unskilled/skilled worker Salaried staff	14 25		
Salaried staff Civil servant	25 8		
Self employed/freelance	20		
Housewife	5		
Other occupation	4		
Trainee/student/pupil	10		
Old-age-pensioner	12		
Other not working	3		
3			

Conducted by: Gelszus Messe-Marktforschung
GmbH Dortmund

Dresden Travel	Maı	rket, Dresden (2002)
Total number of visitors 3	1 334	Net household income %
Proportion of private visitors  Region of residence Locally	93 % % 46	more than 150,- EUR up to 100,- EUR 7 more than 1000,- EUR up to 1250,- EUR 10 more than 150,- EUR up to 150,- EUR 10 more than 150,- EUR up to 2000,- EUR 9
within a 25 km radius further than 25 km within a 50 km radi further than 50 km within a 100 km radi further than 100 km radius		more than 2 000,- EUR up to 2 500,- EUR 15 more than 2 500,- EUR up to 3 000,- EUR 18 more than 3 000,- EUR 8 7 7 25
Germany	99	Size of household %
Other country	1	1 person 12 2 persons 54
Sex	%	3 persons 19
Male Female	49 51	4 persons 14 5 persons and more 2
Accompanied by husband/wife/partner	72	5 persons and more 2
Accompanied by husband/wire/partner	/2	Buying and ordering capacity %
Age	%	Purchase or order made or
up to 20 years	5	intended at the exhibition
over 20 up to 30 years	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	Follow-up business %
over 60 up to 70 years	21 4	
over 70 years	4	Intend to buy at later date yes 41
Occupation	%	no 15
Unskilled/skilled worker	16	maybe 44
Salaried staff	35	•
Civil servant	4	
Self employed/freelance	6	
Housewife	2	
Other occupation	2	
Trainee/student/pupil	8	
Old-age-pensioner Other not gainfully employed	26 2	

Conducted by: Gelszus Messe-Marktforschung GmbH. Dortmund

boo	ot Dü	isseldorf	
Total number of visitors 30	07 054	Net household income	%
Proportion of private visitors	87 %	up to 750,- EUR up to 1 000,- EUF up to 1 000,- EUF	2
Region of residence	%	more than 1 000,- EUR up to 1 250,- EUR more than 1 250,- EUR up to 1 500,- EUR	₹ 6
Locally within a 25 km radius	6 14	more than 1 500,- EUR up to 2 000,- EUR more than 2 000,- EUR up to 2 500,- EUR	
further than 25 km within a 50 km rac further than 50 km within a 100 km rac		more than 2 500,- EUR up to 3 000,- EUF more than 3 000,- EUR	
further than 100 km radius	41	N/A	19
Germany	90	Size of household	%
Other country	10	1 person 2 persons	16
Sex	%	3 persons	18
Male	76	4 persons	19
Female	25	5 persons and more	8
Accompanied by husband/wife/partner	40	5 persons and more	
Accompanied by nusband/wire/partner	40	Buying and ordering capacity	%
Age	%	Purchase or order made or	
up to 20 years	4	intended at the exhibition	
over 20 up to 30 years	12	yes	65
over 30 up to 40 years	26	no	13
over 40 up to 50 years	28	maybe	22
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	
2.2 2 / 22.2	_	yes	47
Occupation	%	no	15
Unskilled/skilled worker	9	maybe	38
Salaried staff	41	,,,,	
Civil servant	9		
Self employed/freelance	20		
Housewife	3		
Other occupation	2		
Trainee/student/pupil	6		
Old-age-pensioner	9		
Other not working	2		
other not working			

Conducted by: Walter & Partner, Basel

CARAVAN SA	LON Düsseldorf
Total number of visitors 164 23	
Proportion of private visitors 91	
Region of residence  Locally within a 25 km radius	more than 1 000, EUR up to 1 250, EUR 1 more than 1 250, EUR up to 1 500, EUR 1 more than 1 500, EUR up to 2 000, EUR 1 more than 2 000, EUR up to 2 500, EUR 1
further than 25 km within a 50 km radius 1 further than 50 km within a 100 km radius 2 further than 100 km radius	5 more than 2 500,- EUR up to 3 000,- EUR 18
	Size of household %
Other country	3 persons 1:
	6 4 persons 1.
Female	5 persons and more 8 6 Buying and ordering capacity 9
_	Purchase or order made or
	6 intended at the exhibition
up to 20 years	. ,
	4 no 2' 2 maybe 3:
	z maybe 5. 8
	o 5 Follow-up business %
	7 Intend to buy at later date
over 70 years	yes 18
over 70 years	no 30
Occupation	6 maybe 5
Unskilled/skilled worker Salaried staff Sivil servant Self employed/freelance Housewife Other occupation Trainee/student/pupil	5. 11ayue 5. 15 15 15 15 15 15 15 15 15 15 15 15 15

Conducted by: Walter & Partner, Basel

Haus	+ Tec	hnik, Erfurt	
Total number of visitors	5 949	Net household income	%
further than 50 km within a 100 km		more than 1000,- EUR up to 1000,- EUR more than 1000,- EUR up to 1250,- EUR more than 1500,- EUR up to 1500,- EUR more than 2000,- EUR up to 2000,- EUR more than 2500,- EUR up to 3000,- EUR more than 3000,- EUR up to 3000,- EUR more than 3000,- EUR	R 2 R 8 R 15 R 16 R 10
further than 100 km radius	5	N/A	36
Germany Other country	100	Size of household  1 person 2 persons	% 42
Sex	%	3 persons	30
Male Female	58 42 r 80	4 persons 5 persons and more	19 6
Accompanied by husband/wife/partner	r 80	Buying and ordering capacity	%
Age	%	Purchase or order made or	
up to 20 years over 20 up to 30 years over 30 up to 40 years over 40 up to 50 years	1 15 27 30	intended at the exhibition yes no maybe	84 12
over 50 up to 60 years	14	Fallow up business	%
over 60 up to 70 years over 70 years  Occupation Unskilled/skilled worker	12 - - % 15	Follow-up business Intend to buy at later date yes no maybe	31 27 42
Salaried staff Civil servant Self employed/freelance Housewife Other occupation Trainee/student/pupil Old-age-pensioner Other not working	50 6 10 1 - 1 14 3		

Conducted by: Messe Erfurt AG, Erfurt

International P	Pedigr	ee Dog Show, Erfurt	
Total number of visitors	16 276	Net household income	%
Duamantian of majorate velocitors	90 %	up to 750,- EUR more than 750,- EUR up to 1 000,- EUR	
Proportion of private visitors	90 %	more than 750,- EUR up to 1 000,- EUR more than 1 000,- EUR up to 1 250,- EUR	
Region of residence	%	more than 1 250,- EUR up to 1 250,- EUR	
Locally	22	more than 1 500,- EUR up to 2 000,- EUR	
within a 25 km radius	20	more than 2 000,- EUR up to 2 500,- EUR	
further than 25 km within a 50 km r		more than 2 500,- EUR up to 3 000,- EUR	
further than 50 km within a 100 km r		more than 3 000,- EUR	-
further than 100 km radius	20	N/A	35
Germany	100	Size of household	%
Other country	-	1 person	13
•		2 persons	38
Sex	%	3 persons	30
Male	42	4 persons	15
Female	58	5 persons and more	5
Accompanied by husband/wife/partner	65	Donate a conditional accordance	%
A	0/	Buying and ordering capacity Purchase or order made or	9/0
Age	<u>%</u>	intended at the exhibition	
up to 20 years	7 22	yes	27
over 20 up to 30 years	22	no no	52
over 30 up to 40 years over 40 up to 50 years	29 25	maybe	22
over 50 up to 60 years	12	maybe	22
over 60 up to 70 years	6	Follow-up business	%
over 70 years	1	Intend to buy at later date	
over 70 years	•	ves	14
Occupation	%	no	50
Unskilled/skilled worker	8	maybe	36
Salaried staff	42		
Civil servant	6		
Self employed/freelance	8		
Housewife	5		
Other occupation	4		
Trainee/student/pupil	13		
Old-age-pensioner	9		
Other not working	5		

Conducted by: Messe Erfurt AG, Erfurt

riding-hun	ting-fis	hing, Erfurt (200	)2)	
Total number of visitors	21 612	Net household income		%
			up to 750,- EUR	
Proportion of private visitors	93 %	more than 750,- EUR	up to 1 000,- EUR	
		more than 1 000,- EUR	up to 1 250,- EUR	
Region of residence	<u>%</u>	more than 1 250,- EUR	up to 1 500,- EUR	
Locally	15	more than 1 500,- EUR	up to 2 000,- EUR	
within a 25 km radius		more than 2 000,- EUR	up to 2 500,- EUR	
	n radius 37	more than 2 500,- EUR	up to 3 000,- EUR	2
further than 50 km within a 100 kr		more than 3 000,- EUR		42
further than 100 km radius	17	N/A		44
Germany	100	Size of household		%
Germany	100	1 person		10
Sex	%	2 persons		30
Male	62	3 persons		26
Female	38	4 persons		26
Accompanied by husband/wife/partr		5 persons and more		8
		•		
Age	<u>%</u>	Buying and ordering ca		%
up to 20 years	9	Purchase or order made of		
over 20 up to 30 years	16	intended at the exhibition	ו	
over 30 up to 40 years	26	yes		44
over 40 up to 50 years	25	no .		56
over 50 up to 60 years	14	maybe		
over 60 up to 70 years	9			
over 70 years	1	Follow-up business		%
•	۰,	Intend to buy at later dat	e	
Occupation	<u>%</u>	yes		24
Unskilled/skilled worker	19	no		38
Salaried staff	35	maybe		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	
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Thuringia E	Exhibit	ion, Erfurt (2001)	
Total number of visitors	64 998	Net household income	%
Dramautian of mulcata visitara	92 %	up to 1 500,- DM	
Proportion of private visitors	92 %	more than 1 500,- DM up to 2 000,- DM more than 2 000,- DM up to 2 500,- DM	8
Region of residence	%	more than 2 500,- DM up to 3 000,- DM	16
Locally	41	more than 3 000,- DM up to 4 000,- DM	21
within a 25 km radius	16	more than 4 000,- DM up to 5 000,- DM	16
	radius 18	more than 5 000,- DM up to 6 000,- DM	11
further than 50 km within a 100 km		more than 6 000,- DM	
further than 100 km radius	5	N/A	28
N/A	2		
		Size of household	%
Sex	%	1 person	12
Male	46	2 persons	46
Female	54	3 persons	25
Accompanied by husband/wife/partner	61	4 persons	14
_		5 persons and more	3
Age	<u>%</u>	Donaire and audenium acceptate.	%
up to 20 years	8	Buying and ordering capacity  Purchase or order made or	9/0
over 20 up to 30 years	11	intended at the exhibition	
over 30 up to 40 years	16		59
over 40 up to 50 years over 50 up to 65 years	21 27	yes no	26
over 65 years	17	maybe	14
over 65 years	17	maybe	
Occupation	%	Follow-up business	%
Unskilled/skilled worker	11	Intend to buy at later date	
Salaried staff	30	yes	12
Civil servant	2	no	22
Self employed/freelance	9	maybe	66
Housewife	3		
Other not gainfully employed	45		

FIBO, Essen

Net household income

more than 750,- EUR more than 1 000,- EUR more than 1 250,- EUR more than 2 500,- EUR

more than 2 500,- EUR more than 3 000,- EUR N/A

Size of household

1 person 2 persons 3 persons 4 persons 5 persons and more

Follow-up business Intend to buy at later date

**Buying and ordering capacity**Purchase or order made or intended at the exhibition yes no maybe

48 172

94 6

Conducted by: INA Research GmbH, Schenefeld

wp to 750,- EUR 8 up to 1 250,- EUR 7 up to 1 250,- EUR 7 up to 1 500,- EUR 7 up to 2 500,- EUR 9 up to 3 000,- EUR 17 17 27

%

69 9 22

EQ	UITAN	IA, Essen		
Total number of visitors	204 725	Net household income		9
Proportion of private visitors	79 %	more than 750,- EUR	up to 750,- EUR up to 1 000,- EUR	
		more than 1 000,- EUR	up to 1 250,- EUR	
Region of residence	<u>%</u>	more than 1 250,- EUR more than 1 500,- EUR	up to 1 500,- EUR up to 2 000,- EUR	
Locally within a 25 km radius	5 10	more than 2 000,- EUR	up to 2 500,- EUR	
	radius 16	more than 2 500,- EUR	up to 3 000,- EUR	
further than 50 km within a 100 km i		more than 3 000,- EUR	up to 5 000, 2011	1
further than 100 km radius	50	N/A		4
Germany	91	Size of household		9
Other country	9	1 person		1
-		2 persons		3
Sex	%	3 persons		1
Male	21	4 persons		2
Female	79 36	5 persons and more		- 1
Accompanied by husband/wife/partner	36	Buying and ordering ca	pacity	9
Age	%	Purchase or order made		
up to 20 years	20	intended at the exhibitio	n	
over 20 up to 30 years	26	yes		8
over 30 up to 40 years	31	no .		
over 40 up to 50 years	17	maybe		1
over 50 up to 60 years	5	Follow-up business		9
over 60 up to 70 years over 70 years	1	Intend to buy at later da	ha.	- 7
over 70 years	-	yes	te	3
Occupation	%	no		2
Unskilled/skilled worker	6	maybe		4
Salaried staff	33	,,,,		
Civil servant	6			
Self employed/freelance	11			
Farmer	3			
Housewife	8			
Other occupation	5			
Trainee/student/pupil	22			
Old-age-pensioner Other not working	2 4			
Other not working	4			

maybe	42	Unskilled/skilled worker Salaried staff Civil servant Self employed/freelance Housewife Other occupation Trainee/student/pupil Old-age-pensioner Other not working	14 38 8 7 3 6 19 1 5	maybe
Conducted by: Gelszus Messe-Marktforschu GmbH, Dortmund	ing			Conducted by: Gelszus Messe-M GmbH, Dortmund

up to 20 years over 20 up to 30 years over 30 up to 40 years over 40 up to 50 years over 50 up to 60 years over 60 up to 70 years over 70 years

Occupation

Total number of visitors

Germany Other country

Sex Male

Female

Region of residence %6
Locally within a 25 km radius 25 km within a 50 km radius 16 further than 50 km within a 100 km radius 18 further than 100 km radius 2 44

Accompanied by husband/wife/partner

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71

HAUS	+ GA	RTEN, Essen		
Total number of visitors	50 648	Net household income	(	%
Proportion of private visitors  Region of residence Locally within a 25 km radius	90 % % - 57	more than 750,- EUR more than 1 000,- EUR more than 1 250,- EUR more than 1 500,- EUR more than 2 000,- EUR	up to 750,- EUR up to 1 000,- EUR up to 1 250,- EUR up to 1 500,- EUR up to 2 000,- EUR 1 up to 2 500,- EUR 1	4 5 7 11
further than 25 km within a 50 km r further than 50 km within a 100 km r further than 100 km radius		more than 2 500,- EUR more than 3 000,- EUR N/A		11 17 29
Germany	99	Size of household	•	%
Other country	ĺ	1 person 2 persons	5	54
Sex	%	3 persons		17
Male	42	4 persons	1	15
Female	58	5 persons and more		5
Accompanied by husband/wife/partner	71			
		Buying and ordering ca		%
Age	%	Purchase or order made		
up to 20 years	2	intended at the exhibitio		76
over 20 up to 30 years	6 18	yes no	,	8
over 30 up to 40 years	18 25	maybe	1	15
over 40 up to 50 years over 50 up to 60 years	30	maybe		
over 60 up to 70 years	17	Follow-up business		%
over 70 years	3	Intend to buy at later da		
over 70 years	,	yes		34
Occupation	%	no		18
Unskilled/skilled worker Salaried staff Civil servant Self employed/freelance Housewife Other occupation Trainee/student/pupil Old-age-pensioner Other not working	10 31 7 7 15 2 3 23	maybe		48
-				

Conducted by: Gelszus Messe-Marktforschung GmbH, Dortmund

MODE - HEIM -	HANDWERK, Essen
Total number of visitors 190 6	
Proportion of private visitors 87	more than 1 000,- EUR up to 1 250,- EUR 7
Locally	
Germany 1 Other country	0 Size of household % - 1 person 13 2 persons 46
Male Female	6 3 persons 19 2 4 persons 16 8 5 persons and more 7
Age	0 Buying and ordering capacity % Purchase or order made or
over 30 up to 40 years	7 intended at the exhibition 3 yes 83 4 no 6
over 50 up to 60 years over 60 up to 70 years	2 maybe 11 8 4 <b>Follow-up business</b> %
Unskilled/skilled worker Salaried staff Civil servant Self employed/freelance Housewife Other occupation Trainee/student/pupil	1 Intend to buy at later date yes 26 no 26 no 26 4 4 4 4 4 4 4 4 4 4 4 4 4 4 4 4 4 4

Conducted by: Gelszus Messe-Marktforschung GmbH, Dortmund

sm/Car	nping, Essen		
105 483	Net household income		
94 %	more than 750 - FUR		
21,0	more than 1 000,- EUR		
%	more than 1 250,- EUR	up to 1 500,- EUR	(
12	more than 1 500,- EUR	up to 2 000,- EUR	l
22	more than 2 000,- EUR		
radius 30		up to 3 000,- EUR	ŀ
radius 19			
18	N/A		
99	Size of household		
1	1 person		
62	4 persons		
	5 persons and more		
er 69	Puving and ordering ca	nacity	
%			-
2	intended at the exhibition	n	
9	yes		
26	no		
25	maybe		
22	•		
14	Follow-up business		
2		te	
	maybe		
2			
	94 %  96 12 20 radius 19 18 18  99 1  %6 62 62 9 26 25 22 14	94 % more than 750,- EUR more than 1 000,- EUR more than 1 250,- EUR more than 1 250,- EUR more than 2 500,- EUR more than 2 500,- EUR more than 3 000,- EUR more than 3 000,- EUR N/A  99 Size of household 1 1 person 2 persons 3 persons 62 4 persons 3 persons 62 4 persons 96 Purchase or order made intended at the exhibition yes 10 maybe 11 Follow-up business 10 maybe 11 maybe 12 maybe 13 maybe 14 maybe 15 maybe 16 maybe 17 maybe 18 maybe 19 maybe 10 maybe 11 maybe 10 maybe 11 maybe 12 maybe 11 maybe 12 maybe 13 maybe 14 maybe 15 maybe 16 maybe 17 maybe 18 more than 750,- EUR more than 1 200,- EUR more than 2 000,- EUR more than 3 000,- EUR more than 2 000,- EUR more than 3 000,- EUR more than 2 0	105 483

Conducted by: Gelszus Messe-Marktforschung GmbH, Dortmund

AERO, I	Frie	drichshafen	
Total number of visitors 48	825	Net household income	%
Proportion of private visitors	55 %	up to 750,- EUR more than 750,- EUR up to 1 000,- EUR	
	•	more than 1 000,- EUR up to 1 250,- EUR	
Region of residence	<u>%</u> 4	more than 1 250,- EUR up to 1 500,- EUR more than 1 500,- EUR up to 2 000,- EUR	
Locally within a 25 km radius	8	more than 2 000,- EUR up to 2 500,- EUR	
further than 25 km within a 50 km radiu		more than 2 500,- EUR up to 3 000,- EUR	
further than 50 km within a 100 km radiu		more than 3 000,- EUR	32
further than 100 km radius	76	N/A	23
Germany	72	Size of household	%
Other country	28	1 person	20
other country		2 persons	38
Sex	%	3 persons	14
Male	88	4 persons	19
Female	12	5 persons and more	10
Accompanied by husband/wife/partner	34		
		Buying and ordering capacity	%
Age	%	Purchase or order made or	
up to 20 years	8	intended at the exhibition	
over 20 up to 30 years	14	yes	46 28
over 30 up to 40 years	23	no 	26
over 40 up to 50 years	24	maybe	26
over 50 up to 60 years	19 9	Follow-up business	%
over 60 up to 70 years over 70 years	2	Intend to buy at later date	
over 70 years		yes	26
Occupation	%	no no	29
Unskilled/skilled worker	8	maybe	45
Salaried staff	33	,	
Civil servant	7		
Self employed/freelance	21		
Housewife	1		
Other occupation	5		
Trainee/student/pupil	13		
Old-age-pensioner	11		
Other not working	1		

Conducted by: Gelszus Messe-Marktforschung GmbH, Dortmund

72

Aqua-Fish, Fri	ed
Total number of visitors 34	172
Proportion of private visitors 91	1 %
Region of residence	%
Locally within a 25 km radius	9 13
further than 25 km within a 50 km radius	
further than 50 km within a 100 km radius further than 100 km radius	41
Germany	86
Other country	14
Sex	%
Male Female	84 16
Accompanied by husband/wife/partner	25
Age	%
up to 20 years	5
over 20 up to 30 years over 30 up to 40 years	20 30
over 40 up to 50 years	21
over 50 up to 60 years	13
over 60 up to 70 years over 70 years	10
•	٠.
Occupation Unskilled/skilled worker	<u>%</u> 26
Salaried staff	37
Civil servant	4
Self employed/freelance Housewife	11 4
Other occupation	-
Trainee/student/pupil	7
Old-age-pensioner	11

N/A income	9
Size of household	9
1 person	1
2 persons	3
3 persons 4 persons	i
5 persons and more	2
Buying and ordering capacity	9
Purchase or order made or intended at the exhibition	
yes	4
no	1
maybe	2
N/A	
Follow-up business	9
Intend to buy at later date	
yes no	1
maybe	2
N/A	2

Conducted by: Messe Friedrichshafen GmbH, Friedrichshafen

# HAM-RADIO, Friedrichshafen (2001) 17 653 Total number of visitors Proportion of private visitors Region of residence hegin of residence Locally within a 25 km radius further than 25 km within a 50 km radius further than 50 km within a 100 km radius further than 100 km radius N/A Germany Other country Sex Male Female Accompanied by husband/wife/partner Age over 20 up to 20 years over 30 up to 30 years over 30 up to 40 years over 40 up to 50 years over 50 up to 60 years over 50 up to 70 years over 70 years N/A % 17 28 23 16 10 2 Occupation Unskilled/skilled worker Salaried staff Civil servant Self employed/freelance Housewife Trainee/student/pupil Old-age-pensioner Other not gainfully employed N/A

Net household income N/A	
N/A	
Size of household	
1 person	2
2 persons	3
3 persons	
4 persons	
5 persons and more	
N/A	
Buying and ordering capacity	
Purchase or order made or	
intended at the exhibition	
yes	
no	
maybe	
N/Å	
Follow-up business	
Intend to buy at later date	
yes	
no	3
maybe	
N/Å	

Conducted by: Messe Friedrichshafen GmbH, Friedrichshafen

IBC	), Fried	richshafen
Total number of visitors	69 174	Net household in
Proportion of private visitors	87 %	more than 750,
Denies of socidence	0/	more than 1 000,
Region of residence	<u>%</u>	more than 1 250, more than 1 500.
Locally	19 35	more than 2 000,
within a 25 km radius further than 25 km within a 50 km		
further than 50 km within a 100 km		
further than 100 km radius	4	N/A
Germany	98	Size of househol
Other country	2	1 person
other country	-	2 persons
Sex	%	3 persons
Male	55	4 persons
Female	45	5 persons and mo
Accompanied by husband/wife/partn	er 67	
. ,		Buying and orde
Age	%	Purchase or order
up to 20 years	10	intended at the e
over 20 up to 30 years	18	yes
over 30 up to 40 years	18	no
over 40 up to 50 years	18	maybe
over 50 up to 60 years	19	
over 60 up to 70 years	15	Follow-up busine
over 70 years	2	Intend to buy at I yes
Occupation	%	no
Unskilled/skilled worker	17	maybe
Salaried staff	29	
Civil servant	5	
Self employed/freelance	9	
Housewife	7	
Other occupation	2	
Trainee/student/pupil	11	
Old-age-pensioner	18	
Other not working	2	

	up to 750,- EL	9/ JR 1
more than 750,- EUR	up to 1 000,- EU	
more than 1 000,- EUR	up to 1 250,- EL	
more than 1 250,- EUR	up to 1 500,- EL	JR 8
more than 1 500,- EUR	up to 2 000,- EU	JR 1.
more than 2 000,- EUR more than 2 500,- EUR	up to 2 500,- EU up to 3 000,- EU	
more than 3 000,- EUR	up to 3 000,- EC	ו אל 1:
N/A		2
Size of household		9/
1 person		1.
2 persons		4
3 persons 4 persons		15 13
5 persons and more		1
•	_	
Buying and ordering ca Purchase or order made of		9
intended at the exhibition		70
intended at the exhibition yes no		10
intended at the exhibition yes no		70 10 2
intended at the exhibition yes no maybe		10
intended at the exhibition yes no maybe Follow-up business Intend to buy at later dat	n	10 2 9/
intended at the exhibition yes no maybe Follow-up business Intend to buy at later dat yes	n	9/
intended at the exhibition yes no no maybe  Follow-up business Intend to buy at later dat yes no	n	9 2 2
intended at the exhibition yes no no maybe  Follow-up business Intend to buy at later dat yes no	n	1( 2' 9/ 24
intended at the exhibition yes no no maybe  Follow-up business Intend to buy at later dat yes no	n	1( 2' 9/ 24
intended at the exhibition yes no no maybe  Follow-up business Intend to buy at later dat yes no	n	2
intended at the exhibition yes no no maybe  Follow-up business Intend to buy at later dat yes no	n	9 2 2 2
intended at the exhibition yes no maybe  Follow-up business Intend to buy at later dat yes	n	1( 2' 9/ 24

Conducted by: Gelszus Messe-Marktforschung GmbH, Dortmund

ÖKO-T	RENDS	, Gelnhausen	
Total number of visitors	4 178	Net household income	
Proportion of private visitors  Region of residence Locally within a 25 km radius	100 % % 40 41 radius 12	more than 750,- EUR more than 1 000,- EUR more than 1 250,- EUR more than 1 500,- EUR more than 2 000,- EUR more than 2 500,- EUR more than 3 000,- EUR	up to 750,- up to 1 000,- up to 1 250,- up to 1 500,- up to 2 000,- up to 2 500,- up to 3 000,-
further than 100 km radius	3	N/A	
Germany Other country	98 2	Size of household  1 person 2 persons	
Sex	%	3 persons	
Male Female Accompanied by husband/wife/partner	50 51 66	4 persons 5 persons and more	
. ,		Buying and ordering ca	
Age  up to 20 years over 20 up to 30 years over 30 up to 40 years over 40 up to 50 years over 50 up to 60 years over 50 up to 60 years over 60 up to 70 years	2 4 26 29 19 16	Purchase or order made of intended at the exhibition yes no maybe  Follow-up business	
over 70 years	4	Intend to buy at later dat	te
Occupation Unskilled/skilled worker Salaried staff Civil servant Self employed/freelance Housewife Other occupation Trainee/student/pupil Old-age-pensioner Other not working	% 7 34 11 12 13 - 3 19	yes no maybe	

,	Gennadsen		
	Net household income		%
	more than 750, EUR more than 1 000, EUR more than 1 250, EUR more than 1 500, EUR more than 2 000, EUR more than 2 500, EUR more than 3 000, EUR	up to 750,- EUR up to 1 000,- EUR up to 1 250,- EUR up to 1 500,- EUR up to 2 000,- EUR up to 2 500,- EUR up to 3 000,- EUR	1 4 3 4 11 8 17 51
	Size of household I person 2 persons 3 persons 4 persons 5 persons and more		14 39 17 22 7
	Buying and ordering cap Purchase or order made on ntended at the exhibition	r	%
	ves no maybe		34 20 46
	Follow-up business		%
	ntend to buy at later date yes no maybe	<u>a</u>	39 23 38

Conducted by: audiokom GmbH, Gelnhausen

DU UND DEI	NE	WELT, Hamburg	
Total number of visitors 189	253	Net household income	%
	94 %	more than 1000, EUR up to 1250, EUR up to 1250, EUR	5
Region of residence Locally within a 25 km radius further than 25 km within a 50 km radiu further than 100 km radius further than 100 km radius		more than 1 250,- EUR up to 2 500,- EUR more than 2 000,- EUR up to 2 500,- EUR more than 2 500,- EUR up to 3 000,- EUR more than 3 000,- EUR M/A	10
Germany	99	Size of household	%
Other country Sex	1 %	1 person 2 persons 3 persons	20 40 17
Male Female Accompanied by husband/wife/partner	36 64 42	4 persons 5 persons and more	16
Age	%	Buying and ordering capacity Purchase or order made or	%
up to 20 years over 20 up to 30 years over 30 up to 40 years	14 25 19 16	intended at the exhibition yes no maybe	66
over 40 up to 50 years over 50 up to 60 years over 60 up to 70 years	13 11 3	Follow-up business	%
over 70 years  Occupation	3 <u>%</u>	Intend to buy at later date yes no	19 21
Unskilled/skilled worker Salaried staff Civil servant Self employed/freelance Housewife Other occupation Trainee/student/pupil Old-age-pensioner Other not working	6 35 6 5 7 3 21 12 4	maybe	61

Conducted by: PhoneResearch KG, Hamburg

hans	seboot	, Hamburg	
Total number of visitors	122 689	Net household income	%
Proportion of private visitors  Region of residence  Locally within a 25 km radius	81 % % 23	more than 750,- EUR up to 750,- EUR more than 1000,- EUR up to 1250,- EUR more than 1500,- EUR up to 2000,- EUR more than 2000,- EUR up to 2500,- EUR	2 3 4 7 8
further than 25 km within a 50 km further than 50 km within a 100 km further than 100 km radius		more than 2 500,- EUR up to 3 000,- EUR more than 3 000,- EUR N/A	9 35 27
Germany Other country	97 3	Size of household 1 person 2 persons	% 16 47
Sex Male Female Accompanied by husband/wife/partne	77 23 r 37	3 persons 4 persons 5 persons and more	14 17 7
Age  up to 20 years	% 7	Buying and ordering capacity  Purchase or order made or intended at the exhibition	%
over 20 up to 30 years over 30 up to 40 years	16 21	yes no	58 14
over 40 up to 50 years over 50 up to 60 years over 60 up to 70 years	20 19 16	maybe Follow-up business	28 %
Occupation Unskilled/skilled worker Salaried staff Civil servant Self employed/freelance Housewife Other occupation Trainee/student/pupil Old-age-pensioner Other not working	9% 7 36 8 14 2 4 11 15 3	Intend to buy at later date yes no maybe	39 15 46

Conducted by: PhoneResearch KG, Hamburg

REI	SEN H	IAMBURG		
Total number of visitors	101 945	Net household income		%
Proportion of private visitors	93 %	more than 750,- EUR more than 1 000,- EUR	up to 750,- EUR up to 1 000,- EUR up to 1 250,- EUR	1 3
Region of residence	%	more than 1 250,- EUR	up to 1 500,- EUR	
Locally	45	more than 1 500,- EUR	up to 2 000,- EUR	
within a 100 km radius	44	more than 2 000,- EUR	up to 2 500,- EUR	
further than 100 km radius	12	more than 2 500,- EUR more than 3 000,- EUR	up to 3 000,- EUR	25
Germany	99	N/A		30
Other country	1	Size of household		%
Sex	<u>%</u>	1 person		18
Male	53	2 persons		52
Female	47	3 persons		13
Accompanied by husband/wife/partner	49	4 persons 5 persons and more		12
Age	%	•		
up to 20 years	5	Buying and ordering ca		%
over 20 up to 30 years	14	Purchase or order made of		
over 30 up to 40 years	17	intended at the exhibition	ו	_
over 40 up to 50 years	20	yes		24
over 50 up to 60 years	21	no		44
over 60 up to 70 years	20	maybe		32
over 70 years	3	Follow-up business		%
Occupation	%	Intend to buy at later dat	Δ	
Unskilled/skilled worker	6	yes	C	28
Salaried staff	37	no		23
Civil servant	10	maybe		49
Self employed/freelance	7	,		
Housewife	5			
Other occupation	3			
Trainee/student/pupil	9			
Old-age-pensioner	22			
Other not working	2			

Conducted by: PhoneResearch KG, Hamburg

Pferd	& Jag	d, Hannover		
Total number of visitors	85 137	Net household income		%
Proportion of private visitors	78 %	more than 750,- EUR	up to 750,- EUR up to 1 000,- EUR	
		more than 1 000,- EUR	up to 1 250,- EUR	
Region of residence	%	more than 1 250,- EUR	up to 1 500,- EUR	
Locally	8	more than 1 500,- EUR	up to 2 000,- EUR	
within a 25 km radius	14	more than 2 000,- EUR	up to 2 500,- EUR	
	adius 17	more than 2 500,- EUR	up to 3 000,- EUR	
further than 50 km within a 100 km r		more than 3 000,- EUR		16
further than 100 km radius	35	N/A		31
Germany	100	Size of household		%
Other country	_	1 person		13
,		2 persons		33
Sex	%	3 persons		21
Male	44	4 persons		20
Female	56	5 persons and more		13
Accompanied by husband/wife/partner	33	Di		%
Age	%	Buying and ordering cap Purchase or order made or		
up to 20 years	18	intended at the exhibition		
over 20 up to 30 years	23	yes		85
over 30 up to 40 years	29	no		- 5
over 40 up to 50 years	18	maybe		10
over 50 up to 60 years	9	,,,,		
over 60 up to 70 years	3	Follow-up business		%
over 70 ýears	-	Intend to buy at later date	2	
		yes		35
Occupation	%	no .		17
Unskilled/skilled worker	10	maybe		47
Salaried staff	35			
Civil servant	. 8			
Self employed/freelance	12			
Housewife	5			
Other occupation	6			
Trainee/student/pupil	20			
Old-age-pensioner Other not working	3 2			
Other not working	2			

Conducted by: Gelszus Messe-Marktforschung GmbH, Dortmund

mil	ba, In	golstadt		
Total number of visitors	88 867	Net household income		%
Proportion of private visitors	92 %	more than 750,- EUR	up to 750,- EUR up to 1 000,- EUR	
Proportion of private visitors	92 %	more than 1 000,- EUR	up to 1 250,- EUR	
Region of residence	%	more than 1 250,- EUR	up to 1 500,- EUR	. 0
Locally	35	more than 1 500,- EUR	up to 2 000,- EUR	
within a 25 km radius	46	more than 2 000,- EUR	up to 2 500,- EUR	
further than 25 km within a 50 km ra		more than 2 500,- EUR	up to 3 000,- EUR	
further than 50 km within a 100 km ra		more than 3 000,- EUR		14
further than 100 km radius	2	N/A		22
Germany	100	Size of household		%
Other country	-	1 person		10
,		2 persons		31
Sex	%	3 persons		17
Male	45	4 persons		27
Female	55	5 persons and more		15
Accompanied by husband/wife/partner	66	•		
. ,		Buying and ordering cap		%
Age	%	Purchase or order made of		
up to 20 years	11	intended at the exhibition	n	
over 20 up to 30 years	22	yes		63
over 30 up to 40 years	28	no		10
over 40 up to 50 years	21	maybe		27
over 50 up to 60 years	12			•
over 60 up to 70 years	5	Follow-up business		%
over 70 years	1	Intend to buy at later dat	:e	
		yes		29 15
Occupation	<u>%</u>	no		
Unskilled/skilled worker	20	maybe		56
Salaried staff	34			
Civil servant	7			
Self employed/freelance	4			
Housewife	11			
Other occupation	3			
Trainee/student/pupil	11 7			
Old-age-pensioner Other not working	1			
Other not working Farmer	2			
rainei	2			
		Conducted by: Gelszus Mes	sse-Marktforschung	

Conducted by: Gelszus Messe-Marktforschung
GmbH, Dortmund

Flowers	& Gar	den, Karlsruhe	
Total number of visitors	20 618	Net household income	%
Proportion of private visitors	88 %	more than 750,- EUR u	p to 750,- EUR 6 p to 1 000,- EUR 5 p to 1 250,- EUR 6
Region of residence	%		p to 1 500,- EUR 8
Locally	30		p to 2 000,- EUR 11
within a 25 km radius	37		p to 2 500,- EUR 10
	radius 21		p to 3 000,- EUR 8
further than 50 km within a 100 km further than 100 km radius	radius 6	more than 3 000,- EUR N/A	14 33
Germany	98	Size of household	%
Other country	3	1 person	12
		2 persons	43
Sex	%	3 persons	19
Male	44	4 persons	19
Female	56	5 persons and more	8
Accompanied by husband/wife/partne	r 51	Buying and ordering capac	itv %
Age	%	Purchase or order made or	<b></b>
up to 20 years	4	intended at the exhibition	
over 20 up to 30 years	10	yes	76
over 30 up to 40 years	21	no	7
over 40 up to 50 years	24	maybe	17
over 50 up to 60 years	22		
over 60 up to 70 years	14	Follow-up business	%
over 70 years	5	Intend to buy at later date	
		yes	26
Occupation	%	no	24
Unskilled/skilled worker	11	maybe	50
Salaried staff	33		
Civil servant	7		
Self employed/freelance	9		
Housewife	10		
Other occupation	2		
Trainee/student/pupil Old-age-pensioner	6 22		
Other not working	1		
Other hot working	ļ		

Conducted by: Gelszus Messe-Marktforschung GmbH, Dortmund

Offe	rta, l	Karlsruhe	
Total number of visitors 14	12 356	Net household income	%
Proportion of private visitors	89 %	up to 750,- EUR more than 750,- EUR up to 1 000,- EUR more than 1 000,- EUR up to 1 250,- EUR	4
Region of residence	%	more than 1 250,- EUR up to 1 500,- EUR	
Locally	35	more than 1 500,- EUR up to 2 000,- EUR	
within a 25 km radius	38	more than 2 000,- EUR up to 2 500,- EUR	
further than 25 km within a 50 km rac		more than 2 500,- EUR up to 3 000,- EUR	
further than 50 km within a 100 km rac		more than 3 000,- EUR	20
further than 100 km radius	2	N/A	19
Germany	99	Size of household	%
Other country	1	1 person	10
		2 persons	38
Sex	<u>%</u>	3 persons	20
Male	51	4 persons	23
Female	49	5 persons and more	9
Accompanied by husband/wife/partner	54	Booton and and other	0/
	•	Buying and ordering capacity	%
Age	%	Purchase or order made or intended at the exhibition	
up to 20 years	16		67
over 20 up to 30 years	13 20	yes no	11
over 30 up to 40 years over 40 up to 50 years	20 22	maybe	22
over 50 up to 60 years	16	maybe	22
over 60 up to 70 years	11	Follow-up business	%
over 70 years	2	Intend to buy at later date	
over 70 years	-	yes	24
Occupation	%	no	24
Unskilled/skilled worker	11	maybe	52
Salaried staff	35	•	
Civil servant	7		
Self employed/freelance	8		
Housewife	6		
Other occupation	3		
Trainee/student/pupil	17		
Old-age-pensioner	12		
Other not working	1		
-			

Conducted by: Gelszus Messe-Marktforschung GmbH, Dortmund

ALLGAU Festiva	IW€	eek, Kempten (2001)	
Total number of visitors 89	908	Net household income	%
Proportion of private visitors	78 <u>%</u>	up to 1 500,- DM more than 1 500,- DM up to 2 000,- DM more than 2 000,- DM up to 2 500,- DM	8 9 8
Region of residence	%	more than 2 500,- DM up to 3 000,- DM	10
Locally	23	more than 3 000,- DM up to 4 000,- DM	16
within a 25 km radius	29	more than 4 000,- DM up to 5 000,- DM	13
further than 25 km within a 50 km radiu		more than 5 000,- DM up to 6 000,- DM	8
further than 50 km within a 100 km radiu		more than 6 000,- DM N/A	11 16
further than 100 km radius	9	N/A	10
Germany	99	Size of household	%
Other country	1	1 person	10
_		2 persons	30
Sex	%	3 persons	22
Male Female	51 49	4 persons 5 persons and more	23 15
Accompanied by husband/wife/partner	67	N/A	1
Accompanied by Husband/Wile/partilel	07	14/1	
Age	%	Buying and ordering capacity	<u>%</u>
up to 20 years	4	Purchase or order made or	<u> %</u>
up to 20 years over 20 up to 30 years	4 19	Purchase or order made or intended at the exhibition	
up to 20 years over 20 up to 30 years over 30 up to 40 years	4 19 29	Purchase or order made or intended at the exhibition yes	51
up to 20 years over 20 up to 30 years over 30 up to 40 years over 40 up to 50 years	4 19 29 22	Purchase or order made or intended at the exhibition yes no	
up to 20 years over 20 up to 30 years over 30 up to 40 years over 40 up to 50 years over 50 up to 60 years	4 19 29	Purchase or order made or intended at the exhibition yes no maybe	51 28 21
up to 20 years over 20 up to 30 years over 30 up to 40 years over 40 up to 50 years	4 19 29 22 15	Purchase or order made or intended at the exhibition yes no maybe  Follow-up business	51 28
up to 20 years over 20 up to 30 years over 30 up to 40 years over 40 up to 50 years over 50 up to 60 years over 50 up to 60 years over 60 up to 70 years over 70 years	4 19 29 22 15 8 2	Purchase or order made or intended at the exhibition yes no maybe  Follow-up business Intend to buy at later date	51 28 21 %
up to 20 years over 20 up to 30 years over 30 up to 40 years over 40 up to 50 years over 50 up to 60 years over 60 up to 70 years over 70 years Occupation	4 19 29 22 15 8 2	Purchase or order made or intended at the exhibition yes no maybe  Follow-up business Intend to buy at later date yes	51 28 21 <b>%</b>
up to 20 years over 20 up to 30 years over 30 up to 40 years over 40 up to 50 years over 50 up to 60 years over 60 up to 70 years over 70 years Occupation Unskilled/skilled worker	4 19 29 22 15 8 2 <b>%</b>	Purchase or order made or intended at the exhibition yes no maybe  Follow-up business Intend to buy at later date yes no	51 28 21 %
up to 20 years over 20 up to 30 years over 30 up to 40 years over 40 up to 50 years over 50 up to 60 years over 50 up to 60 years over 60 up to 70 years over 70 years  Occupation  Unskilled/skilled worker Salaried staff	4 19 29 22 15 8 2 % 6 43	Purchase or order made or intended at the exhibition yes no maybe  Follow-up business Intend to buy at later date yes no maybe	51 28 21 <b>%</b>
up to 20 years over 20 up to 30 years over 30 up to 40 years over 40 up to 50 years over 50 up to 60 years over 60 up to 70 years over 60 up to 70 years over 70 years  Occupation Unskilled/skilled worker Salaried staff Civil servant	4 19 29 22 15 8 2 <b>%</b>	Purchase or order made or intended at the exhibition yes no maybe  Follow-up business Intend to buy at later date yes no	51 28 21 <b>%</b> 15 47 37
up to 20 years over 20 up to 30 years over 30 up to 40 years over 40 up to 50 years over 50 up to 60 years over 60 up to 70 years over 60 up to 70 years over 70 years  Occupation  Unskilled/skilled worker Salaried staff Civil servant Self employed/freelance Farmer	4 19 29 22 15 8 2 % 6 43 7 10 7	Purchase or order made or intended at the exhibition yes no maybe  Follow-up business Intend to buy at later date yes no maybe	51 28 21 <b>%</b> 15 47 37
up to 20 years over 20 up to 30 years over 30 up to 40 years over 40 up to 50 years over 40 up to 50 years over 50 up to 60 years over 60 up to 70 years over 70 years  Occupation  Unskilled/skilled worker Salaried staff Civil servant Self employed/freelance Farmer Housewife	4 19 29 22 15 8 2 % 6 43 7 10 7	Purchase or order made or intended at the exhibition yes no maybe  Follow-up business Intend to buy at later date yes no maybe	51 28 21 <b>%</b> 15 47 37
up to 20 years over 20 up to 30 years over 30 up to 40 years over 40 up to 50 years over 50 up to 60 years over 50 up to 60 years over 70 years  Occupation Unskilled/skilled worker Salaried staff Civil servant Self employed/freelance Farmer Housewife Other occupation	4 19 29 22 15 8 2 % 6 43 7 10 7 11	Purchase or order made or intended at the exhibition yes no maybe  Follow-up business Intend to buy at later date yes no maybe	51 28 21 <b>%</b> 15 47 37
up to 20 years over 20 up to 30 years over 30 up to 40 years over 40 up to 50 years over 40 up to 50 years over 60 up to 60 years over 60 up to 70 years over 70 years  Occupation Unskilled/skilled worker Salaried staff Civil servant Self employed/freelance Farmer Housewife Other occupation Trainee/student/pupil	4 19 29 22 15 8 2 % 6 43 7 10 7 11 1	Purchase or order made or intended at the exhibition yes no maybe  Follow-up business Intend to buy at later date yes no maybe	51 28 21 <b>%</b> 15 47 37
up to 20 years over 20 up to 30 years over 30 up to 40 years over 40 up to 50 years over 50 up to 60 years over 50 up to 60 years over 70 years  Occupation Unskilled/skilled worker Salaried staff Civil servant Self employed/freelance Farmer Housewife Other occupation	4 19 29 22 15 8 2 % 6 43 7 10 7 11	Purchase or order made or intended at the exhibition yes no maybe  Follow-up business Intend to buy at later date yes no maybe	51 28 21 <b>%</b> 15 47 37

Conducted by: Messe- und Congressberatung Dirr, Hamburg

#### **AUTOMOBIL INTERNATIONAL + AMITEC, Leipzig** 264 660 Total number of visitors Net household income % up to 750,- EUR 13 up to 1 000,- EUR 8 up to 1 250,- EUR 8 up to 1 500,- EUR 9 up to 2 000,- EUR 12 up to 2 500,- EUR 11 up to 3 000,- EUR 9 15 more than 750,- EUR more than 1 000,- EUR more than 1 250,- EUR more than 1 500,- EUR more than 2 000,- EUR more than 2 500,- EUR more than 3 000,- EUR N/A Proportion of private visitors Region of residence %96 Locally within a 25 km radius 50 km radius 28 further than 50 km within a 100 km radius 28 further than 100 km radius 28 further than 100 km radius 28 50 Size of household 1 person 2 persons 3 persons 4 persons 5 persons and more Germany Other country 35 22 18 9 % 72 28 35 Sex Male Female Accompanied by husband/wife/partner **Buying and ordering capacity**Purchase or order made or intended at the exhibition % 21 37 19 11 Age up to 20 years over 20 up to 30 years over 30 up to 40 years over 40 up to 50 years over 50 up to 60 years over 60 up to 70 years over 70 years yes no maybe 18 46 36 7 5 1 Follow-up business Intend to buy at later date 29 22 49 yes no Occupation Unskilled/skilled worker Salaried staff Civil servant Self employed/freelance Housewife Other occupation 23 25 7 6 2 4 21 9 maybe Trainee/student/pupil Old-age-pensioner Other not working

Conducted by: Gelszus Messe-Marktforschung GmbH, Dortmund

# Home - Garden - Leisure/Handicrafts Fair, Leipzig (2002)

Total number of visitors 166	427	Net household income	%
		up to 750,- EUI	
Proportion of private visitors 8	0 %	more than 750,- EUR up to 1 000,- EUI	
		more than 1 000,- EUR up to 1 250,- EUI	
Region of residence	%	more than 1 250,- EUR up to 1 500,- EUR	
Locally	26	more than 1 500,- EUR up to 2 000,- EUR	
within a 25 km radius	16	more than 2 000,- EUR up to 2 500,- EUR	
further than 25 km within a 50 km radiu		more than 2 500,- EUR up to 3 000,- EUR	
further than 50 km within a 100 km radiu further than 100 km radius	s 24 11	more than 3 000,- EUR N/A	8 32
Germany	99	Size of household	%
Other country	77 1	1 person	9
Other Country	'	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	5 persons and more	·
necompanied by nasbana, wire, partite	, 0	Buying and ordering capacity	%
Age	%	Purchase or order made or	
up to 20 years	9	intended at the exhibition	
over 20 up to 30 years	15	yes	63
over 30 up to 40 years	24	no	15
over 40 up to 50 years	24	maybe	22
over 50 up to 60 years	14		
over 60 up to 70 years	11	Follow-up business	%
over 70 years	4	Intend to buy at later date	
		yes	23
Occupation	<u>%</u>	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

Leipzig E	Book	Fair, Leipzig	
Total number of visitors 8	5 406	Net household income	%
Proportion of private visitors	48 %	up to 750,- EUR more than 750,- EUR up to 1 000,- EUR more than 1 000,- EUR up to 1 250,- EUR	9
Region of residence	%	more than 1 250,- EUR up to 1 500,- EUR	
Locally	26	more than 1 500,- EUR up to 2 000,- EUR	
within a 25 km radius	4	more than 2 000,- EUR up to 2 500,- EUR	10
further than 25 km within a 50 km radi	ius 8	more than 2 500,- EUR up to 3 000,- EUR	
further than 50 km within a 100 km radi	ius 14	more than 3 000,- EUR	15
further than 100 km radius	48	N/A	17
Germany	97	Size of household	%
Other country	3	1 person	22
,		2 persons	28
Sex	%	3 persons	20
Male	42	4 persons	21
Female	58	5 persons and more	9
Accompanied by husband/wife/partner	22		
		Buying and ordering capacity	%
Age	%	Purchase or order made or	
up to 20 years	24	intended at the exhibition	
over 20 up to 30 years	31	yes	
over 30 up to 40 years	20	no .	
over 40 up to 50 years	13	maybe	
over 50 up to 60 years	8	Callant up business	%
over 60 up to 70 years	3 1	Follow-up business	70
over 70 years	- 1	Intend to buy at later date	
Occupation	%	yes no	
Unskilled/skilled worker	4	maybe	
Salaried staff	29	maybe	
Civil servant	5		
Self employed/freelance	10		
Housewife	2		
Other occupation	2		
Trainee/student/pupil	42		
Old-age-pensioner	4		
Other not working	2		
•			

Conducted by: Gelszus Messe-Marktforschung GmbH, Dortmund

# **MODELL & HOBBY, Leipzig**

		• • •	
Total number of visitors 93	250	Net household income	%
		up to 750,- EUR 1	
Proportion of private visitors	88 %		9
			9
Region of residence	%		8
Locally	13	more than 1 500,- EUR up to 2 000,- EUR 1	
within a 25 km radius	8		9
further than 25 km within a 50 km radio			5
further than 50 km within a 100 km radiu			8
further than 100 km radius	37	N/A 2	6
Germany	99	Size of household	%
Other country	1	1 person 1	2
•		2 persons 2	4
Sex	%	3 persons 2	8
Male	63	4 persons 2	6
Female	37	5 persons and more 1	1
Accompanied by husband/wife/partner	49		.,
	•		<b>%</b>
Age	%	Purchase or order made or	
up to 20 years	20	intended at the exhibition	_
over 20 up to 30 years	25	)	7
over 30 up to 40 years	30		1
over 40 up to 50 years	17	maybe 2	2
over 50 up to 60 years	6	- 11 1 1	.,
over 60 up to 70 years	3		%
over 70 years	-	Intend to buy at later date	
			5
Occupation	<u>%</u>		5
Unskilled/skilled worker	25	maybe 5	1
Salaried staff	29		
Civil servant	4		
Self employed/freelance	6		
Housewife	3		
Other occupation	3		
Trainee/student/pupil	22		
Old-age-pensioner	5 3		
Other not working	3		

Conducted by: Gelszus Messe-Marktforschung GmbH, Dortmund

76

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Conducted by: IMPTE GmbH Institut für Management- Training und Entwicklung, Bendorf

REG	Ю,	Lörrach	
Total number of visitors 64	998	Net household income	%
Proportion of private visitors 8	7 %	up to 750,- EUR more than 750,- EUR up to 1 000,- EUR more than 1 000,- EUR up to 1 250,- EUR	4
Region of residence	%	more than 1 250,- EUR up to 1 250,- EUR	
Locally	18	more than 1 500,- EUR up to 2 000,- EUR	
within a 25 km radius	64	more than 2 000,- EUR up to 2 500,- EUR	
further than 25 km within a 50 km radiu		more than 2 500,- EUR up to 3 000,- EUR	
further than 50 km within a 100 km radius	s 4 1	more than 3 000,- EUR	18
further than 100 km radius	- 1	Size of household	%
Germany	86		16
Other country	14		52
,		3 persons	16
Sex	%		13
Male	57	5 persons and more	4
Female	43	Donale a seed and advantage and alter	%
Accompanied by husband/wife/partner	30	Buying and ordering capacity  Purchase or order made or	<u>%</u> 0
Age	%	intended at the exhibition	
up to 20 years	4		68
over 20 up to 30 years	7		33
over 30 up to 40 years	14	maybe	35
over 40 up to 50 years	16		
over 50 up to 60 years	21	Follow-up business	%
over 60 up to 70 years	20	Intend to buy at later date	
over 70 years	18	yes no	8 60
Occupation	%		32
Unskilled/skilled worker	4	maybe	-
Salaried staff	25		
Civil servant	4		
Self employed/freelance	11		
Housewife	15		
Other occupation	3		
Trainee/student/pupil	4		
Old-age-pensioner Other not working	33 1		
Other not working	'		

Conducted by: Messe Lörrach, Lörrach

LEE	BEN, M	agdeburg		
Total number of visitors	10 978	Net household income		%
Proportion of private visitors	100 %	more than 750 EUR	up to 750,- EUR up to 1 000,- EUR	
		more than 1 000,- EUR	up to 1 250,- EUR	
Region of residence	%	more than 1 250,- EUR	up to 1 500,- EUR	
Locally	62	more than 1 500,- EUR	up to 2 000,- EUR	
within a 25 km radius	18	more than 2 000,- EUR	up to 2 500,- EUR	
further than 25 km within a 50 km		more than 2 500,- EUR	up to 3 000,- EUR	5
further than 50 km within a 100 km		more than 3 000,- EUR		3
further than 100 km radius	1	N/A		24
Germany	100	Size of household		%
Other country	-	1 person		11
•		2 persons		63
Sex	%	3 persons		13
Male	43	4 persons		12
Female	57	5 persons and more		1
Accompanied by husband/wife/partne	r 70	Dundan and audanian as		%
Age	%	Buying and ordering ca Purchase or order made of		70
up to 20 years	1	intended at the exhibition		
over 20 up to 30 years	5	yes	•	36
over 30 up to 40 years	10	no		18
over 40 up to 50 years	18	maybe		46
over 50 up to 60 years	24	,		
over 60 up to 70 years	36	Follow-up business		%
over 70 years	6	Intend to buy at later dat	:e	
		yes		11
Occupation	%	no		41
Unskilled/skilled worker	13	maybe		47
Salaried staff	26			
Civil servant	3			
Self employed/freelance	5			
Housewife	1			
Other occupation	2			
Trainee/student/pupil	3			
Old-age-pensioner	43			
Other not working	5			

Conducted by: IWD Marktforschung, Magdeburg

MAGDE	BOOT	, Magdeburg	
Total number of visitors	14 127	Net household income	%
Proportion of private visitors	100 %	more than 750,- EUR	up to 750,- EUR 3 up to 1 000,- EUR 1
Region of residence	%	more than 1 000,- EUR more than 1 250,- EUR	up to 1 250,- EUR 3 up to 1 500,- EUR 6
ocally	15	more than 1 500,- EUR	up to 2 000,- EUR 10
within a 25 km radius	13	more than 2 000,- EUR	up to 2 500,- EUR 11
further than 25 km within a 50 km ra		more than 2 500,- EUR	up to 3 000,- EUR 12
further than 50 km within a 100 km ra		more than 3 000,- EUR	14
urther than 100 km radius	36	N/A	39
Germany	100	Size of household	%
Other country	-	1 person	12
_		2 persons	48
Sex	<u>%</u>	3 persons	21
Male	72	4 persons	16
emale	29	5 persons and more	3
Accompanied by husband/wife/partner	64	Buying and ordering cap	acity %
Age	%	Purchase or order made o	r
up to 20 years	2	intended at the exhibition	
over 20 up to 30 years	10	yes	17
over 30 up to 40 years	22	no	37
over 40 up to 50 years	23	maybe	46
over 50 up to 60 years	20		
over 60 up to 70 years	22	Follow-up business	%
over 70 years	2	Intend to buy at later date	
	•	yes	25
Occupation	%	no	24
Jnskilled/skilled worker	12	maybe	51
Salaried staff	34		
Civil servant	. 5		
Self employed/freelance	16		
Housewife	2		
Other occupation	1		
Frainee/student/pupil	3		
Old-age-pensioner	24		
Other not working	2		

Conducted by: IWD Marktforschung, Magdeburg

Perspektiv	en, M	agdeburg (2002	)	
Total number of visitors	4 962	Net household income		%
			up to 750,- EUR	
Proportion of private visitors	89 %	more than 750,- EUR	up to 1 000,- EUR	
		more than 1 000,- EUR	up to 1 250,- EUR	
Region of residence	%	more than 1 250,- EUR	up to 1 500,- EUR	
Locally	43	more than 1 500,- EUR	up to 2 000,- EUR	
within a 25 km radius	25	more than 2 000,- EUR	up to 2 500,- EUR	
	radius 17	more than 2 500,- EUR	up to 3 000,- EUR	
further than 50 km within a 100 km		more than 3 000,- EUR		7
further than 100 km radius	4	Cine of household		•
		Size of household		%
Germany	100	1 person		12
Sex	%	2 persons		34
Male	33	3 persons 4 persons		32
Maie Female	53 67	5 persons and more		34
		5 persons and more		•
Accompanied by husband/wife/partner	10	Buying and ordering cap	acity	%
Age	%	Purchase or order made of		
up to 20 years	52	intended at the exhibition		
over 20 up to 30 years	21	yes		74
over 30 up to 40 years	12	no		26
over 40 up to 50 years	13	maybe		
over 50 up to 60 years	3	,		
		Follow-up business		%
Occupation	%	Intend to buy at later date	e	
Unskilled/skilled worker	5	yes		65
Salaried staff	19	no		8
Civil servant	1	maybe		26
Self employed/freelance	1			
Housewife	1			
Other occupation	2			
Trainee/student/pupil	58			
Old-age-pensioner	1			
Other not gainfully employed	12			

Conducted	bv:	IWD	Marktforschung.	Maadebura

Rheinland-Pfa	alz-Auss	tellung, Mainz (2001)	
Total number of visitors	91 417	Net household income	%
Proportion of private visitors	100 %	up to 2 000,- DM more than 2 000,- DM up to 3 000,- DM	5 7
		more than 3 000,- DM up to 4 000,- DM	11
Region of residence	%	more than 4 000,- DM up to 5 000,- DM	16
Locally	19	more than 5 000,- DM	28
within a 25 km radius	39	N/A	34
further than 25 km within a 50 kr	n radius 25		
further than 50 km within a 100 kr	n radius 12	Size of household	%
further than 100 km radius	3	1 person	12
		2 persons	48
Sex	%	3 persons	17
Male	61	4 persons	18
Female	36	5 persons and more	5
Accompanied by husband/wife/partr	ner		
		Buying and ordering capacity	<u>%</u>
Age	%	Purchase or order made or	
up to 20 years	3	intended at the exhibition	
over 20 up to 30 years	10	yes	44
over 30 up to 40 years	20	no .	29
over 40 up to 50 years	22	maybe	27
over 50 up to 60 years	33		
over 60 up to 70 years	12	Follow-up business	<u>%</u>
over 70 years	-	Intend to buy at later date	
		yes	37
Occupation	<u>%</u>	no .	64
Unskilled/skilled worker	13	maybe	
Salaried staff	38		
Civil servant	7		
Self employed/freelance	7		
Housewife	6		
Other occupation	28		

Conducted by: INA Research GmbH, Schenefeld

		up to 1 500,- Divi
Proportion of private visitors	75 %	more than 1 500,- DM up to 2 000,- DM
		more than 2 000,- DM up to 2 500,- DM
Region of residence	%	more than 2 500,- DM up to 3 000,- DM
Locally	22	more than 3 000,- DM up to 4 000,- DM
within a 25 km radius	32	more than 4 000,- DM up to 5 000,- DM
further than 25 km within a 50 km	n radius 24	more than 5 000,- DM up to 6 000,- DM
further than 50 km within a 100 km	n radius 15	more than 6 000,- DM
further than 100 km radius	7	N/A
Sex	%	Size of household
Male	48	1 person
Female	52	2 persons

MANNHEIMER MAIMARKT, Mannheim (2001)

411 905

Female Accompanied by husband/wife/partner	52 64
Age	%
up to 20 years over 20 up to 30 years over 30 up to 40 years over 40 up to 50 years over 50 up to 60 years over 60 up to 70 years over 70 years  Occupation  Unskilled/skilled worker	7 15 22 21 17 15 3 %
Salaried staff Civil servant Self employed/freelance Housewife Other occupation Trainee/Student/pupil Old-age-pensioner Other not gainfully employed	35 10 10 2 9 17 1

Total number of visitors

Net household income	%
up to 1 500,- DM more than 1 500,- DM up to 2 000,- DM more than 2 000,- DM up to 2 500,- DM more than 2 500,- DM up to 3 000,- DM more than 3 000,- DM up to 4 000,- DM more than 4 000,- DM up to 5 000,- DM more than 5 000,- DM up to 6 000,- DM more than 6 000,- DM up to 6 000,- DM N/A	3 3 5 8 12 13 10 12 34
Size of household	%
1 person 2 persons 3 persons 4 persons 5 persons and more	13 40 21 19 7
Buying and ordering capacity	%
Purchase or order made or intended at the exhibition yes no maybe	62 13 25
Follow-up business	%
Intend to buy at later date yes no maybe	34 33 33

Conducted by: Mannheimer Ausstellungsgesell-schaft/Uni Mannheim, Mannheim

# C-B-R, München (2002)

Total number of visitors	180 967
Proportion of private visitors	92 %
Region of residence	%
Locally	30
within a 25 km radius	16
further than 25 km within a 50 km	
further than 50 km within a 100 km	
further than 100 km radius	18
Germany	96
Other country	4
Sex	%
Male	63
Female	37
Accompanied by husband/wife/partne	r 48
Age	%
up to 20 years	4
over 20 up to 30 years	19
over 30 up to 40 years	29
over 40 up to 50 years	23
over 50 up to 60 years over 60 up to 70 years	15
over 50 up to 70 years over 70 years	8 2
over 70 years	2
Occupation	<u>%</u>
Unskilled/skilled worker	10
Salaried staff	43
Civil servant	10
Self employed/freelance Housewife	12
Housewife Other occupation	3 3 8
Trainee/student/pupil	Ω Ω
Old-age-pensioner	9
Other not gainfully employed	1

Net household income		%
more than 750, EUR more than 1 000, EUR more than 1 500, EUR more than 1 500, EUR more than 2 000, EUR more than 2 500, EUR more than 3 000, EUR N/A	up to 750,- EUR up to 1 000,- EUR up to 1 250,- EUR up to 1 500,- EUR up to 2 000,- EUR up to 2 500,- EUR up to 3 000,- EUR	5 2 4 7 11 12 12 28 19
Size of household		%
1 person		18
2 persons		40
3 persons		18
4 persons		18
5 persons and more		6
<b>Buying and ordering cap</b> Purchase or order made o intended at the exhibition yes no maybe	r	37 27 36
Follow-up business		%
Intend to buy at later date		70
yes	-	43
no		15
maybe		42

Conducted by: NFO Infratest, München

l income				
				%
	ip to			3
	p to 1			
	ip to 1			
	p to 2			
	p to 2			
	p to 3			
00,- EUR		,		21
,			3	32
old				%
				13
			3	38
			1	18
				20
more				10
	_			
dering capa	city			%
der made or				
exhibition				
				59
				10
			-	21
iness				%
at later date				70
it later date				25
				23
				54
				,,

Conducted by: N	FO Infratest,	München
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14	M	<b>Nünchen</b>	
16116	141.7	nunciicii	
Total number of visitors 2	05 710	Net household income	%
Proportion of private visitors	38 %	up to 750,- EUR more than 750,- EUR up to 1 000,- EUR	
Region of residence	%	more than 1 000,- EUR up to 1 250,- EUR more than 1 250,- EUR up to 1 500,- EUR	
	27	more than 1 500,- EUR up to 2 000,- EUR	
Locally within a 25 km radius	15	more than 2 000 EUR up to 2 500 EUR	
further than 25 km within a 50 km rad		more than 2 500,- EUR up to 3 000,- EUR	
further than 50 km within a 50 km rad		more than 3 000 EUR	27
further than 100 km radius	24	N/A	23
Germany	97	Size of household	%
Other country	3	1 person	13
other country	,	2 persons	48
Sex	%	3 persons	16
Male	63	4 persons	15
Female	37	5 persons and more	.8
Accompanied by husband/wife/partner	50	5 persons and more	•
Accompanied by Husband/Wile/partitel	50	Buying and ordering capacity	%
Age	%	Purchase or order made or	
up to 20 years	1	intended at the exhibition	
over 20 up to 30 years	8	yes	55
over 30 up to 40 years	17	no	11
over 40 up to 50 years	22	maybe	34
over 50 up to 60 years	21	•,••	
over 60 up to 70 years	28	Follow-up business	%
over 70 years	4	Intend to buy at later date	
		yes	31
Occupation	%	no	14
Unskilled/skilled worker	5	maybe	56
Salaried staff	40	,	
Civil servant	7		
Self employed/freelance	10		
Housewife	6		
Other occupation	1		
Trainee/student/pupil	2		
Old-age-pensioner	27		
Other not working	2		
-			

Conducted by: NFO Infratest, München

IMMOFAIR/RE	SIDEN	CE, München (2001)	
Total number of visitors	5 912	Net household income	%
Proportion of private visitors	83 %	up to 1 500,- DM more than 1 500,- DM up to 2 000,- DM	1
		more than 2 000,- DM up to 2 500,- DM	1
Region of residence	%	more than 2 500,- DM up to 3 000,- DM	4
Locally	40	more than 3 000,- DM up to 4 000,- DM	6
within a 25 km radius	21	more than 4 000,- DM up to 5 000,- DM	13
	adius 13	more than 5 000,- DM up to 6 000,- DM	9
further than 50 km within a 100 km r		more than 6 000,- DM	13
further than 100 km radius	16	N/A	52
Sex	%	Size of household	%
Male	72	1 person	15
Female	28	2 persons	47
Accompanied by husband/wife/partner	52	3 persons	25
		4 persons	11
Age	<u>%</u>	5 persons and more	2
up to 20 years	1		٠,
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

Int. Exh. for Hunters, Fishe	rmen	and Marksmen, München (20	01)
Total number of visitors	42 879	Net household income	%
Proportion of private visitors	81 %	up to 1 500,- DM more than 1 500,- DM up to 2 000,- DM	4
		more than 2 000,- DM up to 2 500,- DM	4
Region of residence	%	more than 2 500,- DM up to 3 000,- DM	6
Locally	12	more than 3 000,- DM up to 4 000,- DM	13
within a 25 km radius	10	more than 4 000,- DM up to 5 000,- DM	12
further than 25 km within a 50 km ra		more than 5 000,- DM up to 6 000,- DM	9
further than 50 km within a 100 km ra		more than 6 000,- DM	22
further than 100 km radius	47	N/A	29
Germany	96	Size of household	%
Other country	4	1 person	13
•		2 persons	30
Sex	%	3 persons	22
Male	80	4 persons	24
Female	20	5 persons and more	12
Accompanied by husband/wife/partner	38	Buying and ordering capacity	%
Age	%	Purchase or order made or	
up to 20 years	5	intended at the exhibition	
over 20 up to 30 years	14	yes	74
over 30 up to 40 years	23	no	9
over 40 up to 50 years	26	maybe	16
over 50 up to 60 years	18		
over 60 up to 70 years	12	Follow-up business	%
over 70 years	3	Intend to buy at later date	
		yes	39
Occupation	%	no	18
Unskilled/skilled worker	16	maybe	43
Salaried staff	27		
Civil servant	10		
Self employed/freelance Housewife	18 4		
Other occupation	4		
Trainee/student/pupil	7		
Old-age-pensioner	12		
Other not gainfully employed	1		
outer not gamman, employed			

Conducted by: Dr. Reuther Institut, Berg

Consu	ment	a, Nürnberg	
Total number of visitors 2	14 209	Net household income	%
Proportion of private visitors	- %	up to 750,- EU more than 750,- EUR up to 1 000,- EU more than 1 000,- EUR up to 1 250,- EU	R 7
Region of residence Locally within a 25 km radius further than 25 km within a 50 km ra further than 100 km radius		more than 1 250, EUR up to 1 250, EUR more than 1 250, EUR up to 2 000, EUR more than 2 000, EUR more than 2 500, EUR more than 3 000, EUR with the state of the	R 7 R 10 R 10
Germany Other country	100	Size of household  1 person 2 persons 3 persons	% 11 32 16
Male Female Accompanied by husband/wife/partner	55 45 49	4 persons 5 persons and more	27 14
Age	%	Buying and ordering capacity Purchase or order made or	%
up to 20 years over 20 up to 30 years over 30 up to 40 years over 40 up to 50 years	14 22 24 21 13	intended at the exhibition yes no maybe	68 12 20
over 50 up to 60 years over 60 up to 70 years	6	Follow-up business	%
over 70 years  Occupation Unskilled/skilled worker Salaried staff Civil servant Self employed/freelance Housewife Other occupation Trainee/student/pupil Old-age-pensioner Other not working	1 % 11 38 10 7 4 4 12 7 6	Intend to buy at later date yes no maybe	25 25 50

Conducted by: Gelszus Messe-Marktforschung GmbH, Dortmund

#### FREIZEIT, GARTEN + TOURISTIK Nürnberg % up to 750,- EUR 2 up to 1 000,- EUR 2 up to 1 250,- EUR 3 up to 1 500,- EUR 3 up to 2 000,- EUR 15 up to 2 000,- EUR 15 up to 3 000,- EUR 13 N/A 24 163 616 Total number of visitors Net household income more than more than 1 000,- EUR more than 1 250,- EUR more than 1 500,- EUR more than 2 000,- EUR more than 2 500,- EUR Proportion of private visitors Region of residence%Locally<br/>within a<br/>further than<br/>100 km25 km<br/>within a<br/>25 km<br/>within a50 km<br/>solom<br/>100 km30 km<br/>solom<br/>andius21<br/>solom<br/>100 km<br/>radius Size of household 9 42 18 22 8 1 persons 2 persons 3 persons 4 persons 5 persons and more 100 Sex Male Female Accompanied by husband/wife/partner % 67 33 68 Buying and ordering capacity Purchase or order made or intended at the exhibition yes no maybe % 15 21 25 20 10 2 up to 20 years over 20 up to 30 years over 30 up to 40 years over 40 up to 50 years over 50 up to 60 years over 60 up to 70 years 51 19 30 Follow-up business Intend to buy at later date % over 70 years 32 18 50 yes no Occupation Unskilled/skilled worker Salaried staff Civil servant Self employed/freelance Farmer Housewife 15 41 6 10 1 5 2 5 13 maybe Other occupation Trainee/student/pupil Old-age-pensioner Other not working

Conducted by: C & M Congress- & Messe-Marketing International, Berlin

_				
Total number of visitors	2 579	Net household income		%
Proportion of private visitors	67 %	more than 750,- EUR	up to 750,- EUR up to 1 000,- EUR	
r roportion or private visitors	07 /0	more than 1 000,- EUR	up to 1 250,- EUR	
Region of residence	%	more than 1 250,- EUR	up to 1 500,- EUR	
Locally	27	more than 1 500,- EUR	up to 2 000,- EUR	
within a 25 km radius	24	more than 2 000,- EUR	up to 2 500,- EUR	
	adius 16	more than 2 500,- EUR	up to 3 000,- EUR	
further than 50 km within a 100 km r		more than 3 000,- EUR		20
further than 100 km radius	15	N/A		55
Germany	_	Size of household		%
Other country	_	1 person		18
		2 persons		42
Sex	%	3 persons		17
Male	39	4 persons		14
Female	55	5 persons and more		7
Accompanied by husband/wife/partner	71			
		Buying and ordering cap		%
Age	%	Purchase or order made of		
up to 20 years	1	intended at the exhibition	1	
over 20 up to 30 years	20	yes		13
over 30 up to 40 years	27	no		82
over 40 up to 50 years	19	maybe		
over 50 up to 60 years	20	N/A		5
over 60 up to 70 years	11			•
over 70 years	2	Follow-up business		%
0	0/	Intend to buy at later dat	e	54
Occupation	<u>%</u>	yes		21
Unskilled/skilled worker	10	no manuha		17
Salaried staff	50 4	maybe N/A		8
Civil servant	13	IN/A		C
Self employed/freelance Housewife	3			
Other occupation	4			
Trainee/student/pupil	5			
Old-age-pensioner	10			
Other not working	10			
Other not working				

**Regional Wine Exhibition, Offenburg** 

Conducted by: STUCON, Gengenbach

OBERRHEI	NMES	SE OFFENBURG	
Total number of visitors	91 074	Net household income	%
Proportion of private visitors	84 %	up to 750,- more than 750,- EUR up to 1 000,-	EUR 10 EUR 6
	0.70	more than 1 000,- EUR up to 1 250,-	
Region of residence	%	more than 1 250,- EUR up to 1 500,-	
Locally	17	more than 1 500,- EUR up to 2 000,-	EUR 10
within a 25 km radius	42	more than 2 000,- EUR up to 2 500,-	
further than 25 km within a 50 km ra		more than 2 500,- EUR up to 3 000,-	
further than 50 km within a 100 km ra	adius 10	more than 3 000,- EUR	11
further than 100 km radius	6	N/A	32
Germany	95	Size of household	%
Other country	6	1 person	12
,		2 persons	33
Sex	%	3 persons	19
Male	46	4 persons	22
Female	54	5 persons and more	14
Accompanied by husband/wife/partner	50		•
	•	Buying and ordering capacity Purchase or order made or	<u>%</u>
Age	<u>%</u>	intended at the exhibition	
up to 20 years	13 16		69
over 20 up to 30 years	22	yes no	11
over 30 up to 40 years over 40 up to 50 years	24	maybe	21
over 50 up to 60 years	15	maybe	21
over 60 up to 70 years	9	Follow-up business	%
over 70 years	1	Intend to buy at later date	,,,
over 70 years	•	yes	23
Occupation	%	no	20
Unskilled/skilled worker	15	maybe	57
Salaried staff	32	, , ,	
Civil servant	8		
Self employed/freelance	8		
Housewife	9		
Other occupation	3		
Trainee/student/pupil	14		
Old-age-pensioner	11		
Other not working	2		

Conducted by: Gelszus Messe-Marktforschung GmbH, Dortmund

publika	, Pfor	zheim (2001)	
Total number of visitors	44 294	Net household income	%
Proportion of private visitors	84 %	up to 1 500,- DM more than 1 500,- DM up to 2 000,- DM	5 5
Proportion of private visitors	04 70	more than 2 000,- DM up to 2 500,- DM	7
Region of residence	%	more than 2 500,- DM up to 3 000,- DM	7
Locally	34	more than 3 000,- DM up to 4 000,- DM	13
within a 25 km radius	57	more than 4 000,- DM up to 5 000,- DM	13
further than 25 km within a 50 km ra		more than 5 000,- DM up to 6 000,- DM	9
further than 50 km within a 100 km ra		more than 6 000,- DM	14
further than 100 km radius	2	N/A	28
Germany	99	Size of household	%
Other country	1	1 person	11
		2 persons	41
Sex	<u>%</u>	3 persons	19
Male	52	4 persons	20
Female	48	5 persons and more	9
Accompanied by husband/wife/partner	62		
_		Buying and ordering capacity	%
Age	<u>%</u>	Purchase or order made or intended at the exhibition	
up to 20 years	4		47
over 20 up to 30 years	15	yes no	13
over 30 up to 40 years	25 24	maybe	39
over 40 up to 50 years over 50 up to 60 years	24 18	maybe	39
over 60 up to 70 years	12	Follow-up business	%
over 70 years	3	Intend to buy at later date	,,,
over 70 years	,	ves	32
Occupation	%	no	12
Unskilled/skilled worker	12	maybe	56
Salaried staff	38	,	
Civil servant	6		
Self employed/freelance	10		
Housewife	8		
Other occupation	2		
Trainee/student/pupil	6		
Old-age-pensioner	16		
Other not gainfully employed	1		

Conducted by: Gelszus Messe-Marktforschung	
GmbH, Dortmund	

CMT, Stuttgart (2002)				
Total number of visitors 173	338	Net household income	%	
Region of residence Locally within a 25 km radius further than 50 km within a 100 km radiu further than 50 km within a 100 km radiu		more than 1000,- EUR up to 1000,- EUR more than 1 250,- EUR up to 1 250,- EUR more than 1 500,- EUR up to 1 500,- EUR more than 2 000,- EUR up to 2 000,- EUR more than 3 000,- EUR up to 3 000,- EUR more than 3 000,- EUR	1 3 6 12 16 29	
further than 100 km radius Germany	17 99	N/A Size of household	30 %	
Other country Sex	1 %	1 person 2 persons 3 persons	13 44 17	
Male Female Accompanied by husband/wife/partner	58 42 53	4 persons 5 persons and more	20 5	
Age	%	Buying and ordering capacity Purchase or order made or	%	
up to 20 years over 20 up to 30 years over 30 up to 40 years over 40 up to 50 years	4 11 21 25	intended at the exhibition yes no maybe	11 32 57	
over 50 up to 60 years over 60 up to 70 years	21 17	Follow-up business	%	
over 70 years  Occupation Unskilled/skilled worker Salaried staff Civil servant Self employed/freelance Housewife Other occupation Trainee/student/pupil Old-age-pensioner	2 <del>%</del> 7 43 9 11 4 1 7 17	Intend to buy at later date yes no maybe	25 33 42	

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

#### more than 1 500,- DM up to 2 000,- DM more than 2 000,- DM up to 2 500,- DM more than 2 500,- DM up to 3 000,- DM more than 3 000,- DM up to 4 000,- DM more than 3 000,- DM up to 4 000,- DM more than 4 000,- DM up to 5 000,- DM more than 5 000,- DM up to 6 000,- DM more than 6 000,- DM up to 6 000,- DM N/A Total number of visitors 135 019 % 2 2 4 7 10 10 Proportion of private visitors Region of residence Neglin of residence 70 Locally 17 within a 25 km radius 29 further than 25 km within a 50 km radius 29 further than 50 km within a 100 km radius 21 further than 100 km radius 5 7 9 50 Sex Male Female 8 36 19 24 14 Accompanied by husband/wife/partner 69 4 persons 5 persons and more % 12 18 24 17 14 13 2 over 20 up to 20 years over 20 up to 30 years over 30 up to 40 years over 40 up to 50 years over 50 up to 60 years over 60 up to 70 years over 70 years Buying and ordering capacity Purchase or order made or intended at the exhibition yes no maybe Occupation Unskilled/skilled worker Follow-up business % 19 33 3 Intend to buy at later date Salaried staff Civil servant Self employed/freelance Housewife yes no maybe 41 33 26 10 7 1 12 13 1 Other occupation Trainee/student/pupil

Old-age-pensioner Other not gainfully employed

Südwest-Messe, Villingen-Schwenningen (2001)

Conducted by: Südwest Messe- und Ausstellungs-
gesellschaft mbH, Villingen-Schwenningen
gesenschaft mori, vinnigen-schwerningen

Messe Wächtersbach (2002)				
Total number of visitors	58 215	Net household income	%	
Proportion of private visitors	92 %	more than 750,- EUR	up to 750,- EUR 1 up to 1 000,- EUR 3	
Region of residence	%	more than 1 000,- EUR more than 1 250,- EUR	up to 1 250,- EUR 5 up to 1 500,- EUR 8	
Locally	10	more than 1 500,- EUR	up to 2 000,- EUR 13	
within a 25 km radius	42	more than 2 000,- EUR	up to 2 500,- EUR 16	
further than 25 km within a 50 km rad		more than 2 500,- EUR	up to 3 000,- EUR 16	
further than 50 km within a 100 km rad		more than 3 000,- EUR	26	
further than 100 km radius	3	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 cap	pacity %	
over 20 up to 30 years	11 21	Purchase or order made of		
over 30 up to 40 years	21	intended at the exhibition		
over 40 up to 50 years over 50 up to 60 years	24 22	yes	61	
over 60 up to 70 years	11	no	15	
over 70 years	7	maybe	25	
over 70 years	•	•		
Occupation	%	Follow-up business	%	
Unskilled/skilled worker	9	Intend to buy at later dat		
Salaried staff	46	yes	23	
Civil servant	4	no	29	
Self employed/freelance	7	maybe	48	
Housewife	7			
Other occupation	1			
Trainee/student/pupil	5			
Old-age-pensioner Other not gainfully employed	19 1			
Other not gainfully employed	- 1			

Conducted by: Messe- und Congressberatung Dirr,

Mainfranken-	Mess	e, Würzburg (2001)	
Total number of visitors	119 290	Net household income	%
Proportion of private visitors	86 %	up to 1 500,- DM more than 1 500,- DM up to 2 000,- DM	7
r roportion or private visitors	00 /0	more than 2 000,- DM up to 2 500,- DM	10
Region of residence	%	more than 2 500,- DM up to 3 000,- DM	Ġ
Locally	30	more than 3 000,- DM up to 4 000,- DM	13
within a 25 km radius	39	more than 4 000,- DM up to 5 000,- DM	14
further than 25 km within a 50 km ra	dius 19	more than 5 000,- DM up to 6 000,- DM	10
further than 50 km within a 100 km ra	adius 7	more than 6 000,- DM	10
further than 100 km radius	3	N/A	20
Sex	%	Size of household	%
Male	49	1 person	12
Female	51	2 persons	26
Accompanied by husband/wife/partner	67	3 persons	18
		4 persons	27
Age	%	5 persons and more	17
up to 20 years	12	During and audoring consists	%
over 20 up to 30 years	25	Buying and ordering capacity  Purchase or order made or	
over 30 up to 40 years	22 20	intended at the exhibition	
over 40 up to 50 years	20 12		48
over 50 up to 60 years	7	yes no	18
over 60 up to 70 years over 70 years	2	maybe	33
Over 70 years	2	maybe	55
Occupation	%	Follow-up business	%
Unskilled/skilled worker	15	Intend to buy at later date	
Salaried staff	40	yes	28
Civil servant	8	no	24
Self employed/freelance	3	maybe	49
Housewife	9		
Other occupation	-		
Trainee/student/pupil	14		
Old-age-pensioner	9		
Other not gainfully employed	1		

Conducted by: Messe- und Congressberatung Dirr, Hamburg

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

#### **Bad Dürkheim**

#### FBT GmbH Messen-Ausstellungen-Marketing

efa - Fair for Electrical Engineering, Building Systems, Air-Conditioning and Automation, Leipzig 28.10.-30.10.2004

#### **Bad Salzuflen**

#### messezentrum Bad Salzuflen GmbH

KMO - Plastics Processing Fair, Bad Salzuflen 16.03.-19.03.2005

#### **Bayreuth**

#### bbg Betriebsberatungs GmbH

DKM - International Trade Fair for Finance and Insurance Companies, Dortmund 26.10.-28.10.2004

#### **Berlin**

#### Messe Berlin GmbH

International Green Week Berlin -Exhibition for the Food Industry, Agriculture and Horticulture, Berlin

■ 16.01.-25.01.2004

Build IT Berlin - IT and Communication Trade Fair for the Construction Sector, Berlin 17.02.-21.02.2004

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

• 05.02.-07.02.2004

bautec - International trade fair for building, construction technology and architecture, Berlin

17.02.-21.02.2004

ITB Berlin - International Tourism Exchange, Berlin

**12.03.-16.03.2004** 

ART FORUM BERLIN - International Fair for Contemporary Art, Berlin 18.09.-22.09.2004

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

Import Shop Berlin - Shopping around the world, Berlin

**1**0.11.-14.11.2004

IFA - World of Consumer Electronics, Berlin

**0**2.09.- 07.09.2005

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

**20.09.-23.09.2005** 

belektro - Trade Fair for Electrical Engineering, Electronics and Lighting, Berlin October 2005

WASSER BERLIN - International Trade Fair and Congress Water and Wastewater with GAS Berlin -International Trade Fair for the Gas Industry, Berlin

03.04.-07.04.2006

#### Bielefeld

# Survey Marketing + Consulting GmbH & Co. KG

ZOW - Furniture Components Trade Fair, Bad Salzuflen 09.02.-12.02.2004

#### **Bremen**

#### Fachausstellungen Heckmann GmbH Hannover/Bremen

hafa Bremen - Modern Family Exhibition, Bremen 11.09.-19.09.2004

CARAVAN - Motor Caravans and Supplies Trade Exhibition, Bremen 05.11.-07.11.2004

GARTEN REISEN FREIZEIT - Garden, Leisure Time, Travel, Bremen March 2005

# Bremen

#### HVG Hanseatische Veranstaltungs-GmbH, Geschäftsbereich Messe Bremen

bike.market.future., Bremen 28.02.- 29.02.2004

#### MGH Messe- und Ausstellungsgesellschaft Hansa GmbH

Bremen Classic Motorshow, Bremen 31.01.-01.02.2004

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

Westfalen-Schau - Regional Consumer Exhibition, Rheine 15.05.-23.05.2004 Nordsee-Schau - Regional Consumer Exhibition, Jever 25.09.-03.10.2004

Grönegau-Ausstellung - Regional Consumer Exhibition, Melle 04.09.-12.09.2004

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

Emsland-Schau - Regional Consumer Exhibition, Papenburg 01.10.-09.10.2005

Emsland-Schau - Regional Consumer Exhibition, Meppen September 2006

Weser-Ems-Ausstellung - Regional Consumer Exhibition, Aurich May 2007

Emsland-Schau - Regional Consumer Exhibition, Lingen August 2007

Blickpunkt Ibbenbüren - Regional Consumer Exhibition September 2009

#### **Dortmund**

#### Messe Westfalenhallen Dortmund GmbH

JAGD & HUND - International Exhibition for Hunting & Fishing, Dortmund

● 27.01.-01.02.2004

WEST-ANTIQUE - West German Art and Antiques Exhibition, Dortmund 27.01.-01.02.2004

HobbyTronic Computerschau -Exhibition for PCs, Software, Games & Electronics, Dortmund 11.02.-15.02.2004

CREATIVA - Exhibition for Creative Design, Dortmund 24.03.-28.03.2004

HairPower - Hairstyles & Cosmetics Trade Fair with Regional Championship NRW, Dortmund 21.03.-22.03.2004

INTERMODELLBAU - Exhibition for Model Making and Model Sport, Dortmund 21.04.-25.04.2004

FAHOBA - Specialist Exhibition for Hobby + Handicrafts, Dortmund 02.07.-04.07.2004

Inter-tabac - International Trade Fair for Tobacco Products & Smoking Accessories, Dortmund

■ 10.09.-12.09.2004

DORTMUNDER HERBST - Consumer Exhibition, Dortmund 01.10.-10.10.2004

West German Mineral Days, Dortmund 06.11.-07.11.2004

ELEKTROTECHNIK - Trade Fair, Dortmund 07.09.-10.09.2005

#### Dresden

#### **MESSE DRESDEN GmbH**

Dresdner Ostern - Garden, Pet and Handicraft Exhibition, Dresden 25.03.-28.03.2004

Gourmet, Dresden 19.11.-21.11.2004

ART MARKET, Dresden 19.11.-21.11.2004

Lebenskultur in Sachsen - Gourmet, Art Market, formschau - Exhibition of Design, Dresden November 2005

#### Dresden

#### **ORTEC Messe Dresden GmbH**

KarriereStart - Education, Setting-up a Business and Recruitment Exhibition, Dresden 23.01.-25.01.2004

HAUS - Construction Fair, Dresden 26.02.-29.02.2004

FLORIAN - Fire Brigades, Fire Protection and Disaster Control Trade Fair, Halle 30.09.- 02.10.2004

COMTEC - Information and Communication Exhibition, IFM - Industrial Trade Fair for Production , Technology, Automation and Quality Assurance.

crossmedia - Marketing, Communications and Media Exhibition, Dresden 04.11.-06.11.2004

#### Düsseldorf

# Messe Düsseldorf GmbH

boot-Düsseldorf - International Boats-Show, Düsseldorf

**17.01.-25.01.2004** 

ProWein - International Trade Fair Wines and Spirits, Düsseldorf 29.02-02.03.2004

BEAUTY INTERNATIONAL -International Trade Fair for Professional Cosmetics, Düsseldorf 19.03.-21.03.2004 GDS - International Shoe Fair (spring), Düsseldorf

**11.03.-14.03.2004** 

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 - print media messe - 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** 

CARAVAN SALON DÜSSELDORF - International CARAVAN SHOW

**28.08.-05.09.2004** 

GDS - International Shoe Fair (autumn), Düsseldorf

**1**6.09.-19.09.2004

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

InterCool - International Trade Fair Frozen Food, 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 Fair Hotels, Gastronomy, Catering, Düsseldorf

**26.09.-30.09.2004** 

K - International Trade Fair Plastics + Rubber, Düsseldorf

**2**0.10.-27.10.2004

REHACARE International -International Trade Fair for Those with Special Needs and Those Requiring Care, Düsseldorf

**1**0.11.-13.11.2004

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

**0**9.11.-13.11.2004

ComPaMED - International Trade Fair Components, Parts and Raw-Materials for Medical Manufacturing, Düsseldorf 24.11.-26.11.2004 MEDICA - World Forum for Medicine - International Trade Fair with Congress, Düsseldorf

• 24.11.-27.11.2004

EUROSHOP - The Global Retail Trade Fair, Düsseldorf

**1**9.02.-23.02.2005

interpack - International Fair Packaging Machinery, Packaging and Confectionery Machinery, Düsseldorf

**21.04.-27.04.2005** 

A + A - Safety + Health at Work/ Personal Protective Equipment and Occupational Safety. International Trade Fair with Congress and Special Events, Düsseldorf

• 24.10.-27.10.2005

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

● 19.02.-24.02.2006

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

**12.06.- 16.06.2007** 

METEC - International Exhibition for Metallurgical Technology with Congress, Düsseldorf

**12.06.-16.06.2007** 

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

**12.06.- 16.06.2007** 

#### Düsseldorf

## Reed Exhibitions Deutschland GmbH

PSI - International Trade Fair for Advertising Specialties, Düsseldorf 07.01.-09.01.2004

IMA - International Trade Fair for Amusement and Vending Machines, Nürnberg 21.01.-24.01.2004

FIBO - World Fair for Fitness, Wellness and Leisure, Essen 22.04.-25.04.2004

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

PRO SIGN - International Trade Fair on Signmaking and Digital Printing, Frankfurt/Main 21.10.-23.10.2004

MODERNER STAAT - Exhibition and Conference, Berlin 23.11.-24.11.2004

export21- Exhibition and Conference, Frankfurt/Main 07.12.-08.12.2004

EQUITANA - Equestrian Sports World Fair, Essen

**26.02.-06.03.2005** 

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

**0**1.06.-03.06.2005

viscom - International Trade Fair for Visual Advertising Techniques and Signmaking, Düsseldorf

**29.09.-01.10.2005** 

#### **Erfurt**

#### Messe Erfurt AG

Reiten-Jagen-Fischen - Exhibition for Riding, Hunting and Fishing, Erfurt 19.03 -21.03 2004

HAUS+TECHNIK - Exhibition for House building, Living and Modernizing, Erfurt 17.09.-19.09.2004

inoga - Trade Fair for the Hotel, Restaurant and Catering Industries with International Exhibition of Culinary Art / Culinary Olympics, Erfurt

17.10.-20.10.2004

Internationale Rassehunde-Ausstellung - International Pedigree Dog Show, Erfurt April 2005

naro.tech - Exhibition for Renewable Resources, Technologies and Products with International Symposium "Materials from Renewable Resources", Erfurt 01.09.-04.09.2005

#### Erfurt

## RAM Regio Ausstellungs GmbH Erfurt

Thüringen-Ausstellung - Handicraft and Consumer Goods Exhibition, Erfurt 28.02.-07.03.2004

Reisen - Caravan - Exhibition, Erfurt 04.11.-07.11.2004

#### Eschborn

# Werbe- und Vertriebsges. Deutscher Apotheker mbH

EXPOPHARM - International Pharmaceutical Trade Fair, München + 30.09.-03.10.2004

#### Essen

#### Messe Essen GmbH

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

IPM - International Trade Fair for Plants, Technical Equipment, Floristry, Sales Promotion, Essen 29.01.-01.02.2004

E-WORLD energy & water -International Fair and Congress, Essen

10.02.-12.02.2004

HAUS + GARTEN - The spring fair for the whole family, Essen 11.02.-15.02.2004

Reise / Camping - International Trade Fair Travel & Tourism, Camping & Caravaning, Essen 03.03.-07.03.2004

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

IFLO - International Trade Fair for Florists, Decorations & Gifts, Hobbies & Handcrafts, Essen 11.09.-12.09.2004

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

30.10.-07.11.2004

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

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

# Finningen

#### Josef-Werner Schmid GmbH

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

Main-Spessart-Ausstellung - Regional Consumer Exhibition, Lahr 29.04.-02.05.2004

WIR - Regional consumer information exhibition, Dillingen 06.03.-14.03.2004 WUG - Regional Consumer Exhibition, Weißenburg 30.04.-05.05.2005

Donau-Ries-Ausstellung, Nördlingen October 2007

#### Forchheim

## VOFA-Ausstellungs- und Veranstaltungsges. mbH

wefra - Regional Consumer Exhibition, Neustadt an der Aisch 17.04.-25.04.2004

noba - Regional Consumer Exhibition, Marktredwitz 15.05.-20.05.2004

ofra - Regional Consumer Exhibition, Forchheim 10.09.-18.09.2005

noba - Regional Consumer Exhibition, Kulmbach November 2005

#### Frankfurt/Main

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

EuroTier - International DLG Exhibition for Livestock & Poultry Production and Management, Hannover

**0**9.11.-12.11.2004

AGRITECHNICA - International DLG Exhibition for Agricultural Machinery (preview days: 06 and 07 November 2005), Hannover

● 08.11.-12.11.2005

#### Frankfurt/Main

# Messe Frankfurt GmbH

Heimtextil - International trade fair for home textiles and commercially used textiles, Frankfurt/Main

● 14.01.-17.01.2004

Christmasworld - Internationale Frankfurter Messe, Frankfurt/Main

● 31.01.-04.02.2004

Paperworld - Internationale Frankfurter Messe, Frankfurt/Main

● 31.01.-04.02.2004

Ambiente - Internationale Frankfurter Messe, Frankfurt/Main

**20.02.-24.02.2004** 

International Frankfurt Beauty Week
- Internationale Frankfurter Messe,
Frankfurt/Main
05.03.-08.03.2004

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

● 31.03.-03.04.2004

Prolight + Sound - International Trade Fair for Event and Communications Technology, AV -Production and Entertainment, Frankfurt/Main

● 31.03.-03.04.2004

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

**1**5.05.-20.05.2004

Art Frankfurt - Young Arts Fair, Frankfurt/Main 07.05. -10.05.2004

texcare international - World Market for Modern Textile Care, Frankfurt/Main

● 06.06.-10.06.2004

Tendence Lifestyle - Internationale Frankfurter Messe, Frankfurt/Main 27 08 -31 08 2004

Automechanika - International

Automechanika - International Trade Fair for the Automobile Aftermarket and Original Equipment Market, Frankfurt/Main

**1**4.09.-19.09.2004

ISH - International Trade Fair Building and Energy Technology, The Bathroom Experience, Airconditioning and Ventilation, Frankfurt/Main

**15.03.-19.03.2005** 

lightstyle - International Trade Fair for Home Interior Lighting, Frankfurt/Main April 2007

Techtextil - International Trade Fair for Technical Textiles and Nonwovens, Frankfurt/Main

• 07.06.-09.06.2005

#### Frankfurt/Main

#### Wirtschaftsgemeinschaft Hessen GmbH

InNaTex - International fair of natural & organic textiles, Hofheim-Wallau 17.01.-19.01.2004

InNaTex- International fair of natural & organic textiles, Hofheim-Wallau 24.07.-26.07.2004

## Freiburg

#### Messe Freiburg GmbH & Co. KG

Exhibition Camping, Leisure and Tourism, Freiburg 13.03-21.03.2004

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

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

• 24.06.-26.06.2004

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

BADEN MESSE - Ideal Home Exhibition, Freiburg 10.09.-18.09.2005

BADEN MESSE - Agricultural Exhibition, Freiburg 09.09.-17.09.2006

#### Frickenhausen

# P.E. Schall GmbH Messeunternehmen

Fazination Motorrad - Motorcycle Exhibition, Sinsheim 13.02.-15.02.2004

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

Control - International Trade Fair for Quality Assurance, Sinsheim

**11.05.- 14.05.2004** 

OPTATEC - International Trade Fair for Optics and Optoelectronics, Frankfurt/Main

**22.06.-25.06.2004** 

MOTEK - The International Trade Fair for Assembly and Handling Technology, Sinsheim

• 21.09.-24.09.2004

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

12.10.-15.10.2004

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

Fakuma - International Trade Fair for Plastics Processing, Friedrichshafen

● 18.10.- 22.10.2005

#### Friedrichshafen

#### Messe Friedrichshafen GmbH

Fruchtwelt Bodensee - International Trade Fair for Fruit, Berries, Hops and Distillation, Friedrichshafen 27.02.-29.02.2004

Pferd Bodensee - International Trade Exhibition for Equestrian Sport, Horse Breeding, Horse Owning, Friedrichshafen 12.02.-15.02.2004

IBO - International Fair for Consumer and Investment Goods, Friedrichshafen 20.03.-28.03.2004

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

HAM RADIO - International Exhibition for Radio Amateurs with HAMtronic - Electronics, Internet, Computer, Friedrichshafen 25.06.-27.06.2004

OutDoor - European Outdoor Trade Fair, Friedrichshafen

**22.07.-25.07.2004** 

EUROBIKE - International Bicycle Trade Exhibition, Friedrichshafen

**0**2.09.-05.09.2004

INTERBOOT - International Watersports Exhibition, Friedrichshafen

**18.09.-26.09.2004** 

AERO - International Trade Fair for General Aviation, Friedrichshafen

**21.04.-24.04.2005** 

intertech bodensee - International Technology Fair, Friedrichshafen + 11.05.-13.05.2006

## Gelnhausen

## Hallen- und Veranstaltungsgesellschaft Gelnhausen mbH

ÖKO-TRENDS - Ecological trends-Information and consumer fair life in line with nature, Gelnhausen 03.09.-05.09.2004

#### Gießen

#### Messe Giessen GmbH

BAUExpo - Building Exhibition, Gießen 05.02.-08.02.2004

Reisemarkt Hessen, Gießen 28.10.-31.10.2004

MittelhessenSchau - Regional Consumer Goods Exhibition, Gießen 28.10.-31.10.2004

#### **Groß-Umstadt**

#### **KWF GmbH**

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

#### Hagenburg

#### **NETWORK-OSE GmbH**

MeasComp - The Leading Fair for Measurement Technology in Research, Development, Production and Maintenance, Wiesbaden 28.09.-30.09.2004

#### Halle

#### HALLE MESSE GmbH

Reisen, Freizeit, Outdoor - Tourism and Leisure Trade Fair, Halle 06.02.-08.02.2004

SaaleBau - Construction Fair, Halle 19.03.-21.03.2004

Saale Messe - Consumer Trade Fair, Halle

11.11.-14.11.2004

## Hamburg

# MesseHalle Hamburg-Schnelsen

USSIFA HAMBURG - Special Fair for Watches, Jewels, Pearls, Precious Stones and more, Hamburg 03.09.- 05.09.2004

# **Hamburg Messe und Congress GmbH**

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

REISEN HAMBURG - International Exhibition Tourism & Caravaning, Hamburg

11.02.-15.02.2004 interschau - International Trade Fair for Showmen and Leisure Park

Technology, Hamburg + 01.02.-04.02.2004

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

• 05.03.-10.03.2004

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

WindEnergy - International Trade Fair, Hamburg 11.05.-14.05.2004

DU UND DEINE WELT - The great Consumer Exhibition, Hamburg 27.08.-05.09.2004

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** 

hanseboot - International Boat Show Hamburg

**23.10.-31.10.2004** 

shk HAMBURG - North European Sanitation, Heating, Plumbing and Air-Conditioning Fair, Hamburg 23.11.-26.11.2005

## Hannover

#### Deutsche Messe AG

DOMOTEX HANNOVER - World trade fair for carpets and floor coverings, Hannover

**17.01.-20.01.2004** 

CeBIT - International Trade Fair for Information Technology, Telecommunications, Software & Services, Hannover

● 18.03.-24.03.2004

HANNOVER MESSE - World's No. 1 for Technology, Innovation and Automation, Hannover

**1**9.04.-24.04.2004

Digital Factory - Leading Trade Fair for Integrated Processes and IT Solutions HANNOVER MESSE, Hannover

19.04.-24.04.2004

Energy - Leading Trade Fair for Energy Technology, Renewably Energy and Energy Management HANNOVER MESSE, Hannover 19.04.-24.04.2004

Factory Automation - Leading Trade Fair for Production Automation HANNOVER MESSE, Hannover 19.04.-24.04.2004 INTERKAMA+ Leading Trade Fair for Process Automation HANNOVER MESSE, Hannover

**1**9.04.-24.04.2004

MicroTechnology - Leading Trade Fair for Applied Microsystems Technology and Nanotechnology HANNOVER MESSE, Hannover 19.04.-24.04.2004

Research & Technology - Innovations Market Research and Technology HANNOVER MESSE, Hannover 19.04.-24.04.2004

Subcontracting - Leading Trade Fair for Subcontracting Services and Materials for Mechanical Engineering, the Automotive Industry and Plant Engineering HANNOVER MESSE, Hannover 19.04.-24.04.2004

SurfaceTechnology plus Powder Coating Europe - Leading Trade Fair for Surface Technology HANNOVER MESSE, Hannover 19.04.-24.04.2004

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

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

**0**2.05.-06.05.2005

INTERSCHUTZ - DER ROTE HAHN -International Exhibition for Rescue, Fire Prevention, Disaster Relief, Safety and Security, Hannover • 06.06.-11.06.2005

EMO - The World of Machine Tools, Hannover

14.09.-21.09.2005

BIOTECHNICA - International Trade Fair for Biotechnology, Hannover • 18.10.-20.10.2005

# Hannover

#### Fachausstellungen Heckmann GmbH Hannover/Bremen

ABF - Exhibition for Cars, Boats, Gardening, Leisure, Tourism, Caravans & Camping, Hannover 30.01.-08.02.2004

Infa - Information and Sales Exhibition, Hannover 16.10.-24.10.2004

Pferd & Jagd - Exhibition for Equestrian Sports, Hunting, Fishing, Nature and the Outdoors, Hannover 25.11.-28.11.2004

#### Heppenheim

#### TMS Tele-Marketing-Service GmbH

Dresdner Reisemarkt - Travel Market Dresden 30.01 -01.02.2004

auto mobil - Automotive exhibition, Dresden

13.02.-15.02.2004

Touristik & Caravaning Leipzig 17.11.-21.11.2004

Hunting, Fishing, Riding, Dresden 05.03.-07.03.2004

#### Husum

#### Messe Husum

HusumWind - International Trade Fair for Wind Energy, Husum 20.09.- 24.09.2005

#### **Idar-Oberstein**

#### Intergem Messe GmbH

INTERGEM - International Trade Fair for Gems and Jewellery and Gemstone Objects, Idar-Oberstein 01.10.-04.10.2004

#### Karlsruhe

# Hinte Messe- und Ausstellungsgesellschaft mbH

inventa - Exhibition for House, Home and Garden, Karlsruhe 11.03.-14.03.2004

Plus Punkt Holz - Trade Fair for the Wood and Plastic Working Industry, Karlsruhe + 24.09.-26.09.2004

Offerta - Exhibition for the Family, Karlsruhe 30.10.-07.11.2004

INTERGEO - Conference and trade fair for geodesy, geoinformation and land management, Stuttgart +● 13.10.-15.10.2004

Arbeitsschutz aktuell - Conference and Trade fair for Safety and Health at Work, Occupational Safty and Personal Protective Equipment, Wiesbaden 13.10.-15.10.2004

HOGAKA - Interregional Hotel and Catering Show, Karlsruhe 13.02.-16.02.2005

publika - Regional Consumer Goods Exhibition, Pforzheim 05.05.-08.05.2005

#### Karlsruhe

#### Karlsruher Messe- und Kongress-GmbH

Karlsruher Hochzeitstage - Wedding Days - Everything about the wedding, Karlsruhe 24.01.-25.01.2004

LEARNTEC - European Conference and Specialist Trade Fair for Educational and Information Technology, Karlsruhe 10.02.-13.02.2004

RESALE - International Trade Fair for Used Machinery and Equipment, Karlsruhe

26.04.- 28.04.2004

hortec - The Technology Fair for Horticulture, Karlsruhe 23.09.-25.09.2005

# Kempten

## Stadt Kempten - Allgäuer Festwoche

ALLGÄUER FESTWOCHE - Trade Fair -Cultural and Sports Events - Rural Tradition Exhibition, Kempten 14.08.-22.08.2004

#### Kirchheim

#### Sandner GmbH Messen und Ausstellungen

dona - Consumer Goods Exhibition, Regensburg 20.03.-28.03.2004

ufra - Consumer Goods Exhibition, Schweinfurt 02.10.-10.10.2004

miba - Consumer Goods Exhibition, Ingolstadt 05.03.-13.03.2005

#### Köln

# Koelnmesse Ausstellungen GmbH

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

International TRAVEL MARKET COLOGNE, Köln 03.12.-05.12.2004

Philatelia and MünzExpo -International Fair for Stamps, Coins and Accessories, Köln

23.09.-25.09.2005

FARBE - International Trade Fair for Paint, Decorating, Building Protection, Köln + 06.04.-09.04.2005

#### Köln

#### Koelnmesse GmbH

imm cologne - The international Furniture Fair, Köln

**19.01.-25.01.2004** 

ISM - International Sweets and Biscuits Fair, Köln

• 01.02.-04.02.2004

didacta - Bildungsmesse - The Trade Fair for Education and Training, Köln

+ 09.02.-13.02.2004

INTERNATIONAL HARDWARE FAIR / PRACTICAL WORLD, Köln

■ 14.03.-17.03.2004

IFMA Cologne - the international bicycle trade Show, Köln

**16.09.-19.09.2004** 

Kind + Jugend - International Baby to Teenager Fair Cologne (Autumn), Köln

17.09.-19.09.2004

photokina - World of Imaging, Köln

**28.09.-03.10.2004** 

spoga - gafa - International Trade Fair for Sport, Camping and Garden Lifestyle, Köln

05.09.-07.09.2004

Orgatec - International Trade Fair for Planning, Furnishing and Management of Business Environments, Köln

**1**9.10.-23.10.2004

communicate! - Trade Fair and Congress for Information, Technology and Telecommunications, Köln 19.10.-21.10.2004

IDS - International Dental Show, Köln

12.04-16.04.2005

Westdeutsche Kunst Messe Köln / KUNSTKÖLN - International Fair for Editions, Art Brut, Post-1980 Art and Photography / Antiquarian Book Fair, Köln 21.04.-26.04.2004

interzum cologne, Köln

• 29.04.-03.05.2005

Anuga, Köln

● 08.10.-12.10.2005

FSB - International Trade Fair for Amenity Areas, Sports and Pool Facilities, Köln

**26.10.-28.10.2005** 

SOLARIA - International Trade Fair for Tanning Products and Equipment, Köln 27.10.-29.10.2005

- Anuga FoodTec International Food Technology Fair, Köln
- **0**4.04.-07.04.2006
- IMB World Fair for Apparel Production Technology and Textile Processing, Köln
- 10.05.-13.05.2006
- ENTSORGA The Global Environmental Fair, Köln
- October 2006

#### Langen

#### Wirtschaftsgemeinschaft Zoologischer Fachbetriebe GmbH

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

#### Leipzig

## DMA Messe-Marketing und Ausstellungsgesellschaft mbH

LBA - Regional Building Trade Exhibition Saxony-Anhalt, Magdeburg 05.03.-07.03.2004

## Leipziger Messe GmbH

Home-Garden-Leisure - The consumer fair for the whole family/ Mitteldeutsche Handwerksmesse -Central German Handicraft Fair, Leipzig 14.02.-22.02.2004

Immobilien Messe Leipzig The Residential Fair 14.02.-16.02.2004

CADEAUX Leipzig (Spring), Trade Fair for Gifts and Lifestyle Ideas, Leipzig 13.03.-15.03.2004

Leipzig Book Fair, Leipzig 25.03.-28.03.2004

AMI Leipziger Messe AUTO MOBIL INTERNATIONAL - with AMITEC-Specialist Trade Fair for Vehicle Components, Workshop and Filling Station Equipment (17.04.-21.04.2004), Leipzig 17.04.-25.04.2004

ORTHOPÄDIE + REHA-TECHNIK -International Trade Show and World Congress for Prosthetics, Orthotics and Rehabilitation Technology, Leipzig 19.05.-22.05.2004

REALLOCATION - Expanding, Cooperating and Investing in Central and Eastern Europe, Leipzig 22.06.-23.06.2004

- Z The Subcontracting Fair Parts, Components, Modules and Technologies, Leipzig 22.06.-24.06.2004
- GC Games Convention Europe's first comprehensive Adventure Fair for Interactiv Digital Entertainment, Infotainment and Edutainment, Leipzig 19.08.-22.08.2004
- CADEAUX Leipzig (Autumn) Trade Fair for Gifts and Lifestyle ideas, Leipzig 11.09.-13.09.2004
- COMFORTEX International Fair for Interior Design TraumRaum - Trade Fair for Sleeping and Wellness, Leipzig 11.09.- 13.09.2004
- MIDORA Leipzig Trade fair for watches and jewellery, Leipzig 11.09.-13.09.2004
- MODELL & HOBBY mit LEIPZIGER SPIELFEST - Exhibition for Modelling, Model Railways and Creative Hobbies, Leipzig 08.10.-10.10.2004
- SHKG Exhibition for Sanitation, Heating, Air-Conditioning and Building Automation, Leipzig
- denkmal European Trade Fair for Conservation, Restoration and Urban Renewal, Leipzig 27.10.-30.10.2004
- therapie Leipzig Exhibition and Congress for Therapists, Leipzig 03.03.- 05.03.2005
- TerraTec International Trade Fair for Environmental Technologies and Services, Leipzig

   08.03.-11.03.2005
- enertec International Trade Fair for Energy, Leipzig 08.03.-11.03.2005
- Pflegemesse Leipzig Trade Fair and Congress for Hospital and Home Care, Leipzig 27.09.- 29.09.2005
- BauFach The Leipzig Construction Trade Fair, Leipzig 26.10.- 30.10.2005
- GÄSTE International Trade Fair for the Restaurant, Hotel and Catering Business, Leipzig 30.10.- 02.11.2005

#### Lindau-Bodolz

#### Kinold Ausstellungsgesellschaft mbH

Passauer Frühling - Regional Exhibtion, Passau 20.03.- 28.03.2004

VOREA - Regional Exhibition, Plauen 18.09.-26.09.2004

Oberfranken-Ausstellung Hof -Regional Exhibition, Hof 16.04.-24.04.2005

Niederbayern-Schau - Regional Exhibition, Landshut 24.09.-03.10.2005

Oberfranken-Ausstellung Coburg -Regional Exhibition, Coburg 08.10.-16.10.2005

#### Lörrach

#### Messe Lörrach GmbH

REGIO - Three Countries - One Fair, Lörrach 26.03.-04.04.2004

#### Lübeck

#### M&A Messe- und Ausstellungsgesellschaft Lübeck GmbH

NORD-HAUS - Regional Building Trade Exibition Mecklenburg -West Pomerania, Schwerin 27.02.-29.02.2004

Osnabrücker Messe - Regional Consumer Exhibition, Osnabrück 06.03.-14.03.2004

Paderbau, Paderborn 12.03.-14.03.2004

Deutsche Gründer- und Unternehmertage, Berlin 23.04.-25.04.2004

Handel und Hanse - Regional Consumer Exhibition, Lübeck 24.04.-02.05.2004

International Hotel & Gastro Berlin 19.09.-22.09.2004

Stadt Land Fluss Minden - Regional Consumer Exhibition October 2004

Treffpunkt Jesteburg 05.11.-08.11.2004

Stormania Ahrensburg 21.10.-24.10.2004 Hobbyland Berlin 12.11.-14.11.2004

HIPPOLOGICA, Berlin 09.12.-12.12.2004

Schaufenster Harburg - Regional Consumer Exhibition, Hamburg-Harburg 2005

#### Magdeburg

## MESSE MAGDEBURG Magdeburger Messebetriebsgesellschaft mbH & Co. KG

MAGDEBOOT - Trade fair for new and used boats, equipment and water sports, Magdeburg 11.03.-14.03.2004

LEBEN - The big information and sales exhibition for families, Magdeburg 01.04.-04.04.2004

vaQum - International trade fair and congress for vacuum techniques and vacuum application, Magdeburg 25.05.-27.05.2004

AIR MAGDEBURG - International trade fair for sport and business aviation, Magdeburg 24.06.-27.06.2004

PERSPEKTIVEN - Fair for education, occupation and career, Magdeburg 28.10.- 30.10.2004

#### Mainz

# RAM Regio Ausstellungs GmbH

Rheinland-Pfalz-Ausstellung -Regional Consumer Goods Exhibition, Mainz 20.03.-28.03.2004

# Mannheim

## Mannheimer Ausstellungsgesellschaft mbH

MANNHEIMER MAIMARKT -Exhibition for Industry, Trade, Craftmenship and Agriculture, Mannheim 24.04.-04.05.2004

# München

#### EUROEXPO Messe- und Kongress-GmbH

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

## GHM Gesellschaft für Handwerksmessen mbH

GARTEN MÜNCHEN - Munich Sales Exhibition for Flower and Garden Lovers, München 04.03.-07.03.2004

I.H.M. - International Trade Fair for Small and Medium-Sized Enterprises, München 04.03.-10.03.2004

IFH / INTHERM - Trade Fair for Sanitary, Heating, Air-Conditioning, Nürnberg 21.04.-24.04.2004

ROOF + WALL - International Trade Fair and Convention for Roofing, Wall and Insulation Technology, München

**+** 19.05.-22.05.2004

HEIM + HANDWERK - Sales Exhibition for building, living, interior decorating, München 27.11.-05.12.2004

InterKondiCa & IceCream -International fair for confectionery and catering trade, München 13.03.-16.03.2005

iba - World Market for Baking ... everything for Bakers and Confectioners, München 03.10-09.10.2006

#### München

## Messe München GmbH

C-B-R - Exhibition Caravaning, Water Sport, Tourism, München

14.02.-18.02.2004

FAIRWAY - Golf Course Congress with Exhibition, München 26.02.-27.02.2004

inhorgenta europe - International Trade Fair for Watches, Clocks, Jewellery, Precious Stones, Pearls and Technology, München

20.02.-23.02.2004

ispo winter - International Trade Fair for Sports Equipment and Fashion, München

**0**1.02.-04.02.2004

BAUMA + Mining - International Trade Fair for Construction Machinery, Building Material Machines, Construction Vehicles, Construction Equipment and Mining Machines, München

**29.03.-04.04.2004** 

METAV München - International Trade Fair for Manufacturing Technology and Automotion, München 27.04.-30.04.2004

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

**11.05.-14.05.2004** 

FiberComm - International Conference for Optical Information and Communications Technology, München 12.05.-14.05.2004

Automatica - International Trade Fair for Robotics and Automation, München

15.06.-18.06.2004

ispo summer - International Trade Fair for Sports Equipment and Fashion, München

04.07.-06.07.2004

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

EXPO REAL - International Commercial Real Estate Exposition, München 04.10.-06.10.2004

GOLF EUROPE - International Trade Fair for Golf, München

**0**3.10.-05.10.2004

SYSTEMS - IT.Media.Communications, München

● 18.10.-22.10.2004

electronica - International Trade Fair for Components and Assemblies in Electronics, München

● 09.11.-12.11.2004

Bauma China - International Trade Fair for Construction Machinery, Building Material Machines, Construction Vehicles and Equipment, Shanghai 16.11.-19.11.2004

BAU - International Trade Fair for Building Materials, Building Systems, Building Renovation, München

• 17.01.-22.01.2005

acqua alta - International Trade Fair for Disaster Protection and the Consequences of Climate Change, München 18.01.-20.01.2005

- JAGEN UND FISCHEN, SPORTSCHÜTZEN - International Exhibition for Hunters, Fishermen and Marksmen, München 06.04.-10.04.2005
- IFAT International Trade Fair for Environment, Waste Water and Waste Disposal Water, Sewage, Refuse and Recycling, München
- 25.04.-29.04.2005
- transport logistic International Trade Fair for Logistics, Telematics and Transport, München
- 31.05.-03.06.2005
- LASER. World of Photonics -International Trade Fair and International Congress, München
- **13.06.-16.06.2005**
- drinktec World Fair for Beverage Technology, München
- **12.09.-17.09.2005**
- Productronica International Trade Fair for Electronics Production, München
  - 15.11.-18.11.2005
- **INTERFORST International Trade** Fair for Forestry and Forest **Technology with Scientific** Conferences and Special Shows, München
  - 12.07.- 16.07.2006
- **CERAMITEC International Trade Fair** for Machinery, Equipment, Plant, Processes and Raw Materials for **CERAMICS and POWDER** MFTALL URGY, München
- 10.10.-14.10.2006

#### Münster

## Halle Münsterland GmbH

- Antiquitäten-Tage Antiques Exhibition, Münster 25.02.-29.02.2004
- Frühling Blumen Freizeit -Consumer Goods Exhibition, Münster

07.02.-15.02.2004

IPOMEX - International Police Meeting and Exhibition, Münster 30.03.-01.04.2004

## Nürnberg

# AFAG Messen und Ausstellungen

FREIZEIT, GARTEN + TOURISTIK Nürnberg and CARSHOW - boats, camping, caravans, cars, motorcycles, tuning, 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** 17.04.-25.04.2004
- afa Consumer Goods Exhibition, Augsburg 01.05.-09.05.2004
- Harz + Heide Consumer Goods Exhibition, Braunschweig 15.05.-23.05.2004
- AMERICANA International Exhibition Riding, Western Culture, Augsburg 08.09.-12.09.2004
- Unterland Ausstellung Heilbronn -Consumer Goods Exhibition 25.09.-03.10.2004
- CONSUMENTA Nürnberg -Consumer Goods Exhibition 24.10.-01.11.2004
- HOGA Nürnberg Trade Fair for Hotel and Catering 23.01.-26.01.2005
- Mainfranken-Messe Würzburg -Regional Consumer Goods Exhibition 01.10.-09.10.2005
- interlift International Trade Fair for Elevator Technology, Augsburg 18.10.- 21.10.2005

# Nürnberg

## NürnbergMesse GmbH

- embedded world Exhibition&Conference, Nürnberg 17.02.-19.02.2004
- BioFach World Organic Trade Fair, Nürnbera 19.02.-22.02.2004
- **EUROGUSS International Trade Fair** for Pressure Die Casting, Nürnberg 02.03.-04.03.2004
- IWA & OutdoorClassics -International Trade Fair for Hunting and Sporting Arms. Outdoor Articles and Accessories, Nürnbera 12.03.-15.03.2004
- POWTECH International Trade Fair for Mechanical Processing Technologies and Instrumentation with TechnoPharm and ExploRisk, Nürnberg 16.03.-18.03.2004

- fensterbau/frontale International Trade Fair Window and Facade Technologies, Components, Prefabricated Units, Nürnberg 31.03.-03.04.2004
- HOLZ-HANDWERK Trade Fair for Machinery, Equipment and Supplies for the Wood Crafts, Nürnberg 31.03.-03.04.2004
- e\_procure Trade Fair and Congress for Electronic Procurement and Supplier Management, Experiences -Solutions - Trends, Nürnberg 04.05.-06.05.2004
- 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 29.09.-01.10.2004
- GaLaBau International Trade Fair for Urban Green and Open Spaces Design - Construction -Maintenance, Nürnberg 15.09.-18.09.2004
- ENKON dezentral Trade Fair for decentralized Energy Business and Technology, Nürnberg 13.10.-15.10.2004
- IKK International Trade Fair Refrigeration, Air Conditioning, Ventilation, Nürnberg + 13.10.-15.10.2004
- BRAU Beviale European Trade Fair for the Beverage Industry - Raw Materials - Technologies - Logistics -Marketing, Nürnberg 10.11.-12.11.2004
- Altenpflege+ProPflege Exibition and Congress for Nursing, Therapy, Care + Professional Patient Care, Nürnberg 12.04.- 14.04.2005
- **EUROPEAN COATINGS SHOW plus** Adhesives, Sealants, Construction Chemicals, Nürnberg 26.04.-28.04.2005
- Stone+tec International Trade Fair Natural Stone and Stoneprocessing Technology, Nürnberg 25.05.-28.05.2005
- **ELTEC Trade Fair for Building** Equipment, Switchgear and Industrial Controls, Nürnberg 15.06.-17.06.2005

BeBoSa - International Trade Fair for Concrete Drilling and Sawing Machinery - Tools - Accessories, Nürnberg April 2006

#### Nürnberg

#### Spielwarenmesse eG

Spielwarenmesse International Toy Fair, Nürnberg

**0**5.02.-10.02.2004

#### Offenbach

#### Messe Offenbach GmbH

I.L.M. Essentials - International Leather Goods Fair, Offenbach • 07.02-09.02.2004

Werkstätten-Messe - Sheltered workshop fair - Products and Services from Sheltered Workshops, Offenbach 11.03.-14.03.2004

I.L.M. Winter Styles - International Leather Goods Fair, Offenbach 27.03.-29.03.2004

I.L.M. Summer Styles - International Leather Goods Fair, Offenbach • 25.09.-28.09.2004

#### Offenburg

# Messe Offenburg-Ortenau GmbH

BADISCHE WEINMESSE - Regional Wine Exhibition, Offenburg 08.05.-09.05.2004

eurocheval - European Horse Fair, Offenburg 21.07.-25.07.2004

OBERRHEINMESSE OFFENBURG -Consumer Goods Fair, Offenburg 25.09.-03.10.2004

# Pirmasens

## Messe- und Veranstaltungsgesellschaft Pirmasens mbH

plw - leather and more -International Fair for leather and shoe components (Spring), Pirmasens 06.04.-07.04.2004

Build up! - Building, Living, Renovating, Restoring, Energy, Housing, Pirmasens September 2005

# Rendsburg

#### Werner Fahrenkrog GmbH & Co. KG

FLORA, Rendsburg 22.05.-23.05.2004

NORLA/NORKOFA - Regional Agricultural and Municipal Trade Exhibtion, Rendsburg 16.09.-19.09.2004

#### Sinsheim

# Messe Sinsheim GmbH Messe- und Kongresszentrum

ECHTDAMPF-HALLENTREFFEN -Indoor Steam Engine Meeting, Sinsheim 09.01.-11.01.2004

FASZINATION MODELLBAU -Modelmaking Exhibition, Sinsheim 04.03.-07.03.2004

CAR + SOUND - Trade fair for mobile electronics, Sinsheim 23.04.-25.04.2004

DRUCK+FORM - Trade Fair for modern printing and for the graphic industry, Sinsheim 03.11.-06.11.2004

FEINES KUNSTHANDWERK - Fine Handicrafts Exhibition, Sinsheim 12.11.-14.11.2004

#### Stuttgart

#### Hofmann Messe- und Ausstellungsgesellschaft

20.11.-21.11.2004

Blickfang - Interior and Fashion, Stuttgart 12.03.-14.03.2004 TAFELFREUDEN, Stuttgart

#### **MESAGO Messemanagement GmbH**

SPS/IPC/DRIVES - Electric Automation - Systems and Components, Exhibition & Conference, Nürnberg 23.11.-25.11.2004

#### Stuttgart

# Mesago Messe Frankfurt GmbH

EMV Düsseldorf - International Exhibition and Workshops on Electromagnetic Compatibility, Düsseldorf 10.02.-12.02.2004

FACILITY MANAGEMENT -International Exhibition and Conference, Düsseldorf 15.06.-17.06.2004

SMT/HYBRID/PACKAGING - System Integration in Micro Electronics / Exhibition and Conference, Nürnberg 15.06.-17.06.2004

HAUS ENERGIE UMWELT, Karlsruhe 24.02.-27.02.2005

## Stuttgart

#### Stuttgarter Messe- und Kongressgesellschaft mbH

CMT - International exhibition for caravanning, motoring, tourism, with cycling and adventure holidays, golf and wellness holidays, cruises and ship travel, Stuttgart

■ 17.01.-25.01.2004

Medizin - South German Exhibition for Medical Technology, Pharmacy, Materials and Equipment for Surgeries and Hospitals, Doctors' Congress, Stuttgart 30.01.-01.02.2004

TV - Trade fair for textile printing, embroidery, transfers and flocking, Stuttgart

01.02.-02.02.2004

INTERGASTRA - International trade fair for hotels, restaurants, catering, confectionery and cafés, Stuttgart

14.02.-19.02.2004

Retro Classics - International exchange for classic cars, motorcycles, spare parts and restauration, Stuttgart 27.02.-29.02.2004

Invest - The trade fair for institutional and private investors, Stuttgart 05.03.-07.03.2004

PFLEGE & REHA - Trade Fair for institutional elderly care, nursing and rehabilitation, Stuttgart 16.03.-18.03.2004

HAUS&HOLZ, SELBSTBAU - Trade fair for builders and modernizers with Grün&Draussen - the garden market, Stuttgart 18.03.- 21.03.2004

ISA - International collector's exhibition / WeltAntik - Antiques / IWB - International arms exchange / Int. angling exhibition featuring fly-fishing show /Int. mineral and fossil exchange / INTERNATIONAL COIN CONVENTION, Stuttgart 02.04.-04.04.2004

rescue - Exhibition with specialist congress on interdisciplinary cooperation at rescue service and danger aversion, Stuttgart 02.04.-04.04.2004

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
- Trade fair for joining and welding, Stuttgart
  - 14.09.-18.09.2004
- Fachdental Leipzig Trade fair for dental surgeries and laboratories, Leipzig
  - 24.09.-25.09.2004
- BODY.LIFE Trade Fair for Fitness & Health, Stuttgart 29.09.-02.10.2004
- interbad International trade fair for swimming pools, pool and bath technology, saunas, physiotherapy, and wellness, Stuttgart
- + 29.09.-02.10.2004
- CAT.PRO International trade fair for innovative product development, data and process management, Stuttgart
  - 11.10.-14.10.2004
- SachsenBack Trade Fair for Bakery and Confectionery, Leipzig 30.10.-01.11.2004
- VISION International trade fair for Machine Vision and Identification Technologies, Stuttgart 19.10.-21.10.2004
- FACHDENTAL SÜD Trade Fair for Dental Surgeries and Laboratories, Stuttgart
- 22.10.-23.10.2004
- hobby + elektronik Exhibition for computers and electronics with future world / modelbau SÜD -Exhibition for cars, aircraft, ships / SÜDDEUTSCHE SPIELEMESSE -South German exhibition for games, toys and handicraft / KREATIV- UND BASTELWELT, Stuttgart 29.10.-01.11.2004
- Familie&Heim The large shopping and experience exhibition with modellbahn SÜD - Exhibition for model railways / International mineral and fossil exchange, Stuttgart 13.11.-21.11.2004

- NewCome Trade fair and congress for young companies, enterprise establishments, franchising and freelancers, Stuttgart 03.12.-04.12.2004
- GARTEN Indoor Outdoor Ambiente -Selling exhibition / Wellviva-The exhibition about health and wellbeing / HAUS&HOLZ, SELBSTBAU -Trade fair for builders and moderniziers, Stuttgart 17.03.-20.03.2005
- FGM Windows, glass, metal. International trade fair for facade technology, Stuttgart 26.05.-28.05.2005
- eltefa Trade Fair for electrical engineering and electronics, Stuttgart September 2005
- SÜFFA Trade Fair for the Butchers' Trade, Stuttgart 02.10.-04.10.2005
- LWH Main Agricultural Trade Show, International Trade Exhibition for Farming and Agriculture, Stuttgart 23.09.-01.10.2006
- R+T-International trade fair for roller shutters, doors/gates and sun protection, Stuttgart
- Oktober 2006

# Villingen-Schwenningen

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

Südwest-Messe - Exhibition for Industry, Craftmenship, Trade and Agriculture, with Prefabricated Houses and Building Show, Villingen-Schwenningen 05.06.-13.06.2004

# Wächtersbach

## Messe Wächtersbach GmbH

Messe Wächtersbach - Consumer Goods Exhibition 15.05.-23.05.2004

#### Wiesbaden

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

h & h - handarbeit & hobby -International Trade Fair for Creative Textile Handicraft, Craft and Hobby supplies, Köln 02.04.-04.04.2004

- Marketing Services International Event for Marketing and Communication + DISPLAY trade fair for P.O.S.-Marketing, Hamburg
  - + 12.05.-14.05.2004
- EBIF European Banking & Insurance Fair - European Trade Exhibition and Conference for the Banking and Insurance Industry, Frankfurt/Main 26.10.-28.10.2004

### Hong Kong/SVR

# **Hong Kong Trade Development**

- Hong Kong Toys & Games Fair, Hong Kona
  - 06.01.-09.01.2004
- Hong Kong Fashion Week, Hong
  - 13.01.-16.01.2004
- Hong Kong International Jewellery Show, Hong Kong
  - 02.03.-05.03.2004
- Hong Kong Electronics Fair (Spring Edition), Hong Kong
- 14.04.- 17.04.2004
- Hong Kong Houseware Week, Hong Kong
  - 21.04.-24.04.2004
- Hong Kong Gifts & Premium Week, Hong Kong
- **28.04.-01.05.2004**
- Summer Sourcing Show for Gifts, Houseware & Toys, Hong Kong 06.07.-09.07.2004
- Hong Kong Watch & Clock Fair, Hong Kong
- 01.09.-05.09.2004
- Hong Kong Electronics Fair, Hong Kona
- 13.10.-16.10.2004
- International Lighting Fair, Hong
- 27.10.- 30.10.2004
- Hong Kong Optical Fair, Hong Kong 03.11.- 05.11.2004

#### Moscow

# **MVK - International Exhibition** Company

- International Construction Week, Moscow 24.02.-28.02.2004
- ANALYTICAEXPO International Exhibition of Equipment for Chemical Analysis, Laboratory Furniture and Chemicals, Moscow 05.04.-08.04.2004

ROSUPAK - International Packaging Industry Trade Fair, Moscow

**1**4.06.-18.06.2004

#### Verona

# Ente Autonomo Fiere di Verona

Fieragricola Agrifood - International Agricultural and Animal Farming Exhibition, Verona

**0**3.03.-07.03.2004

VINITALY - International Wine and Spirits Exhibition, Verona

01.04.-05.04.2004

ABITARE IL TEMPO - International Exhibition of Furniture, Furnishing and Interior Design, Verona 16.09.-20.09.2004 MARMOMACC - International Exhibition of Marble, Stone, and Technology, Verona

**0**7.10.-10.10.2004

BUS & BUS Business, Verona November 2004

SAMOTER - International Earthmoving & Building Machinery Exhibition, Verona

**0**4.05.-08.05.2005

ACQUACOLTURA International -International Exhibition of Fish Products, Breeding, Equipment and Technolgies, Verona Oktober 2005

EUROCARNE - International Meat and Meat Processing Machinery Exhibition, Verona

Mai 2006

Status as of Juni 2004

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

+ = 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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