



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

***Report
2003***

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information on
FKM-audited events
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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 Messe- und Ausstellungs GmbH, Stuttgart; Messe Husum and HVG Hanseatische Veran- staltungs-GmbH, Bremen. A further foreign guest member was added with MVK, Moscow.

The organizers hp-Messen und Company Veranstaltungen 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.

Visitor Structure test newly conceived

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.



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Chairmen

Chairman
Manfred Wutzlhofer,
Messe München GmbH, München

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

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

Honorary Chairman
Prof. Dr. Manfred Busche, Berlin

Managing Directors

Dr. Hermann Kresse
Harald Kötter (Deputy)

Locations

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



Status as of April 2003

Auditor's Certificate

A. Audit commission

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

B. Object, type and scope of the activity

We have audited events registered for the first time without

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

C. Basic legal provisions and documents

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

D. Result

Our audit did not lead to any objections.

Cologne, 15th March, 2004

Ernst & Young AG
Wirtschaftsprüfungsgesellschaft



Hendrik Hollweg
Public accountant



Jörg Brüggemann
Public accountant

Exhibition Space, Exhibitors, Visitors

Space figures

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

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

Visitor figures

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

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

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

Exhibitor figures

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

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

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

Events 2003			Exhibition Space Figures (sq.m.)							
No.	For the complete titles see pp. 83–94	Dura- tion (Days)	Rented Space					Special Shows	Space (net)	Space (gross)
			Halls		Open Air		Total			
			Domestic	Foreign	Domestic	Foreign				
Augsburg										
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			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 Salzufen										
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	3	1.737	109			1.846	5.454	7.300	15.000
● 14	Import Shop	5	2.731	3.673			6.404	1.262	7.666	20.300
● 15	IFA – World of Consumer Electronics	6	40.046	40.000	2.619	27	82.692	8.235	90.927	160.000
● 16	International Green Week	10	37.016	14.403			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				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 Exhibition	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 Companies	2	4.803	464			5.267		5.267	13.700
29	DORTMUNDER HERBST – Reg. Consumer Exhibition	10	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 Handicrafts	3	1.375	24			1.399		1.399	5.850
32	HairPower	2	905	63			968	389	1.357	8.250
33	HobbyTronic	5	3.657	36			3.693	250	3.943	14.400
34	INTERMODELLBAU	5	8.137	309			8.446	12.334	20.780	48.300
● 35	Inter-tabac	3	5.236	561			5.797		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
Dresden										
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	50	100.524	6.497	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

+ Events with changing venues

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Exhibitor Figures					Additionally represented firms			Visitor Figures		
Exhibitors								Number of Admissions (Explanations see p. 9)		
No.	Domestic	Foreign	Total	from ... countries	Domestic	Foreign	Total	Domestic	Foreign	Total
1	491	33	524	10						85.484
2	158	228	386	38				9.752	7.062	16.814*
3	313		313	1	35		35			102.395
4	301	27	328	12	8		8	9.856	201	10.057*
5	274	242	516	25	24	18	42	10.200	6.865	17.065*
6	69	73	142	23				12.218	1.603	13.821*
7	257	12	269	12				14.758	332	15.090*
8	62	3	65	3	1	1	2	2.379	91	2.470*
9	189	67	256	19	1	6	7	10.185	1.169	11.354*
10	73	1	74	2	123	12	135			4.950
11	226	629	855	45				7.546	8.340	15.886*
12	148	8	156	8	50	4	54			19.846
13	89	8	97	7	5	1	6			17.399 ¹⁾
14	217	372	589	55				46.046	231	46.277 ¹⁾
15	355	677	1.032	37	2		2	231.757	11.430	243.187*
16	1.006	647	1.653	58				486.661	7.913	494.574*
17	152	13	165	7	37	7	44			5.154
18	2.230	8.432	10.662	178	9	18	27	108.896	21.051	129.947*
19	140		140	1				3.020	46	3.066*
20	199	71	270	23				4.914	1.638	6.552
21	473	134	607	27	4	1	5	20.119	3.522	23.641*
22	479	20	499	7						72.320*
23	60		60	1						12.970
24	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*
28	251	26	277	10				6.185	127	6.312
29	647	38	685	10				111.398	560	111.958*
30	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*
36	364	120	484	26				58.772	4.220	62.992*
37	155	33	188	15						6.574
38	108		108	1						27.053
39	311		311	1	81	5	86			10.853
40	251	28	279	4						43.822
41	393	133	526	26	8	4	12			33.950*
42	510	5	515	4	30	4	34			27.307
43	101	1	102	2						13.336
44	257	4	261	4	1		1			18.424
45	169	30	199	5						7.261
46	75		75	1						1.404
47	605	678	1.283	49				45.438	10.314	55.752*
48	518	86	604	26				53.911	2.837	56.748*
49	1.012	640	1.652	52				267.444	39.610	307.054*
50	411	135	546	21				142.884	21.351	164.235*
51	126	9	135	5				3.087	114	3.201

* Visitors Profil Analyses see page 33 ¹⁾ ascertained by representative sampling

Events 2003			Exhibition Space Figures (sq.m.)								
No.	For the complete titles see pp. 83–94	Duration (Days)	Rented Space						Special Shows	Space (net)	Space (gross)
			Halls		Open Air		Total				
			Domestic	Foreign	Domestic	Foreign					
● 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	16	42.509	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	
● 57	METEC	6	6.981	5.546			12.527	59	12.586	24.700	
58	ProWein	3	17.796	17.893			35.689	1.444	37.133	73.100	
59	PSI Messe	3	18.019	12.872			30.891	251	31.142	52.600	
● 60	REHACare International	4	22.400	6.815			29.215	4.200	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 Exhibition	9	8.568	228	1.185	24	10.005	2.459	12.464	21.000	
69	Thüringer Mediensymposium	2	1.493				1.493	728	2.221	5.100	
Essen											
70	E – world – energy & water	3	6.882	1.444			8.326		8.326	20.000	
● 71	EQUITANA	9	27.250	7.143			34.393	10.482	44.875	106.100	
72	FIBO	4	23.586	7.962			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 Exhibition	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	Beautyworld	4	9.600	6.376			15.976	675	16.651	37.400	
● 82	Christmasworld	5	23.291	22.693			45.984	500	46.484	89.800	
83	European Banking & Insurance Fair	3	6.035	1.082			7.117	962	8.079	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	201	24	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	
Freiburg											
93	Baden Messe incl. Agricultural Exhibition and ecotrend	9	9.795	423	12.104	64	22.386	2.051	24.437	45.100	
94	CFT – Camping, Leisure, Tourism	9	16.449	666	3.920		21.035	1.201	22.236	45.000	
● 95	Intersolar	3	5.171	1.028	163	55	6.417	406	6.823	14.700	
Friedrichshafen											
● 96	AERO	4	20.992	8.905	16	316	30.229	4.995	35.224	56.400	
97	Aqua-Fisch	4	4.930	206			5.136	1.374	6.510	15.300	
● 98	EUROBIKE	4	15.303	15.373	668	791	32.135	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 Goods	9	13.346	1.269	2.400	48	17.063	6.926	23.989	61.300	
● 101	INTERBOOT	9	18.065	9.288	2.657	456	30.466	2.400	32.866	63.000	
● 102	OutDoor	4	10.647	10.079	91	203	21.020	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	

+ Events with changing venues

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Exhibitor Figures					Additionally represented firms			Visitor Figures		
Exhibitors								Number of Admissions (Explanations see p. 9)		
No.	Domestic	Foreign	Total	from ... countries	Domestic	Foreign	Total	Domestic	Foreign	Total
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				6.130	5.960	12.090*
58	794	2.015	2.809	38	25	226	251	23.541	4.890	28.431*
59	466	352	818	26				6.261	9.960	16.221*
60	571	240	811	31						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
70	272	59	331	11				5.914	806	6.720*
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*
74	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	56	578	17				12.625	1.259	13.884*
88	521	872	1.393	47				59.645	20.102	79.747*
89	566	1.832	2.398	63				34.393	31.911	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			14.302*
100	458	45	503	10	78	23	101	67.652	1.522	69.174*
101	399	123	522	17	26	134	160			104.813
102	170	322	492	34	11	117	128	6.330	7.138	13.468*
103	65		65	1				4.089	89	4.178*
104	284	3	287	2	13		13			16.840

* Visitors Profil Analyses see page 33 *) ascertained by representative sampling

Events 2003			Exhibition Space Figures (sq.m.)								
No.	For the complete titles see pp. 83–94	Duration (Days)	Rented Space						Special Shows	Space (net)	Space (gross)
			Halls		Open Air		Total				
			Domestic	Foreign	Domestic	Foreign					
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.	3	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	10	20.737	2.642	1.362	58	24.799	10.639	35.438	67.400	
● 115	hanseboot	9	23.401	10.118	4.665	987	39.171	1.960	41.131	75.000	
+● 116	INTERGEO	3	7.412	912			8.324	1.122	9.446	21.000	
● 117	INTERNORGA	6	35.602	4.844	1.187	65	41.698	1.337	43.035	67.600	
● 118	REISEN HAMBURG – Tourism and Caravaning	5	19.726	3.950	378		24.054	4.164	28.218	62.100	
119	USSIFA	3	2.659	24			2.683		2.683	3.800	
Hamburg-Harburg											
120	Schaufenster Harburg – Regional Consumer Exhibition	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	
Heidenheim											
132	KONTAKTA – Regional Consumer Exhibition	9	3.317	15	946		4.278	1.692	5.970	19.000	
Hof											
133	Oberfranken-Ausstellung – Reg. Consumer Exhibition	9	5.984	171	2.106	78	8.339	2.214	10.553	17.300	
Hofheim-Wallau											
134	InNatex – Natural and organic textiles (January)	3	3.056	391			3.447	380	3.827	7.000	
135	InNatex – Natural and organic textiles (August)	3	2.968	575			3.543	399	3.942	7.000	
Husum											
136	Husum Wind	5	8.053	1.997	480	20	10.550	196	10.746	20.100	
Ibbenbüren											
137	Blickpunkt Ibbenbüren – Regional Consumer Exhibition	9	3.380		4.037		7.417	800	8.217	12.500	
Idar-Oberstein											
138	INTERGEM	4	1.432	112			1.544	337	1.881	3.950	
Ingolstadt											
139	miba – Regional Consumer Exhibition	9	9.749		3.402		13.151	3.811	16.962	26.300	
Jesteburg											
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	

+ Events with changing venues

● Recognized by UFI – The Global Association
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Exhibitor Figures					Additionally represented firms			Visitor Figures		
Exhibitors								Number of Admissions (Explanations see p. 9)		
No.	Domestic	Foreign	Total	from ... countries	Domestic	Foreign	Total	Domestic	Foreign	Total
105	256	2	258	3	16		16			13.023
106	69	1	70	2	44	5	49			2.523
107	108	2	110	3						5.024
108	35	1	36	2	1		1			1.003
109	198	10	208	11						13.469
110	220	1	221	2	3		3			7.854
111	302	3	305	4						12.848
112	82	1	83	2						2.611
113	225	44	269	15				15.198	1.708	16.906*
114	753	90	843	33				186.982	2.271	189.253*
115	708	175	883	28				119.008	3.681	122.689*
116	209	48	257	13	184	38	222	13.477	1.365	14.842*
117	731	116	847	20				98.668	2.947	101.615*
118	670	339	1.009	75	1	2	3	100.722	1.223	101.945*
119	99	1	100	2						2.992
120	84	1	85	2						3.738
121	634	48	682	12						117.711
122	940	452	1.392	36	22	63	85	191.234	36.697	227.931*
123	666	263	929	25				9.525	2.234	11.759*
124	3.726	2.876	6.602	67				444.442	111.806	556.248*
125	142	12	154	5						4.700
126	278	783	1.061	56				17.056	23.076	40.132*
127	3.185	2.969	6.154	60				141.244	51.976	193.220*
128	262	508	770	42				11.139	9.489	20.628*
129	1.223	97	1.320	28						242.307
130	851	869	1.720	46				58.174	40.093	98.267*
131	593	54	647	13				84.796	341	85.137*
132	330	1	331	2	15		15			54.554
133	269	10	279	3						43.505
134	162	34	196	17				1.242	202	1.444
135	167	39	206	17		3	3	991	142	1.133
136	352	108	460	18				11.396	2.656	14.052*
137	209		209	1						77.804
138	101	10	111	10						2.592*
139	472		472	1						88.867*
140	118	2	120	3						7.596
141	90	1	91	2				20.082	536	20.618*
142	72	2	74	3						4.353*
143	124	1	125	2						9.468
144	188	16	204	4	53		53	11.802	328	12.130*
145	158	27	185	8	31	1	32	6.986	558	7.544*
146	174	22	196	10	105	7	112	7.958	787	8.745*
147	680	21	701	8	109	5	114	141.075	1.281	142.356*
148	380	20	400	4						74.710*
149	958	4.490	5.448	90	226	364	590	76.393	84.605	160.998*

* Visitors Profil Analyses see page 33 ') ascertained by representative sampling

Events 2003			Exhibition Space Figures (sq.m.)								
No.	For the complete titles see pp. 83–94	Duration (Days)	Rented Space						Special Shows	Space (net)	Space (gross)
			Halls		Open Air		Total				
			Domestic	Foreign	Domestic	Foreign					
● 150	Anuga FoodTec	4	26.273	22.492			48.765	260	49.025	92.000	
● 151	ENTSORGA	5	28.512	6.212	3.796	1.475	39.995	1.782	41.777	117.000	
+ 152	EXPOPHARM	4	16.392	550			16.942	423	17.365	36.000	
● 153	FSB	3	6.630	8.203			14.833	1.545	16.378	40.000	
154	h & h	3	4.406	2.085			6.491	400	6.891	14.000	
● 155	IDS – International Dental Show	5	25.826	16.511			42.337	278	42.615	92.800	
● 156	IFMA Cologne	4	16.861	9.439			26.300	6.529	32.829	74.000	
● 157	IMB	5	17.620	20.016			37.636	416	38.052	116.900	
● 158	imm cologne	7	91.837	78.207			170.044	6.899	176.943	286.000	
● 159	interzum/decovision	5	24.801	45.765			70.566	2.522	73.088	170.000	
● 160	ISM – International Sweets and Biscuits Fair	4	17.288	31.894			49.182	242	49.424	82.000	
● 161	Kind + Jugend – Spring	3	3.120	1.671			4.791	2.034	6.825	14.000	
● 162	Kind + Jugend – Autumn	3	13.756	15.358			29.114	2.024	31.138	61.300	
163	Kunst Messe Köln / KUNSTKÖLN / Antiquarian Book Fair	9	8.181	930			9.111	1.594	10.705	38.100	
● 164	Philatelia and MünzExpo	3	1.639	383			2.022	2.350	4.372	8.000	
● 165	PRACTICAL WORLD	4	48.854	60.822			109.676	2.934	112.610	226.000	
166	INTERNATIONAL TRAVEL MARKET Cologne	3	5.402	1.685			7.087	515	7.602	35.000	
167	SOLARIA	3	6.461	1.997			8.458	150	8.608	18.200	
● 168	spoga/gafa	3	48.753	74.547			123.300	5.034	128.334	260.200	
Landshut											
169	Niederbayern-Schau – Regional Consumer Exhibition	9	14.168	788	6.746		21.702	8.832	30.534	41.500	
Leipzig											
● 170	AUTO MOBIL INTERNATIONAL/AMITEC	9	29.056	25.571			54.627	6.033	60.660	121.700	
171	Baufach – Construction Trade Fair	4	12.980	955			13.935	1.882	15.817	28.500	
172	CADEAUX – March	3	10.488	423			10.911	675	11.586	30.800	
173	CADEAUX – September/Comfortex	3	15.780	935			16.715	1.063	17.778	46.200	
174	enertec	4	2.803	97			2.900	684	3.584	11.900	
175	Fachdental Leipzig	2	3.683	246			3.929	325	4.254	10.000	
176	FleiFa	2	3.867	51			3.918	1.246	5.164	10.000	
177	GÄSTE – Restaurant, Hotel and Catering Business	4	10.245	223			10.468	3.908	14.376	30.800	
178	Home - Garden - Leisure / Central German handicrafts fair	9	21.296	1.373			22.669	5.956	28.625	64.300	
179	Immobilienmesse – The Residential Fair	3	1.082	16			1.098	270	1.368	5.000	
180	Leipzig Book Fair	4	9.167	1.249			10.416	6.650	17.066	39.600	
181	MIDORA	3	2.872	441			3.313	123	3.436	10.000	
182	MODELL & HOBBY	3	8.258	299			8.557	13.347	21.904	51.700	
183	Pflegemesse – Hospital and Home Care	3	4.548	30			4.578	555	5.133	12.000	
184	REALLOCATION	3	873	307			1.180	9	1.189	3.500	
● 185	TerraTec	4	5.700	423			6.123	503	6.626	20.200	
186	therapie	3	1.319	28			1.347	280	1.627	5.000	
187	Touristik & Caravaning	5	17.049	3.354			20.403	2.525	22.928	47.000	
188	Z – The Subcontracting Fair	3	3.207	1.031			4.238	500	4.738	13.000	
Lingen (Ems)											
189	Emsland-Schau Lingen – Regional Consumer Exhibition	9	3.855		2.741		6.596	300	6.896	13.200	
Lörrach											
190	REGIO – Regional Consumer Exhibition	10	7.438	196	1.688	96	9.418	1.482	10.900	25.000	
Lübeck											
191	Handel & Hanse – Regional Consumer Exhibition	9	3.250	273	2.130	24	5.677	1.142	6.819	11.200	
Magdeburg											
192	Immobilienausstellung Magdeburg	2	426		18		444	104	548	1.000	
193	LBA – Building Trade Exhibition	3	1.783		174		1.957	260	2.217	7.750	
194	LEBEN – Regional Consumer Exhibition	4	3.086	60	302		3.448	792	4.240	9.650	
195	MAGDEBOOT	4	3.733	120	38		3.891	2.860	6.751	10.550	
196	PERSPEKTIVEN	3	1.944		119		2.063	490	2.553	6.700	
Mainz											
197	Rheinland-Pfalz-Ausstellung – Reg. Consumer Exhibition	9	13.818	872	2.886	53	17.629	2.277	19.906	31.650	
Mannheim											
198	MANNHEIMER MAIMARKT	11	35.340	2.575	33.739	169	71.823	4.787	76.610	182.000	
München											
199	acqua alta	4	1.472	559	88		2.119		2.119	10.000	
● 200	BAU	6	82.981	20.723			103.704	522	104.226	160.600	
● 201	C-B-R – Caravaning, Watersport, Tourism	9	36.149	7.908			44.057	2.500	46.557	78.500	

+ Events with changing venues

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of the Exhibition Industry

Exhibitor Figures					Additionally represented firms			Visitor Figures		
Exhibitors								Number of Admissions (Explanations see p. 9)		
No.	Domestic	Foreign	Total	from ... countries	Domestic	Foreign	Total	Domestic	Foreign	Total
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	75	77	152	17	9	7	16	5.875	1.556	7.431
155	531	706	1.237	49	50	99	149	47.166	15.560	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	227	27	254	10		1	1			24.602
164	114	41	155	28						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	179	22	201	12	1	19	20			5.262
176	162	4	166	4	9		9			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	223	4	227	4	5		5	12.837	39	12.876*
184	62	52	114	13				603	167	770*
185	271	75	346	14	4		4			12.899*
186	103	1	104	2	5		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	4	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*

* Visitors Profil Analyses see page 33 *) ascertained by representative sampling

Events 2003

Exhibition Space Figures (sq.m.)

No.	For the complete titles see pp. 83–94	Duration (Days)	Rented Space							
			Halls		Open Air		Total	Special Shows	Space (net)	Space (gross)
			Domestic	Foreign	Domestic	Foreign				
● 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		1.295	6.250
206	Garten München	4	3.339	379			3.718	1.472	5.190	10.000
● 207	GOLF EUROPE	3	4.490	5.226			9.716	1.182	10.898	22.000
208	HEIM + HANDWERK / Int. Model Railways Exh.	9	38.380	5.790			44.170	5.727	49.897	88.000
● 209	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
● 215	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
Münster										
220	Antiques Exhibition	5	1.572	169			1.741	100	1.841	6.000
Nürnberg										
221	Altenpflege + HealthCare	3	26.078	1.164			27.242	440	27.682	51.200
222	Bildungsmesse	5	22.072	896			22.968	2.886	25.854	57.600
223	BIO FACH	4	14.626	14.645			29.271	2.303	31.574	66.200
224	BRAU / Beviiale	3	25.894	14.366			40.260		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	4	10.090	15.296			25.386	658	26.044	46.400
236	RESALE	3	5.449	2.246	1.929	145	9.769		9.769	21.900
237	SMT/Packaging/HYBRID	3	9.054	1.919			10.973	455	11.428	24.750
● 238	Spielwarenmesse – International Toy Fair	6	55.763	47.754			103.517	200	103.717	155.000
239	SPS/IPC/DRIVES	3	28.138	1.812			29.950	341	30.291	53.000
● 240	Stone+tec	4	21.706	22.825			44.531	553	45.084	81.900
Offenbach										
● 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 Exhibition	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										
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	Flora	2			1.954		1.954	1.635	3.589	5.300
252	NORLA + NORKOFA	4	3.847	78	18.376	486	22.787	22.617	45.404	63.400
Schwerin										
253	NORD-HAUS – Building Exhibition	3	520		57		577	32	609	1.150

+ Events with changing venues

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

Exhibitor Figures					Additionally represented firms			Visitor Figures		
Exhibitors								Number of Admissions (Explanations see p. 9)		
No.	Domestic	Foreign	Total	from ... countries	Domestic	Foreign	Total	Domestic	Foreign	Total
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	89	27	116	11				1.405	450	1.855
205	75	35	110	16	1	13	14	7.492	4.034	11.526 ¹⁾
206	145	14	159	7	1		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						4.694*
211	847	362	1.209	37				21.457	8.344	29.801*
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*
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	1.104	198	1.302	33				66.765	5.025	71.790*
219	757	436	1.193	43				31.085	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	890	17						214.209*
226	306	11	317	8				13.864	283	14.147*
227	255	98	353	24				7.877	924	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						35.643*
234	81	22	103	12	5	6	11	5.156	475	5.631*
235	262	704	966	46				11.993	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	124	86	210	15				2.965	849	3.814
242	142	66	208	17				4.336	1.357	5.693
243	129	56	185	12				3.173	899	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*
249	131	1	132	2	16		16			5.591
250	78	68	146	10				374	62	436
251	63		63	1						5.191
252	287	6	293	5	35	11	46			48.678
253	37		37	1						1.484

* Visitors Profil Analyses see page 33 ¹⁾ ascertained by representative sampling

Events 2003			Exhibition Space Figures (sq.m.)							
No.	For the complete titles see pp. 83–94	Duration (Days)	Rented Space					Special Shows	Space (net)	Space (gross)
			Halls		Open Air		Total			
			Domestic	Foreign	Domestic	Foreign				
Stuttgart										
254	CAT PRO	4	2.374	1.147			3.521	1.277	4.798	10.700
● 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
257	FACHDENTAL SÜDWEST	2	3.562	408			3.970	297	4.267	10.700
258	Family & Home / Tierwelt / Int. Mineralien- und Fossilienbörse	9	15.238	1.219	84	36	16.577	10.456	27.033	53.700
259	fgm, windows – glass – metal construction	3	3.520	645			4.165	1.032	5.197	14.300
260	GARTEN Indoor Outdoor Ambiente / Haus&Holz + Selbstbau / Wellviva	4	7.785	538	40		8.363	5.448	13.811	36.700
261	hobby + elektronik	4	5.322	73			5.395	735	6.130	16.100
262	invest	3	2.751	340			3.091	1.110	4.201	10.700
263	ISA/IWB/Int. Münzenmesse/Weltantik/Mineralien- u. Fossilienbörse	3	5.767	928			6.695	2.107	8.802	37.800
264	LWH – Agricultural Trade show	9	5.782	86	22.551	1.214	29.633	16.152	45.785	85.400
265	Medizin/rescue	3	4.131	77			4.208	1.001	5.209	20.000
266	Modellbahn Süd – Exhibition for model railways	4	1.136	12			1.148	3.858	5.006	10.700
267	Modellbau Süd – Exhibition for model construction	4	2.210	93			2.303	6.751	9.054	18.600
● 268	R + T	5	18.193	16.247	181	77	34.698	420	35.118	56.500
269	Raumobjekte / Blickfang – Interior and Fashion	3	1.241	97			1.338	110	1.448	4.400
270	Süddeutsche Spielemesse – Games, Toys, Handicrafts	4	2.580	133			2.713	987	3.700	9.600
271	SÜFFA	3	8.998	239			9.237	2.748	11.985	23.300
272	VISION	3	3.462	1.244			4.706	179	4.885	12.900
Villingen-Schwenningen										
273	Südwest-Messe – Regional Consumer Exhibition	9	14.243	516	17.533	116	32.408	1.030	33.438	55.100
Wächtersbach										
274	Messe Wächtersbach – Regional Consumer Exhibition	9	6.518	504	6.375	60	13.457	4.048	17.505	28.350
Wiesbaden										
275	MeasComp	3	2.691	177			2.868	230	3.098	8.250
Würzburg										
276	Mainfranken-Messe – Regional Consumer Exhibition	9	11.881	953	4.972	48	17.854	3.532	21.386	37.150
Hong Kong										
● 277	electronicAsia	4	2.661	3.759			6.420		6.420	12.250
● 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
● 280	Houseware Fair / Gifts & Premium Fair (Summer)	4	22.104	12.929			35.033		35.033	66.700
● 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
● 283	Jewellery Show	4	15.539	5.999			21.538		21.538	41.950
● 284	Optical Fair	3	4.554	4.902			9.456		9.456	18.400
● 285	Toys and Games Fair	4	16.240	9.542			25.782		25.782	49.100
● 286	Watch and Clock Fair	5	13.315	1.866			15.181		15.181	29.100
Verona										
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

Exhibitor Figures					Additionally represented firms			Visitor Figures		
Exhibitors								Number of Admissions (Explanations see p. 9)		
No.	Domestic	Foreign	Total	from ... countries	Domestic	Foreign	Total	Domestic	Foreign	Total
254	155	22	177	12	20	1	21	4.865	150	5.015
255	907	391	1.298	82	18	1	19			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						80.265 ¹⁾
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						37.224 ¹⁾
267	99	4	103	5	3		3			56.714 ¹⁾
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			50.993 ¹⁾
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	30				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

* Visitors Profil Analyses see page 33 ¹⁾ ascertained by representative sampling

Events 2003			Exhibition Space Figures (sq.m.)							
No.	For the complete titles see pp. 83–94	Duration (Days)	Rented Space					Special Shows	Space (net)	Space (gross)
			Halls		Open Air		Total			
			Domestic	Foreign	Domestic	Foreign				
A MULTI-INDUSTRY FAIRS										
AI Investment and Consumer Goods Fairs										
● 209	I.H.M., München	7	46.348	8.679			55.027	7.335	62.362	120.300
AII Investment Goods Fairs										
● 127	HANNOVER MESSE, Hannover	6	137.674	64.877	610	151	203.312	1.696	205.008	331.300
AIII Consumer Goods Fairs										
● 79	Ambiente, Frankfurt/Main	5	90.941	95.617			186.558	2.572	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 EXHIBITIONS										
BI Agriculture, Forestry, Fishery, Viticulture, Horticulture, Landscaping, and their equipment										
● 11	FRUIT LOGISTICA, Berlin	3	6.232	10.555			16.787	370	17.157	29.700
75	IPM, Essen	4	28.700	16.714			45.414	1.429	46.843	106.100
93	Baden Messe incl. Agricultural Exhibition and ecotrend, Freiburg	9	9.795	423	12.104	64	22.386	2.051	24.437	45.100
97	Aqua-Fisch, Friedrichshafen	4	4.930	206			5.136	1.374	6.510	15.300
● 122	AGRITECHNICA, Hannover	7	89.825	29.190	1.618	730	121.363	3.438	124.801	194.000
125	Direkt Markt, Hannover	3	2.362	165			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, Restaurant and Hotel Trade, Catering, and their equipment										
● 16	International Green Week, Berlin	10	37.016	14.403			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	Anuga FoodTec, Köln	4	26.273	22.492			48.765	260	49.025	92.000
● 160	ISM – International Sweets and Biscuits Fair, Köln	4	17.288	31.894			49.182	242	49.424	82.000
176	FleiFa, Leipzig	2	3.867	51			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		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, Leather Goods, Jewelry, and their equipment										
● 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
138	INTERGEM, Idar-Oberstein	4	1.432	112			1.544	337	1.881	3.950
● 157	IMB, Köln	5	17.620	20.016			37.636	416	38.052	116.900
● 161	Kind + Jugend – Spring, Köln	3	3.120	1.671			4.791	2.034	6.825	14.000
● 162	Kind + Jugend – Autumn, Köln	3	13.756	15.358			29.114	2.024	31.138	61.300
181	MIDORA, Leipzig	3	2.872	441			3.313	123	3.436	10.000
● 211	inhorgenta Europe, München	4	31.429	5.865			37.294	561	37.855	69.500
● 241	I.L.M. Essentials, Offenbach	3	8.216	1.744			9.960	850	10.810	18.000
● 242	I.L.M. Summer Styles, Offenbach	4	8.901	2.079			10.980	850	11.830	18.000
243	I.L.M. Winter Styles, Offenbach	3	8.682	1.765			10.447	850	11.297	18.000
250	plw – leather and more, Pirmasens	2	2.379	382			2.761	1.250	4.011	6.800
BIV Building, Completion and Extension, and their equipment										
2	Interlift, Augsburg	4	5.820	6.644			12.464	788	13.252	26.800
8	Build IT, Berlin	4	825	31			856	503	1.359	4.000
42	HAUS – Building Exhibition, Dresden	4	8.315	57	378		8.750	485	9.235	21.000
46	SAX-IMMOBILIA, Dresden	3	876				876	119	995	4.500
51	FACILITY MANAGEMENT, Düsseldorf	3	1.721	112			1.833	173	2.006	4.500
63	Haus + Technik, Erfurt	3	2.213	8	48		2.269	282	2.551	5.200

+ Events with changing venues

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Exhibitor Figures					Additionally represented firms			Visitor Figures		
Exhibitors								Number of Admissions (Explanations see p. 9)		
No.	Domestic	Foreign	Total	from ... countries	Domestic	Foreign	Total	Domestic	Foreign	Total
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*
11	226	629	855	45				7.546	8.340	15.886*
75	753	530	1.283	28				44.718	10.218	54.936*
93	494	16	510	4						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	731	116	847	20				98.668	2.947	101.615*
144	188	16	204	4	53		53	11.802	328	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	123		123	1	2	4	6			2.579*
271	229	13	242	7	7	3	10	10.482	552	11.034*
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*
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	162	34	196	17				1.242	202	1.444
135	167	39	206	17		3	3	991	142	1.133
138	101	10	111	10						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	142	66	208	17				4.336	1.357	5.693
243	129	56	185	12				3.173	899	4.072
250	78	68	146	10				374	62	436
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	510	5	515	4	30	4	34			27.307
46	75		75	1						1.404
51	126	9	135	5				3.087	114	3.201
63	157	1	158	2						5.949*

* Visitors Profil Analyses see page 33 *) ascertained by representative sampling

Events 2003

Exhibition Space Figures (sq.m.)

No.	For the complete titles see pp. 83–94	Duration (Days)	Rented Space							
			Halls		Open Air		Total	Special Shows	Space (net)	Space (gross)
			Domestic	Foreign	Domestic	Foreign				
● 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	24	97		2.434	202	2.636	5.550
● 165	PRACTICAL WORLD, Köln	4	48.854	60.822			109.676	2.934	112.610	226.000
171	Baufach, Leipzig	4	12.980	955			13.935	1.882	15.817	28.500
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
● 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		57		577	32	609	1.150
259	fgm, Windows – Glass – Metal Construction, Stuttgart	3	3.520	645			4.165	1.032	5.197	14.300
● 268	R + T, Stuttgart	5	18.193	16.247	181	77	34.698	420	35.118	56.500
BV Furnishings, Household Appliances, Houseware, and their equipment										
5	ZOW – Furniture Components, Bad Salzufen	5	10.173	6.398			16.571		16.571	28.000
86	lightstyle, Frankfurt/Main	4	7.459	2.350			9.809	1.610	11.419	25.300
● 126	DOMOTEX, Hannover	4	28.579	53.905			82.484	5.101	87.585	156.900
● 158	imm cologne, Köln	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, Stuttgart	3	1.241	97			1.338	110	1.448	4.400
BVI Health, Body Care, Protection at Work, and their equipment										
32	HairPower, Dortmund	2	905	63			968	389	1.357	8.250
● 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	2.090	116.233	227.400
● 60	REHACare International, Düsseldorf	4	22.400	6.815			29.215	4.200	33.415	69.200
● 81	Beautyworld, Frankfurt/Main	4	9.600	6.376			15.976	675	16.651	37.400
142	Body Life, Karlsruhe	4	1.913	49	54		2.016		2.016	8.200
+ 152	EXPOPHARM, Köln	4	16.392	550			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
● 221	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, Safety, Cleaning, Communal Services, and their equipment										
● 9	CMS Cleaning.Management.Services, Berlin	4	8.259	1.535	135		9.929	969	10.898	24.200
● 21	WASSER/GAS BERLIN	5	14.168	1.945	157		16.270	3.989	20.259	36.300
103	ÖKO-TRENDS, Gelnhausen	3	787		482		1.269	891	2.160	3.650
107	Florian, Halle	3	1.950	51	237		2.238	3.714	5.952	8.600
● 151	ENTSORGA, Köln	5	28.512	6.212	3.796	1.475	39.995	1.782	41.777	117.000
● 153	FSB, Köln	3	6.630	8.203			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, and their equipment										
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

+ Events with changing venues

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Exhibitor Figures					Additionally represented firms			Visitor Figures		
Exhibitors								Number of Admissions (Explanations see p. 9)		
No.	Domestic	Foreign	Total	from ... countries	Domestic	Foreign	Total	Domestic	Foreign	Total
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	225	44	269	15				15.198	1.708	16.906*
128	262	508	770	42				11.139	9.489	20.628*
143	124	1	125	2						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		108	1	1		1			4.298
200	1.242	484	1.726	39		1	1	152.697	26.946	179.643*
203	1.028	253	1.281	29	9	5	14	20.401	4.178	24.579*
210	115	38	153	13						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*
5	274	242	516	25	24	18	42	10.200	6.865	17.065*
86	80	117	197	19				4.827	1.504	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*
48	518	86	604	26				53.911	2.837	56.748*
56	1.546	2.561	4.107	66				91.501	44.257	135.758*
60	571	240	811	31						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	78	36	114	17	24	14	38	5.469	2.513	7.982
175	179	22	201	12	1	19	20			5.262
183	223	4	227	4	5		5	12.837	39	12.876*
186	103	1	104	2	5		5	5.899	72	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		65	1				4.089	89	4.178*
107	108	2	110	3						5.024
151	631	206	837	23	116	26	142	38.052	10.314	48.366*
153	141	223	364	36	19	63	82	6.297	7.386	13.683*
185	271	75	346	14	4		4			12.899*
199	74	30	104	11				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*

* Visitors Profil Analyses see page 33 *) ascertained by representative sampling

Events 2003

Exhibition Space Figures (sq.m.)

			Rented Space							
No.	For the complete titles see pp. 83–94	Duration (Days)	Halls		Open Air		Total	Special Shows	Space (net)	Space (gross)
			Domestic	Foreign	Domestic	Foreign				
BIX Information, Communication, Office, Entertainment Electronics, Photo, Film, and their equipment										
● 15	IFA – World of Consumer Electronics, Berlin	6	40.046	40.000	2.619	27	82.692	8.235	90.927	160.000
● 62	VisCom, Düsseldorf	3	4.666	5.155			9.821	246	10.067	20.800
69	Thüringer Mediensymposium, Erfurt	2	1.493				1.493	728	2.221	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	9	1.893	52			1.945	322	2.267	5.100
BX Education, Setting up a business										
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, and their equipment										
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	3	5.307	1.577			6.884		6.884	14.300
23	CARAVAN, Bremen	3	9.449				9.449		9.449	14.600
24	Garden, Leisure Time, Travel, Bremen	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		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	50	100.524	6.497	107.021	215.300
● 50	CARAVAN SALON, Düsseldorf	10	60.198	15.100	1.704	72	77.074	4.062	81.136	129.200
64	International Pedigree Dog Show, Erfurt	2	1.026	15	236		1.277	9.132	10.409	26.200
66	Reisen & Caravan, Erfurt	4	3.697	424			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		21.035	1.201	22.236	45.000
● 98	EUROBIKE, Friedrichshafen	4	15.303	15.373	668	791	32.135	2.384	34.519	63.900
● 102	OutDoor, Friedrichshafen	4	10.647	10.079	91	203	21.020	14.337	35.357	56.800
99	HAM RADIO/HAMtronic, Friedrichshafen	3	2.273	708			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, Halle	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	4.665	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	9	28.798	970	80		29.848	4.537	34.385	66.900
131	Equestrian Sport, Hunting, Fishing, Hannover	4	17.555	1.128	51		18.734	8.876	27.610	78.000
141	Blumen + Garten, Karlsruhe	4	2.496	70	8		2.574	4.926	7.500	12.950
154	h & h, Köln	3	4.406	2.085			6.491	400	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

+ Events with changing venues

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Exhibitor Figures					Additionally represented firms			Visitor Figures		
Exhibitors								Number of Admissions (Explanations see p. 9)		
No.	Domestic	Foreign	Total	from ... countries	Domestic	Foreign	Total	Domestic	Foreign	Total
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	1.259	13.884*
124	3.726	2.876	6.602	67				444.442	111.806	556.248*
180	1.410	459	1.869	28	7	1	8	83.015	2.391	85.406*
205	75	35	110	16	1	13	14	7.492	4.034	11.526 ¹⁾
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		103	1	8		8			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			17.399 ¹⁾
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				65.724	1.001	66.725*
31	33	1	34	2	1		1			1.073
33	130	3	133	3		1	1	45.078	594	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	54	1	55	2						16.276*
66	168	34	202	11	83	15	98			32.358
67	137	5	142	5						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	26				104.428	1.055	105.483*
88	521	872	1.393	47				59.645	20.102	79.747*
90	272	355	627	32				12.411	6.802	19.213*
94	242	23	265	14	22	22	44			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	82	1	83	2						2.611
115	708	175	883	28				119.008	3.681	122.689*
118	670	339	1.009	75	1	2	3	100.722	1.223	101.945*
121	634	48	682	12						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						8.338
166	475	195	670	37	1	234	235			24.788
168	549	1.520	2.069	59	39	121	160	21.642	21.792	43.434*
182	362	19	381	14	2	4	6	92.784	466	93.250*

* Visitors Profil Analyses see page 33 ¹⁾ ascertained by representative sampling

Events 2003

Exhibition Space Figures (sq.m.)

No.	For the complete titles see pp. 83–94	Duration (Days)	Rented Space							
			Halls		Open Air		Total	Special Shows	Space (net)	Space (gross)
			Domestic	Foreign	Domestic	Foreign				
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			44.057	2.500	46.557	78.500
204	FAIRWAY, München	2	2.073	477			2.550	590	3.140	6.650
206	Garten München	4	3.339	379			3.718	1.472	5.190	10.000
● 207	GOLF EUROPE, München	3	4.490	5.226			9.716	1.182	10.898	22.000
212	ispo – Winter, München	4	30.221	53.865			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, Stuttgart	4	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	3	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, Stuttgart	4	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 Electronics										
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
● 217	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, Measuring, Quality Assurance										
● 54	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 equipment										
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	132.355	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 equipment										
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	6.417	406	6.823	14.700
127	Hannover Messe: Trade Fair Energy, Hannover	6	25.379	9.924	374	36	35.713	410	36.123	58.400
136	Husum Wind, Husum	5	8.053	1.997	480	20	10.550	196	10.746	20.100
174	enertec, Leipzig	4	2.803	97			2.900	684	3.584	11.900
BXVI Other Investment Goods Industries										
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	6.719	1.165	99		7.983	108	8.091	14.100
127	Hannover Messe: Trade Fair Micro Technology, Hannover	6	2.770	411			3.181	420	3.601	4.600
127	Hannover Messe: Trade Fair Motion, Drive & Automation, Hannover	6	29.307	25.063	69	115	54.554		54.554	99.700
127	Hannover Messe: Trade Fair Research & Technology, Hannover	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
● 215	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

+ Events with changing venues

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Exhibitor Figures					Additionally represented firms			Visitor Figures		
Exhibitors								Number of Admissions (Explanations see p. 9)		
No.	Domestic	Foreign	Total	from ... countries	Domestic	Foreign	Total	Domestic	Foreign	Total
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		63	1						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	7	186	4						80.265 ¹⁾
263	678	143	821	33						33.055
266	54	1	55	2						37.224 ¹⁾
267	99	4	103	5	3		3			56.714 ¹⁾
270	134	7	141	6	6	2	8			50.993 ¹⁾
7	257	12	269	12				14.758	332	15.090*
30	428	16	444	8	8	2	10	29.652	360	30.012*
217	949	526	1.475	27	13	56	69	26.483	16.231	42.714*
226	306	11	317	8				13.864	283	14.147*
227	255	98	353	24				7.877	924	8.801*
237	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*
54	353	437	790	35				26.762	24.507	51.269*
57	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*
	301	27	328	12	8		8	9.856	201	10.057*
130	851	869	1.720	46				58.174	40.093	98.267*
232	470	84	554	10				37.586	1.566	39.152*
70	272	59	331	11				5.914	806	6.720*
95	191	65	256	22						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	3						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	38				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*
229	318	328	646	32				7.887	8.342	16.229*

* Visitors Profil Analyses see page 33 ¹⁾ ascertained by representative sampling

Events 2003			Exhibition Space Figures (sq.m.)									
No.	For the complete titles see pp. 83–94	Duration (Days)	Rented Space							Special Shows	Space (net)	Space (gross)
			Halls		Open Air		Total					
			Domestic	Foreign	Domestic	Foreign						
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		
BXVII Other Consumer Goods and Service Industries												
19	Moderner Staat, Berlin	2	1.913				1.913	32	1.945	7.800		
28	DKM – Trade Fair for Finance and Insurance Companies, Dortmund	2	4.803	464			5.267		5.267	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, Offenbach	4	2.583	45			2.628		2.628	6.000		
262	invest, Stuttgart	3	2.751	340			3.091	1.110	4.201	10.700		
BXVIII Arts and Antiques												
6	Art Forum Berlin, Berlin	5	2.095	2.608			4.703		4.703	9.300		
45	Lebenskultur in Sachsen, Dresden	3	2.347	596			2.943	3.784	6.727	13.500		
80	Art Frankfurt, Frankfurt/Main	5	5.727	1.196			6.923	793	7.716	17.900		
● 163	Kunst Messe Köln / KUNSTKÖLN / Antiquariatsmesse, Köln	9	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 EXHIBITIONS												
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	16.813	1.168			17.981	1.713	19.694	47.300		
40	Dresdner Ostern, Dresden	4	3.159	139	384		3.682	3.623	7.305	21.050		
68	Thüringen-Ausstellung, Erfurt	9	8.568	228	1.185	24	10.005	2.459	12.464	21.000		
76	MODE-HEIM-HANDWERK, Essen	9	18.988	1.321			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	Infra, Hannover	9	31.398	2.736	294		34.428	37.465	71.893	167.300		
132	KONTAKTA, Heidenheim	9	3.317	15	946		4.278	1.692	5.970	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	Home-Garden-Leisure / Central German Handicrafts Fair, Leipzig	9	21.296	1.373			22.669	5.956	28.625	64.300		
189	Emsland-Schau Lingen	9	3.855		2.741		6.596	300	6.896	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	4	4.449	49	2.604	40	7.142	818	7.960	22.000		
258	Family & Home / Tierwelt / Int. Mineralien- und Fossilienbörse, Stuttgart	9	15.238	1.219	84	36	16.577	10.456	27.033	53.700		
273	Südwest-Messe, Villingen-Schwenningen	9	14.243	516	17.533	116	32.408	1.030	33.438	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		

+ Events with changing venues

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Exhibitor Figures					Additionally represented firms			Visitor Figures		
Exhibitors								Number of Admissions (Explanations see p. 9)		
No.	Domestic	Foreign	Total	from ... countries	Domestic	Foreign	Total	Domestic	Foreign	Total
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	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	399	18	417	13	1		1			8.583*
173	555	39	594	14	1		1	11.809	253	12.062*
223	668	1.277	1.945	62				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		313	1	35		35			102.395
14	217	372	589	55				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*
40	251	28	279	4						43.822
68	505	8	513	7						51.933*
76	692	54	746	16				190.235	381	190.616*
78	143	1	144	2						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						12.848
114	753	90	843	33				186.982	2.271	189.253*
120	84	1	85	2						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	118	2	120	3						7.596
147	680	21	701	8	109	5	114	141.075	1.281	142.356*
148	380	20	400	4						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	193	4	197	5						21.373
194	153	4	157	5	37		37			10.978*
197	675	29	704	12						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						75.015
273	638	18	656	7	198	40	238			100.034*
274	406	34	440	12						73.855*
276	526	18	544	6						127.043*

* 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

Interlift, Augsburg (2001)

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

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

KMO, Bad Salzflufen (2002)

Total number of visitors	10 084	Position in the company/organization	%
Proportion of trade visitors	99 %	Entrepreneur, partner, self-employed	12
Region of residence	%	Managing director, board member, head of an authority etc.	13
up to 100 km	44	Senior department head, other employee with managerial responsibility	7
more than 100 km up to 300 km	42	Department head, group head	26
over 300 km	15	Other salaried staff	23
Total Germany	98	Skilled worker	12
Baden-Württemberg	3	Lecturer, teacher, scientific assistant	1
Bavaria	2	Trainee	8
Berlin	-	Student, not gainfully employed	1
Brandenburg	-	Other	4
Bremen	-	Area of responsibility	%
Hamburg	2	Management	19
Hesse	7	Research/development/design	24
Mecklenburg-West Pomerania	1	Planning/work preparation	10
Lower Saxony	17	Manufacture/production	37
Total Foreign	2	Production, quality control	10
of which		Buying/procurement	14
EU	69	Finance/accounting, controlling	3
Rest of Europe	19	Administration/organization/personnel/ social welfare/training	4
Africa	-	Marketing/sales/advertising/PR	23
North America	-	Storage/material management/logistics/ transport	2
South and Central America	6	Maintenance/repairs	6
Middle East	-	Student, not gainfully employed	1
East Asia	-	Other	5
Australia	-	Frequency of visits to trade fair	%
Economic sector	%	2000	18
Plastics processor	45	1999	32
Plastics user	2	Earlier events	11
Toolmaking	15	First visit	39
Mechanical engineering	14	Size of company/organization:	%
Science/development	2	Number of employees:	
Electrical industry/electrical engineering	10	1 - 4	8
Trade/services	12	5 - 9	5
Automobile industry or its supplying firms	8	10 - 49	18
Chemical industry	4	50 - 99	16
Other	12	100 - 199	10
Influence on purchasing/ procurement decisions	%	200 - 499	17
Decisively	22	Length of stay	%
Collectively	31	1. Length of stay (days):	
In an advisory capacity	23	2. Average length of stay	1,4 days
No	23	3. Share of visitors on the event's days:	%
Student	1	1st day	35
		2nd day	36
		3rd day	39
		4th day	33

Conducted by: SOKO Institut GmbH, Bad Salzflufen

ZOW, Bad Salzflufen

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

Conducted by: NordWest empirica, Bielefeld

ART FORUM BERLIN

Total number of visitors	13 821	Position in the company/organization	%
Proportion of trade visitors	62 %	Entrepreneur, partner, self-employed	42
Region of residence	%	Managing director, board member, head of an authority etc.	2
up to 100 km	65	Senior department head, other employee with managerial responsibility	-
more than 100 km up to 300 km	11	Department head, group head	2
over 300 km	24	Other salaried staff	6
Total Germany	85	Other public service	2
Baden-Württemberg	2	Skilled worker	7
Bavaria	3	Lecturer, teacher, scientific assistant	2
Berlin	71	Trainee	1
Brandenburg	7	Other	6
Bremen	1	Student	27
Hamburg	5	Other not gainfully employed	3
Hesse	-	Area of responsibility	%
Mecklenburg-West Pomerania	1	Management	7
Lower Saxony	2	Research/development/design	5
Total Foreign	15	Planning/work preparation	6
of which		Manufacture/production	7
EU	59	Production, quality control	1
Rest of Europe	22	Buying/procurement	2
Africa	3	Finance/accounting, controlling	2
North America	12	Information, communication technology (EDP)	2
South and Central America	3	Administration/organization/personnel/ social welfare/training	3
Middle East	-	Marketing/sales/advertising/PR	8
East Asia	-	Storage/material management/logistics/ transport	-
Australia	3	Maintenance/repairs	1
The five countries with the highest visitor shares	%	Other	25
Denmark	22	Student	27
Switzerland	9	Other not gainfully employed	3
France	6	Frequency of visits to trade fair	%
Netherlands	5	2002	35
Sweden	5	2001	34
Economic sector	%	2000	26
Museum	3	1999	19
Gallery	4	Earlier events	45
Art trade	2	First visit	27
Organization of art exhibitions	2	Size of company/organization:	%
Freelance in art field	28	Number of employees:	
Press, publishers	7	1 - 4	46
Art Consulting	2	5 - 9	5
Other	22	10 - 49	6
Student	27	50 - 99	4
Other not gainfully employed	3	100 - 199	3
Influence on purchasing/ procurement decisions	%	200 - 499	2
Decisively	32	Length of stay	%
Collectively	9	1. Length of stay (days):	
In an advisory capacity	18	one	85
No	31	two	11
student	31	three	3
		four	-
		2. Average length of stay	1,2 days
		3. Share of visitors on the event's days:	%
		1st day	21
		2nd day	27
		3rd day	27
		4th day	28
		5th day	18

Conducted by: Gelszus Messe-Marktforschung GmbH, Dortmund

belektro, Berlin			
Total number of visitors	15 090	Position in the company/organization	%
Proportion of trade visitors	96 %	Entrepreneur, partner, self-employed	21
Region of residence	%	Managing director, board member, head of an authority etc.	3
up to 100 km	75	Senior department head, other employee with managerial responsibility	2
more than 100 km up to 300 km	19	Department head, group head	9
over 300 km	6	Other salaried staff	16
Total Germany	98	Other public service	3
Baden-Württemberg	1	Skilled worker, journeyman	12
Bavaria	-	Lecturer, teacher, scientific assistant	3
Berlin	53	Trainee	21
Brandenburg	31	Other	1
Bremen	-	Student	6
Hamburg	-	Other not gainfully employed	2
Hesse	-	Area of responsibility	%
Mecklenburg	-	Management	19
West Pomerania	3	Research/development/design	5
Lower Saxony	1	Planning/work preparation	23
		Manufacture/production	17
Total Foreign	2	Production, quality control	4
of which EU	50	Buying/procurement	15
Rest of Europe	40	Finance/accounting, controlling	5
Africa	10	Information, communication technology (EDP)	8
North America	-	Administration/organization/personnel/ social welfare/training	3
South and Central America	-	Marketing/sales/advertising/PR	7
Middle East	-	Storage/material management/logistics/ transport	5
East Asia	-	Maintenance/repairs	31
Australia	-	Other	15
The five countries with the highest visitor shares	%	Student	6
Estonia	20	Other not gainfully employed	2
Finland	20	Frequency of visits to trade fair	%
Economic sector	%	2001	50
Power supply, water supply, mining	10	1999	39
Industry	11	1997	29
Wholesale trade	5	1995	24
Retail trade	1	Earlier events	18
Skilled trades	42	First visit	32
Transport/travel/logistics	2	Size of company/organization:	%
Education/science/research	3	Number of employees:	
Training institution	3	1- 4	26
Technical consultation/architecture	6	5- 9	12
Other private service providers	2	10- 49	16
Other public services/administration	5	50- 99	7
Other	2	100- 199	5
Student	6	200- 499	6
Other not gainfully employed	2	Length of stay	%
Influence on purchasing/ procurement decisions	%	1. Length of stay (days):	
Decisively	21	one 93	two 5
Collectively	29		three 2
In an advisory capacity	22	2. Average length of stay	1,1 days
No	20	3. Share of visitors on the event's days:	%
student	8	1st day 37	2nd day 37
		3rd day 37	4th day 35
Conducted by: Gelszus Messe-Marktforschung GmbH, Dortmund			

CMS - Cleaning . Management . Services, Berlin			
Total number of visitors	11 354	Position in the company/organization	%
Proportion of trade visitors	99 %	Entrepreneur, partner, self-employed	29
Region of residence	%	Managing director, board member, head of an authority etc.	10
up to 100 km	22	Senior department head, other employee with managerial responsibility	10
more than 100 km up to 300 km	26	Department head, group head	19
over 300 km	52	Other salaried staff	11
Total Germany	90	Other public service	3
Baden-Württemberg	9	Skilled worker	3
Bavaria	8	Lecturer, teacher, scientific assistant	2
Berlin	19	Trainee	8
Brandenburg	7	Other	2
Bremen	-	Student	1
Hamburg	3	Other not gainfully employed	1
Hesse	3	Area of responsibility	%
Mecklenburg	-	Management	41
West Pomerania	5	Research/development/design	5
Lower Saxony	10	Planning/work preparation	14
		Manufacture/production	8
Total Foreign	10	Production, quality control	10
of which EU	41	Buying/procurement	22
Rest of Europe	46	Finance/accounting, controlling	8
Africa	6	Information, communication technology (EDP)	4
North America	-	Administration/organization/personnel/ social welfare/training	10
South and Central America	-	Marketing/sales/advertising/PR	13
Middle East	6	Storage/material management/logistics/ transport	9
East Asia	-	Maintenance/repairs	9
Australia	2	Other	16
The five countries with the highest visitor shares	%	Student	1
Austria	15	Other not gainfully employed	1
Switzerland	11	Frequency of visits to trade fair	%
Poland	7	CMS 2001	46
Economic sector	%	Size of company/organization:	%
Industry	11	Number of employees:	
Skilled trades	23	1- 4	12
Retail trade	2	5- 9	7
Wholesale/foreign trade	10	10- 49	18
Service	41	50- 99	12
Authority/public services	6	100- 199	11
Association/guild/chamber	1	200- 499	13
School, university, education	3	Length of stay	%
Other	2	1. Length of stay (days):	
Student	1	one 74	four 1
Other not gainfully employed	1	two 22	
Influence on purchasing/ procurement decisions	%	three 4	
Decisively	33	2. Average length of stay	1,3 days
Collectively	38	3. Share of visitors on the event's days:	%
In an advisory capacity	15	1st day 29	4th day 28
No	13	2nd day 37	
student	2	3rd day 38	
Conducted by: Gelszus Messe-Marktforschung GmbH, Dortmund			

Build IT Berlin			
Total number of visitors	2 470	Position in the company/organization	%
Proportion of trade visitors	98 %	Entrepreneur, partner, self-employed	43
Region of residence	%	Managing director, board member, head of an authority etc.	6
up to 100 km	65	Senior department head, other employee with managerial responsibility	3
more than 100 km up to 300 km	18	Department head, group head	14
over 300 km	18	Other salaried staff	19
Total Germany	96	Other public service	1
Baden-Württemberg	3	Skilled worker	1
Bavaria	3	Lecturer, teacher, scientific assistant	5
Berlin	53	Trainee	1
Brandenburg	18	Other	1
Bremen	1	Student	6
Hamburg	1	Other not gainfully employed	1
Hesse	2	Area of responsibility	%
Mecklenburg	-	Management	27
West Pomerania	4	Research/development/design	13
Lower Saxony	3	Planning/work preparation	33
		Manufacture/production	3
Total Foreign	4	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/ social welfare/training	3
South and Central America	-	Marketing/sales/advertising/PR	8
Middle East	-	Storage/material management/logistics/ transport	1
East Asia	-	Maintenance/repairs	2
Australia	-	Other	10
The five countries with the highest visitor shares	%	Student	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	20	Size of company/organization:	%
Retail trade/building materials trade	1	Number of employees:	
Building owner	1	1- 4	36
Authority/public services	4	5- 9	10
Architect's/planning office	34	10- 49	18
Service	15	50- 99	9
Publishers, media	2	100- 199	7
Association/guild/chamber	1	200- 499	1
Research/teaching	4	Length of stay	%
Other	7	1. Length of stay (days):	
Student	6	one 90	two 8
Other not gainfully employed	1		three 1
Influence on purchasing/ procurement decisions	%	2. Average length of stay	1,0 days
Decisively	38	3. Share of visitors on the event's days:	%
Collectively	31	1st day 23	3rd day 36
In an advisory capacity	16	2nd day 36	4th day 16
No	8		
student	7		
Conducted by: Gelszus Messe-Marktforschung GmbH, Dortmund			

FRUIT LOGISTICA, Berlin			
Total number of visitors	15 886	Position in the company/organization	%
Proportion of trade visitors	95 %	Entrepreneur, partner, self-employed	34
Region of residence	%	Managing director, board member, head of an authority etc.	21
up to 100 km	10	Senior department head, other employee with managerial responsibility	8
more than 100 km up to 300 km	12	Department head, group head	13
over 300 km	78	Other salaried staff	10
Total Germany	46	Other public service	2
Baden-Württemberg	12	Skilled worker	3
Bavaria	10	Lecturer, teacher, scientific assistant	2
Berlin	15	Trainee	2
Brandenburg	7	Other	3
Bremen	1	Student	4
Hamburg	5	Area of responsibility	%
Hesse	5	Management	44
Mecklenburg	-	Research/development/design	7
West Pomerania	2	Planning/work preparation	10
Lower Saxony	10	Manufacture/production	9
		Production, quality control	8
Total Foreign	54	Buying/procurement	23
of which EU	62	Finance/accounting, controlling	7
Rest of Europe	21	Information, communication technology (EDP)	4
Africa	4	Administration/organization/personnel/ social welfare/training	4
North America	3	Marketing/sales/advertising/PR	22
South and Central America	7	Storage/material management/logistics/ transport	8
Middle East	2	Maintenance/repairs	2
East Asia	1	Student	4
Australia	1	Other	7
The five countries with the highest visitor shares	%	Frequency of visits to trade fair	%
Italy	16	2002	31
Spain	12	2001	26
Netherlands	10	2000	19
France	7	Earlier events	9
Belgium	6	First visit	54
Economic sector	%	Size of company/organization:	%
Fruit and vegetable growers	29	Number of employees:	
Importers, exporters	32	1- 4	15
Industry	5	5- 9	12
Retail trade	12	10- 49	30
Wholesale trade	17	50- 99	10
Hotel, catering trade	2	100- 199	11
Packaging companies	6	Length of stay	%
Freight forwarders, transport companies	5	1. Length of stay (days):	
Other services	6	one 53	two 32
Authority/public services	2		three 15
Association, society, institution, organisation	4	2. Average length of stay	2,0 days
Research, apprenticeship, training	3	3. Share of visitors on the event's days:	%
Other sectors	5	1st day 49	2nd day 67
Student	4	3rd day 48	
Other not gainfully employed	-		
Influence on purchasing/ procurement decisions	%		
Decisively	47		
Collectively	28		
In an advisory capacity	14		
No	8		
student	4		
Conducted by: Gelszus Messe-Marktforschung GmbH, Dortmund			

Trade Visitors Profile Analyses 2003

International Green Week Berlin

Total number of visitors	494 574	Position in the company/organization	%
Proportion of trade visitors	23 %	Entrepreneur, partner, self-employed	16
Region of residence	%	Managing director, board member, head of an authority etc.	4
up to 100 km	46	Senior department head, other employee with managerial responsibility	2
more than 100 km up to 300 km	31	Department head, group head	6
over 300 km	23	Other salaried staff	10
Total Germany	95	Other public service	8
Baden-Württemberg	2	Skilled worker	8
North Rhine-Westphalia	4	Farmer	10
Bavaria	4	Lecturer, teacher, scientific assistant	5
Rhineland-Palatinate	29	Trainee	10
Berlin	24	Other	5
Saarland	-	Student	11
Brandenburg	24	Other not gainfully employed	6
Bremen	-	Area of responsibility	%
Saxony	1	Management	21
Saxony-Anhalt	6	Research/development/design	5
Hesse	2	Planning/work preparation	7
Schleswig-Holstein	3	Manufacture/production	11
Mecklenburg	3	Production, quality control	5
West Pomerania	9	Buying/procurement	12
Lower Saxony	7	Finance/accounting, controlling	7
Total Foreign	5	Information, communication technology (EDP)	5
of which EU	51	Administration/organization/personnel/ social welfare/training	12
Rest of Europe	28	Marketing/sales/advertising/PR	9
Africa	4	Storage/material management/logistics/transport	6
North America	4	Maintenance/repairs	5
South and Central America	-	Student	11
Middle East	2	Other	21
East Asia	4	Other not gainfully employed	6
Australia	8	Frequency of visits to trade fair	%
The five countries with the highest visitor shares	%	2002	35
Austria	10	1999	26
Poland	10	2001	31
Great Britain	8	Earlier events	24
Italy	8	2000	27
Sweden	8	First visit	32
Economic sector	%	Size of company/organization:	%
Agriculture and forestry	20	Number of employees:	%
Horticulture, landscape gardening	7	1- 4	29
Wholesale/foreign trade	6	5- 9	10
Retail trade	3	10- 49	18
Catering trade (restaurants, hotels and guest houses)	8	50- 99	6
Other service company	8	100- 199	5
Food and luxuries industry	9	200- 499	5
Other industry	2	Length of stay	%
Authorities, public facilities, associations	6	1. Length of stay (days):	
School, technical college, university	6	one	82
Other sectors	6	two	10
Student	11	three	4
Other not gainfully employed	6	four	1
Influence on purchasing/procurement decisions	%	2. Average length of stay	1,0 days
Decisively	19	3. Share of visitors on the event's days:	%
Collectively	22	1st day	17
In an advisory capacity	18	5th day	16
No	25	6th day	15
student	17	7th day	14
		8th day	14

Conducted by: Gelszus Messe-Marktforschung GmbH, Dortmund

ITB - International Tourism Exchange, Berlin

Total number of visitors	129 947	Position in the company/organization	%
Proportion of trade visitors	54 %	Entrepreneur, partner, self-employed	18
Region of residence	%	Managing director, board member, head of an authority etc.	9
up to 100 km	22	Senior department head, other employee with managerial responsibility	4
more than 100 km up to 300 km	19	Department head, group head	10
over 300 km	58	Other salaried staff	13
Total Germany	72	Other public service	3
Baden-Württemberg	5	Skilled worker	2
North Rhine-Westphalia	11	Lecturer, teacher, scientific assistant	4
Bavaria	11	Trainee	6
Rhineland-Palatinate	24	Other	3
Berlin	8	Student	28
Saarland	1	Other not gainfully employed	2
Brandenburg	3	Area of responsibility	%
Bremen	1	Management	22
Hamburg	3	Research/development/design	4
Hesse	7	Planning/work preparation	9
Schleswig-Holstein	3	Manufacture/production	3
Mecklenburg	3	Production, quality control	2
West Pomerania	3	Buying/procurement	8
Lower Saxony	6	Finance/accounting, controlling	4
Total Foreign	28	Information, communication technology (EDP)	4
of which EU	32	Administration/organization/personnel/ social welfare/training	5
Rest of Europe	5	Marketing/sales/advertising/PR	22
Africa	2	Storage/material management/logistics/transport	1
North America	2	Maintenance/repairs	1
South and Central America	2	Other	15
Middle East	2	Student	28
East Asia	3	Other not gainfully employed	2
Australia	-	Frequency of visits to trade fair	%
The five countries with the highest visitor shares	%	2002	33
Poland	29	2001	31
Austria	11	2000	27
Switzerland	6	Earlier events	26
Great Britain	4	First visit	44
Netherlands	3	Size of company/organization:	%
Economic sector	%	Number of employees:	%
Tourism organizations	5	1- 4	20
Tour operator	18	5- 9	10
Travel agency	16	10- 49	16
Trade fair organizer/conference and congress organizer	2	50- 99	6
Hotel company	8	100- 199	4
Transport carriers (bus, train, ship and air companies)	5	200- 499	2
Travel technology, information and reservation systems	2	Length of stay	%
PR/advertising/consultancy	4	1. Length of stay (days):	
Leisure centre/leisure park	4	one	51
Publishing houses/press	1	two	25
Research institute/educational institution	4	three	11
Tourism federations/associations	12	four	7
Other	4	2. Average length of stay	2,0 days
Student	28	3. Share of visitors on the event's days:	%
Other not gainfully employed	2	1st day	30
Influence on purchasing/procurement decisions	%	3rd day	30
Decisively	21	4th day	54
Collectively	21	5th day	37
In an advisory capacity	16	2nd day	37
No	13	4th day	54
student	30		

Conducted by: Gelszus Messe-Marktforschung GmbH, Dortmund

MODERNER STAAT, Berlin

Total number of visitors	3 066	Position in the company/organization	%
Proportion of trade visitors	100 %	Minister, president of a federal agency, Minister President, Regional President	1
Region of residence	%	Principal, head of ministerial department, assistant secretary, head of government department	12
up to 100 km	38	Lord mayor, department head, mayor, councillor, district administrator	5
more than 100 km up to 300 km	18	Head of public office, department head	8
over 300 km	44	Section head, subject head	15
Total Germany	98	Member of the board, managing director, owner	6
Baden-Württemberg	4	Division head, authorized signatory	4
North Rhine-Westphalia	20	Group head	11
Bavaria	4	Specialist	21
Rhineland-Palatinate	28	Other salaried staff	13
Berlin	12	Trainee	1
Saarland	3	Student	2
Brandenburg	1	Other not gainfully employed	1
Bremen	1	Area of responsibility	%
Saxony	3	Management	23
Saxony-Anhalt	2	Research/development/design	3
Hesse	8	Planning/work preparation	3
Schleswig-Holstein	1	Manufacture/production	1
Mecklenburg	-	Production, quality control	1
West Pomerania	4	Buying/procurement	12
Lower Saxony	8	Finance/accounting, controlling	19
Total Foreign	2	Information, communication technology (EDP)	34
of which EU	75	Administration/organization/personnel/ social welfare/training	36
Rest of Europe	25	Marketing/sales/advertising/PR	15
Africa	-	Storage/material management/logistics/transport	1
North America	-	Maintenance/repairs	2
South and Central America	-	Other	-
Middle East	-	Student	2
East Asia	-	Other not gainfully employed	1
Australia	-	Frequency of visits to trade fair	%
The five countries with the highest visitor shares	%	2002	32
Austria	75	2001	26
Poland	25	2000	16
Economic sector	%	Earlier events	8
Public authority	71	First visit	54
Service	17	Size of company/organization:	%
Association/society	2	Number of employees:	%
Diplomacy	1	1- 4	3
Industry	-	5- 9	2
Wholesale/foreign trade	-	10- 49	10
Other sectors	3	50- 99	7
Student	2	100- 199	8
Other not gainfully employed	1	200- 499	15
Influence on purchasing/procurement decisions	%	Length of stay	%
Decisively	18	1. Length of stay (days):	
Collectively	39	one	42
In an advisory capacity	25	2. Average length of stay	1,6 days
No	39	3. Share of visitors on the event's days:	%
student	3	1st day	80
		2nd day	78

Conducted by: Gelszus Messe-Marktforschung GmbH, Dortmund

SHOWTECH, Berlin

Total number of visitors	6 552	Position in the company/organization	%
Proportion of trade visitors	98 %	Entrepreneur, partner, self-employed	19
Region of residence	%	Managing director, board member, head of an authority etc.	5
up to 100 km	32	Senior department head, other employee with managerial responsibility	7
more than 100 km up to 300 km	17	Department head, group head	22
over 300 km	51	Other salaried staff	15
Total Germany	79	Other public service	2
Baden-Württemberg	6	Skilled worker	6
North Rhine-Westphalia	9	Lecturer, teacher, scientific assistant	3
Bavaria	36	Trainee	7
Rhineland-Palatinate	7	Other	2
Berlin	36	Student	11
Saarland	7	Other not gainfully employed	2
Brandenburg	-	Area of responsibility	%
Bremen	-	Management	19
Hamburg	5	Research/development/design	13
Hesse	3	Planning/work preparation	26
Schleswig-Holstein	1	Manufacture/production	20
Mecklenburg	1	Production, quality control	5
West Pomerania	3	Buying/procurement	18
Lower Saxony	5	Finance/accounting, controlling	6
Total Foreign	25	Information, communication technology (EDP)	10
of which EU	53	Administration/organization/personnel/ social welfare/training	17
Rest of Europe	38	Marketing/sales/advertising/PR	17
Africa	-	Storage/material management/logistics/transport	8
North America	3	Maintenance/repairs	15
South and Central America	-	Other	16
Middle East	1	Student	11
East Asia	2	Other not gainfully employed	2
Australia	2	Frequency of visits to trade fair	%
The five countries with the highest visitor shares	%	2001	37
Austria	14	1999	33
Norway	14	1997	24
Denmark	10	Earlier events	18
Netherlands	10	First visit	45
Switzerland	8	Size of company/organization:	%
Economic sector	%	Number of employees:	%
Film, radio, TV	7	1- 4	10
Theatre	39	5- 9	6
Sport, multi-purpose halls	1	10- 49	18
Event management	7	50- 99	7
Event organizer/management	6	100- 199	9
Cultural administration	1	200- 499	2
Architect, construction planning	4	Length of stay	%
Exhibition stand construction	1	1. Length of stay (days):	
Hotel	1	one	69
Discotheque	1	2. Average length of stay	2,1 days
Advertising, marketing	1	3. Share of visitors on the event's days:	%
Press, publishers	1	1st day	39
University/college/polytechnic	3	2nd day	55
Other	18	3rd day	48
Student	11		
Influence on purchasing/procurement decisions	%		
Decisively	28		
Collectively	32		
In an advisory capacity	17		
No	11		
student	13		

Conducted by: Gelszus Messe-Marktforschung GmbH, Dortmund

WASSER BERLIN				
Total number of visitors	23 641	Position in the company/organization	%	
Proportion of trade visitors	98 %	Entrepreneur, partner, self-employed	14	
Region of residence	%	Managing director, board member, head of an authority etc.	11	
up to 100 km	26	Senior department head, other employee with managerial responsibility	6	
more than 100 km up to 300 km	26	Department head, group head	25	
over 300 km	48	Other salaried staff	23	
Total Germany	85	Other public service	6	
Baden-Württemberg	7	Skilled worker	5	
Bavaria	7	Lecturer, teacher, scientific assistant	3	
Berlin	20	Trainee	1	
Brandenburg	13	Other	1	
Bremen	-	Student	5	
Hamburg	1	Other not gainfully employed	1	
Hesse	6	Area of responsibility	%	
Mecklenburg	1	Management	23	
West Pomerania	4	Research/development/design	13	
Lower Saxony	8	Planning/work preparation	24	
Total Foreign	15	Manufacture/production	12	
of which EU	36	Production, quality control	5	
Rest of Europe	48	Buying/procurement	11	
Africa	3	Finance/accounting, controlling	4	
North America	2	Information, communication technology (EDP)	4	
South and Central America	-	Administration/organization/personnel/ social welfare/training	4	
Middle East	3	Marketing/sales/advertising/PR	15	
East Asia	7	Storage/material management/logistics/ transport	2	
Australia	-	Maintenance/repairs	17	
The five countries with the highest visitor shares	%	Other	11	
Poland	19	Student	5	
Italy	7	Other not gainfully employed	1	
Austria	6	Frequency of visits to trade fair	%	
Belgium	6	2000	30	
Netherlands	4	1997	15	
Economic sector	%	1993	9	
Civil engineering company	10	Earlier events	22	
Structural engineering company	1	First visit	45	
Other construction companies	3	Size of company/organization:	%	
Water supply companies	28	Number of employees:		
Waste disposal companies	4	1- 4	9	500- 999
Public authorities, administration, ministries	7	5- 9	8	1 000- 9 999
Engineer's/architect's office	10	10- 49	26	10 000 and more
University/college	4	50- 99	10	student
Association/society	1	100- 199	12	other not gainfully employed
Industry	12	200- 499	1	8
Skilled trades	2	Length of stay	%	
Trade	7	1. Length of stay (days):		
Other sectors	6	one 60 three 8 five 2		
Student	5	two 28 four 2		
Other not gainfully employed	1	2. Average length of stay	1,6 days	
Influence on purchasing/procurement decisions	%	3. Share of visitors on the event's days:	%	
Decisively	25	1st day 24 3rd day 38 5th day 22		
Collectively	33	2nd day 39 4th day 35		
In an advisory capacity	26			
No	11			
student	6			

Conducted by: Gelszus Messe-Marktforschung GmbH, Dortmund

Inter-tabac, Dortmund				
Total number of visitors	4 738	Position in the company/organization	%	
Proportion of trade visitors	90 %	Entrepreneur, partner, self-employed	61	
Region of residence	%	Managing director, board member, head of an authority etc.	10	
up to 100 km	37	Senior department head, other employee with managerial responsibility	4	
more than 100 km up to 300 km	23	Department head, group head	8	
over 300 km	40	Other salaried staff	9	
Total Germany	81	Other public service	1	
Baden-Württemberg	5	Skilled worker	-	
Bavaria	4	Lecturer, teacher, scientific assistant	-	
Berlin	2	Trainee	2	
Brandenburg	2	Other	3	
Bremen	1	Student	2	
Hamburg	5	Area of responsibility	%	
Hesse	6	Management	59	
Mecklenburg	3	Research/development/design	4	
West Pomerania	1	Planning/work preparation	7	
Lower Saxony	6	Manufacture/production	7	
Total Foreign	19	Production, quality control	3	
of which EU	53	Buying/procurement	40	
Rest of Europe	30	Finance/accounting, controlling	18	
Africa	-	Information, communication technology (EDP)	6	
North America	9	Administration/organization/personnel/ social welfare/training	14	
South and Central America	3	Marketing/sales/advertising/PR	24	
Middle East	3	Storage/material management/logistics/ transport	12	
East Asia	3	Maintenance/repairs	5	
Australia	1	Other	9	
The five countries with the highest visitor shares	%	Student	2	
Netherlands	14	Frequency of visits to trade fair	%	
Belgium	8	2002	37	
Austria	6	2001	31	
Switzerland	6	2000	27	
USA	6	1999	24	
Economic sector	%	Earlier events	23	
Wholesale/foreign trade	21	First visit	41	
Retail trade	56	Size of company/organization:	%	
Skilled trades	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
Other not gainfully employed	-	100- 199	3	
Influence on purchasing/procurement decisions	%	200- 499	4	
Decisively	57	Length of stay	%	
Collectively	27	1. Length of stay (days):		
In an advisory capacity	9	one 74 two 18 three 9		
No	4	2. Average length of stay	1,3 days	
student	2	3. Share of visitors on the event's days:	%	
		1st day 50 2nd day 45 3rd day 40		

Conducted by: Gelszus Messe-Marktforschung GmbH, Dortmund

ELEKTROTECHNIK, Dortmund				
Total number of visitors	30 012	Position in the company/organization	%	
Proportion of trade visitors	96 %	Entrepreneur, partner, self-employed	18	
Region of residence	%	Managing director, board member, head of an authority etc.	3	
up to 100 km	74	Senior department head, other employee with managerial responsibility	3	
more than 100 km up to 300 km	24	Department head, group head	11	
over 300 km	3	Other salaried staff	13	
Total Germany	99	Other public service	2	
Baden-Württemberg	-	Foreman, master craftsman	16	
Bavaria	-	Skilled worker/apprentice	12	
Berlin	-	Lecturer, teacher, scientific assistant	3	
Brandenburg	-	Trainee	11	
Bremen	-	Other	2	
Hamburg	-	Student	7	
Hesse	2	Other not gainfully employed	1	
Mecklenburg	-	Area of responsibility	%	
West Pomerania	-	Management	21	
Lower Saxony	5	Research/development/design	24	
Total Foreign	1	Planning/work preparation	21	
of which EU	57	Manufacture/production	15	
Rest of Europe	21	Production, quality control	6	
Africa	7	Buying/procurement	18	
North America	7	Finance/accounting, controlling	4	
South and Central America	7	Information, communication technology (EDP)	10	
Middle East	7	Administration/organization/personnel/ social welfare/training	7	
East Asia	7	Marketing/sales/advertising/PR	7	
Australia	-	Storage/material management/logistics/ transport	7	
The five countries with the highest visitor shares	%	Maintenance/repairs	33	
Belgium	29	Assembly/new construction	29	
Luxembourg	14	Other	9	
Economic sector	%	Student	7	
Electrical skilled trade	42	Other not gainfully employed	1	
Other skilled trades	2	Frequency of visits to trade fair	%	
Electrical engineering/electronics industry	14	2002	22	1999
Other industry	8	2001	41	Earlier events
Electrical wholesale trade	3	2000	14	First visit
Electrical retail trade	-	Size of company/organization:	%	
Other wholesale and retail trade	1	Number of employees:		
Energy supply company, main/operator	6	1- 4	19	500- 999
Engineering, planning office, architects	4	5- 9	11	1 000- 9 999
Service companies/telecommunications	2	10- 49	17	10 000 and more
Specialist authority, administration	3	50- 99	7	student
Training institution	3	100- 199	9	other not gainfully employed
Other	4	200- 499	8	1
Student	7	Length of stay	%	
Other not gainfully employed	1	1. Length of stay (days):		
Influence on purchasing/procurement decisions	%	one 89 three 1		
Decisively	22	two 9 four -		
Collectively	34	2. Average length of stay	1,1 days	
In an advisory capacity	30	3. Share of visitors on the event's days:	%	
No	16	1st day 29 3rd day 28		
student	8	2nd day 28 4th day 29		

Conducted by: Gelszus Messe-Marktforschung GmbH, Dortmund

A + A, Düsseldorf				
Total number of visitors	55 752	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.	6	
up to 100 km	35	Senior department head, other employee with managerial responsibility	4	
more than 100 km up to 300 km	24	Department head, group head	22	
over 300 km	41	Other salaried staff	21	
Total Germany	82	Other public service	12	
Baden-Württemberg	10	Skilled worker	10	
Bavaria	9	Lecturer, teacher, scientific assistant	2	
Berlin	1	Trainee	1	
Brandenburg	1	Other	5	
Bremen	1	Student	2	
Hamburg	1	Area of responsibility	%	
Hesse	7	Management	15	
Mecklenburg	-	Research/development/design	5	
West Pomerania	-	Planning/work preparation	5	
Lower Saxony	8	Manufacture/production	10	
Total Foreign	19	Production, quality control	2	
of which EU	61	Buying/procurement	7	
Rest of Europe	21	Finance/accounting, controlling	1	
Africa	2	Information, communication technology (EDP)	1	
North America	4	Administration/organization/personnel/ social welfare/training	12	
South and Central America	3	Marketing/sales/advertising/PR	9	
Middle East	2	Storage/material management/logistics/ transport	2	
East Asia	6	Maintenance/repairs	8	
Australia	1	Other	22	
The five countries with the highest visitor shares	%	Student	2	
Belgium	14	Frequency of visits to trade fair	%	
Netherlands	13	2001	47	
Austria	8	1999	36	
Great Britain	6	Earlier events	27	
Spain	5	First visit	38	
Economic sector	%	Size of company/organization:	%	
Industry	39	Number of employees:		
Trade	10	1- 4	9	500- 999
Skilled trades	3	5- 9	4	1 000- 9 999
Employers' liability insurance association	4	10- 49	11	10 000 and more
Public protection institution	3	50- 99	7	student
Hospital/clinic/practice/med.laboratory/institute	2	100- 199	9	
Trade supervisory authority	2	200- 499	15	
Authority/public services	9	Length of stay	%	
Security service provider	2	1. Length of stay (days):		
Public health service/welfare work	2	one 57 three 11		
Other services/techn. management consul-tancy	7	two 25 four 8		
University/college/polytechnic	2	2. Average length of stay	1,7 days	
Other	14	3. Share of visitors on the event's days:	%	
Influence on purchasing/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

Trade Visitors Profile Analyses 2003

BEAUTY INTERNATIONAL, Düsseldorf

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

Conducted by: Walter & Partner, Basel

GDS - International Shoe Fair (Spring), Düsseldorf

Total number of visitors	39 009	Position in the company/organization	%
Proportion of trade visitors	96 %	Entrepreneur, partner, self-employed	43
Region of residence	%	Managing director, board member, head of an authority etc.	18
up to 100 km	13	Senior department head, other employee with managerial responsibility	8
more than 100 km up to 300 km	16	Department head, group head	13
over 300 km	70	Other salaried staff	8
Total Germany	36	Other public service	-
Baden-Württemberg	11	Skilled worker	2
Bavaria	8	Lecturer, teacher, scientific assistant	-
Berlin	4	Trainee	2
Brandenburg	1	Other	3
Bremen	-	Student	2
Hamburg	4	Other not gainfully employed	1
Hesse	9	Area of responsibility	%
Mecklenburg	1	Management	33
West Pomerania	1	Research/development/design	6
Lower Saxony	7	Sales	15
		Manufacture/production	3
Total Foreign	65	Production, quality control	-
of which EU	63	Buying/procurement	24
Rest of Europe	12	Finance/accounting, controlling	1
Africa	2	Information, communication technology (EDP)	1
North America	5	Administration/organization/personnel/ social welfare/training	1
South and Central America	3	Marketing/sales/advertising/PR	10
Middle East	3	Storage/material management/logistics/ transport	-
East Asia	9	Maintenance/repairs	-
Australia	3	Other	4
The five countries with the highest visitor shares	%	Student	2
Great Britain	14	Other not gainfully employed	1
Netherlands	11	Frequency of visits to trade fair	%
Italy	6	Autumn 2002	54
Spain	6	Spring 2002	44
France	6	Autumn 2001	38
Economic sector	%	Earlier events	40
Shoe retail trade	33	First visit	21
Shoe retail chain	7	Size of company/organization:	%
Specialist textile/clothing retail, boutique	4	Number of employees:	
Specialist shoe retailer	3	1- 4	28
Retail trade	8	5- 9	14
Wholesale trade	10	10- 49	23
Commercial agency	5	50- 99	7
Foreign trade	5	100- 199	5
Industry	13	200- 499	1
Service	7	other not gainfully employed	5
University/college/polytechnic	2	Length of stay	%
Other	5	1. Length of stay (days):	
Influence on purchasing/ procurement decisions	%	one	33
Decisively	49	two	33
Collectively	24	three	19
In an advisory capacity	15	four	15
No	10	2. Average length of stay	2,2 days
student	3	3. Share of visitors on the event's days:	%
		1st day	28
		2nd day	28
		3rd day	27
		4th day	16

Conducted by: Walter & Partner, Basel

GDS - International Shoe Fair (Autumn), Düsseldorf

Total number of visitors	40 037	Position in the company/organization	%
Proportion of trade visitors	95 %	Entrepreneur, partner, self-employed	44
Region of residence	%	Managing director, board member, head of an authority etc.	21
up to 100 km	15	Senior department head, other employee with managerial responsibility	6
more than 100 km up to 300 km	17	Department head, group head	12
over 300 km	68	Other salaried staff	8
Total Germany	36	Other public service	-
Baden-Württemberg	12	Skilled worker	1
Bavaria	9	Lecturer, teacher, scientific assistant	1
Berlin	2	Trainee	1
Brandenburg	-	Other	3
Bremen	1	Student	3
Hamburg	3	Other not gainfully employed	1
Hesse	7	Area of responsibility	%
Mecklenburg	2	Management	33
West Pomerania	1	Research/development/design	7
Lower Saxony	6	Sales	16
		Manufacture/production	3
Total Foreign	64	Production, quality control	-
of which EU	53	Buying/procurement	22
Rest of Europe	12	Finance/accounting, controlling	1
Africa	3	Administration/organization/personnel/ social welfare/training	1
North America	5	Marketing/sales/advertising/PR	8
South and Central America	4	Storage/material management/logistics/ transport	-
Middle East	4	Maintenance/repairs	5
East Asia	16	Other	3
Australia	2	Student	1
The five countries with the highest visitor shares	%	Other not gainfully employed	1
Great Britain	8	Frequency of visits to trade fair	%
Netherlands	8	Spring 2003	48
Belgium	6	Autumn 2002	46
France	6	Spring 2002	40
Italy	5	Earlier events	41
Economic sector	%	First visit	23
Shoe retail trade	35	Size of company/organization:	%
Shoe retail chain	7	Number of employees:	
Specialist textile/clothing retail, boutique	4	1- 4	26
Specialist shoe retailer	2	5- 9	15
Retail trade	8	10- 49	11
Wholesale trade	9	50- 99	6
Commercial agency	5	100- 199	5
Foreign trade	4	200- 499	1
Industry	12	other not gainfully employed	7
Service	6	Length of stay	%
University/college/polytechnic	1	1. Length of stay (days):	
Other	5	one	36
Influence on purchasing/ procurement decisions	%	two	32
Decisively	48	three	17
Collectively	25	four	15
In an advisory capacity	15	2. Average length of stay	2,1 days
No	9	3. Share of visitors on the event's days:	%
student	4	1st day	26
		2nd day	26
		3rd day	28
		4th day	19

Conducted by: Walter & Partner, Basel

GIFA, Düsseldorf

Total number of visitors	51 269	Position in the company/organization	%
Proportion of trade visitors	98 %	Entrepreneur, partner, self-employed	15
Region of residence	%	Managing director, board member, head of an authority etc.	14
up to 100 km	20	Senior department head, other employee with managerial responsibility	11
more than 100 km up to 300 km	16	Department head, group head	27
over 300 km	64	Other salaried staff	15
Total Germany	52	Other public service	1
Baden-Württemberg	18	Skilled worker	8
Bavaria	9	Lecturer, teacher, scientific assistant	2
Berlin	1	Trainee	2
Brandenburg	-	Other	2
Bremen	-	Student	2
Hamburg	1	Other not gainfully employed	1
Hesse	9	Area of responsibility	%
Mecklenburg	2	Management	21
West Pomerania	-	Research/development/design	14
Lower Saxony	5	Planning/work preparation	6
		Manufacture/production	24
Total Foreign	48	Production, quality control	5
of which EU	51	Buying/procurement	5
Rest of Europe	18	Finance/accounting, controlling	1
Africa	4	Information, communication technology (EDP)	-
North America	5	Administration/organization/personnel/ social welfare/training	1
South and Central America	6	Marketing/sales/advertising/PR	10
Middle East	3	Storage/material management/logistics/ transport	1
East Asia	10	Maintenance/repairs	5
Australia	2	Other	4
The five countries with the highest visitor shares	%	Student	2
France	9	Other not gainfully employed	1
Italy	8	Frequency of visits to trade fair	%
Netherlands	8	1999	47
Great Britain	6	1994	31
India	5	Earlier events	19
Economic sector	%	First visit	41
Foundry	59	Size of company/organization:	%
Mechanical engineering	6	Number of employees:	
Non-ferrous metal industry	4	1- 4	5
Other industry	10	5- 9	5
Trade	6	10- 49	16
Skilled trades	2	50- 99	10
Service	6	100- 199	17
Public authority	1	200- 499	1
University/college/polytechnic	1	other not gainfully employed	17
Other	6	Length of stay	%
Influence on purchasing/ procurement decisions	%	1. Length of stay (days):	
Decisively	24	one	41
Collectively	35	two	31
In an advisory capacity	24	three	18
No	13	four	3
student	3	5. Average length of stay	2,1 days
		3. Share of visitors on the event's days:	%
		1st day	17
		2nd day	17
		3rd day	17
		4th day	17
		5th day	17
		6th day	15

Conducted by: Walter & Partner, Basel

iba, Düsseldorf					
Total number of visitors		71 677	Position in the company/organization		%
Proportion of trade visitors		95 %	Entrepreneur, partner, self-employed		33
Region of residence		%	Managing director, board member, head of an authority etc.		14
up to 100 km		24	Senior department head, other employee with managerial responsibility		8
more than 100 km up to 300 km		21	Department head, group head		16
over 300 km		56	Other salaried staff		9
Total Germany		54	Other public service		1
Baden-		North Rhine-	Skilled worker		9
Württemberg		10	Lecturer, teacher, scientific assistant		2
Bavaria		10	Trainee		5
Berlin		1	Other		3
Brandenburg		1	Saarland		2
Bremen		-	Saxony		2
Hamburg		1	Saxony-Anhalt		1
Hesse		7	Schleswig-		2
Mecklenburg		-	Holstein		2
West Pomerania		-	Thuringia		2
Lower Saxony		9	Area of responsibility		%
Total Foreign		46	Management		32
of which		52	Research/development/design		10
EU		16	Planning/work preparation		4
Rest of Europe		5	Manufacture/production		3
Africa		5	Production, quality control		20
North America		5	Buying/procurement		2
South and Central America		5	Finance/accounting, controlling		1
Middle East		7	Administration/organization/personnel/ social welfare/training		2
East Asia		8	Marketing/sales/advertising/PR		14
Australia		4	Storage/material management/logistics/ transport		1
The five countries with the highest visitor shares		%	Maintenance/repairs		2
Netherlands		13	Other		6
Belgium		7	Student		2
Italy		6	Other not gainfully employed		1
Great Britain		5	Frequency of visits to trade fair		%
Spain		4	1998		41
Economic sector		%	1995		30
Baker's/Confectioner's Trade		46	Earlier events		28
Bread, cake and pastry industry		20	First visit		40
Subcontracting industry		11	Size of company/organization:		%
Wholesale trade		4	Number of employees:		
Retail trade		3	1- 4		11
Service		2	5- 9		9
Nutritional scientist		1	10- 49		31
Architects, shopfitting		1	50- 99		11
Consultants		3	100- 199		11
Public authority		1	200- 499		10
University/college/polytechnic		1	other not gainfully employed		1
Other		8	Length of stay		%
Influence on purchasing/ procurement decisions		%	1. Length of stay (days):		
Decisively		35	one 47 four 7 seven 4		
Collectively		30	two 24 five 4		
In an advisory capacity		21	three 13 six 2		
No		12	2. Average length of stay		2,2 days
student		2	3. Share of visitors on the event's days:		%
			1st day 13 4th day 15 7th day 12		
			2nd day 14 5th day 16		
			3rd day 14 6th day 16		

Conducted by: Walter & Partner, Basel

METEC, Düsseldorf					
Total number of visitors		12 090	Position in the company/organization		%
Proportion of trade visitors		98 %	Entrepreneur, partner, self-employed		14
Region of residence		%	Managing director, board member, head of an authority etc.		15
up to 100 km		36	Senior department head, other employee with managerial responsibility		10
more than 100 km up to 300 km		12	Department head, group head		31
over 300 km		52	Other salaried staff		18
Total Germany		51	Other public service		-
Baden-Württemberg		7	Skilled worker		5
Bavaria		3	Lecturer, teacher, scientific assistant		1
Berlin		-	Trainee		-
Brandenburg		-	Other		2
Bremen		1	Student		4
Hamburg		-	Other not gainfully employed		-
Hesse		2	Area of responsibility		%
Mecklenburg		-	Management		21
West Pomerania		-	Research/development/design		16
Lower Saxony		4	Planning/work preparation		5
Total Foreign		50	Manufacture/production		18
of which EU		48	Production, quality control		2
Rest of Europe		12	Buying/procurement		4
Africa		6	Finance/accounting, controlling		1
North America		4	Information, communication technology (EDP)		-
South and Central America		8	Administration/organization/personnel/ social welfare/training		2
Middle East		7	Marketing/sales/advertising/PR		14
East Asia		14	Storage/material management/logistics/ transport		1
Australia		1	Maintenance/repairs		8
The five countries with the highest visitor shares		%	Other		5
Austria		10	Student		4
Great Britain		7	Other not gainfully employed		-
India		7	Frequency of visits to trade fair		%
Italy		6	1999		36
Sweden		6	1994		24
Economic sector		%	Earlier events		13
Steel and non ferrous metal production		40	First visit		52
Iron, steel and non-ferrous metal industry		11	Size of company/organization:		%
Mechanical engineering		6	Number of employees:		
Other industry		15	1- 4		8
Trade		8	5- 9		3
Skilled trades		1	10- 49		15
Service		11	50- 99		12
Public authority		-	100- 199		11
University/college/polytechnic		2	200- 499		-
Other		7	other not gainfully employed		12
Influence on purchasing/ procurement decisions		%	Length of stay		%
Decisively		25	1. Length of stay (days):		
Collectively		36	one 51 three 15 five 4		
In an advisory capacity		23	two 23 four 5 six 2		
No student		12	2. Average length of stay		1,9 days
		4	3. Share of visitors on the event's days:		
			1st day 17 3rd day 19 5th day 16		
			2nd day 19 4th day 19 6th day 10		

Conducted by: Walter & Partner, Basel

MEDICA, Düsseldorf (2002)					
Total number of visitors		132 334	Position in the company/organization		%
Proportion of trade visitors		97 %	Entrepreneur, partner, self-employed		20
Region of residence		%	Managing director, board member, head of an authority etc.		13
up to 100 km		31	Senior department head, other employee with managerial responsibility		6
more than 100 km up to 300 km		18	Department head, group head		20
over 300 km		51	Other salaried staff		17
Total Germany		67	Other public service		4
Baden-		North Rhine-	Skilled worker		4
Württemberg		10	Lecturer, teacher, scientific assistant		3
Bavaria		8	Trainee		2
Berlin		2	Palatinate		5
Brandenburg		1	Saarland		2
Bremen		1	Saxony		1
Hamburg		2	Saxony-Anhalt		1
Hesse		9	Schleswig-		2
Mecklenburg-		-	Holstein		2
West Pomerania		1	Thuringia		2
Lower Saxony		5	Total Foreign		33
Total Foreign		33	of which		45
of which		45	EU		16
EU		6	Rest of Europe		6
Rest of Europe		6	Africa		6
Africa		6	North America		6
North America		4	South and Central America		9
South and Central America		4	Middle East		12
Middle East		1	East Asia		1
East Asia		12	Australia		1
Australia		1	The five countries with the highest visitor shares		%
The five countries with the highest visitor shares		%	Netherlands		8
Netherlands		7	Great Britain		7
Great Britain		6	Italy		6
Italy		5	Austria		5
Austria		4	USA		4
USA		4	Economic sector		%
Economic sector		%	Hospital/clinic		25
Practice		12	Medical laboratory/institute		6
Medical laboratory/institute		6	Rehabilitation facility/nursing home		2
Rehabilitation facility/nursing home		2	Medicine and sanitary/medical specialist trade		12
Medicine and sanitary/medical specialist trade		12	Other trade		3
Other trade		3	Industry		14
Industry		14	Service		8
Service		8	Public authority		2
Public authority		2	University/college/polytechnic		3
University/college/polytechnic		3	Other		14
Other		14	Influence on purchasing/ procurement decisions		%
Influence on purchasing/ procurement decisions		%	Decisively		30
Decisively		30	Collectively		29
Collectively		29	In an advisory capacity		21
In an advisory capacity		21	No		12
No		12	Student		8
Student		8	1. Length of stay (days):		
1. Length of stay (days):			one		56
one		56	two		21
two		21	three		12
three		12	2. Average length of stay		1,8 days
2. Average length of stay		1,8 days	3. Share of visitors on the event's days:		N/A
3. Share of visitors on the event's days:		N/A			

Conducted by: Walter & Partner, Basel

ProWein, Düsseldorf					
Total number of visitors		28 431	Position in the company/organization		%
Proportion of trade visitors		92 %	Entrepreneur, partner, self-employed		45
Region of residence		%	Managing director, board member, head of an authority etc.		10
up to 100 km		31	Senior department head, other employee		12
more than 100 km up to 300 km		32	with managerial responsibility		6
over 300 km		37	Department head, group head		9
Total Germany		82	Other salaried staff		12
Baden-Württemberg		12	Other public service		1
Bavaria		9	Skilled worker		3
Berlin		1	Lecturer, teacher, scientific assistant		2
Brandenburg		-	Trainee		4
Bremen		1	Other		2
Hamburg		1	Student		5
Hesse		11	Other not gainfully employed		1
Mecklenburg		-	Area of responsibility		%
West Pomerania		-	Management		39
Lower Saxony		5	Research/development/design		2
Total Foreign		18	Planning/work preparation		2
of which			Manufacture/production		4
EU		77	Production, quality control		13
Rest of Europe		17	Buying/procurement		1
Africa		3	Finance/accounting, controlling		1
North America		2	Administration/organization/personnel/ social welfare/training		21
South and Central America		1	Marketing/sales/advertising/PR		1
Middle East		1	Storage/material management/logistics/transport		1
East Asia		1	Maintenance/repairs		9
Australia		1	Other		5
The five countries with the highest visitor shares		%	Student		1
Netherlands		19	Other not gainfully employed		1
France		15	Frequency of visits to trade fair		%
Belgium		10	2002		49
Italy		7	2001		42
Great Britain		6	Earlier events		30
Economic sector		%	First visit		35
Wine and spirits trade		18	Size of company/organization:		%
Retail trade		13	Number of employees:		
Wholesale trade		10	1 - 4		38
Importer, exporter, mail order		7	5 - 9		13
Catering/hotels		21	10 - 49		19
Vocational/specialist academies, university/colleges, schools		1	50 - 99		7
University/college/polytechnic		3	100 - 199		5
Viniculture, manufacturing sector, accessories		10	200 - 499		1
Service		9	500 - 999		2
Other		7	1 000 - 9 999		2
Influence on purchasing/procurement decisions		%	10 000 and more		2
Decisively		43	student		5
Collectively		25	Length of stay		%
In an advisory capacity		16	1. Length of stay (days):		
No student		10	one		61
		6	two		26
			three		13
			2. Average length of stay		1,5 days
			3. Share of visitors on the event's days:		%
			1st day		32
			2nd day		38
			3rd day		30

Trade Visitors Profile Analyses 2003

PSI, Düsseldorf

Total number of visitors	16 221	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 with managerial responsibility	6
more than 100 km up to 300 km	22	Department head, group head	11
over 300 km	65	Other salaried staff	14
Total Germany	34	Other public service	-
Baden-Württemberg	14	Skilled worker	1
Bavaria	18	Lecturer, teacher, scientific assistant	1
Berlin	2	Trainee	1
Brandenburg	-	Other	1
Bremen	-	Student	1
Hamburg	3	Other not gainfully employed	1
Hesse	7	Area of responsibility	%
Mecklenburg	3	Management	45
West Pomerania	-	Research/development/design	8
Lower Saxony	6	Planning/work preparation	3
Total Foreign	66	Manufacture/production	9
of which EU	66	Production, quality control	6
Rest of Europe	28	Buying/procurement	35
Africa	1	Finance/accounting, controlling	11
North America	2	Information, communication technology (EDP)	5
South and Central America	-	Administration/organization/personnel/ social welfare/training	9
Middle East	1	Marketing/sales/advertising/PR	47
East Asia	2	Storage/material management/logistics/ transport	5
Australia	1	Maintenance/repairs	2
The five countries with the highest visitor shares	%	Other	6
France	16	Student	1
Netherlands	6	Other not gainfully employed	1
Belgium	5	Frequency of visits to trade fair	%
Great Britain	5	2002	48
Russia	4	2001	44
Economic sector	%	2000	41
Full-service agency	30	Earlier events	33
Importer	15	First visit	26
Producer, supplier	17	Size of company/organization:	%
Wholesale trade	24	Number of employees:	%
Service	9	1- 4	34
Other sectors	4	5- 9	23
Student	1	10- 49	28
Other not gainfully employed	1	50- 99	5
Influence on purchasing/ procurement decisions	%	100- 199	3
Decisively	55	200- 499	1
Collectively	31	Length of stay	%
In an advisory capacity	10	1. Length of stay (days):	
No	3	one 27 two 35 three 37	
student	2	2. Average length of stay	2,1 days
		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

REHACARE International, Düsseldorf

Total number of visitors	50 102	Position in the company/organization	%
Proportion of trade visitors	75 %	Entrepreneur, partner, self-employed	13
Region of residence	%	Managing director, board member, head of an authority etc.	5
up to 100 km	45	Senior department head, other employee with managerial responsibility	2
more than 100 km up to 300 km	25	Department head, group head	15
over 300 km	84	Other salaried staff	20
Total Germany	59	Other public service	15
Baden-Württemberg	5	Skilled worker	8
Bavaria	5	Lecturer, teacher, scientific assistant	3
Berlin	2	Trainee	6
Brandenburg	1	Other	4
Bremen	-	Student	8
Hamburg	1	Other not gainfully employed	2
Hesse	5	Area of responsibility	%
Mecklenburg	1	Management	13
West Pomerania	-	Research/development/design	3
Lower Saxony	9	Planning/work preparation	3
Total Foreign	16	Manufacture/production	5
of which EU	77	Production, quality control	1
Rest of Europe	12	Buying/procurement	3
Africa	1	Finance/accounting, controlling	1
North America	3	Administration/organization/personnel/ social welfare/training	14
South and Central America	-	Marketing/sales/advertising/PR	10
Middle East	1	Storage/material management/logistics/ transport	1
East Asia	5	Maintenance/repairs	2
Australia	1	Other	35
The five countries with the highest visitor shares	%	Student	8
Belgium	18	Other not gainfully employed	2
Netherlands	17	Frequency of visits to trade fair	%
Italy	7	2002	38
France	6	2001	37
Great Britain	6	2000	32
Economic sector	%	Earlier events	23
Medicine and sanitary specialist trade	9	First visit	39
Rehabilitation facility/nursing home	9	Size of company/organization:	%
Orthopaedic trade	8	Number of employees:	%
Auxiliary materials/supplies industry, other industry	6	1- 4	10
Hospital/clinic	6	5- 9	8
Special facility	6	10- 49	20
Nursing home, old peoples' home	5	50- 99	12
Organizations for the disabled / transport association for the disabled	5	100- 199	9
Out-patient nursing services	4	200- 499	10
Cost unit	4	Length of stay	%
Surgery/medical laboratory/institute	4	1. Length of stay (days):	
Welfare association	2	one 77 three 4	
Other services	6	two 77 four 2	
Public authority	6	2. Average length of stay	1,3 days
University/college/polytechnic	3	3. Share of visitors on the event's days:	%
Other	19	1st day 27 2nd day 28 3rd day 28 4th day 17	
Influence on purchasing/ procurement decisions	%		
Decisively	19		
Collectively	28		
In an advisory capacity	28		
No	15		
student	10		

Conducted by: Walter & Partner, Basel

THERMPROCESS, Düsseldorf

Total number of visitors	5 505	Position in the company/organization	%
Proportion of trade visitors	98 %	Entrepreneur, partner, self-employed	19
Region of residence	%	Managing director, board member, head of an authority etc.	12
up to 100 km	31	Senior department head, other employee with managerial responsibility	12
more than 100 km up to 300 km	16	Department head, group head	25
over 300 km	53	Other salaried staff	18
Total Germany	56	Other public service	1
Baden-Württemberg	10	Skilled worker	4
Bavaria	8	Lecturer, teacher, scientific assistant	4
Berlin	-	Trainee	-
Brandenburg	1	Other	2
Bremen	1	Student	1
Hamburg	2	Other not gainfully employed	2
Hesse	8	Area of responsibility	%
Mecklenburg	1	Management	23
West Pomerania	-	Research/development/design	24
Lower Saxony	5	Planning/work preparation	6
Total Foreign	44	Manufacture/production	14
of which EU	52	Production, quality control	3
Rest of Europe	20	Buying/procurement	3
Africa	3	Finance/accounting, controlling	-
North America	5	Information, communication technology (EDP)	1
South and Central America	5	Administration/organization/personnel/ social welfare/training	-
Middle East	5	Marketing/sales/advertising/PR	17
East Asia	12	Storage/material management/logistics/ transport	1
Australia	-	Maintenance/repairs	4
The five countries with the highest visitor shares	%	Other	3
Belgium	9	Student	1
Netherlands	9	Other not gainfully employed	2
Switzerland	7	Frequency of visits to trade fair	%
Italy	7	1999	34
India	5	1994	22
Economic sector	%	Earlier events	11
Furnace industry	24	First visit	53
Mechanical engineering	12	Size of company/organization:	%
Iron, steel and non-ferrous metal industry	11	Number of employees:	%
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 three 12 five 2	
Influence on purchasing/ procurement decisions	%	two 21 four 3 six 1	
Decisively	28	2. Average length of stay	1,7 days
Collectively	38	3. Share of visitors on the event's days:	%
In an advisory capacity	24	1st day 15 2nd day 26 3rd day 21 4th day 15 5th day 15 6th day 9	
No	7		
student	3		

Conducted by: Walter & Partner, Basel

Viscom, Düsseldorf

Total number of visitors	8 914	Position in the company/organization	%
Proportion of trade visitors	94 %	Entrepreneur, partner, self-employed	41
Region of residence	%	Managing director, board member, head of an authority etc.	12
up to 100 km	34	Senior department head, other employee with managerial responsibility	4
more than 100 km up to 300 km	26	Department head, group head	12
over 300 km	41	Other salaried staff	9
Total Germany	66	Other public service	1
Baden-Württemberg	6	Skilled worker	4
Bavaria	5	Lecturer, teacher, scientific assistant	1
Berlin	2	Trainee	6
Brandenburg	1	Student	3
Bremen	1	Other not gainfully employed	1
Hamburg	2	Other	6
Hesse	8	Area of responsibility	%
Mecklenburg	2	Management	42
West Pomerania	3	Research/development/design	9
Lower Saxony	8	Planning/work preparation	18
Total Foreign	34	Manufacture/production	27
of which EU	53	Production, quality control	13
Rest of Europe	31	Buying/procurement	12
Africa	5	Finance/accounting, controlling	22
North America	2	Information, communication technology (EDP)	-
South and Central America	1	Administration/organization/personnel/ social welfare/training	9
Middle East	1	Marketing/sales/advertising/PR	37
East Asia	2	Storage/material management/logistics/ transport	8
Australia	1	Maintenance/repairs	8
The five countries with the highest visitor shares	%	Other	11
Netherlands	19	Student	3
France	9	Frequency of visits to trade fair	%
Belgium	8	2001	28
Austria	7	1999	18
Spain	5	1997	12
Economic sector	%	Earlier events	14
Industry	20	First visit	52
Retail trade	9	Size of company/organization:	%
Skilled trades	15	Number of employees:	%
Wholesale/foreign trade	10	1- 4	35
Banks	1	5- 9	17
Insurance	1	10- 49	19
Service	27	50- 99	8
Authority/public services	2	100- 199	3
Other sectors	12	200- 499	4
Student	3	Length of stay	%
Other not gainfully employed	1	1. Length of stay (days):	
Influence on purchasing/ procurement decisions	%	one 71 two 19 three 11	
Decisively	43	2. Average length of stay	1,4 days
Collectively	29	3. Share of visitors on the event's days:	%
In an advisory capacity	15	1st day 28 2nd day 56 3rd day 46	
No	10		
student	4		

Conducted by: Gelszus Messe-Marktforschung GmbH, Dortmund

naro.tech, Erfurt			
Total number of visitors		993	Position in the company/organization %
Proportion of trade visitors		84 %	Entrepreneur, partner, self-employed 19
Region of residence		%	Managing director, board member, head of an authority etc. 10
up to 100 km		57	Senior department head, other employee with managerial responsibility 2
more than 100 km up to 300 km		18	Department head, group head 10
over 300 km		25	Other salaried staff 18
Total Germany		92	Other public service 6
Baden-Württemberg	North Rhine-Westphalia	5	Skilled worker 3
Bavaria	Rhineland-Palatinate	7	Lecturer, teacher, scientific assistant 16
Berlin	Palatinate	2	Trainee 1
Brandenburg	Saarland	2	Student 17
Bremen	Saxony	6	Area of responsibility %
Hamburg	Saxony-Anhalt	3	Management 22
Hesse	Schleswig-Holstein	8	Research/development/design 26
Mecklenburg	Holstein	-	Planning/work preparation 8
West Pomerania	Thuringia	62	Manufacture/production 5
Lower Saxony		2	Production, quality control 1
Total Foreign		8	Buying/procurement 2
of which	EU	64	Finance/accounting, controlling 1
	Rest of Europe	27	Information, communication technology (EDP) -
	Africa	-	Administration/organization/personnel/ social welfare/training 6
	North America	-	Marketing/sales/advertising/PR 8
	South and Central America	-	Storage/material management/logistics/ transport 1
	Middle East	-	Maintenance/repairs 1
	East Asia	-	Other 19
	Australia	9	Student 17
Economic sector		%	Other not gainfully employed 1
Industry		14	Frequency of visits to trade fair %
Skilled trades		4	1999 9
Wholesale/foreign trade		2	2001 18
Retail trade		1	Earlier events -
Service		15	First visit 81
Authority/public services		7	Size of company/organization: %
Association/society		1	Number of employees:
Teaching (polytechnic/university/college)		10	1- 4 18 500- 999 4
Research		15	5- 9 4 1 000- 9 999 4
Other		24	10- 49 30 10 000 and more 1
Student		17	50- 99 9 student 17
Other not gainfully employed		1	100- 199 6 other not gainfully employed 1
Influence on purchasing/ procurement decisions		%	200- 499 6
Decisively		15	Length of stay %
Collectively		16	1. Length of stay (days):
In an advisory capacity		26	one 73 two 23 three 4
No student		24	2. Average length of stay 1,3 days
		18	3. Share of visitors on the event's days: %
			1st day 38 2nd day 73 3rd day 21

Conducted by: Messe Erfurt AG, Erfurt

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

Conducted by: Gelszus Messe-Marktforschung GmbH, Dortmund

E-WORLD energy & water, Essen			
Total number of visitors		6 720	Position in the company/organization %
Proportion of trade visitors		98 %	Entrepreneur, partner, self-employed 14
Region of residence		%	Managing director, board member, head of an authority etc. 7
up to 100 km		49	Senior department head, other employee with managerial responsibility 11
more than 100 km up to 300 km		22	Department head, group head 24
over 300 km		30	Other salaried staff 22
Total Germany		88	Other public service 4
Baden-Württemberg	North Rhine-Westphalia	62	Skilled worker 2
Bavaria	Rhineland-Palatinate	6	Foreman, master craftsman 3
Berlin	Palatinate	4	Lecturer, teacher, scientific assistant 2
Brandenburg	Saarland	1	Trainee 1
Bremen	Saxony	1	Other 2
Hamburg	Saxony-Anhalt	2	Student 7
Hesse	Schleswig-Holstein	9	Other not gainfully employed 1
Mecklenburg	Holstein	-	Area of responsibility %
West Pomerania	Thuringia	1	Management 18
Lower Saxony		5	Research/development/design 8
Total Foreign		12	Planning/work preparation 8
of which	EU	70	Manufacture/production 4
	Rest of Europe	24	Production, quality control 1
	Africa	4	Buying/procurement 12
	North America	4	Finance/accounting, controlling 7
	South and Central America	1	Information, communication technology (EDP) 13
	Middle East	1	Administration/organization/personnel/ social welfare/training 4
	East Asia	-	Marketing/sales/advertising/PR 25
	Australia	-	Storage/material management/logistics/ transport 2
The five countries with the highest visitor shares		%	Maintenance/repairs 5
Great Britain		23	Other 14
Netherlands		13	Student 7
Switzerland		13	Other not gainfully employed 1
Economic sector		%	Frequency of visits to trade fair %
Banks / Broker		2	2002 23
Electricity industry		23	2001 19
Trade and daily press		2	Earlier events 9
Research institute, university		3	First visit 68
Gas industry		6	Size of company/organization: %
Trade company		4	Number of employees:
Dealers		4	1- 4 9 500- 999 8
Industrial company		10	5- 9 5 1 000- 9 999 17
Coal industry		1	10- 49 16 10 000 and more 10
Oil industry		1	50- 99 9 student 7
Portfolio manager / Risk manager		2	100- 199 8 other not gainfully employed 11
Municipal services		7	200- 499 1
Association		1	Length of stay %
Housing construction company		27	1. Length of stay (days):
Other		7	one 81 two 14 three 5
Student		1	2. Average length of stay 1,2 days
Other not gainfully employed		7	3. Share of visitors on the event's days: %
Influence on purchasing/ procurement decisions		%	1st day 40 2nd day 46 3rd day 37
Decisively		19	
Collectively		30	
In an advisory capacity		27	
No student		16	
		8	

Conducted by: Gelszus Messe-Marktforschung GmbH, Dortmund

IFLO, Essen			
Total number of visitors		7 824	Position in the company/organization %
Proportion of trade visitors		95 %	Entrepreneur, partner, self-employed 61
Region of residence		%	Managing director, board member, head of an authority etc. 4
up to 100 km		35	Senior department head, other employee with managerial responsibility 1
more than 100 km up to 300 km		31	Department head, group head 5
over 300 km		34	Other salaried staff 9
Total Germany		85	Other public service 1
Baden-Württemberg	North Rhine-Westphalia	47	Skilled worker 6
Bavaria	Rhineland-Palatinate	10	Lecturer, teacher, scientific assistant 2
Berlin	Palatinate	6	Trainee 4
Brandenburg	Saarland	2	Other 2
Bremen	Saxony	1	Student 3
Hamburg	Saxony-Anhalt	1	Other not gainfully employed 1
Hesse	Schleswig-Holstein	7	Area of responsibility %
Mecklenburg	Holstein	2	Management 54
West Pomerania	Thuringia	1	Research/development/design 7
Lower Saxony		12	Planning/work preparation 28
Total Foreign		15	Manufacture/production 42
of which	EU	72	Production, quality control 16
	Rest of Europe	21	Buying/procurement 49
	Africa	2	Finance/accounting, controlling 22
	North America	2	Information, communication technology (EDP) 8
	South and Central America	-	Administration/organization/personnel/ social welfare/training 19
	Middle East	-	Marketing/sales/advertising/PR 20
	East Asia	3	Storage/material management/logistics/ transport 15
	Australia	2	Maintenance/repairs 11
The five countries with the highest visitor shares		%	Other 13
Netherlands		28	Student 3
Austria		13	Other not gainfully employed 1
Belgium		12	Frequency of visits to trade fair %
Switzerland		8	2002 42
France		6	2001 42
			2000 34
			1999 29
Economic sector		%	Earlier events 15
Florist's specialist business		61	First visit 38
Retail trade, garden store		8	Size of company/organization: %
Wholesale trade		3	Number of employees:
Garden centre		2	1- 4 55 500- 999 -
Cemetery garden store		2	5- 9 22 1 000- 9 999 1
Florist wholesale trade		1	10- 49 13 10 000 and more -
Decorations		5	50- 99 1 student 3
Gift articles, art and handicrafts		3	100- 199 2 other not gainfully employed 1
Other		9	200- 499 1
Student		3	Length of stay %
Other not gainfully employed		1	1. Length of stay (days):
Influence on purchasing/ procurement decisions		%	one 89 two 8 three 4
Decisively		25	2. Average length of stay 1,1 days
Collectively		56	3. Share of visitors on the event's days: %
In an advisory capacity		9	1st day 33 2nd day 38 3rd day 44
No student		6	
		4	

Conducted by: Gelszus Messe-Marktforschung GmbH, Dortmund

Trade Visitors Profile Analyses 2003

IPM, Essen			
Total number of visitors	54 936	Position in the company/organization	%
Proportion of trade visitors	93 %	Entrepreneur, partner, self-employed	37
Region of residence	%	Managing director, board member, head of an authority etc.	6
up to 100 km	32	Senior department head, other employee with managerial responsibility	2
more than 100 km up to 300 km	29	Department head, group head	9
over 300 km	39	Other salaried staff	7
Total Germany	81	Other public service	4
Baden-Württemberg	6	Skilled worker	6
Bavaria	9	Lecturer, teacher, scientific assistant	3
Berlin	3	Trainee	11
Brandenburg	1	Farmer	1
Bremen	1	Foreman, master craftsman	6
Hamburg	1	Other	2
Hesse	5	Student	5
Mecklenburg	3	Other not gainfully employed	1
West Pomerania	1	Area of responsibility	%
Lower Saxony	14	Management	39
Total Foreign	19	Research/development/design	6
of which EU	72	Planning/work preparation	22
Rest of Europe	17	Manufacture/production	31
Africa	1	Production, quality control	9
North America	6	Buying/procurement	31
South and Central America	1	Finance/accounting, controlling	12
Middle East	2	Information, communication technology (EDP)	9
East Asia	2	Administration/organization/personnel/ social welfare/training	12
Australia	-	Marketing/sales/advertising/PR	14
The five countries with the highest visitor shares	%	Storage/material management/logistics/transport	10
Netherlands	27	Maintenance/repairs	8
Austria	8	Other	7
Denmark	7	Student	14
Switzerland	7	Other not gainfully employed	1
France	5	Frequency of visits to trade fair	%
Economic sector	%	2002	47
Plant producer	20	2001	47
Wholesale trade	6	2000	42
Seed trade	1	Size of company/organization:	%
End-sales outlet	11	Number of employees:	
Public authority, municipal garden department	5	1- 4	30
Horticulture and landscape gardening	9	5- 9	22
Landscape designer	7	10- 49	24
Garden centre	1	50- 99	5
Gardening company	8	100- 199	4
Florist, specialist retailer	13	200- 499	1
Full range retailer	13	Length of stay	%
Other	5	1. Length of stay (days):	
Student	1	one	77
Other not gainfully employed	1	two	19
Influence on purchasing/procurement decisions	%	three	3
Decisively	36	four	2
Collectively	28	2. Average length of stay	1,3 days
In an advisory capacity	17	3. Share of visitors on the event's days:	%
No	14	1st day	28
student	6	2nd day	34
		3rd day	37
		4th day	31

Conducted by: Gelszus Messe-Marktforschung GmbH, Dortmund

Ambiente, Frankfurt/Main			
Total number of visitors	138 285	Position in the company/organization	%
Proportion of trade visitors	85 %	Entrepreneur, partner, self-employed	52
Region of residence	%	Managing director, board member, head of an authority etc.	11
up to 100 km	24	Senior department head, other employee with managerial responsibility	6
more than 100 km up to 300 km	25	Department head, group head	8
over 300 km	51	Other salaried staff	8
Total Germany	61	Other public service	1
Baden-Württemberg	17	Skilled worker	2
Bavaria	15	Lecturer, teacher, scientific assistant	1
Berlin	1	Trainee	2
Brandenburg	-	Other	2
Bremen	1	Student	5
Hamburg	2	Other not gainfully employed	1
Hesse	27	Area of responsibility	%
Mecklenburg	1	Management	45
West Pomerania	-	Research/development/design	6
Lower Saxony	4	Planning/work preparation	3
Total Foreign	39	Manufacture/production	5
of which EU	51	Production, quality control	1
Rest of Europe	17	Buying/procurement	15
Africa	2	Finance/accounting, controlling	1
North America	9	Administration/organization/personnel/ social welfare/training	1
South and Central America	4	Marketing/sales/advertising/PR	10
Asia	15	Storage/material management/logistics/transport	-
Australia	1	Maintenance/repairs	-
The five countries with the highest visitor shares	%	Other	7
USA	8	Student	5
Italy	8	Other not gainfully employed	1
Great Britain	7	Frequency of visits to trade fair	%
France	6	2002	44
Spain	5	2001	41
Economic sector	%	Earlier events	38
Retail trade	38	First visit	34
Wholesale/foreign trade	20	Size of company/organization:	%
Skilled trades	7	Number of employees:	
Service	16	1- 4	39
Industry	7	5- 9	13
Public authority	1	10- 49	17
University/college/polytechnic	1	50- 99	5
Other sectors	5	100- 199	5
Student, not gainfully employed	6	200- 499	1
Influence on purchasing/procurement decisions	%	other not gainfully employed	5
Decisively	48	Length of stay	%
Collectively	24	1. Length of stay (days):	
In an advisory capacity	14	one	51
No	7	two	19
student	6	three	15
		four	7
		five	7
		2. Average length of stay	2,0 days
		3. Share of visitors on the event's days:	%
			N/A

Conducted by: Walter & Partner, Basel

BEAUTYworld, Frankfurt/Main			
Total number of visitors	11 964	Position in the company/organization	%
Proportion of trade visitors	79 %	Entrepreneur, partner, self-employed	47
Region of residence	%	Managing director, board member, head of an authority etc.	11
up to 100 km	21	Senior department head, other employee with managerial responsibility	6
more than 100 km up to 300 km	25	Department head, group head	8
over 300 km	54	Other salaried staff	13
Total Germany	64	Other public service	-
Baden-Württemberg	18	Skilled worker	2
Bavaria	15	Lecturer, teacher, scientific assistant	1
Berlin	2	Trainee	2
Brandenburg	1	Other	3
Bremen	1	Student	6
Hamburg	3	Other not gainfully employed	2
Hesse	21	Area of responsibility	%
Mecklenburg	3	Management	43
West Pomerania	-	Research/development/design	2
Lower Saxony	3	Planning/work preparation	1
Total Foreign	36	Manufacture/production	6
of which EU	55	Production, quality control	-
Rest of Europe	20	Buying/procurement	13
Africa	2	Finance/accounting, controlling	1
North America	8	Administration/organization/personnel/ social welfare/training	1
South and Central America	1	Marketing/sales/advertising/PR	13
Asia	14	Storage/material management/logistics/transport	1
Australia	1	Maintenance/repairs	1
The five countries with the highest visitor shares	%	Student	6
Italy	9	Other not gainfully employed	2
Greece	8	Other	11
USA	7	Frequency of visits to trade fair	%
France	7	2002	34
Switzerland	5	2001	29
Economic sector	%	Earlier events	22
Retail trade	30	First visit	38
Wholesale/foreign trade	23	Size of company/organization:	%
Skilled trades	8	Number of employees:	
Service	13	1- 4	32
Industry	9	5- 9	12
University/college/polytechnic	1	10- 49	20
Other sectors	5	50- 99	4
Student	6	100- 199	8
Other not gainfully employed	2	200- 499	5
Influence on purchasing/procurement decisions	%	other not gainfully employed	2
Decisively	36	Length of stay	%
Collectively	27	1. Length of stay (days):	
In an advisory capacity	18	one	60
No	11	two	25
student	8	three	9
		four	6
		2. Average length of stay	1,6 days
		3. Share of visitors on the event's days:	%
			N/A

Conducted by: Walter & Partner, Basel

Christmasworld, Frankfurt/Main			
Total number of visitors	24 153	Position in the company/organization	%
Proportion of trade visitors	94 %	Entrepreneur, partner, self-employed	51
Region of residence	%	Managing director, board member, head of an authority etc.	12
up to 100 km	22	Senior department head, other employee with managerial responsibility	6
more than 100 km up to 300 km	24	Department head, group head	11
over 300 km	53	Other salaried staff	7
Total Germany	61	Other public service	1
Baden-Württemberg	16	Skilled worker	3
Bavaria	15	Lecturer, teacher, scientific assistant	-
Berlin	3	Trainee	2
Brandenburg	1	Other	2
Bremen	2	Student	3
Hamburg	2	Other not gainfully employed	2
Hesse	23	Area of responsibility	%
Mecklenburg	2	Management	45
West Pomerania	-	Research/development/design	4
Lower Saxony	5	Planning/work preparation	3
Total Foreign	39	Manufacture/production	5
of which EU	62	Production, quality control	-
Rest of Europe	21	Buying/procurement	19
Africa	2	Finance/accounting, controlling	-
North America	4	Administration/organization/personnel/ social welfare/training	1
South and Central America	1	Marketing/sales/advertising/PR	8
Asia	9	Storage/material management/logistics/transport	1
Australia	-	Maintenance/repairs	1
The five countries with the highest visitor shares	%	Student	3
Italy	13	Other	9
France	11	Other not gainfully employed	2
Switzerland	8	Frequency of visits to trade fair	%
Great Britain	7	2002	45
Netherlands	6	2001	33
Economic sector	%	Earlier events	30
Specialist retail trade	38	First visit	33
Other retail	7	Size of company/organization:	%
Wholesale/foreign trade	25	Number of employees:	
Skilled trades	3	1- 4	37
Service	9	5- 9	13
Industry	7	10- 49	20
Public authority	-	50- 99	7
University/college/polytechnic	-	100- 199	3
Other sectors	5	200- 499	7
Student	3	other not gainfully employed	2
Other not gainfully employed	2	Length of stay	%
Influence on purchasing/procurement decisions	%	1. Length of stay (days):	
Decisively	52	one	48
Collectively	25	two	25
In an advisory capacity	11	three	17
No	7	four	5
student	5	five	5
		2. Average length of stay	1,9 days
		3. Share of visitors on the event's days:	%
			N/A

Conducted by: Walter & Partner, Basel

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
Region of residence	%	Managing director, board member, head of an authority etc.	6
up to 100 km	56	Senior department head, other employee with managerial responsibility	11
more than 100 km up to 300 km	27	Department head, group head	27
over 300 km	18	Other salaried staff	31
Total Germany	94	Other public service	2
Baden-Württemberg	10	Skilled worker	-
Bavaria	9	Lecturer, teacher, scientific assistant	1
Berlin	3	Trainee	2
Brandenburg	-	Other	1
Bremen	-	Student	3
Hamburg	1	Other not gainfully employed	1
Hesse	52	Area of responsibility	%
Mecklenburg	-	Management	17
West Pomerania	-	Research/development/design	5
Lower Saxony	2	Planning/work preparation	5
		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)	34
North America	5	Administration/organization/personnel/ social welfare/training	6
South and Central America	3	Marketing/sales/advertising/PR	19
Middle East	-	Storage/material management/logistics/ transport	1
East Asia	-	Maintenance/repairs	2
Australia	-	Other	12
The five countries with the highest visitor 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:	%
Wholesale/foreign trade	1	Number of employees:	
Skilled trades	-	1- 4	12
Association/guild/chamber	-	5- 9	5
Research/science	1	10- 49	12
School, university, education	1	50- 99	7
Other	12	100- 199	8
Student	3	200- 499	8
Other not gainfully employed	1	Length of stay	%
Influence on purchasing/ procurement decisions	%	1. Length of stay (days):	
Decisively	18	one two 8 three 2	
Collectively	35	2. Average length of stay	1,1 days
In an advisory capacity	29	3. Share of visitors on the event's days:	%
No student	15	1st day 31 2nd day 45 3rd day 36	

Conducted by: Gelszus Messe-Marktforschung GmbH, Dortmund

Heimtextil, Frankfurt/Main

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

Conducted by: Walter & Partner, Basel

ISH, Frankfurt/Main

Total number of visitors	178 955	Position in the company/organization	%
Proportion of trade visitors	94 %	Entrepreneur, partner, self-employed	25
Region of residence	%	Managing director, board member, head of an authority etc.	9
up to 100 km	29	Senior department head, other employee with managerial responsibility	6
more than 100 km up to 300 km	38	Department head, group head	14
over 300 km	33	Other salaried staff	15
Total Germany	74	Other public service	2
Baden-Württemberg	21	Skilled worker	9
Bavaria	11	Lecturer, teacher, scientific assistant	2
Berlin	2	Trainee	8
Brandenburg	1	Other	2
Bremen	-	Student	7
Hamburg	1	Other not gainfully employed	2
Hesse	23	Area of responsibility	%
Mecklenburg	-	Management	26
West Pomerania	-	Research/development/design	8
Lower Saxony	3	Planning/work preparation	8
		Manufacture/production	8
Total Foreign	26	Production, quality control	1
of which EU	57	Buying/procurement	5
Rest of Europe	28	Finance/accounting, controlling	1
Africa	1	Administration/organization/personnel/ social welfare/training	1
North America	3	Marketing/sales/advertising/PR	8
South and Central America	1	Storage/material management/logistics/ transport	1
Asia	9	Maintenance/repairs	13
Australia	1	Other	8
The five countries with the highest visitor shares	%	Student	7
Italy	11	Other not gainfully employed	2
Netherlands	8	Frequency of visits to trade fair	%
France	7	2001	51
Belgium	7	1999	39
Great Britain	6	Earlier events	32
Economic sector	%	First visit	30
Skilled trades	38	Size of company/organization:	%
Construction company	2	Number of employees:	
Property developing company	1	1- 4	23
Industry	15	5- 9	14
Retail trade	3	10- 49	22
Wholesale/foreign trade	11	50- 99	7
Architect/engineer's and planning office	8	100- 199	6
Service	4	200- 499	2
Public authority	2	other not gainfully employed	5
University/college/polytechnic	1	Length of stay	%
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	
Decisively	24	three 10	
Collectively	28	2. Average length of stay	1,7 days
In an advisory capacity	23	3. Share of visitors on the event's days:	%
No student	16		N/A

Conducted by: Walter & Partner, Basel

lightstyle, Frankfurt/Main

Total number of visitors	6 331	Position in the company/organization	%
Proportion of trade visitors	91 %	Entrepreneur, partner, self-employed	42
Region of residence	%	Managing director, board member, head of an authority etc.	11
up to 100 km	17	Senior department head, other employee with managerial responsibility	8
more than 100 km up to 300 km	31	Department head, group head	14
over 300 km	52	Other salaried staff	11
Total Germany	74	Other public service	1
Baden-Württemberg	13	Skilled worker	3
Bavaria	12	Lecturer, teacher, scientific assistant	1
Berlin	2	Trainee	1
Brandenburg	2	Other	2
Bremen	2	Student	4
Hamburg	2	Other not gainfully employed	2
Hesse	17	Area of responsibility	%
Mecklenburg	-	Management	35
West Pomerania	1	Research/development/design	10
Lower Saxony	6	Planning/work preparation	6
		Manufacture/production	3
Total Foreign	26	Production, quality control	1
of which EU	49	Buying/procurement	16
Rest of Europe	28	Finance/accounting, controlling	-
Africa	-	Administration/organization/personnel/ social welfare/training	-
North America	1	Marketing/sales/advertising/PR	9
South and Central America	1	Storage/material management/logistics/ transport	1
Asia	21	Maintenance/repairs	2
Australia	-	Other	12
The five countries with the highest visitor shares	%	Student	4
China (PR)	8	Other not gainfully employed	2
Netherlands	8	Frequency of visits to trade fair	%
Switzerland	7	2001	34
Italy	6	First visit	34
Austria	6	Size of company/organization:	%
Economic sector	%	Number of employees:	
Retail trade	35	1- 4	32
Wholesale/foreign trade	16	5- 9	13
Skilled trades	8	10- 49	20
Service	14	50- 99	7
Industry	13	100- 199	6
Public authority	-	200- 499	2
University/college/polytechnic	1	other not gainfully employed	5
Other sectors	7	Length of stay	%
Student	4	1. Length of stay (days):	
Other not gainfully employed	2	one 64 four 7	
Influence on purchasing/ procurement decisions	%	two 21	
Decisively	38	three 8	
Collectively	27	2. Average length of stay	1,6 days
In an advisory capacity	17	3. Share of visitors on the event's days:	%
No student	12		N/A

Conducted by: Walter & Partner, Basel

Trade Visitors Profile Analyses 2003

Musikmesse, Frankfurt/Main

Total number of visitors	79 747	Position in the company/organization	%
Proportion of trade visitors	68 %	Entrepreneur, partner, self-employed	21
Region of residence	%	Managing director, board member, head of an authority etc.	5
up to 100 km	24	Senior department head, other employee with managerial responsibility	1
more than 100 km up to 300 km	30	Department head, group head	4
over 300 km	46	Other salaried staff	7
Total Germany	69	Other public service	2
Baden-Württemberg	18	Skilled worker	4
Bavaria	17	Lecturer, teacher, scientific assistant	21
Berlin	1	Trainee	2
Brandenburg	-	Other	2
Bremen	-	Student	28
Hamburg	1	Other not gainfully employed	3
Hesse	23	Area of responsibility	%
Mecklenburg	-	Management	20
West Pomerania	-	Research/development/design	3
Lower Saxony	4	Planning/work preparation	2
		Manufacture/production	6
Total Foreign	31	Production, quality control	1
of which EU	58	Buying/procurement	3
Rest of Europe	23	Finance/accounting, controlling	1
Africa	1	Administration/organization/personnel/ social welfare/training	2
North America	4	Marketing/sales/advertising/PR	5
South and Central America	1	Storage/material management/logistics/ transport	1
Asia	11	Maintenance/repairs	3
Australia	1	Other	22
The five countries with the highest visitor shares	%	Student	26
Netherlands	9	Other not gainfully employed	4
Belgium	7	Frequency of visits to trade fair	%
France	9	2002	39
Switzerland	6	2001	38
Sweden	6	Earlier events	44
Economic sector	%	First visit	29
Retail trade	12	Size of company/organization:	%
Wholesale/foreign trade	4	Number of employees:	
Skilled trades	5	1- 4	33
Industry	2	5- 9	8
Service	16	10- 49	14
Media	6	50- 99	5
Educational institution	47	100- 199	2
Public authority	1	200- 499	4
Other sectors	2	other not gainfully employed	2
Other not gainfully employed	4	Length of stay	%
Influence on purchasing/ procurement decisions	%	1. Length of stay (days):	
Decisively	24	one	61
Collectively	20	two	16
In an advisory capacity	14	three	11
No	11	2. Average length of stay	1,8 days
student	30	3. Share of visitors on the event's days:	%
			N/A

Conducted by: Walter & Partner, Basel

Paperworld, Frankfurt/Main

Total number of visitors	66 304	Position in the company/organization	%
Proportion of trade visitors	94 %	Entrepreneur, partner, self-employed	35
Region of residence	%	Managing director, board member, head of an authority etc.	16
up to 100 km	15	Senior department head, other employee with managerial responsibility	9
more than 100 km up to 300 km	24	Department head, group head	12
over 300 km	61	Other salaried staff	12
Total Germany	50	Other public service	1
Baden-Württemberg	18	Skilled worker	1
Bavaria	16	Lecturer, teacher, scientific assistant	1
Berlin	2	Trainee	2
Brandenburg	1	Other	3
Bremen	-	Student	4
Hamburg	3	Other not gainfully employed	2
Hesse	21	Area of responsibility	%
Mecklenburg	-	Management	42
West Pomerania	-	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/ social welfare/training	1
North America	4	Marketing/sales/advertising/PR	15
South and Central America	3	Storage/material management/logistics/ transport	1
Asia	13	Maintenance/repairs	1
Australia	1	Student	4
The five countries with the highest visitor shares	%	Other	6
Italy	8	Other not gainfully employed	2
France	8	Frequency of visits to trade fair	%
Netherlands	6	2002	45
Great Britain	6	2001	31
Spain	4	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
Skilled trades	2	5- 9	13
Service	12	10- 49	25
Industry	14	50- 99	7
Authorities	1	100- 199	6
University/college/polytechnic	1	200- 499	2
Other sectors	6	other not gainfully employed	8
Student	4	Length of stay	%
Other not gainfully employed	2	1. Length of stay (days):	
Influence on purchasing/ procurement decisions	%	one	45
Decisively	41	two	22
Collectively	28	three	17
In an advisory capacity	15	2. Average length of stay	2,1 days
No	9	3. Share of visitors on the event's days:	%
student	6		N/A

Conducted by: Walter & Partner, Basel

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

Conducted by: Walter & Partner, Basel

Techtextil, Frankfurt/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, head of an authority etc.	13
up to 100 km	11	Senior department head, other employee with managerial responsibility	11
more than 100 km up to 300 km	26	Department head, group head	18
over 300 km	63	Other salaried staff	17
Total Germany	51	Other public service	1
Baden-Württemberg	15	Skilled worker	2
Bavaria	21	Lecturer, teacher, scientific assistant	3
Berlin	1	Trainee	1
Brandenburg	1	Other	2
Bremen	-	Student	10
Hamburg	2	Other not gainfully employed	2
Hesse	14	Area of responsibility	%
Mecklenburg	-	Management	26
West Pomerania	1	Research/development/design	2
Lower Saxony	6	Planning/work preparation	2
		Manufacture/production	8
Total Foreign	49	Production, quality control	2
of which EU	69	Buying/procurement	6
Rest of Europe	17	Finance/accounting, controlling	-
Africa	1	Administration/organization/personnel/ social welfare/training	1
North America	5	Marketing/sales/advertising/PR	11
South and Central America	1	Storage/material management/logistics/ transport	1
Asia	6	Maintenance/repairs	1
Australia	1	Student	10
The five countries with the highest visitor shares	%	Other not gainfully employed	2
France	13	Frequency of visits to trade fair	%
Great Britain	11	2002	37
Italy	8	1999	24
Netherlands	8	Earlier events	16
Belgium	8	First visit	49
Economic sector	%	Size of company/organization:	%
Retail trade	4	Number of employees:	
Wholesale/foreign trade	11	1- 4	12
Skilled trades	3	5- 9	5
Service	6	10- 49	18
Industry	4	50- 99	11
Public authority	1	100- 199	11
University/college/polytechnic	1	200- 499	2
Other sectors	5	other not gainfully employed	12
Student	10	Length of stay	%
Other not gainfully employed	2	1. Length of stay (days):	
Influence on purchasing/ procurement decisions	%	one	60
Decisively	27	two	26
Collectively	31	three	14
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

Conducted by: Walter & Partner, Basel

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

Conducted by: Walter & Partner, Basel

EUROBIKE, Friedrichshafen

Total number of visitors	43 505	Position in the company/organization	%
Proportion of trade visitors	63 %	Entrepreneur, partner, self-employed	45
Region of residence	%	Managing director, board member, head of an authority etc.	11
up to 100 km	16	Senior department head, other employee with managerial responsibility	3
more than 100 km up to 300 km	32	Department head, group head	8
over 300 km	52	Other salaried staff	12
Total Germany	59	Other public service	1
Baden-Württemberg	41	Skilled worker	7
Bavaria	27	Lecturer, teacher, scientific assistant	1
Berlin	3	Trainee	2
Brandenburg	-	Other	5
Bremen	-	Student	4
Hamburg	-	Other not gainfully employed	2
Hesse	7	Area of responsibility	%
Mecklenburg	-	Management	44
West Pomerania	1	Research/development/design	10
Lower Saxony	2	Planning/work preparation	7
		Manufacture/production	7
Total Foreign	41	Production, quality control	5
of which EU	49	Buying/procurement	25
Rest of Europe	38	Finance/accounting, controlling	9
Africa	2	Information, communication technology (EDP)	6
North America	2	Administration/organization/personnel/ social welfare/training	6
South and Central America	-	Marketing/sales/advertising/PR	18
Middle East	1	Storage/material management/logistics/ transport	10
East Asia	7	Maintenance/repairs	19
Australia	1	Other	9
The five countries with the highest visitor shares	%	Student	4
Switzerland	19	Other not gainfully employed	2
Austria	13	Frequency of visits to trade fair	%
Italy	8	2002	47
France	7	2001	44
Netherlands	6	2000	41
Economic sector	%	Earlier events	40
Bicycle trade	59	First visit	25
Sports retailer	6	Size of company/organization:	%
Department store/chain store	1	Number of employees:	%
Bicycle industry	9	1- 4	48
Service	7	5- 9	17
Other sectors	11	10- 49	13
Student	4	50- 99	4
Other not gainfully employed	2	100- 199	4
		200- 499	2
Influence on purchasing/ procurement decisions	%		
Decisively	41	Length of stay	%
Collectively	31	1. Length of stay (days):	
In an advisory capacity	14	one 55 three 11	
No student	7	two 29 four 5	
	6	2. Average length of stay	1,6 days
		3. Share of visitors on the event's days:	%
		1st day 48 3rd day 48	
		2nd day 53 4th day 16	

Conducted by: Gelszus Messe-Marktforschung GmbH, Dortmund

Outdoor, Friedrichshafen

Total number of visitors	13 468	Position in the company/organization	%
Proportion of trade visitors	89 %	Entrepreneur, partner, self-employed	37
Region of residence	%	Managing director, board member, head of an authority etc.	17
up to 100 km	20	Senior department head, other employee with managerial responsibility	6
more than 100 km up to 300 km	25	Department head, group head	14
over 300 km	54	Other salaried staff	13
Total Germany	47	Other public service	1
Baden-Württemberg	44	Skilled worker	3
Bavaria	26	Lecturer, teacher, scientific assistant	1
Berlin	1	Trainee	1
Brandenburg	-	Other	4
Bremen	-	Student	4
Hamburg	1	Area of responsibility	%
Hesse	6	Management	41
Mecklenburg	-	Research/development/design	13
West Pomerania	-	Planning/work preparation	10
Lower Saxony	2	Manufacture/production	8
		Production, quality control	3
Total Foreign	53	Buying/procurement	30
of which EU	48	Finance/accounting, controlling	7
Rest of Europe	35	Information, communication technology (EDP)	6
Africa	1	Administration/organization/personnel/ social welfare/training	9
North America	3	Marketing/sales/advertising/PR	29
South and Central America	2	Storage/material management/logistics/ transport	8
Middle East	1	Maintenance/repairs	4
East Asia	8	Other	8
Australia	3	Student	4
The five countries with the highest visitor shares	%	Frequency of visits to trade fair	%
Switzerland	19	2002	38
France	11	2001	33
Austria	9	2000	30
Italy	9	Earlier events	26
Great Britain	6	First visit	40
Economic sector	%	Size of company/organization:	%
Outdoor shop	27	Number of employees:	%
Sport retail trade	18	1- 4	32
Department store/chain store	2	5- 9	16
Sporting goods industry	13	10- 49	18
Leisure, Tourism	5	50- 99	9
Wholesale trade	12	100- 199	5
Service	10	200- 499	6
Other sectors	11		
Student	4	Length of stay	%
Influence on purchasing/ procurement decisions	%	1. Length of stay (days):	
Decisively	45	one 48 three 12	
Collectively	29	two 29 four 11	
In an advisory capacity	14	2. Average length of stay	1,9 days
No student	4	3. Share of visitors on the event's days:	%
		1st day 49 3rd day 48	
		2nd day 56 4th day 34	

Conducted by: Gelszus Messe-Marktforschung GmbH, Dortmund

DACH + WAND, Hamburg

Total number of visitors	16 906	Position in the company/organization	%
Proportion of trade visitors	91 %	Entrepreneur, partner, self-employed	37
Region of residence	%	Managing director, board member, head of an authority etc.	7
up to 100 km	24	Senior department head, other employee with managerial responsibility	3
more than 100 km up to 300 km	21	Department head, group head	11
over 300 km	55	Other salaried staff	9
Total Germany	90	Other public service	2
Baden-Württemberg	2	Skilled worker	14
Bavaria	4	Lecturer, teacher, scientific assistant	2
Berlin	2	Trainee	10
Brandenburg	3	Other	2
Bremen	3	Student	4
Hamburg	9	Other not gainfully employed	1
Hesse	7	Area of responsibility	%
Mecklenburg	-	Management	38
West Pomerania	3	Research/development/design	4
Lower Saxony	25	Planning/work preparation	7
		Manufacture/production	20
Total Foreign	10	Production, quality control	2
of which EU	58	Buying/procurement	2
Rest of Europe	33	Finance/accounting, controlling	4
Africa	1	Information, communication technology (EDP)	-
North America	3	Administration/organization/personnel/ social welfare/training	4
South and Central America	-	Marketing/sales/advertising/PR	8
Middle East	3	Storage/material management/logistics/ transport	1
East Asia	1	Maintenance/repairs	5
Australia	1	Other	-
The five countries with the highest visitor shares	%	Student	5
Denmark	18	Other not gainfully employed	1
Great Britain	19	Frequency of visits to trade fair	%
Netherlands	7	Frankfurt/Main 2002	30
Austria	6	Essen 2001	31
Economic sector	%	Nürnberg 2000	25
Roofers	55	Stuttgart 1999	24
Carpenters	5	Earlier events	14
Plumbers	6	First visit	38
Other skilled trades	3	Size of company/organization:	%
Constructional engineers	2	Number of employees:	%
Architect	3	1- 4	25
Property developer, housing company	1	5- 9	24
Other service company	2	10- 49	30
Building materials trade	7	50- 99	4
Industry	7	100- 199	4
Authority/public services	2	200- 499	1
Student/not gainfully employed	4		
Other	3	Length of stay	%
Influence on purchasing/ procurement decisions	%	1. Length of stay (days):	
Decisively	30	one 76 three 4	
Collectively	30	two 18 four 2	
In an advisory capacity	23	2. Average length of stay	1,3 days
No student	14	3. Share of visitors on the event's days:	%
	4	1st day 29 3rd day 44	
		2nd day 38 4th day 22	

Conducted by: PhoneResearch KG, Hamburg

Trade Visitors Profile Analyses 2003

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

Conducted by: Gelszus Messe-Marktforschung GmbH, Dortmund

INTERNORGA, Hamburg

Total number of visitors	101 615	Position in the company/organization	%
Proportion of trade visitors	88 %	Entrepreneur, partner, self-employed	21
Region of residence	%	Managing director, board member, head of an authority etc.	4
up to 100 km	35	Senior department head, other employee with managerial responsibility	2
more than 100 km up to 300 km	32	Department head, group head	12
over 300 km	33	Other salaried staff	11
Total Germany	97	Other public service	3
Baden-Württemberg	11	Skilled worker	9
North Rhine-Westphalia	1	Lecturer, teacher, scientific assistant	2
Bavaria	2	Trainee	26
Rhineland-Palatinate	3	Other	2
Berlin	1	Student	6
Brandenburg	2	Other not gainfully employed	1
Saarland	2	Area of responsibility	%
Bremen	15	Management	21
Hesse	3	Research/development/design	1
Schleswig-Holstein	17	Planning/work preparation	1
Mecklenburg	2	Manufacture/production	5
West Pomerania	5	Production, quality control	1
Lower Saxony	32	Buying/procurement	4
Total Foreign	3	Finance/accounting, controlling	1
of which EU	40	Administration/organization/personnel/ social welfare/training	3
Rest of Europe	23	Marketing/sales/advertising/PR	6
Africa	8	Storage/material management/logistics/ transport	1
North America	8	Maintenance/repairs	1
South and Central America	3	Student	7
Middle East	-	Other not gainfully employed	1
East Asia	10	Kitchen, service area	47
Australia	8	Frequency of visits to trade fair	%
The five countries with the highest visitor shares	-	2002	32
Great Britain	8	2001	28
Austria	8	2000	23
Sweden	8	1999	20
Switzerland	7	Earlier events	6
Poland	7	First visit	47
Economic sector	%	Size of company/organization:	%
Restaurant	26	Number of employees:	%
Franchise restaurant	3	1- 4	16
Discotheque, night club, bar	1	5- 9	15
Trend and communication gastronomy	1	10- 49	31
Hotels/guest house	19	50- 99	11
Bakery, confectioners, cafe	11	100- 199	6
Community catering, canteens, institutions	6	200- 499	1
Catering/Eventcatering/Partyservice	5	Length of stay	%
Food, drinks trade, trade chain	3	1. Length of stay (days):	%
Food industry/non-food industry	3	one 85 two 13 three 2	
Fast food/snack bar	2	2. Average length of stay	1,2 days
Planning/architecture/interior furnishings	1	3. Share of visitors on the event's days:	%
Butcher	2	1st day 14 2nd day 20 3rd day 18	
Other business sector(s)	8	4th day 29 5th day 24 6th day 16	
Student/not gainfully employed	8		
Influence on purchasing/procurement decisions	%		
Decisively	20		
Collectively	34		
In an advisory capacity	21		
No	18		
student	8		

Conducted by: PhoneResearch KG, Hamburg

AGRITECHNICA, 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, forestry)	6
more than 100 km up to 300 km	38	Working family member (agriculture, forestry)	6
over 300 km	41	Entrepreneur, partner, self-employed	6
Total Germany	83	Managing director, board member, head of an authority etc.	2
Baden-Württemberg	9	Senior department head, other employee with managerial responsibility	1
North Rhine-Westphalia	16	Department head, group head	5
Bavaria	16	Other salaried staff	5
Rhineland-Palatinate	5	Other public service	1
Berlin	1	Skilled worker	4
Brandenburg	2	Lecturer, teacher, scientific assistant	1
Saarland	5	Trainee	6
Bremen	2	Other	3
Saxony	2	Student	4
Hamburg	3	Other not gainfully employed	1
Hesse	8	Area of responsibility	%
Schleswig-Holstein	7	Management	19
Mecklenburg	7	Research/development/design	12
West Pomerania	2	Planning/work preparation	5
Lower Saxony	27	Manufacture/production	7
Total Foreign	17	Production, quality control	1
of which EU	52	Buying/procurement	5
Rest of Europe	37	Finance/accounting, controlling	2
Africa	2	Administration/organization/personnel/ social welfare/training	2
North America	3	Marketing/sales/advertising/PR	10
South and Central America	2	Storage/material management/logistics/ transport	3
Middle East	1	Maintenance/repairs	12
East Asia	1	Other	9
Australia	1	Student	11
The five countries with the highest visitor shares	-	Other not gainfully employed	2
Switzerland	20	Frequency of visits to trade fair	%
Netherlands	11	2001	39
Austria	11	1999	26
Denmark	7	Earlier events	18
Czech Republic	4	First visit	51
Economic sector	%	Size of company/organization:	%
Agricultural business, company	65	Number of employees:	%
Forestry	2	1- 4	12
Agricultural machinery trade	11	5- 9	8
Agricultural trade	4	10- 49	31
Mechanical engineering	4	50- 99	11
Suppliers/components	2	100- 199	9
(Repair) skilled trades	4	Length of stay	%
Landscape conservation, municipal engineering	1	1. Length of stay (days):	%
Authority/public services	1	one 71 two 18 three 11	
University/college/polytechnic	1	2. Average length of stay	1,4 days
Other	6	3. Share of visitors on the event's days:	%
Student	4	1st day 51 2nd day 59 3rd day 30	
Other not gainfully employed	1		
Influence on purchasing/procurement decisions	%		
Decisively	35		
Collectively	29		
In an advisory capacity	20		
No	11		
student	5		

Conducted by: Walter & Partner, Basel

BIOTECHNICA, Hannover

Total number of visitors	11 759	Position in the company/organization	%
Proportion of trade visitors	100 %	Entrepreneur, partner, self-employed	8
Region of residence	%	Managing director, board member, head of an authority etc.	12
up to 100 km	29	Senior department head, other employee with managerial responsibility	3
more than 100 km up to 300 km	41	Department head, group head	17
over 300 km	31	Other salaried staff	5
Total Germany	81	Other public service	17
Baden-Württemberg	17	Skilled worker	-
North Rhine-Westphalia	7	Lecturer, teacher, scientific assistant	21
Bavaria	7	Trainee	1
Rhineland-Palatinate	2	Other	2
Berlin	1	Student	12
Brandenburg	7	Other not gainfully employed	2
Saarland	1	Area of responsibility	%
Bremen	2	Management	19
Saxony	2	Research/development/design	52
Hamburg	7	Planning/work preparation	2
Hesse	7	Manufacture/production	4
Schleswig-Holstein	3	Production, quality control	2
Mecklenburg	3	Buying/procurement	3
West Pomerania	1	Finance/accounting, controlling	1
Lower Saxony	33	Information, communication technology (EDP)	-
Total Foreign	19	Administration/organization/personnel/ social welfare/training	6
of which EU	51	Marketing/sales/advertising/PR	20
Rest of Europe	12	Storage/material management/logistics/ transport	-
Africa	1	Maintenance/repairs	3
North America	11	Other	6
South and Central America	6	Student	12
Middle East	3	Other not gainfully employed	2
East Asia	14	Frequency of visits to trade fair	%
Australia	2	2001	39
The five countries with the highest visitor shares	-	1999	26
Great Britain	12	Earlier events	18
USA	11	First visit	51
France	8	Size of company/organization:	%
Belgium	6	Number of employees:	%
Netherlands	6	1- 4	12
Economic sector	%	5- 9	8
University/college	20	10- 49	31
Research institute	17	50- 99	11
Pharmaceuticals industry	16	100- 199	9
Plant construction/laboratory equipment	13	Length of stay	%
Chemical industry	11	1. Length of stay (days):	%
Public authority/institution/health service	6	one 71 two 18 three 11	
Trade	6	2. Average length of stay	1,4 days
Agriculture/animal breeding and plant growing	2	3. Share of visitors on the event's days:	%
Food and luxuries industry	2	1st day 51 2nd day 59 3rd day 30	
Public administration	1		
Financial institutes	1		
Public authority: environment and waste disposal industry	1		
other	14		
Influence on purchasing/procurement decisions	%		
Decisively	29		
Collectively	42		
In an advisory capacity	18		
No	10		
N/A	2		

Conducted by: Deutsche Messe AG / ARGEFA, Hannover

CeBIT, Hannover

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

HANNOVER MESSE, Hannover

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

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

HANNOVER MESSE - Compressed Air & Vacuum Technology

Total number of visitors	30 529	Position in the company/organization	%
Proportion of trade visitors	95 %	Entrepreneur, partner, self-employed	12
Region of residence	%	Managing director, board member, head of an authority etc.	13
up to 100 km	20	Senior department head, other employee with managerial responsibility	8
more than 100 km up to 300 km	41	Department head, group head	25
over 300 km	39	Other salaried staff	25
Total Germany	69	Other public service	-
Baden-Württemberg	12	Skilled worker	5
North Rhine-Westphalia	22	Lecturer, teacher, scientific assistant	1
Bavaria	10	Trainee	2
Rhineland-Palatinate	3	Student	6
Berlin	3	Other not gainfully employed	1
Brandenburg	1	Area of responsibility	%
Bremen	2	Management	22
Hamburg	4	Research/development/design	22
Hesse	6	Planning/work preparation	6
Schleswig-Holstein	3	Manufacture/production	15
Mecklenburg	3	Production, quality control	4
West Pomerania	1	Buying/procurement	5
Lower Saxony	25	Finance/accounting, controlling	2
Total Foreign	32	Administration/organization/personnel/ social welfare/training	3
of which EU	50	Marketing/sales/advertising/PR	17
Rest of Europe	19	Storage/material management/logistics/ transport	2
Africa	1	Maintenance/repairs	8
North America	4	Other	1
South and Central America	3	Student	6
Middle East	7	Other not gainfully employed	1
East Asia	14	Frequency of visits to trade fair	%
Australia	2	2002	42
The five countries with the highest visitor shares	%	2001	49
Netherlands	10	Earlier events	51
Italy	6	First visit	29
Austria	5	Size of company/organization:	%
Belgium	5	Number of employees:	
Switzerland	4	1- 4	8
Economic sector	%	5- 9	5
Energy	2	10- 49	18
Raw materials and production goods industry	19	50- 99	10
Investment goods industry	37	100- 199	10
Consumer goods industry	5	200- 499	1
Food and luxury industry	3	Length of stay	%
Building trade	3	1. Length of stay (days):	
Trade	8	one	60
Traffic/transport	2	two	23
Telecommunication services	1	three	8
Service	10	2. Average length of stay	1,8 days
Authority/public services	3	3. Share of visitors on the event's days:	%
Other	2	1st day	22
Trainee, student	8	4th day	37
Other not gainfully employed	1	2nd day	33
Influence on purchasing/procurement decisions	%	5th day	30
Decisively	33	3rd day	37
Collectively	31	6th day	18
In an advisory capacity	16	Conducted by: GFK, Hamburg	
No	10		
student	8		

Trade Visitors Profile Analyses 2003

HANNOVER MESSE – 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, head of an authority etc.	11
up to 100 km	22	Senior department head, other employee with managerial responsibility	8
more than 100 km up to 300 km	42	Department head, group head	22
over 300 km	36	Other salaried staff	25
Total Germany	73	Other public service	1
Baden-Württemberg	9	Skilled worker	3
Bavaria	9	Lecturer, teacher, scientific assistant	4
Berlin	4	Trainee	1
Brandenburg	1	Student	1
Bremen	2	Other not gainfully employed	2
Hamburg	4	Area of responsibility	%
Hesse	6	Management	20
Mecklenburg	4	Research/development/design	23
West Pomerania	1	Planning/work preparation	9
Lower Saxony	27	Manufacture/production	3
Total Foreign	27	Production, quality control	3
of which EU	52	Buying/procurement	4
Rest of Europe	16	Finance/accounting, controlling	2
Africa	1	Administration/organization/personnel/ social welfare/training	4
North America	5	Marketing/sales/advertising/PR	17
South and Central America	5	Storage/material management/logistics/ transport	1
Middle East	5	Maintenance/repairs	7
East Asia	16	Other	2
Australia	1	Student	10
The five countries with the highest visitor shares	%	Other not gainfully employed	2
Netherlands	7	Frequency of visits to trade fair	%
Belgium	6	2002	48
Sweden	6	2001	48
France	5	Earlier events	52
Italy	5	First visit	28
Economic sector	%	Size of company/organization:	%
Energy	13	Number of employees:	
Raw materials and production goods industry	12	1- 4	9
Investment goods industry	27	5- 9	5
Consumer goods industry	3	10- 49	14
Food and luxury industry	2	50- 99	9
Building trade	2	100- 199	9
Trade	4	200- 499	2
Traffic/transport	1	other not gainfully employed	11
Telecommunication services	2	Length of stay	%
Banking/insurance	1	1. Length of stay (days):	
Service	11	one	63
Authority/public services	6	two	20
Other	3	three	9
Student	12	four	3
Other not gainfully employed	2	five	2
Influence on purchasing/procurement decisions	%	six	4
Decisively	28	2. Average length of stay	1,7 days
Collectively	29	3. Share of visitors on the event's days:	%
In an advisory capacity	18	1st day	30
No	11	2nd day	32
student	12	3rd day	35
		4th day	40
		5th day	33
		6th day	19

Conducted by: GFK, Hamburg

HANNOVER MESSE - Factory Automation

Total number of visitors	125 593	Position in the company/organization	%
Proportion of trade visitors	96 %	Entrepreneur, partner, self-employed	11
Region of residence	%	Managing director, board member, head of an authority etc.	11
up to 100 km	20	Senior department head, other employee with managerial responsibility	8
more than 100 km up to 300 km	39	Department head, group head	25
over 300 km	41	Other salaried staff	27
Total Germany	72	Other public service	1
Baden-Württemberg	13	Skilled worker	4
Bavaria	11	Lecturer, teacher, scientific assistant	3
Berlin	3	Trainee	2
Brandenburg	2	Student	8
Bremen	2	Other not gainfully employed	1
Hamburg	3	Area of responsibility	%
Hesse	7	Management	19
Mecklenburg	3	Research/development/design	27
West Pomerania	1	Planning/work preparation	8
Lower Saxony	24	Manufacture/production	13
Total Foreign	28	Production, quality control	4
of which EU	53	Buying/procurement	6
Rest of Europe	21	Finance/accounting, controlling	2
Africa	2	Administration/organization/personnel/ social welfare/training	3
North America	3	Marketing/sales/advertising/PR	15
South and Central America	3	Storage/material management/logistics/ transport	2
Middle East	4	Maintenance/repairs	7
East Asia	13	Other	1
Australia	1	Student	8
The five countries with the highest visitor shares	%	Other not gainfully employed	1
Netherlands	8	Frequency of visits to trade fair	%
Sweden	7	2002	48
Italy	7	2001	51
Austria	5	Earlier events	56
Switzerland	5	First visit	24
Economic sector	%	Size of company/organization:	%
Energy	4	Number of employees:	
Raw materials and production goods industry	16	1- 4	6
Investment goods industry	42	5- 9	5
Consumer goods industry	4	10- 49	16
Food and luxury industry	2	50- 99	11
Building trade	2	100- 199	11
Trade	5	200- 499	13
Traffic/transport	1	other not gainfully employed	1
Telecommunication services	2	Length of stay	%
Banking/insurance	1	1. Length of stay (days):	
Service	8	one	62
Authority/public services	4	two	22
Other	2	three	9
Student	10	four	3
Other not gainfully employed	1	five	1
Influence on purchasing/procurement decisions	%	six	3
Decisively	31	2. Average length of stay	1,7 days
Collectively	31	3. Share of visitors on the event's days:	%
In an advisory capacity	17	1st day	19
No	9	2nd day	31
student	9	3rd day	36
		4th day	37
		5th day	30
		6th day	16

Conducted by: GFK, Hamburg

HANNOVER MESSE - Factory Equipment & Tools

Total number of visitors	33 234	Position in the company/organization	%
Proportion of trade visitors	94 %	Entrepreneur, partner, self-employed	15
Region of residence	%	Managing director, board member, head of an authority etc.	14
up to 100 km	23	Senior department head, other employee with managerial responsibility	10
more than 100 km up to 300 km	43	Department head, group head	23
over 300 km	34	Other salaried staff	22
Total Germany	67	Other public service	1
Baden-Württemberg	12	Skilled worker	5
Bavaria	9	Lecturer, teacher, scientific assistant	2
Berlin	3	Trainee	2
Brandenburg	1	Student	6
Bremen	2	Other not gainfully employed	1
Hamburg	4	Area of responsibility	%
Hesse	5	Management	24
Mecklenburg	4	Research/development/design	18
West Pomerania	1	Planning/work preparation	7
Lower Saxony	27	Manufacture/production	17
Total Foreign	32	Production, quality control	5
of which EU	52	Buying/procurement	6
Rest of Europe	20	Finance/accounting, controlling	2
Africa	1	Administration/organization/personnel/ social welfare/training	4
North America	4	Marketing/sales/advertising/PR	14
South and Central America	3	Storage/material management/logistics/ transport	3
Middle East	4	Maintenance/repairs	9
East Asia	15	Other	1
Australia	2	Student	6
The five countries with the highest visitor shares	%	Other not gainfully employed	1
Netherlands	8	Frequency of visits to trade fair	%
Sweden	6	2002	44
Belgium	6	2001	49
Austria	4	Earlier events	50
Italy	4	First visit	29
Economic sector	%	Size of company/organization:	%
Energy	3	Number of employees:	
Raw materials and production goods industry	22	1- 4	8
Investment goods industry	33	5- 9	6
Consumer goods industry	5	10- 49	18
Food and luxury industry	2	50- 99	11
Building trade	4	100- 199	11
Trade	7	200- 499	1
Traffic/transport	2	other not gainfully employed	12
Telecommunication services	2	Length of stay	%
Banking/insurance	1	1. Length of stay (days):	
Service	10	one	59
Authority/public services	3	two	20
Other	3	three	10
Trainee, student	7	four	3
Other not gainfully employed	1	five	2
Influence on purchasing/procurement decisions	%	six	6
Decisively	36	2. Average length of stay	1,9 days
Collectively	30	3. Share of visitors on the event's days:	%
In an advisory capacity	16	1st day	24
No	10	2nd day	33
student	7	3rd day	38
		4th day	40
		5th day	33
		6th day	19

Conducted by: GFK, Hamburg

HANNOVER MESSE - Micro Technology

Total number of visitors	22 414	Position in the company/organization	%
Proportion of trade visitors	92 %	Entrepreneur, partner, self-employed	11
Region of residence	%	Managing director, board member, head of an authority etc.	15
up to 100 km	24	Senior department head, other employee with managerial responsibility	6
more than 100 km up to 300 km	37	Department head, group head	21
over 300 km	39	Other salaried staff	20
Total Germany	68	Other public service	2
Baden-Württemberg	12	Skilled worker	3
Bavaria	7	Lecturer, teacher, scientific assistant	6
Berlin	5	Trainee	1
Brandenburg	1	Student	13
Bremen	2	Other not gainfully employed	1
Hamburg	5	Area of responsibility	%
Hesse	6	Management	20
Mecklenburg	3	Research/development/design	34
West Pomerania	1	Planning/work preparation	5
Lower Saxony	26	Manufacture/production	10
Total Foreign	32	Production, quality control	4
of which EU	51	Buying/procurement	3
Rest of Europe	16	Finance/accounting, controlling	2
Africa	1	Administration/organization/personnel/ social welfare/training	3
North America	5	Marketing/sales/advertising/PR	15
South and Central America	3	Storage/material management/logistics/ transport	1
Middle East	6	Maintenance/repairs	2
East Asia	16	Other	1
Australia	2	Student	13
The five countries with the highest visitor shares	%	Other not gainfully employed	1
Netherlands	8	Frequency of visits to trade fair	%
Austria	7	2002	43
Switzerland	6	2001	45
Italy	6	Earlier events	46
Denmark	5	First visit	33
Economic sector	%	Size of company/organization:	%
Energy	2	Number of employees:	
Raw materials and production goods industry	15	1- 4	8
Investment goods industry	28	5- 9	4
Consumer goods industry	5	10- 49	17
Food and luxury industry	1	50- 99	10
Building trade	5	100- 199	10
Trade	2	200- 499	1
Traffic/transport	3	other not gainfully employed	10
Telecommunication services	3	Length of stay	%
Banking/insurance	1	1. Length of stay (days):	
Service	14	one	58
Authority/public services	8	two	22
Other	4	three	10
Student	14	four	3
Other not gainfully employed	1	five	2
Influence on purchasing/procurement decisions	%	six	5
Decisively	31	2. Average length of stay	1,9 days
Collectively	29	3. Share of visitors on the event's days:	%
In an advisory capacity	17	1st day	24
No	7	2nd day	34
student	14	3rd day	38
		4th day	37
		5th day	34
		6th day	18

Conducted by: GFK, Hamburg

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

Conducted by: GFK, Hamburg

HANNOVER MESSE - Research and Technology

Total number of visitors	37 291	Position in the company/organization	%
Proportion of trade visitors	92 %	Entrepreneur, partner, self-employed	9
Region of residence	%	Managing director, board member, head of an authority etc.	11
up to 100 km	23	Senior department head, other employee with managerial responsibility	7
more than 100 km up to 300 km	38	Department head, group head	20
over 300 km	38	Other salaried staff	24
Total Germany	76	Other public service	2
Baden-Württemberg	13	Skilled worker	3
Bavaria	9	Lecturer, teacher, scientific assistant	8
Berlin	4	Trainee	1
Brandenburg	2	Student	13
Bremen	3	Other not gainfully employed	2
Hamburg	3	Area of responsibility	%
Hesse	5	Management	17
Mecklenburg	1	Research/development/design	37
West Pomerania	1	Planning/work preparation	5
Lower Saxony	26	Manufacture/production	9
Total Foreign	24	Production, quality control	4
of which EU	50	Buying/procurement	3
Rest of Europe	21	Finance/accounting, controlling	2
Africa	1	Administration/organization/personnel/ social welfare/training	5
North America	6	Marketing/sales/advertising/PR	12
South and Central America	3	Storage/material management/logistics/ transport	2
Middle East	5	Maintenance/repairs	4
East Asia	13	Other	1
Australia	-	Student	13
The five countries with the highest visitor shares	%	Other not gainfully employed	2
Netherlands	9	Frequency of visits to trade fair	%
France	6	2002	45
Switzerland	6	2001	47
Italy	5	Earlier events	52
Great Britain	5	First visit	29
Economic sector	%	Size of company/organization:	%
Energy	3	Number of employees:	
Raw materials and production goods industry	13	1- 4	7
Investment goods industry	31	5- 9	5
Consumer goods industry	4	10- 49	14
Food and luxury industry	1	50- 99	9
Building trade	2	100- 199	10
Trade	2	200- 499	2
Traffic/transport	2	other not gainfully employed	11
Telecommunication services	2	Length of stay	%
Banking/insurance	1	1. Length of stay (days):	
Service	12	one	62
Authority/public services	9	two	22
Other	4	three	9
Trainee, student	15	2. Average length of stay	1,7 days
Other not gainfully employed	2	3. Share of visitors on the event's days:	%
Influence on purchasing/ procurement decisions	%	1st day	22
Decisively	26	2nd day	32
Collectively	31	3rd day	35
In an advisory capacity	16	4th day	33
No	10	5th day	31
student	15	6th day	18

Conducted by: GFK, Hamburg

HANNOVER MESSE - Subcontracting

Total number of visitors	44 054	Position in the company/organization	%
Proportion of trade visitors	96 %	Entrepreneur, partner, self-employed	13
Region of residence	%	Managing director, board member, head of an authority etc.	12
up to 100 km	20	Senior department head, other employee with managerial responsibility	9
more than 100 km up to 300 km	38	Department head, group head	27
over 300 km	42	Other salaried staff	26
Total Germany	70	Other public service	1
Baden-Württemberg	15	Skilled worker	4
Bavaria	11	Lecturer, teacher, scientific assistant	2
Berlin	3	Trainee	1
Brandenburg	2	Student	5
Bremen	2	Other not gainfully employed	1
Hamburg	2	Area of responsibility	%
Hesse	7	Management	22
Mecklenburg	3	Research/development/design	25
West Pomerania	1	Planning/work preparation	6
Lower Saxony	23	Manufacture/production	15
Total Foreign	30	Production, quality control	5
of which EU	58	Buying/procurement	13
Rest of Europe	20	Finance/accounting, controlling	2
Africa	2	Administration/organization/personnel/ social welfare/training	3
North America	3	Marketing/sales/advertising/PR	16
South and Central America	2	Storage/material management/logistics/ transport	3
Middle East	11	Maintenance/repairs	4
East Asia	1	Other	1
Australia	1	Student	5
The five countries with the highest visitor shares	%	Other not gainfully employed	1
Netherlands	8	Frequency of visits to trade fair	%
Sweden	7	2002	50
Austria	7	2001	52
Great Britain	7	Earlier events	56
France	5	First visit	23
Economic sector	%	Size of company/organization:	%
Energy	2	Number of employees:	
Raw materials and production goods industry	24	1- 4	8
Investment goods industry	38	5- 9	4
Consumer goods industry	5	10- 49	16
Food and luxury industry	1	50- 99	11
Building trade	4	100- 199	13
Trade	5	200- 499	1
Traffic/transport	2	other not gainfully employed	14
Telecommunication services	1	Length of stay	%
Banking/insurance	-	1. Length of stay (days):	
Service	9	one	58
Authority/public services	3	two	24
Other	2	three	10
Trainee, student	6	2. Average length of stay	1,8 days
Other not gainfully employed	1	3. Share of visitors on the event's days:	%
Influence on purchasing/ procurement decisions	%	1st day	21
Decisively	36	2nd day	33
Collectively	33	3rd day	35
In an advisory capacity	15	4th day	39
No	8	5th day	32
student	7	6th day	16

Conducted by: GFK, Hamburg

IKK, Hannover

Total number of visitors	20 628	Position in the company/organization	%
Proportion of trade visitors	99 %	Entrepreneur, partner, self-employed	22
Region of residence	%	Managing director, board member, head of an authority etc.	13
up to 100 km	8	Senior department head, other employee with managerial responsibility	8
more than 100 km up to 300 km	27	Department head, group head	19
over 300 km	66	Other salaried staff	12
Total Germany	54	Other public service	1
Baden-Württemberg	11	Foreman, master craftsman	7
Bavaria	6	Skilled worker	8
Berlin	3	Lecturer, teacher, scientific assistant	2
Brandenburg	3	Trainee	3
Bremen	1	Other	2
Hamburg	4	Student	3
Hesse	12	Other not gainfully employed	1
Mecklenburg	4	Area of responsibility	%
West Pomerania	1	Management	29
Lower Saxony	23	Research/development/design	19
Total Foreign	46	Planning/work preparation	19
of which EU	51	Manufacture/production	17
Rest of Europe	34	Production, quality control	5
Africa	3	Buying/procurement	20
North America	2	Finance/accounting, controlling	5
South and Central America	1	Information, communication technology (EDP)	4
Middle East	4	Administration/organization/personnel/ social welfare/training	4
East Asia	5	Marketing/sales/advertising/PR	19
Australia	1	Storage/material management/logistics/ transport	4
The five countries with the highest visitor shares	%	Maintenance/repairs	22
Italy	8	Other	7
Belgium	7	Student	3
Netherlands	7	Other not gainfully employed	1
Poland	6	Frequency of visits to trade fair	%
Denmark	6	Nürnberg 2002	33
Economic sector	%	Hanover 2001	32
Specialist refrigeration company	36	Nürnberg 2000	27
Specialist air-conditioning company	23	Essen 1999	25
Sanitary, heating and air conditioning	5	Earlier events	22
Electrical specialist firms	3	First visit	35
Specialist trade	7	Size of company/organization:	%
Plant operator	5	Number of employees:	
Architect	1	1- 4	15
Specialist planner (Technical building equipment)	3	5- 9	14
Other	13	10- 49	29
Student	3	50- 99	9
Other not gainfully employed	1	100- 199	7
Influence on purchasing/ procurement decisions	%	200- 499	7
Decisively	32	other not gainfully employed	1
Collectively	35	Length of stay	%
In an advisory capacity	21	1. Length of stay (days):	
No	9	one	65
student	4	2. Average length of stay	1,5 days
		3. Share of visitors on the event's days:	%
		1st day	46
		2nd day	59
		3rd day	41

Conducted by: Gelszus Messe-Marktforschung GmbH, Dortmund

Trade Visitors Profile Analyses 2003

LIGNAplus HANNOVER

Total number of visitors	98 267	Position in the company/organization	%
Proportion of trade visitors	93 %	Entrepreneur, partner, self-employed	22
Region of residence	%	Managing director, board member, head of an authority etc.	14
up to 100 km	25	Senior department head, other employee with managerial responsibility	6
more than 100 km up to 300 km	42	Department head, group head	18
over 300 km	34	Other salaried staff	17
Total Germany	57	Other public service	2
Baden-		Skilled worker	5
Württemberg	11	Lecturer, teacher, scientific assistant	2
Bavaria	7	Trainee	5
Berlin	1	Other	1
Brandenburg	3	Student	8
Bremen	1	Other not gainfully employed	1
Hamburg	3	Area of responsibility	%
Hesse	7	Management	31
Mecklenburg	3	Research/development/design	12
West Pomerania	1	Planning/work preparation	11
Lower Saxony	29	Manufacture/production	27
Total Foreign	43	Production, quality control	6
of which	EU	Buying/procurement	8
Rest of Europe	10	Finance/accounting, controlling	5
Africa	3	Administration/organization/personnel/ social welfare/training	7
North America	8	Marketing/sales/advertising/PR	17
South and Central America	4	Storage/material management/logistics/ transport	4
Middle East	3	Maintenance/repairs	5
East Asia	5	Other	2
Australia	3	Student	8
The five countries with the highest visitor shares	%	Other not gainfully employed	1
Italy	12	Frequency of visits to trade fair	%
Great Britain	12	2001	51
France	5	1999	44
Canada	5	Earlier events	36
Austria	4	First visit	35
Economic sector	%	Size of company/organization:	%
Agriculture and forestry	7	Number of employees:	
Manufacturing sector	44	1- 4	14
Raw materials and production goods industry	18	5- 9	10
Investment goods industry	14	10- 49	24
Consumer goods industry	12	50- 99	10
Building trade	10	100- 199	10
Interior decoration	10	200- 499	1
Trade	10	other not gainfully employed	10
Service	8	Length of stay	%
Authority/public services	4	1. Length of stay (days):	
Other	-	one 47 four 6	
Trainee/apprentice	5	two 27 five 9	
Not gainfully employed, no details	9	three 12	
Influence on purchasing/ procurement decisions	%	2. Average length of stay	2,0 days
Decisively	39	3. Share of visitors on the event's days:	%
Collectively	22	1st day 38 4th day 42	
In an advisory capacity	14	2nd day 47 5th day 30	
No	10	3rd day 46	
student	9		

Conducted by: GFK, Hamburg

INTERGEM, Idar-Oberstein (2002)

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

Conducted by: Intergem Messe GmbH, Idar-Oberstein

Husum Wind, Husum

Total number of visitors	14 052	Position in the company/organization	%
Proportion of trade visitors	93 %	Entrepreneur, partner, self-employed	21
Region of residence	%	Managing director, board member, head of an authority etc.	8
up to 100 km	23	Senior department head, other employee with managerial responsibility	8
more than 100 km up to 300 km	30	Department head, group head	18
over 300 km	47	Other salaried staff	23
Total Germany	80	Other public service	1
Baden-		Skilled worker	4
Württemberg	4	Lecturer, teacher, scientific assistant	4
Bavaria	4	Trainee	1
Berlin	4	Other	4
Brandenburg	2	Student	8
Bremen	3	Other not gainfully employed	1
Hamburg	8	Area of responsibility	%
Hesse	2	Management	23
Mecklenburg	3	Research/development/design	17
West Pomerania	3	Planning/work preparation	17
Lower Saxony	15	Manufacture/production	9
Total Foreign	20	Production, quality control	5
of which	EU	Buying/procurement	7
Rest of Europe	81	Finance/accounting, controlling	6
Africa	5	Information, communication technology (EDP)	5
North America	-	Administration/organization/personnel/ social welfare/training	4
South and Central America	2	Marketing/sales/advertising/PR	18
Middle East	2	Storage/material management/logistics/ transport	3
East Asia	7	Maintenance/repairs	10
Australia	1	Other	9
The five countries with the highest visitor shares	%	Student	8
Denmark	31	Other not gainfully employed	1
Austria	13	Frequency of visits to trade fair	%
Great Britain	10	2001	38
Sweden	8	1999	23
Netherlands	7	1997	15
Economic sector	%	Earlier events	10
Operator	13	First visit	54
Manufacturer	23	Size of company/organization:	%
Supplier	16	Number of employees:	
Planner	13	1- 4	18
Consultant	6	5- 9	10
Municipalities	1	10- 49	15
Financing	3	50- 99	6
Research	3	100- 199	7
Teaching and training	3	200- 499	11
Other sectors	11	other not gainfully employed	1
Student	8	Length of stay	%
Other not gainfully employed	1	1. Length of stay (days):	
Influence on purchasing/ procurement decisions	%	one 67 three 5 five 1	
Decisively	21	two 26 four 1	
Collectively	31	2. Average length of stay	1,4 days
In an advisory capacity	22	3. Share of visitors on the event's days:	%
No	17	1st day 29 3rd day 40 5th day 8	
student	9	2nd day 40 4th day 28	

Conducted by: Gelszus Messe-Marktforschung GmbH, Dortmund

BodyLife, Karlsruhe (2002)

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

Conducted by: Gelszus Messe-Marktforschung GmbH, Dortmund

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

LEARNTEC, Karlsruhe			
Total number of visitors		8 745	
Proportion of trade visitors		99 %	
Region of residence		%	
up to 100 km		32	
more than 100 km up to 300 km		35	
over 300 km		33	
Total Germany		88	
Baden-	North Rhine-		
Württemberg	35 Westphalia	13	
Bavaria	14 Rhineland-		
Berlin	3 Palatinate	7	
Brandenburg	- Saarland	2	
Bremen	- Saxony	2	
Hamburg	1 Saxony-Anhalt	1	
Hesse	17 Schleswig-		
Mecklenburg	Holstein	1	
West Pomerania	- Thuringia	1	
Lower Saxony	3		
Total Foreign		12	
of which EU		45	
Rest of Europe		25	
Africa		11	
North America		2	
South and Central America		4	
Middle East		5	
East Asia		9	
Australia		-	
The five countries with the highest visitor shares		%	
Austria		31	
Switzerland		20	
Belgium		4	
Viet Nam		4	
Economic sector		%	
University/research/teaching		18	
Public authority/administration		8	
Industry		16	
Trade		3	
Banks/transport		4	
Skilled trades		4	
Association		1	
Publishing house		4	
Educational facility		16	
Other sectors		18	
Student		10	
Other not gainfully employed		1	
Influence on purchasing/procurement decisions		%	
Decisively		18	
Collectively		33	
In an advisory capacity		25	
No		13	
student		11	
Position in the company/organization		%	
Entrepreneur, partner, self-employed		16	
Managing director, board member, head of an authority etc.		5	
Senior department head, other employee with managerial responsibility		4	
Department head, group head		13	
Other salaried staff		18	
Other public service		4	
Skilled worker		2	
Lecturer, teacher, scientific assistant		12	
University staff member		10	
Trainee		2	
Other		4	
Student		10	
Other not gainfully employed		1	
Area of responsibility		%	
Management		13	
Research/development/design		12	
Planning/work preparation		2	
Manufacture/production		2	
Production, quality control		1	
Buying/procurement		2	
Finance/accounting, controlling		1	
Information, communication technology (EDP)		24	
Administration/organization/personnel/ social welfare/training		22	
Marketing/sales/advertising/PR		11	
Storage/material management/logistics/transport		1	
Maintenance/repairs		1	
Other		13	
Student		10	
Other not gainfully employed		1	
Frequency of visits to trade fair		%	
2002		27	
2001		20	
2000		13	
1999		7	
Earlier events		4	
First visit		65	
Size of company/organization:		%	
Number of employees:			
1- 4		12	6
5- 9		6	15
10- 49		13	13
50- 99		7	10
100- 199		7	9
200- 499		1	9
other not gainfully employed			9
Length of stay		%	
1. Length of stay (days):			
one		69	5
two		19	7
three		four	1,5 days
2. Average length of stay			
3. Share of visitors on the event's days:			%
1st day		34	3rd day 40
2nd day		45	4th day 30
Conducted by: Gelszus Messe-Marktforschung GmbH, Dortmund			

hortec, Karlsruhe					
Total number of visitors		7 544	Position in the company/organization		%
Proportion of trade visitors		88 %	Entrepreneur, partner, self-employed		40
Region of residence		%	Managing director, board member, head of an authority etc.		4
up to 100 km		55	Senior department head, other employee with managerial responsibility		3
more than 100 km up to 300 km		32	Department head, group head		5
over 300 km		13	Other salaried staff		8
Total Germany		93	Other public service		4
Baden-	North Rhine-		Foreman, master craftsman		7
Württemberg	64 Westphalia	3	Skilled worker		6
Bavaria	12 Rhineland-		Lecturer, teacher, scientific assistant		2
Berlin	- Palatinate	11	Trainee		10
Brandenburg	- Saarland	1	Other		7
Bremen	- Saxony	1	Student		4
Hamburg	1 Saxony-Anhalt	-	Other not gainfully employed		1
Hesse	6 Schleswig-		Area of responsibility		%
Mecklenburg	Holstein	-	Management		39
West Pomerania	- Thuringia	-	Research/development/design		8
Lower Saxony	2		Planning/work preparation		16
Total Foreign		7	Manufacture/production		23
of which EU		71	Production, quality control		11
Rest of Europe		26	Buying/procurement		19
Africa		-	Finance/accounting, controlling		9
North America		-	Information, communication technology (EDP)		6
South and Central America		-	Administration/organization/personnel/ social welfare/training		9
Middle East		3	Marketing/sales/advertising/PR		13
East Asia		-	Storage/material management/logistics/transport		11
Australia		-	Maintenance/repairs		14
The five countries with the highest visitor shares		%	Other		18
France	16	Italy	10	Student	4
Switzerland	16	Netherlands	10	Other not gainfully employed	1
Austria	13				
Economic sector		%	Frequency of visits to trade fair		%
Vegetable growing		24	2001		33
Flowers and devorative plants		23	1999		29
Horticulture and landscape gardening		11	1997		25
Communal parks, gardens and building office		4	Earlier events		31
Graveyard landscaping		2	First visit		41
Nursery		1	Size of company/organization:		%
Fruit growing		3	Number of employees:		
Special cultures		1	1 - 4		27
Young plant cultivation / General agriculture		4	500 - 999		2
Retail garden store / Garden centre		4	5 - 9		21
Trade		3	1 000 - 9 999		1
Industry		3	10 - 49		23
Public authority/institution		4	50 - 99		8
Other sectors		8	100 - 199		8
Student		4	200 - 499		4
Other not gainfully employed		1	other not gainfully employed		1
Influence on purchasing/procurement decisions		%	Length of stay		%
Decisively		37	1. Length of stay (days):		
Collectively		29	one 89		two 10
In an advisory capacity		13	2. Average length of stay		three 1
No		15	3. Share of visitors on the event's days:		1,1 days
student		5	1st day		32
			2nd day		35
			3rd day		45
<i>Conducted by: Gelszus Messe-Marktforschung GmbH, Dortmund</i>					

Trade Visitors Profile Analyses 2003

Anuga FoodTec, Köln

Total number of visitors	34 533	Position in the company/organization	%
Proportion of trade visitors	99 %	Entrepreneur, partner, self-employed	16
Region of residence	%	Managing director, board member, head of an authority etc.	10
up to 100 km	18	Senior department head, other employee with managerial responsibility	9
more than 100 km up to 300 km	25	Department head, group head	22
over 300 km	57	Other salaried staff	20
Total Germany	58	Other public service	1
Baden-Württemberg	11	Skilled worker	9
Bavaria	12	Lecturer, teacher, scientific assistant	3
Berlin	1	Trainee, student	7
Brandenburg	-	Other	3
Bremen	1	Area of responsibility	%
Hamburg	2	Management	25
Hesse	2	Research/development/design	18
Mecklenburg	7	Planning/work preparation	3
West Pomerania	-	Manufacture/production	11
Lower Saxony	9	Production, quality control	5
		Buying/procurement	3
Total Foreign	42	Finance/accounting, controlling	1
of which EU	61	Administration/organization/personnel/ social welfare/training	4
Rest of Europe	26	Marketing/sales/advertising/PR	13
Africa	3	Storage/material management/logistics/transport	1
North America	2	Maintenance/repairs	4
South and Central America	1	Other	12
Middle East	4	Frequency of visits to trade fair	%
East Asia	1		N/A
Australia	2	Size of company/organization:	%
The five countries with the highest visitor shares	%	Number of employees:	
Netherlands	11	1- 4	9
Switzerland	5	5- 9	200- 499 13
Sweden	5	10- 49	500- 999 8
Italy	5	50- 99	1 000- 9 999 12
Belgium	5	100- 199	10 000 and more 8
Economic sector	%	Length of stay	%
Industry	64	1. Length of stay (days):	
Agriculture	5	one 68 four 5	
Skilled trades	3	two 22	
Trade	5	three 5	
Service	10	2. Average length of stay	1,5 days
Science	8	3. Share of visitors on the event's days:	%
Other	5	1st day 32 4th day 34	
Influence on purchasing/procurement decisions	%	2nd day 42	
Decisively	33	3rd day 41	
Collectively	38		
In an advisory capacity	14		
No	15		

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

ENTSORGA, Köln

Total number of visitors	48 366	Position in the company/organization	%
Proportion of trade visitors	94 %	Entrepreneur, partner, self-employed	19
Region of residence	%	Managing director, board member, head of an authority etc.	10
up to 100 km	38	Senior department head, other employee with managerial responsibility	8
more than 100 km up to 300 km	25	Department head, group head	20
over 300 km	37	Other salaried staff	30
Total Germany	87	Other public service	4
Baden-Württemberg	8	Skilled worker	3
Bavaria	8	Lecturer, teacher, scientific assistant	1
Berlin	1	Trainee	1
Brandenburg	1	Other	2
Bremen	1	Student	2
Hamburg	2	Area of responsibility	%
Hesse	8	Management	33
Mecklenburg	2	Research/development/design	9
West Pomerania	1	Planning/work preparation	7
Lower Saxony	8	Manufacture/production	5
		Production, quality control	3
Total Foreign	13	Buying/procurement	4
of which EU	64	Finance/accounting, controlling	1
Rest of Europe	22	Administration/organization/personnel/ social welfare/training	7
Africa	3	Marketing/sales/advertising/PR	11
North America	2	Storage/material management/logistics/transport	4
South and Central America	2	Maintenance/repairs	3
Middle East	2	Other	11
East Asia	3	Student	2
Australia	2	Frequency of visits to trade fair	%
The five countries with the highest visitor shares	%	2000	50
Netherlands	14	1998	37
Austria	6	1996	5
Switzerland	4	1994	23
Italy	4	1996	14
Belgium	4	Earlier events	7
		First visit	40
Economic sector	%	Size of company/organization:	%
Public authority/administration	21	Number of employees:	
Science/research/teaching	5	1- 4	8
Business	65	5- 9	200- 499 15
Other	9	10- 49	500- 999 6
Influence on purchasing/procurement decisions	%	50- 99	1 000- 9 999 8
Decisively	35	100- 199	10 000 and more 3
Collectively	29	Length of stay	%
In an advisory capacity	19	1. Length of stay (days):	
No	14	one 75 three 5 five -	
student	3	two 19 four 1	
		2. Average length of stay	1,3 days
		3. Share of visitors on the event's days:	%
		1st day 26 3rd day 33 5th day 18	
		2nd day 31 4th day 29	

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

FSB, Köln

Total number of visitors	13 683	Position in the company/organization	%
Proportion of trade visitors	99 %	Entrepreneur, partner, self-employed	29
Region of residence	%	Managing director, board member, head of an authority etc.	18
up to 100 km	27	Senior department head, other employee with managerial responsibility	7
more than 100 km up to 300 km	24	Department head, group head	17
over 300 km	49	Other salaried staff	18
Total Germany	63	Other public service	4
Baden-Württemberg	9	Skilled worker	3
Bavaria	9	Lecturer, teacher, scientific assistant	1
Berlin	1	Trainee	1
Brandenburg	2	Other	1
Bremen	1	Student	1
Hamburg	1	Area of responsibility	%
Hesse	9	Management	43
Mecklenburg	1	Research/development/design	3
West Pomerania	1	Planning/work preparation	14
Lower Saxony	10	Manufacture/production	5
		Production, quality control	-
Total Foreign	37	Buying/procurement	4
of which EU	68	Finance/accounting, controlling	-
Rest of Europe	21	Administration/organization/personnel/ social welfare/training	8
Africa	-	Marketing/sales/advertising/PR	10
North America	4	Storage/material management/logistics/transport	1
South and Central America	1	Maintenance/repairs	5
Middle East	4	Other	5
East Asia	1	Student	2
Australia	1	Frequency of visits to trade fair	%
The five countries with the highest visitor shares	%	2001	43
Netherlands	14	1999	32
Italy	6	1997	24
France	6	1995	17
Great Britain	6	Earlier events	11
Spain	6	First visit	47
Economic sector	%	Size of company/organization:	%
Municipalities, public offices	24	Number of employees:	
Architect	11	1- 4	17
Engineer's and planning office	17	5- 9	500- 999 2
Housing companies	2	10- 49	1 000- 9 999 4
Hotel facilities, chains, wellness service providers	3	50- 99	10 000 and more 1
Sports facilities	18	100- 199	9
Leisure facilities	14	200- 499	8
Swimming pool facilities	18	Length of stay	%
Sauna facilities	5	1. Length of stay (days):	
Stadiums, sports halls	6	one 66 two 20 three 14	
Fitness centres	3	2. Average length of stay	1,5 days
Organizations, sport clubs	6	3. Share of visitors on the event's days:	%
Association	2	1st day 43 2nd day 55 3rd day 49	
Other	11		
Influence on purchasing/procurement decisions	%		
Decisively	45		
Collectively	34		
In an advisory capacity	15		
No	4		
student	2		

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

IDS - International Dental Show, Köln

Total number of visitors	62 726	Position in the company/organization	%
Proportion of trade visitors	98 %	Entrepreneur, partner, self-employed	41
Region of residence	%	Managing director, board member, head of an authority etc.	7
up to 100 km	23	Senior department head, other employee with managerial responsibility	2
more than 100 km up to 300 km	77	Department head, group head	6
over 300 km		Other salaried staff	30
Total Germany	77	Other public service	1
Baden-Württemberg	10	Skilled worker	2
Bavaria	9	Lecturer, teacher, scientific assistant	1
Berlin	2	Trainee	8
Brandenburg	1	Other	2
Bremen	1	Area of responsibility	%
Hamburg	1	Management	42
Hesse	10	Research/development/design	5
Mecklenburg	1	Planning/work preparation	3
West Pomerania	1	Manufacture/production	17
Lower Saxony	6	Production, quality control	2
		Buying/procurement	2
Total Foreign	23	Finance/accounting, controlling	1
of which EU	40	Administration/organization/personnel/ social welfare/training	4
Rest of Europe	36	Marketing/sales/advertising/PR	10
Africa	3	Storage/material management/logistics/transport	-
North America	7	Maintenance/repairs	-
South and Central America	3	Other	14
Middle East	5	Frequency of visits to trade fair	%
East Asia	2	2001	55
Australia	4	1999	50
The five countries with the highest visitor shares	%	Size of company/organization:	%
Netherlands	4	Number of employees:	
Italy	2	1- 4	30
France	2	5- 9	28
Belgium	1	10- 49	27
Switzerland	1	50- 99	4
		100- 199	2
Economic sector	%	200- 499	3
Dental surgery	37	Length of stay	%
Surgery laboratory (dentist)	5	1. Length of stay (days):	
Dental laboratory (skilled trade)	22	one 60 four 3	
Dental trade	12	two 23 five 7	
Dental industry	10	three 7	
School	1	2. Average length of stay	1,7 days
University	4	3. Share of visitors on the event's days:	%
Special dental services	2	1st day 24 4th day 40	
Other	7	2nd day 40 5th day 33	
Influence on purchasing/procurement decisions	%	3rd day 38	
Decisively	50		
Collectively	29		
In an advisory capacity	12		
No	9		

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

IFMA Cologne, 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 with managerial responsibility	6
Total Germany	82	Department head, group head	7
Baden-Württemberg	9	Other salaried staff	16
Bavaria	7	Skilled worker	2
Berlin	2	Lecturer, teacher, scientific assistant	1
Brandenburg	2	Other	1
Bremen	1	Student	1
Hamburg	3	Area of responsibility	%
Hesse	3	Management	67
Mecklenburg-West Pomerania	1	Research/development/design	3
Lower Saxony	10	Planning/work preparation	1
		Manufacture/production	2
		Production, quality control	1
		Buying/procurement	7
Total Foreign	18	Administration/organization/personnel/ social welfare/training	1
of which EU	68	Marketing/sales/advertising/PR	10
Rest of Europe	11	Storage/material management/logistics/transport	1
Africa	-	Maintenance/repairs	4
North America	3	Other	3
South and Central America	2	Frequency of visits to trade fair	%
Middle East	2	2001	79
East Asia	12	2000	75
Australia	2	1999	67
The five countries with the highest visitor shares	%	Earlier events	40
Netherlands	25	First visit	13
Belgium	11	Size of company/organization:	%
Poland	6	Number of employees:	
France	6	1- 9	64
Italy	5	10- 49	20
Economic sector	%	50- 99	5
Cash & Carry	2	100- 199	4
Department store	1		
Mail order	1		
Specialist retail trade	62	Length of stay	%
Wholesale/foreign trade with retail trade	7	1. Length of stay (days):	
Wholesale/foreign trade without retail trade	4	one	61
Import/export	3	two	27
Skilled trades	1	three	6
Industry	11	2. Average length of stay	1,6 days
Service	5	3. Share of visitors on the event's days:	%
Authority/public services	2	1st day	43
Other	1	2nd day	50
Influence on purchasing/procurement decisions	%	3rd day	42
Decisively	73		
Collectively	17		
In an advisory capacity	6		
No	4		

Conducted by: Walter & Partner, Basel

imm cologne

Total number of visitors	133 429	Position in the company/organization	%
Proportion of trade visitors	71 %	Entrepreneur, partner, self-employed	44
Region of residence	%	Managing director, board member, head of an authority etc.	9
up to 100 km	25	Senior department head, other employee with managerial responsibility	4
more than 100 km up to 300 km	75	Department head, group head	11
over 300 km		Other salaried staff	16
Total Germany	68	Other public service	-
Baden-Württemberg	12	Skilled worker	1
Bavaria	12	Lecturer, teacher, scientific assistant	1
Berlin	3	Trainee/Student	12
Brandenburg	-	Other	2
Bremen	-	Area of responsibility	%
Hamburg	3	Management	39
Hesse	5	Research/development/design	6
Mecklenburg-West Pomerania	-	Planning/work preparation	9
Lower Saxony	7	Manufacture/production	12
		Production, quality control	1
		Buying/procurement	6
Total Foreign	32	Finance/accounting, controlling	4
of which EU	63	Administration/organization/personnel/ social welfare/training	1
Rest of Europe	22	Marketing/sales/advertising/PR	16
Africa	1	Storage/material management/logistics/transport	1
North America	7	Maintenance/repairs	-
South and Central America	1	Other	6
Middle East	3	Frequency of visits to trade fair	%
East Asia	2	2002	53
Australia	1	2001	50
The five countries with the highest visitor shares	%	2000	41
Netherlands	16	1999	37
Belgium	6	Earlier events	30
Switzerland	4	Size of company/organization:	%
Italy	4	Number of employees:	
Austria	4	1- 4	27
Economic sector	%	5- 9	17
Industry	20	10- 49	26
Wholesale/foreign trade	8	50- 99	7
Retail trade	3	100- 199	7
Skilled trades	17	Length of stay	%
Service	18	1. Length of stay (days):	
Authority/public services	2	one	56
Association	1	two	26
Other	3	three	11
Influence on purchasing/procurement decisions	%	2. Average length of stay	1,8 days
Decisively	45	3. Share of visitors on the event's days:	%
Collectively	25	1st day	31
In an advisory capacity	11	2nd day	39
No	19	3rd day	37

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

IMB, Köln

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

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

ISM, Köln (2002)

Total number of visitors	32 891	Position in the company/organization	%
Proportion of trade visitors	98 %	Entrepreneur, partner, self-employed	30
Region of residence	%	Managing director, board member, head of an authority etc.	14
up to 100 km	22	Senior department head, other employee with managerial responsibility	9
more than 100 km	78	Department head, group head	16
Total Germany	53	Other salaried staff	22
Baden-Württemberg	8	Skilled worker	1
Bavaria	6	Lecturer, teacher, scientific assistant	1
Berlin	2	Trainee	2
Brandenburg	1	Other	3
Bremen	2	Student	2
Hamburg	3	Area of responsibility	%
Hesse	7	Management	36
Mecklenburg-West Pomerania	-	Research/development/design	8
Lower Saxony	10	Planning/work preparation	1
		Manufacture/production	6
		Production, quality control	1
		Buying/procurement	9
Total Foreign	47	Finance/accounting, controlling	1
of which EU	61	Administration/organization/personnel/ social welfare/training	3
Rest of Europe	14	Marketing/sales/advertising/PR	29
Africa	3	Other	6
North America	6	Frequency of visits to trade fair	%
South and Central America	1	2001	50
Middle East	10	2000	46
East Asia	3	1999	37
Australia	2	1998	29
The five countries with the highest visitor shares	%	First visit	40
Netherlands	15	Size of company/organization:	%
Belgium	10	Number of employees:	
Italy	8	5- 9	18
Great Britain	7	10- 49	22
France	5	50- 99	11
Economic sector	%	100- 199	11
Industry	45		
Wholesale/foreign trade	22	Length of stay	%
Retail trade	13	1. Length of stay (days):	
Skilled trades	1	one	57
Catering	3	two	19
Service	10	three	11
Authority/public services	2	2. Average length of stay	1,8 days
Other sector	4	3. Share of visitors on the event's days:	%
Influence on purchasing/procurement decisions	%	1st day	43
Decisively	42	2nd day	51
Collectively	29	3rd day	51
In an advisory capacity	12		
No	17		

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

Trade Visitors Profile Analyses 2003

Kind + Jugend, Köln (Spring 2002)

Total number of visitors	4 534	Position in the company/organization	%
Proportion of trade visitors	98 %	Entrepreneur, partner, self-employed	54
Region of residence	%	Managing director, board member, head of an authority etc.	12
up to 100 km	28	Senior department head, other employee with managerial responsibility	3
more than 100 km up to 300 km	25	Department head, group head	10
over 300 km	47	Other salaried staff	9
Total Germany	63	Other public service	1
Baden-	North Rhine-	Skilled worker	2
Württemberg	Westphalia	Lecturer, teacher, scientific assistant	1
Bavaria	Rhineland-	Trainee	1
Berlin	Palatinate	Student	2
Brandenburg	Saarland	Other not gainfully employed	2
Bremen	Saxony	Area of responsibility	%
Hamburg	Saxony-Anhalt	Management	50
Hesse	Schleswig-	Research/development/design	4
Mecklenburg-	Holstein	Planning/work preparation	1
West Pomerania	Thuringia	Manufacture/production	2
Lower Saxony		Production, quality control	1
Total Foreign	37	Buying/procurement	18
of which EU	53	Administration/organization/personnel/ social welfare/training	1
Rest of Europe	24	Marketing/sales/advertising/PR	13
Africa	3	Storage/material management/logistics/ transport	1
North America	2	Other not gainfully employed	9
South and Central America	3	Frequency of visits to trade fair	%
Middle East	3	Autumn 2001	37
East Asia	12	Spring 2001	32
Australia	-	Autumn 2000	30
The five countries with the highest visitor shares	%	Spring 2000	27
Netherlands	24	Earlier events	30
Belgium	11	First visit	35
Turkey	7	Size of company/organization:	%
Poland	5	Number of employees:	
Switzerland	4	1- 4	46
Economic sector	%	5- 9	12
Wholesale trade	12	10- 49	12
Buying association	3	50- 99	8
Mail order	4	100- 199	3
Textile chain	4	Other not gainfully employed	5
Department store	4	Length of stay	%
Specialist retail trade	41	1. Length of stay (days):	
Fashion agency	3	one	75
Importer	5	two	19
Industry	10	three	6
Other	14	2. Average length of stay	1,3 days
Influence on purchasing/ procurement decisions	%	3. Share of visitors on the event's days:	%
Decisively	60	1st day	45
Collectively	20	2nd day	46
In an advisory capacity	13	3rd day	40
No	7		

Conducted by: Walter & Partner, Basel

Kind + Jugend, Köln (Autumn 2002)

Total number of visitors	11 176	Position in the company/organization	%
Proportion of trade visitors	97 %	Entrepreneur, partner, self-employed	43
Region of residence	%	Managing director, board member, head of an authority etc.	17
up to 100 km	22	Senior department head, other employee with managerial responsibility	6
more than 100 km up to 300 km	25	Department head, group head	13
over 300 km	53	Other salaried staff	11
Total Germany	47	Skilled worker	2
Baden-	North Rhine-	Trainee	1
Württemberg	Westphalia	Other not gainfully employed	6
Bavaria	Rhineland-	Student	1
Berlin	Palatinate	Area of responsibility	%
Brandenburg	Saarland	Management	39
Bremen	Saxony	Research/development/design	3
Hamburg	Saxony-Anhalt	Manufacture/production	17
Hesse	Schleswig-	Buying/procurement	18
Mecklenburg-	Holstein	Finance/accounting, controlling	1
West Pomerania	Thuringia	Administration/organization/personnel/ social welfare/training	2
Lower Saxony		Marketing/sales/advertising/PR	6
Total Foreign	53	Storage/material management/logistics/ transport	1
of which EU	63	Other not gainfully employed	6
Rest of Europe	16	Design	7
Africa	4	Frequency of visits to trade fair	%
North America	3	Spring 2002	20
South and Central America	4	Autumn 2001	40
Middle East	4	Spring 2001	17
East Asia	5	Autumn 2000	30
Australia	1	Earlier events	28
The five countries with the highest visitor shares	%	First visit	40
Netherlands	15	Size of company/organization:	%
Belgium	10	Number of employees:	
Poland	6	1- 4	35
Italy	6	5- 9	16
France	6	10- 49	18
Economic sector	%	50- 99	6
Wholesale trade	15	100- 199	5
Buying association	3	Other not gainfully employed	5
Mail order	3	Length of stay	%
Textile chain	6	1. Length of stay (days):	
Department store	3	one	59
Hypermarket	2	two	22
Specialist retail trade	26	three	19
Trade representative	3	2. Average length of stay	1,6 days
Importer	7	3. Share of visitors on the event's days:	%
Industry	12	1st day	53
Service	7	2nd day	60
Skilled trades	1	3rd day	47
Business start-up	3	Influence on purchasing/ procurement decisions	%
Other	9	Decisively	54
Influence on purchasing/ procurement decisions	%	Collectively	20
Decisively	54	In an advisory capacity	15
Collectively	20	No	11
In an advisory capacity	15		
No	11		

Conducted by: Walter & Partner, Basel

SOLARIA, 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 with managerial responsibility	1
more than 100 km up to 300 km	24	Department head, group head	5
over 300 km	43	Other salaried staff	18
Total Germany	77	Other public service	-
Baden-	North Rhine-	Skilled worker	1
Württemberg	Westphalia	Lecturer, teacher, scientific assistant	1
Bavaria	Rhineland-	Trainee	1
Berlin	Palatinate	Student	2
Brandenburg	Saarland	Area of responsibility	%
Bremen	Saxony	Management	70
Hamburg	Saxony-Anhalt	Research/development/design	2
Hesse	Schleswig-	Planning/work preparation	2
Mecklenburg	Holstein	Manufacture/production	2
West Pomerania	Thuringia	Production, quality control	1
Lower Saxony		Buying/procurement	3
Total Foreign	23	Finance/accounting, controlling	-
of which EU	76	Information, communication technology (EDP)	-
Rest of Europe	23	Administration/organization/personnel/ social welfare/training	2
Africa	-	Marketing/sales/advertising/PR	9
North America	-	Storage/material management/logistics/ transport	1
South and Central America	1	Maintenance/repairs	1
Middle East	1	Other	1
East Asia	-	Student	2
Australia	-	Other not gainfully employed	1
The five countries with the highest visitor shares	%	Frequency of visits to trade fair	%
Netherlands	20	2001	41
Belgium	9	1999	22
Great Britain	8	First visit	56
Italy	6	Size of company/organization:	%
Poland	5	Number of employees:	
Economic sector	%	1- 4	28
Industry	13	5- 9	32
Wholesale trade	12	10- 49	21
Retail trade	14	50- 99	6
Skilled trades	3	100- 199	4
Service	52	200- 499	3
Learned professions	3	Length of stay	%
Institutions/public authorities	1	1. Length of stay (days):	
Other	2	one	82
Influence on purchasing/ procurement decisions	%	two	14
Decisively	71	three	4
Collectively	13	2. Average length of stay	1,2 days
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

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

spoga - gafa, Köln

Total number of visitors	43 434	Position in the company/organization	%
Proportion of trade visitors	93 %	Entrepreneur, partner, self-employed	38
Region of residence	%	Managing director, board member, head of an authority etc.	13
up to 100 km	27	Senior department head, other employee with managerial responsibility	6
more than 100 km up to 300 km	25	Department head, group head	18
over 300 km	48	Other salaried staff	18
Total Germany	64	Other public service	-
Baden-	North Rhine-	Skilled worker	2
Württemberg	Westphalia	Lecturer, teacher, scientific assistant	-
Bavaria	Rhineland-	Trainee	3
Berlin	Palatinate	Other not gainfully employed	2
Brandenburg	Saarland	Area of responsibility	%
Bremen	Saxony	Management	48
Hamburg	Saxony-Anhalt	Research/development/design	3
Hesse	Schleswig-	Planning/work preparation	2
Mecklenburg	Holstein	Manufacture/production	4
West Pomerania	Thuringia	Production, quality control	1
Lower Saxony		Buying/procurement	18
Total Foreign	36	Finance/accounting, controlling	2
of which EU	55	Information, communication technology (EDP)	1
Rest of Europe	25	Administration/organization/personnel/ social welfare/training	1
Africa	2	Marketing/sales/advertising/PR	16
North America	3	Storage/material management/logistics/ transport	1
South and Central America	3	Maintenance/repairs	-
Middle East	2	Other not gainfully employed	5
East Asia	10	Frequency of visits to trade fair	%
Australia	-	2002	52
The five countries with the highest visitor shares	%	2001	48
Netherlands	14	2000	41
Belgium	9	1999	34
Italy	6	Earlier events	21
France	5	First visit	33
Great Britain	5	Size of company/organization:	%
Economic sector	%	Number of employees:	
Trade	61	1- 4	21
Headquarters of a buying association	2	5- 9	15
Skilled trades	6	10- 49	29
Service	10	50- 99	8
Industry	18	100- 199	7
Other	3	Length of stay	%
Influence on purchasing/ procurement decisions	%	1. Length of stay (days):	
Decisively	58	one	61
Collectively	22	two	24
In an advisory capacity	12	three	15
No	6	2. Average length of stay	1,6 days
student	2	3. Share of visitors on the event's days:	%
		1st day	49
		2nd day	60
		3rd day	46

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

BAUFACH, Leipzig (2001)

Total number of visitors	49 987	Position in the company/organization	%
Proportion of trade visitors	88 %	Entrepreneur, partner, self-employed	29
Region of residence	%	Managing director, board member, head of an authority etc.	7
over 100 km away	45	Senior department head, other employee with managerial responsibility	4
Total Germany:	92	Department head, group head	11
of which		Other salaried staff	18
Baden-Württemberg	2	Other public service	3
Bavaria	2	Skilled worker	8
Berlin	2	Lecturer, teacher, scientific assistant	3
Brandenburg	6	Trainee, student	11
Bremen	-	Not gainfully employed	2
Hamburg	-	Other	5
Hesse	1	Area of responsibility	%
Mecklenburg-West Pomerania	1	Management	26
Lower Saxony	2	Research/development/design	8
North Rhine-Westphalia	3	Planning/work preparation	25
Rhineland-Palatinate	1	Manufacture/production	14
Saarland	-	Production, quality control	6
Saxony	48	Buying/procurement	15
Saxony-Anhalt	19	Finance/accounting, controlling	6
Schleswig-Holstein	-	Administration/organization/personnel/ social welfare/training	5
Thuringia	12	Marketing/sales/advertising/PR	14
Total Foreign:	8	Storage/material management/logistics/ transport	5
of which		Maintenance/repairs	7
Rest of Europe	79	Information, communication technology (EDP)	4
Africa	2	Student, not gainfully employed	9
North America	1	Other	9
South and Central America	2	Frequency of visits to trade fair	%
Middle East	1	1999	50
East Asia	3	1997	32
Australia	1	1995	23
Economic sector	%	Earlier events	21
Construction industry	24	First visit	28
Other industry	4	Size of company/organization:	%
Wholesale/foreign trade	3	Number of employees:	
Building materials specialist trade	6	1 - 9	38
Building industry/trades	15	10 - 49	23
other skilled trades	5	50 - 99	7
Architect's, planner's, engineer's office	16	100 - 199	6
Housing companies	1	200 - 499	5
Project developer	1	500 - 999	4
Other services	4	1 000 - 9 999	4
Research/teaching	2	10 000 and more	4
Building authorities, authorities, public facilities	3	Student, not gainfully employed	9
Other	6	Length of stay	%
Student, not gainfully employed	9	1. Length of stay (days):	
Influence on purchasing/ procurement decisions	%	one 88 two 9 three 2	
Decisively	30	four 1 five 1	
Collectively	17	2. Average length of stay	1,2 days
In an advisory capacity	25	3. Share of visitors on the event's days:	%
No		1st day 27 2nd day 31 3rd day 26	
		4th day 21 5th day 13	

Conducted by: Gelszus Messe-Marktforschung GmbH, Dortmund

CADEAUX (September), Leipzig (2002)

Total number of visitors	*)	Position in the company/organization	%
Proportion of trade visitors	93 %	Entrepreneur, partner, self-employed	79
Region of residence	%	Managing director, board member, head of an authority etc.	4
up to 100 km	37	Senior department head, other employee with managerial responsibility	2
more than 100 km up to 300 km	55	Department head, group head	3
over 300 km	9	Other salaried staff	6
Total Germany	98	Other public service	1
Baden-Württemberg	1	Skilled worker	2
Bavaria	3	Lecturer, teacher, scientific assistant	1
Berlin	3	Trainee	3
Brandenburg	14	Student	1
Bremen	-	Area of responsibility	%
Hamburg	-	Management	61
Hesse	-	Research/development/design	2
Mecklenburg-West Pomerania	3	Planning/work preparation	5
Lower Saxony	3	Manufacture/production	7
		Production, quality control	2
Total Foreign	2	Buying/procurement	34
of which		Finance/accounting, controlling	3
EU	83	Information, communication technology	39
Rest of Europe	17	Administration/organization/personnel/ social welfare/training	8
Africa	-	Marketing/sales/advertising/PR	10
North America	-	Storage/material management/logistics/ transport	5
South and Central America	3	Maintenance/repairs	3
Middle East	3	Student, not gainfully employed	1
East Asia	3	Other	-
Australia	-	Frequency of visits to trade fair	%
The four countries with the highest visitor shares	%	Spring 2002	41
Greece	33	Autumn 2001	49
Austria	33	Spring 2001	35
France	17	Earlier events	36
Czech Republic	17	First visit	22
Economic sector	%	Size of company/organization:	%
Industry	4	Number of employees:	
Skilled trades	13	1 - 4	77
Retail trade	71	5 - 9	11
Wholesale/foreign trade	5	10 - 49	6
Service	4	50 - 99	1
Public authority/administration	1	100 - 199	1
Teaching (polytechnic/university/college)	1	200 - 499	1
Other	1	500 - 999	1
Student/not gainfully employed	1	10 000 and more	1
Influence on purchasing/ procurement decisions	%	Student, not gainfully employed	1
Decisively	62	Length of stay	%
Collectively	24	1. Length of stay (days):	
In an advisory capacity	9	one 89 two 9 three 2	
No	4	2. Average length of stay	1,1 days
Student, not gainfully employed	1	3. Share of visitors on the event's days:	%
		1st day 34 2nd day 54 3rd day 25	

* individual number of visitors not available, combined with COMFORTEx

Conducted by: Gelszus Messe-Marktforschung GmbH, Dortmund

COMFORTEx, Leipzig (2002)

Total number of visitors	*)	Position in the company/organization	%
Proportion of trade visitors	95 %	Entrepreneur, partner, self-employed	65
Region of residence	%	Managing director, board member, head of an authority etc.	6
up to 100 km	31	Senior department head, other employee with managerial responsibility	2
more than 100 km up to 300 km	60	Department head, group head	4
over 300 km	10	Other salaried staff	10
Total Germany	98	Skilled worker	8
Baden-Württemberg	2	Lecturer, teacher, scientific assistant	1
Bavaria	4	Trainee	2
Berlin	3	Other	2
Brandenburg	15	Student	1
Bremen	-	Area of responsibility	%
Hamburg	-	Management	52
Hesse	2	Research/development/design	4
Mecklenburg-West Pomerania	3	Planning/work preparation	13
Lower Saxony	2	Manufacture/production	20
		Production, quality control	7
Total Foreign	4	Buying/procurement	35
of which		Finance/accounting, controlling	16
EU	10	Information, communication technology	3
Rest of Europe	90	Administration/organization/personnel/ social welfare/training	9
Africa	-	Marketing/sales/advertising/PR	15
North America	-	Storage/material management/logistics/ transport	8
South and Central America	-	Maintenance/repairs	6
Middle East	-	Other	53
East Asia	-	Student, not gainfully employed	1
Australia	-	Other	-
The four countries with the highest visitor shares	%	Frequency of visits to trade fair	%
Poland	50	2001	53
Czech Republic	30	2000	54
Denmark	10	1999	48
Switzerland	10	Earlier events	31
Economic sector	%	First visit	22
Industry	6	Size of company/organization:	%
Skilled trades	40	Number of employees:	
Wholesale/foreign trade	6	1 - 4	63
Retail trade	38	5 - 9	17
Trade representative	2	10 - 49	9
Architect's, planner's, engineer's office	1	50 - 99	1
Association/institution/organization	1	100 - 199	4
Research/teaching	1	200 - 499	1
Other services	5	500 - 999	1
Student/not gainfully employed	1	10 000 and more	-
Influence on purchasing/ procurement decisions	%	Student, not gainfully employed	1
Decisively	48	Length of stay	%
Collectively	30	1. Length of stay (days):	
In an advisory capacity	13	one 92 two 5 three 3	
No	8	2. Average length of stay	1,1 days
Student, not gainfully employed	1	3. Share of visitors on the event's days:	%
		1st day 34 2nd day 45 3rd day 32	

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

Conducted by: Gelszus Messe-Marktforschung GmbH, Dortmund

enertec, Leipzig

Total number of visitors	9 052	Position in the company/organization	%
Proportion of trade visitors	95 %	Entrepreneur, partner, self-employed	19
Region of residence	%	Managing director, board member, head of an authority etc.	7
up to 100 km	52	Senior department head, other employee with managerial responsibility	3
more than 100 km up to 300 km	33	Department head, group head	7
over 300 km	15	Other salaried staff	17
Total Germany	94	Other public service	9
Baden-Württemberg	2	Project manager	10
Bavaria	2	Skilled worker	5
Berlin	4	Lecturer, teacher, scientific assistant	3
Brandenburg	5	Trainee	2
Bremen	-	Other	3
Hamburg	-	Student	15
Hesse	2	Other not gainfully employed	2
Mecklenburg-West Pomerania	1	Area of responsibility	%
Lower Saxony	3	Management	20
Total Foreign	6	Research/development/design	10
of which		Planning/work preparation	13
EU	21	Manufacture/production	5
Rest of Europe	71	Production, quality control	2
Africa	-	Buying/procurement	7
North America	-	Finance/accounting, controlling	5
South and Central America	4	Information, communication technology (EDP)	2
Middle East	4	Administration/organization/personnel/ social welfare/training	5
East Asia	4	Marketing/sales/advertising/PR	13
Australia	-	Storage/material management/logistics/ transport	2
The five countries with the highest visitor shares	%	Maintenance/repairs	8
Poland	25	Student	15
Austria	13	Other not gainfully employed	2
Belarus	13	Other	35
Czech Republic	8	Frequency of visits to trade fair	%
Ukraine	8	2001	21
Economic sector	%	First visit	79
Agriculture/forestry	2	Size of company/organization:	%
Industry	23	Number of employees:	
Skilled trades	6	1 - 4	21
Retail trade	1	5 - 9	8
Wholesale/foreign trade	2	10 - 49	17
Public authority/administration	11	50 - 99	9
Municipalities	4	100 - 199	5
University/college	2	200 - 499	2
Research facility	1	500 - 999	10
Engineer's and planning office	11	10 000 and more	15
Consultancy	5	Student, not gainfully employed	10
Association/society	3	Length of stay	%
Other	12	1. Length of stay (days):	
Student	15	one 85 two 13 three 2 four 1	
Other not gainfully employed	2	2. Average length of stay	1,0 days
Influence on purchasing/ procurement decisions	%	3. Share of visitors on the event's days:	%
Decisively	20	1st day 26 2nd day 33 3rd day 36 4th day 23	
Collectively	28		
In an advisory capacity	20		
No	15		
student	17		

Conducted by: Gelszus Messe-Marktforschung GmbH, Dortmund

Trade Visitors Profile Analyses 2003

GÄSTE, Leipzig (2001)

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

Conducted by: Gelszus Messe-Marktforschung GmbH, Dortmund

MIDORA, Leipzig (2002)

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

The four countries with the highest visitor shares

Belgium	14
Italy	14
Austria	14
Poland	14

Economic sector

Industry	2
Skilled trades	41
Wholesale/foreign trade	8
Retail trade	42
Commercial agent	1
Association/institution/organization	2
Other services	2
Research/teaching	1
Other not gainfully employed	1

Influence on purchasing/ procurement decisions

Decisively	60
Collectively	26
In an advisory capacity	10
No	5
Student	1

Conducted by: Gelszus Messe-Marktforschung GmbH, Dortmund

Pflegemesse Leipzig

Total number of visitors	12 876	Position in the company/organization	%
Proportion of trade visitors	97 %	Entrepreneur, partner, self-employed	8
Region of residence	%	Managing director, board member, head of an authority etc.	3
up to 100 km	53	Senior department head, other employee with managerial responsibility	2
more than 100 km up to 300 km	39	Department head, group head	15
over 300 km	7	Other salaried staff	18
Total Germany	100	Other public service	9
Baden-Württemberg	1	Skilled worker	8
Bavaria	2	Lecturer, teacher, scientific assistant	4
Berlin	4	Trainee	19
Brandenburg	8	Other	3
Bremen	-	Student	9
Hamburg	-	Other not gainfully employed	1
Hesse	49	Area of responsibility	%
Mecklenburg-West Pomerania	20	Management	14
West Pomerania	1	Research/development/design	1
Lower Saxony	3	Planning/work preparation	8
		Manufacture/production	2
		Production, quality control	2
		Buying/procurement	6
		Finance/accounting, controlling	4
		Information, communication technology (EDP)	2
		Administration/organization/personnel/ social welfare/training	18
		Marketing/sales/advertising/PR	4
		Storage/material management/logistics/ transport	3
		Maintenance/repairs	2
		Other	37
		Student	9
		Other not gainfully employed	1
		Frequency of visits to trade fair	%
		2001	28
		2000	18
		Earlier events	-
		First visit	59
		Size of company/organization:	%
		Number of employees:	
		1 - 4	9
		5 - 9	7
		10 - 49	28
		50 - 99	12
		100 - 199	11
		200 - 499	11
		500 - 999	6
		1 000 - 9 999	7
		10 000 and more	2
		student	9
		other not gainfully employed	1
		Length of stay	%
		1. Length of stay (days):	
		one	89
		two	7
		three	4
		2. Average length of stay	1,1 days
		3. Share of visitors on the event's days:	%
		1st day	35
		2nd day	42
		3rd day	39

Conducted by: Gelszus Messe-Marktforschung GmbH, Dortmund

REALLOCATION, Leipzig

Total number of visitors	770	Position in the company/organization	%
Proportion of trade visitors	100 %	Entrepreneur, partner, self-employed	27
Region of residence	%	Managing director, board member, head of an authority etc.	20
up to 100 km	24	Senior department head, other employee with managerial responsibility	3
more than 100 km up to 300 km	27	Department head, group head	11
over 300 km	50	Other salaried staff	7
Total Germany	78	Other public service	4
Baden-Württemberg	3	Skilled worker	2
Bavaria	9	Lecturer, teacher, scientific assistant	3
Berlin	13	Project manager	14
Brandenburg	7	Trainee	1
Bremen	-	Student	10
Hamburg	2	Area of responsibility	%
Hesse	11	Management	41
Mecklenburg-West Pomerania	1	Research/development/design	10
Lower Saxony	4	Planning/work preparation	10
		Manufacture/production	3
		Production, quality control	-
		Buying/procurement	5
		Finance/accounting, controlling	3
		Information, communication technology (EDP)	6
		Administration/organization/personnel/ social welfare/training	7
		Marketing/sales/advertising/PR	24
		Storage/material management/logistics/ transport	-
		Maintenance/repairs	-
		Other	39
		Student	10
		Frequency of visits to trade fair	%
		2002	15
		First visit	85
		Size of company/organization:	%
		Number of employees:	
		1 - 4	22
		5 - 9	14
		10 - 49	14
		50 - 99	7
		100 - 199	4
		200 - 499	-
		500 - 999	5
		1 000 - 9 999	5
		10 000 and more	8
		student	10
		other not gainfully employed	11
		Length of stay	%
		1. Length of stay (days):	
		one	62
		two	38
		2. Average length of stay	1,4 days
		3. Share of visitors on the event's days:	%
		1st day	67
		2nd day	71

The five countries with the highest visitor shares

Poland	40
Czech Republic	28
Austria	8
Slovakia	8

Economic sector

Bank, insurance, investment fund	8
Project developer, property developer	17
Real-estate consultant, estate agent	7
Lawyer	5
Consultancy	13
Other services	27
Other sectors	13
Student/not gainfully employed	10

Influence on purchasing/ procurement decisions

Decisively	27
Collectively	29
In an advisory capacity	23
No	12
student	10

Conducted by: Gelszus Messe-Marktforschung GmbH, Dortmund

TerraTec, Leipzig			
Total number of visitors		12 899	
Proportion of trade visitors		96 %	
Region of residence		%	
over 100 km		95	
Total Germany		95	
Baden-	North Rhine-		
Württemberg	2 Westphalia	4	
Bavaria	3 Rhineland-		
Berlin	5 Palatinate	1	
Brandenburg	7 Saarland		
Bremen	- Saxony	49	
Hamburg	- Saxony-Anhalt	16	
Hesse	2 Schleswig-		
Mecklenburg	Holstein		
West Pomerania	1 Thuringia	9	
Lower Saxony	2		
Total Foreign		5	
of which		15	
EU		73	
Rest of Europe		-	
Africa		-	
North America		4	
South and Central America		-	
Middle East		-	
East Asia		4	
Australia		-	
The five countries with the highest visitor shares		%	
Poland		19	
Bulgaria		8	
Lithuania		8	
Austria		8	
Ukraine		8	
Economic sector		%	
Agriculture and forestry		2	
Industry		24	
Skilled trades		5	
Retail trade		1	
Wholesale/foreign trade		1	
Public authority/administration		8	
Municipalities		3	
University/college		3	
Research facility		3	
Engineer's and planning office		15	
Consultancy		6	
Association/society		1	
Other		10	
Student		17	
Other not gainfully employed		2	
Influence on purchasing/procurement decisions		%	
Decisively		16	
Collectively		30	
In an advisory capacity		20	
No		15	
student		19	
Position in the company/organization		%	
Entrepreneur, partner, self-employed		17	
Managing director, board member, head of an authority etc.		5	
Senior department head, other employee with managerial responsibility		3	
Department head, group head		11	
Other salaried staff		17	
Other public service		4	
Project manager		10	
Skilled worker		17	
Lecturer, teacher, scientific assistant		3	
Trainee		2	
Other		3	
Student		17	
Other not gainfully employed		2	
Area of responsibility		%	
Management		15	
Research/development/design		10	
Planning/work preparation		14	
Manufacture/production		6	
Production, quality control		3	
Buying/procurement		5	
Finance/accounting, controlling		3	
Information, communication technology (EDP)		3	
Administration/organization/personnel/ social welfare/training		4	
Marketing/sales/advertising/PR		7	
Storage/material management/logistics/transport		1	
Maintenance/repairs		6	
Other		39	
Student		17	
Other not gainfully employed		2	
Frequency of visits to trade fair		%	
2001		32	
1999		22	
1997		14	
Earlier events		13	
First visit		50	
Size of company/organization:		%	
Number of employees:			
1- 4	17	500-	999 6
5- 9	10	1 000-	9 999 7
10- 49	17	10 000 and more	4
50- 99	7	student	17
100- 199	6	other not gainfully employed	9
200- 499	2		
Length of stay		%	
1. Length of stay (days):			
one	87	three	1
two	11	four	2
2. Average length of stay			1,0 days
3. Share of visitors on the event's days:		%	
1st day	26	3rd day	37
2nd day	33	4th day	22

Conducted by: Gelszus Messe-Marktforschung GmbH, Dortmund

therapie Leipzig			
Total number of visitors		5 971	
Proportion of trade visitors		96 %	
Region of residence		%	
up to 100 km		46	
more than 100 km up to 300 km		44	
over 300 km		10	
Total Germany		99	
Baden-	North Rhine-		
Württemberg	- Westphalia	2	
Bavaria	3 Rhineland-		
Berlin	4 Palatinate		
Brandenburg	8 Saarland		
Bremen	- Saxony	45	
Hamburg	- Saxony-Anhalt	19	
Hesse	2 Schleswig-		
Mecklenburg	Holstein	-	
West Pomerania	1 Thuringia	12	
Lower Saxony	4		
Total Foreign		1	
of which		20	
EU		40	
Rest of Europe		-	
Africa		-	
North America		-	
South and Central America		-	
Middle East		-	
East Asia		40	
Australia		-	
The five countries with the highest visitor shares		%	
Somalia	40 Laos	20	
China (PR)	20 Switzerland	20	
Economic sector		%	
Wholesale/foreign trade		1	
Hospital		7	
Prophylaxis and rehabilitation facilities		5	
Stationary nursing facility		2	
Health cure and medicinal baths		1	
Therapeutical practice		45	
Fitness centres		1	
Doctor's practice		1	
Facility for the disabled		1	
Other services		3	
University/academy/specialist school		3	
Vocational school/technical college		14	
Association		1	
Other		2	
Student/not gainfully employed		15	
Influence on purchasing/procurement decisions		%	
Decisively		23	
Collectively		22	
In an advisory capacity		19	
No		22	
student		15	
Position in the company/organization		%	
Entrepreneur, partner, self-employed		27	
Managing director, board member, head of an authority etc.		-	
Senior department head, other employee with managerial responsibility		-	
Department head, group head		4	
Other salaried staff		27	
Other public service		3	
Skilled worker		4	
Lecturer, teacher, scientific assistant		2	
Trainee		19	
Other		1	
Student		14	
Other not gainfully employed		1	
Area of responsibility		%	
Management		18	
Research/development/design		1	
Planning/work preparation		5	
Manufacture/production		2	
Production, quality control		1	
Buying/procurement		4	
Finance/accounting, controlling		3	
Information, communication technology (EDP)		3	
Administration/organization/personnel/ social welfare/training		10	
Marketing/sales/advertising/PR		4	
Storage/material management/logistics/transport		1	
Maintenance/repairs		2	
Other		39	
Student		14	
Other not gainfully employed		1	
Frequency of visits to trade fair		%	
2001		13	
First visit		87	
Size of company/organization:		%	
Number of employees:			
1- 4	37	500-	999 3
5- 9	20	1 000-	9 999 1
10- 49	12	10 000 and more	1
50- 99	4	student	14
100- 199	5	other not gainfully employed	4
200- 499	1		
Length of stay		%	
1. Length of stay (days):			
one	85		
two	11		
three	4		
2. Average length of stay			1,2 days
3. Share of visitors on the event's days:		%	
1st day	26		
2nd day	35		
3rd day	58		

Conducted by: Gelszus Messe-Marktforschung GmbH, Dortmund

Z - The Subcontracting Fair, Leipzig			
Total number of visitors		3 227	
Proportion of trade visitors		100 %	
Region of residence		%	
up to 100 km		37	
more than 100 km up to 300 km		32	
over 300 km		31	
Total Germany		91	
Baden-	North Rhine-		
Württemberg	6 Westphalia	8	
Bavaria	7 Rhineland-		
Berlin	4 Palatinate	-	
Brandenburg	2 Saarland	1	
Bremen	- Saxony	44	
Hamburg	- Saxony-Anhalt	8	
Hesse	2 Schleswig-		
Mecklenburg	Holstein	-	
West Pomerania	1 Thuringia	11	
Lower Saxony	3		
Total Foreign		9	
of which		44	
EU		56	
Rest of Europe		-	
Africa		-	
North America		-	
South and Central America		-	
Middle East		-	
East Asia		-	
Australia		-	
The five countries with the highest visitor shares		%	
Czech Republic		16	
Austria		12	
France		8	
Netherlands		8	
Poland		8	
Economic sector		%	
Industry		64	
Skilled trades		3	
Trade		7	
Teaching (polytechnic/university/college)		3	
Other services		17	
Other		1	
Student		4	
Other not gainfully employed		1	
Influence on purchasing/procurement decisions		%	
Decisively		32	
Collectively		33	
In an advisory capacity		21	
No		10	
student		5	
Position in the company/organization		%	
Entrepreneur, partner, self-employed		11	
Managing director, board member, head of an authority etc.		12	
Senior department head, other employee with managerial responsibility		10	
Department head, group head		26	
Other salaried staff		22	
Other public service		1	
Project manager		10	
Skilled worker		1	
Lecturer, teacher, scientific assistant		2	
Trainee		-	
Other		2	
Student		4	
Other not gainfully employed		1	
Area of responsibility		%	
Management		23	
Research/development/design		9	
Planning/work preparation		7	
Manufacture/production		10	
Production, quality control		5	
Buying/procurement		26	
Finance/accounting, controlling		3	
IT/EDP		40	
Administration/organization/personnel/ social welfare/training		4	
Marketing/sales/advertising/PR		24	
Storage/material management/logistics/transport		4	
Maintenance/repairs		1	
Student		4	
Other not gainfully employed		1	
Frequency of visits to trade fair		%	
2002		22	
2001		13	
2000		7	
First visit		68	
Size of company/organization:		%	
Number of employees:			
1- 4	8	500-	999 3
5- 9	6	1 000-	9 999 9
10- 49	23	10 000 and more	4
50- 99	13	student	4
100- 199	15	other not gainfully employed	15
200- 499	1		
Length of stay		%	
1. Length of stay (days):			
one	85	two 12	three 4
2. Average length of stay			1,2 days
3. Share of visitors on the event's days:			%
1st day	30	2nd day	51 3rd day 39

Trade Visitors Profile Analyses 2003

BAU, München

Total number of visitors	179 643	Position in the company/organization	%
Proportion of trade visitors	97 %	Entrepreneur, partner, self-employed	39
Region of residence	%	Managing director, board member, head of an authority etc.	11
up to 100 km	27	Senior department head, other employee with managerial responsibility	5
more than 100 km up to 300 km	35	Department head, group head	10
over 300 km	38	Other salaried staff	24
Total Germany	85	Other public service	3
Baden-Württemberg	19	Foreman	6
Bavaria	55	Skilled worker/apprentice	5
Berlin	1	Lecturer, teacher, scientific assistant	2
Brandenburg	-	Trainee	4
Bremen	-	Other	1
Hamburg	-	Student	2
Hesse	5	Area of responsibility	%
Mecklenburg	-	Management	36
West Pomerania	1	Research/development/design	8
Lower Saxony	3	Planning/work preparation	25
Total Foreign	15	Manufacture/production	17
of which EU	58	Production, quality control	5
Rest of Europe	29	Buying/procurement	23
Africa	1	Finance/accounting, controlling	5
North America	4	Administration/organization/personnel/ social welfare/training	5
South and Central America	1	Marketing/sales/advertising/PR	22
Middle East	6	Storage/material management/logistics/transport	6
East Asia	1	Maintenance/repairs	3
Australia	-	Student	2
The five countries with the highest visitor shares	%	Other	7
Austria	27	Frequency of visits to trade fair	%
Switzerland	9	2001	57
Italy	9	1999	49
Israel	4	1997	31
Slovenia	4	Earlier events	13
Economic sector	%	First visit	29
Construction industry	42	Size of company/organization:	%
Architect, architect's office	11	Number of employees:	
Civil engineer/planning offices	6	1- 4	24
Building materials trade	12	5- 9	12
Other trade	5	10- 49	29
Other skilled trades	5	50- 99	8
Building materials manufacturer	6	100- 199	7
Service	5	200- 499	6
Building owner	1	Length of stay	%
Other processing industry	2	1. Length of stay (days):	
Authority/public services	1	one	76
University/politechnical/vocational school	1	two	15
Not gainfully employed, no details	2	three	5
Influence on purchasing/procurement decisions	%	four	2
Decisively	52	5	five
Collectively	23	6	six
In an advisory capacity	13	7	seven
No	10	8	eight
student	2	9	nine

Conducted by: NFO Infratest, München

CERAMITEC, München

Total number of visitors	24 093	Position in the company/organization	%
Proportion of trade visitors	100 %	Entrepreneur, partner, self-employed	19
Region of residence	%	Managing director, board member, head of an authority etc.	15
up to 100 km	3	Senior department head, other employee with managerial responsibility	10
more than 100 km up to 300 km	18	Department head, group head	23
over 300 km	79	Other salaried staff	15
Total Germany	35	Other public service	1
Baden-Württemberg	17	Skilled worker	8
Bavaria	48	Lecturer, teacher, scientific assistant	3
Berlin	2	Trainee	1
Brandenburg	1	Other position	2
Bremen	-	Student	5
Hamburg	-	Other not gainfully employed	1
Hesse	4	Area of responsibility	%
Mecklenburg	-	Management	25
West Pomerania	-	Research/development/design	30
Lower Saxony	3	Planning/work preparation	8
Total Foreign	65	Manufacture/production	29
of which EU	40	Production, quality control	9
Rest of Europe	29	Buying/procurement	10
Africa	5	Finance/accounting, controlling	2
North America	7	Administration/organization/personnel/ social welfare/training	1
South and Central America	1	Marketing/sales/advertising/PR	15
Middle East	3	Storage/material management/logistics/transport	2
East Asia	12	Maintenance/repairs	5
Australia	1	Student	3
The five countries with the highest visitor shares	%	Other	5
Austria	10	Other not gainfully employed	1
Italy	9	Frequency of visits to trade fair	%
France	9	2000	40
Economic sector	%	1997	30
Brick industry	13	1994	23
Sanitary ceramics	8	Earlier events	11
Wall and floor tiles	4	First visit	46
Crockery/domestic ceramics	7	Size of company/organization:	%
Technical ceramics	13	Number of employees:	
Refractory industry	10	1- 4	13
Powder metallurgy	2	5- 9	8
Ceramic raw materials/additives	5	10- 49	14
Other industry	18	50- 99	11
Skilled trades	2	100- 199	10
Trade	4	200- 499	1
Service	5	Length of stay	%
University/polytechnic, research	4	1. Length of stay (days):	
Student	5	one	84
Other not gainfully employed	5	two	5
Influence on purchasing/procurement decisions	%	three	4
Decisively	26	four	4
Collectively	39	5	five
In an advisory capacity	20	6	six
No	9	7	seven
student	6	8	eight

Conducted by: NFO Infratest, München

EXPO REAL, München

Total number of visitors	24 579	Position in the company/organization	%
Proportion of trade visitors	100 %	Entrepreneur, partner, self-employed	32
Region of residence	%	Managing director, board member, head of an authority etc.	16
up to 100 km	21	Senior department head, other employee with managerial responsibility	11
more than 100 km up to 300 km	13	Department head, group head	13
over 300 km	66	Other salaried staff	22
Total Germany	83	Other public service	-
Baden-Württemberg	12	Skilled worker	3
Bavaria	30	Lecturer, teacher, scientific assistant	3
Berlin	8	Trainee	1
Brandenburg	1	Other	2
Bremen	-	Student	8
Hamburg	4	Other not gainfully employed	1
Hesse	15	Area of responsibility	%
Mecklenburg	-	Management	28
West Pomerania	-	Research/development/design	14
Lower Saxony	2	Planning/work preparation	-
Total Foreign	17	Manufacture/production	6
of which EU	61	Production, quality control	-
Rest of Europe	31	Buying/procurement	12
Africa	7	Finance/accounting, controlling	-
North America	-	Information, communication technology (EDP)	-
South and Central America	1	Administration/organization/personnel/ social welfare/training	8
Middle East	-	Marketing/sales/advertising/PR	20
East Asia	-	Storage/material management/logistics/transport	-
Australia	-	Maintenance/repairs	-
The five countries with the highest visitor shares	%	Student	23
Austria	25	Other	8
Great Britain	12	Other not gainfully employed	1
Czech Republic	9	Frequency of visits to trade fair	%
Netherlands	8	2002	44
Poland	7	2001	31
Economic sector	%	2000	21
Property consulting/agent	19	Earlier events	6
Property development	12	First visit	48
Property financing	8	Size of company/organization:	%
Property management (operator) and use	8	Number of employees:	
Property investment	5	1- 4	17
Corporate real estate	2	5- 9	12
Project management/control	8	10- 49	19
Facility management	6	50- 99	8
Information technology, real estate communication	3	100- 199	5
Economic regions and cities	4	200- 499	5
Architecture, planning, engineering office	15	Length of stay	%
Training and further training	1	1. Length of stay (days):	
Association	2	one	46
Student	8	two	30
Other not gainfully employed	1	three	24
Influence on purchasing/procurement decisions	%	4	four
Decisively	24	5	five
Collectively	27	6	six
In an advisory capacity	28	7	seven
No	12	8	eight
student	9	9	nine

Conducted by: NFO Infratest, München

I.H.M, München

Total number of visitors	205 710	Position in the company/organization	%
Proportion of trade visitors	62 %	Entrepreneur, partner, self-employed	35
Region of residence	%	Managing director, board member, head of an authority etc.	5
up to 100 km	57	Senior department head, other employee with managerial responsibility	2
more than 100 km up to 300 km	34	Department head, group head	9
over 300 km	9	Other salaried staff	14
Total Germany	96	Other public service	6
Baden-Württemberg	9	Skilled worker, journeyman	13
Bavaria	86	Foreman, master craftsman	20
Berlin	1	Lecturer, teacher, scientific assistant	3
Brandenburg	-	Trainee	8
Bremen	-	Student	3
Hamburg	-	Other not gainfully employed	1
Hesse	1	Area of responsibility	%
Mecklenburg	-	Management	30
West Pomerania	-	Research/development/design	8
Lower Saxony	1	Planning/work preparation	13
Total Foreign	4	Manufacture/production	26
of which EU	65	Production, quality control	8
Rest of Europe	27	Buying/procurement	17
Africa	2	Finance/accounting, controlling	7
North America	2	Administration/organization/personnel/ social welfare/training	11
South and Central America	1	Marketing/sales/advertising/PR	12
Middle East	1	Storage/material management/logistics/transport	10
East Asia	1	Maintenance/repairs	19
Australia	1	Student	2
The five countries with the highest visitor shares	%	Other not gainfully employed	1
Austria	41	Other	22
Italy	20	Frequency of visits to trade fair	%
Croatia	6	2002	58
Slovenia	5	2001	60
Czech Republic	5	2000	51
Economic sector	%	Earlier events	33
Skilled trades	58	First visit	17
Industry	14	Size of company/organization:	%
Service sector	13	Number of employees:	
Retail and wholesale trade	2	1- 4	27
Public authority	3	5- 9	12
Polytechnics	2	10- 49	20
Other	5	50- 99	8
Student	2	100- 199	5
Other not gainfully employed	1	200- 499	1
Influence on purchasing/procurement decisions	%	Length of stay	%
Decisively	43	1. Length of stay (days):	
Collectively	25	one	92
In an advisory capacity	13	two	6
No	15	three	2
student	3	4	four
		5	five
		6	six
		7	seven
		8	eight
		9	nine

Conducted by: NFO Infratest, München

inhorgenta, München (2002)

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

Conducted by: NFO Infratest, München

ispo (Summer), München

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

Conducted by: NFO Infratest, München

ispo - winter, München (2002)

Total number of visitors	47 565	Position in the company/organization	%
Proportion of trade visitors	100 %	Entrepreneur, partner, self-employed	25
Region of residence	%	Managing director, board member, head of an authority etc.	21
up to 100 km	12	Senior department head, other employee with managerial responsibility	10
more than 100 km up to 300 km	21	Department head, group head	13
over 300 km	67	Other salaried staff	19
Total Germany	41	Other public service	1
Baden-Württemberg	18	Skilled worker	4
Bavaria	52	Lecturer, teacher, scientific assistant	2
Berlin	2	Trainee	3
Brandenburg	1	Other	3
Bremen	2	Student	6
Hamburg	2	Other not gainfully employed	1
Hesse	3	Area of responsibility	%
Mecklenburg-West Pomerania	1	Management	26
Lower Saxony	4	Research/development/design	10
Total Foreign	59	Planning/work preparation	5
of which EU	57	Manufacture/production	6
Rest of Europe	28	Production, quality control	4
Africa	1	Buying/procurement	28
North America	6	Finance/accounting, controlling	4
South and Central America	1	Sales	27
Middle East	1	Administration/organization/personnel/ social welfare/training	4
East Asia	5	Marketing/sales/advertising/PR	25
Australia	1	Storage/material management/logistics/ transport	5
The five countries with the highest visitor shares	%	Maintenance/repairs	2
Austria	15	Fashion/product design	7
Italy	12	Other	5
Great Britain	7	Student	6
Switzerland	7	Other not gainfully employed	1
France	5	Frequency of visits to trade fair	%
Economic sector	%	2001	46
Sport specialist retail trade	22	2000	33
Clothing retail trade	11	1999	31
Shoe retail trade	5	Earlier events	19
Department store	2	First visit	31
Mail order	2	Size of company/organization:	%
Import and export of sports goods	14	Number of employees:	%
Chain store	1	1- 9	33
Trade representative	2	10- 49	27
Sports studio, fitness studio	3	50- 99	7
Designer	12	100- 199	6
Producer	4	200- 499	5
Supplier	2	500- 999	4
Other retail	2		N/A
TV and internet-shopping	1	Length of stay	%
Marketing agency	1	1. Length of stay (days):	
Other	8	one 48 three 13	
Student	6	two 26 four 13	
Other not gainfully employed	1	2. Average length of stay	1,9 days
Influence on purchasing/ procurement decisions	%	3. Share of visitors on the event's days:	%
Decisively	31	1st day 41 3rd day 53	
Collectively	34	2nd day 62 4th day 34	
In an advisory capacity	16		
No	12		
Student	6		

Conducted by: NFO Infratest, München

LASER. World of Photonics, München

Total number of visitors	20 490	Position in the company/organization	%
Proportion of trade visitors	100 %	Entrepreneur, partner, self-employed	8
Region of residence	%	Managing director, board member, head of an authority etc.	7
up to 100 km	2	Senior department head, other employee with managerial responsibility	4
more than 100 km up to 300 km	17	Department head, group head	16
over 300 km	81	Other salaried staff	22
Total Germany	65	Other public service	3
Baden-Württemberg	20	Skilled worker	4
Bavaria	31	Lecturer, teacher, scientific assistant	24
Berlin	6	Trainee	1
Brandenburg	1	Other	3
Bremen	-	Student	13
Hamburg	2	Other not gainfully employed	1
Hesse	5	Area of responsibility	%
Mecklenburg-West Pomerania	1	Business, company, factory management	16
Lower Saxony	8	Basic research	21
Total Foreign	35	Application-related R & D	26
of which EU	46	R & D management	10
Rest of Europe	28	Design	5
Africa	1	Construction	13
North America	9	Manufacture/production	9
South and Central America	2	Quality management	3
Middle East	6	Buying/procurement	4
East Asia	6	Finance / Controlling	1
Australia	2	Marketing / Sales	8
The five countries with the highest visitor shares	%	Trainee	11
Switzerland	12	Other	3
Great Britain	9	Student	13
Austria	8	Other not gainfully employed	1
USA	7	Frequency of visits to trade fair	%
France	6	2001	41
Economic sector	%	1999	28
Industry	42	1997	20
Trade	3	Earlier events	11
Skilled trades	1	First visit	47
Service	6	Size of company/organization:	%
Non-university research institute	9	Number of employees:	%
University/college or similar	21	1- 4	6
Public administration	1	5- 9	4
Other	1	10- 49	27
Student	13	50- 99	10
Other not gainfully employed	1	100- 199	7
Influence on purchasing/ procurement decisions	%	200- 499	1
Decisively	24		N/A
Collectively	37	Length of stay	%
In an advisory capacity	19	1. Length of stay (days):	
No	6	one 36 three 13	
student	14	two 35 four 15	
		2. Average length of stay	2,1 days
		3. Share of visitors on the event's days:	%
		1st day 45 3rd day 60	
		2nd day 62 4th day 40	

Conducted by: NFO Infratest, München

Trade Visitors Profile Analyses 2003

MATERIALICA World of Product Engineering, München

Total number of visitors	5 639	Position in the company/organization	%
Proportion of trade visitors	100	Entrepreneur, partner, self-employed	14
Region of residence	%	Managing director, board member, head of an authority etc.	5
up to 100 km	6	Senior department head, other employee with managerial responsibility	4
more than 100 km up to 300 km	32	Department head, group head	23
over 300 km	62	Other salaried staff	28
Total Germany	83	Other public service	4
Baden-Württemberg	19	Skilled worker	3
Bavaria	49	Foreman, master craftsman	4
Berlin	2	Lecturer, teacher, scientific assistant	8
Brandenburg	-	Trainee	1
Bremen	-	Student	2
Hamburg	2	Other not gainfully employed	8
Hesse	5	Other not gainfully employed	1
Mecklenburg	-	Area of responsibility	%
West Pomerania	-	Management	13
Lower Saxony	1	Research/development/design	51
Total Foreign	17	Planning/work preparation	6
of which EU	68	Manufacture/production	11
Rest of Europe	25	Production, quality control	5
Africa	-	Buying/procurement	8
North America	3	Finance/accounting, controlling	-
South and Central America	3	Administration/organization/personnel/ social welfare/training	2
Middle East	3	Marketing/sales/advertising/PR	15
East Asia	-	Storage/material management/logistics/ transport	1
Australia	-	Maintenance/repairs	2
The five countries with the highest visitor shares	%	Other	4
Austria	42	Student	8
Switzerland	10	Other not gainfully employed	1
Italy	6	Frequency of visits to trade fair	%
Belgium	4	2002	21
Czech Republic	4	2001	17
Economic sector	%	2000	16
Automobile industry	17	Earlier events	7
Aerospace	4	First visit	63
Rail vehicles, ship and boat-building	15	Size of company/organization:	%
Mechanical engineering	3	Number of employees:	
Plant construction	3	1- 4	11
Sporting and consumer goods industry	5	5- 9	8
Medical technology	4	10- 49	15
Information technology	1	50- 99	7
Other investment goods	14	100- 199	10
Universities/polytechnics, research institutes etc.	10	200- 499	8
Authorities and other state organizations	2		N/A
Other sectors	14	Length of stay	%
Student/not gainfully employed	9	1. Length of stay (days):	
Influence on purchasing/ procurement decisions	%	one 83	two 12
Decisively	23		three 6
Collectively	38	2. Average length of stay	1,2 days
In an advisory capacity	23	3. Share of visitors on the event's days:	%
No	7	1st day 35	2nd day 43
student	9		3rd day 45

Conducted by: NFO Infratest, München

Productronica, München

Total number of visitors	42 714	Position in the company/organization	%
Proportion of trade visitors	100	Entrepreneur, partner, self-employed	9
Region of residence	%	Managing director, board member, head of an authority etc.	9
up to 100 km	21	Senior department head, other employee with managerial responsibility	7
more than 100 km up to 300 km	31	Department head, group head	29
over 300 km	48	Other salaried staff	29
Total Germany	62	Other public service	1
Baden-Württemberg	31	Skilled worker	8
Bavaria	50	Lecturer, teacher, scientific assistant	3
Berlin	2	Trainee	4
Brandenburg	1	Other	1
Bremen	-	Student	4
Hamburg	1	Other not gainfully employed	1
Hesse	5	Area of responsibility	%
Mecklenburg	-	Business, company, factory management, commercial	8
West Pomerania	-	Business, company, factory management, technical	20
Lower Saxony	2	Production planning/Work scheduling	19
Total Foreign	38	Logistics	5
of which EU	50	Production	26
Rest of Europe	34	System development/integration	8
Africa	1	Electronic development, design	14
North America	5	Design/construction	11
South and Central America	1	Quality assurance/control/test	10
Middle East	7	Marketing, sales, advertising, PR	12
East Asia	7	Buying/procurement	10
Australia	1	Finance, accounting, controlling, budget management	2
The five countries with the highest visitor shares	%	Research, development, consulting	21
Austria	28	Administration/organization/personnel/ social welfare/training	2
Switzerland	9	Maintenance/repairs	5
France	5	Other	5
Economic sector	%	Student	4
Manufacture of industrial electronics	18	Other not gainfully employed	1
Manufacture of auto electronics	11	Frequency of visits to trade fair	%
Manufacture of communication electronics	4	2001	36
Manufacture of entertainment electronics	3	1999	25
Production of medical electronics	2	1997	18
Production of military electronics	1	Size of company/organization:	%
Semiconductor production	5	Number of employees:	
Printed circuit board production	5	1- 4	4
Electrical engineering	2	5- 9	7
Precision engineering and optics	4	10- 49	16
Mechanical engineering, toolmaking and apparatus construction	8	50- 99	8
Measuring, testint, control technology	4	100- 199	11
Other processing industry	9	200- 499	12
Trade, craft/skilled trades / service	6		N/A
Non-university research institute	1	Length of stay	%
University/college	2	1. Length of stay (days):	
Other sectors	4	one 89	three 2
Student	1	two 6	four 2
Other not gainfully employed	1	2. Average length of stay	1,2 days
Influence on purchasing/ procurement decisions	%	3. Share of visitors on the event's days:	%
Decisively	21	1st day 22	3rd day 37
Collectively	39	2nd day 35	4th day 22
In an advisory capacity	26		
No	10		
student	5		

Conducted by: NFO Infratest, München

SYSTEMS, München (2002)

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

Conducted by: NFO Infratest, München

transport logistic, München

Total number of visitors	40 105	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.	11
up to 100 km	9	Senior department head, other employee with managerial responsibility	9
more than 100 km up to 300 km	25	Department head, group head	22
over 300 km	66	Other salaried staff	28
Total Germany	78	Other public service	1
Baden-Württemberg	21	Skilled worker	3
Bavaria	46	Lecturer, teacher, scientific assistant	3
Berlin	2	Trainee	7
Brandenburg	1	Other	1
Bremen	1	Student	6
Hamburg	2	Area of responsibility	%
Hesse	6	Management	18
Mecklenburg	-	Research/development/design	4
West Pomerania	1	Planning/work preparation	6
Lower Saxony	3	Manufacture/production	3
Total Foreign	22	Production, quality control	2
of which EU	54	Buying/procurement	13
Rest of Europe	42	Finance/accounting, controlling	4
Africa	1	Information, communication technology (EDP)	-
North America	-	Administration/organization/personnel/ social welfare/training	7
South and Central America	1	Marketing/sales/advertising/PR	20
Middle East	1	Storage/material management/logistics/ transport	32
East Asia	1	Maintenance/repairs	3
Australia	1	Other	11
The five countries with the highest visitor shares	%	Student	6
Austria	18	Frequency of visits to trade fair	%
Switzerland	9	2001	32
Netherlands	9	1999	11
Economic sector	%	1997	6
Freight forwarding	29	Earlier events	57
Road transport companies	7	Size of company/organization:	%
Railways	5	Number of employees:	
Public transport companies	2	1- 4	6
Private transport company	3	5- 9	7
Shipping (shipping companies, ports etc.)	3	10- 49	20
Aviation sector (airlines, airports etc.)	3	50- 99	11
Other services	14	100- 199	11
Automobile construction	4	200- 499	10
Mechanical engineering	3	Length of stay	%
Metal production and processing	1	1. Length of stay (days):	
Chemicals/plastics industry	3	one 75	three 5
Electrical engineering/electronics industry	3	two 18	four 2
Other processing industry	2	2. Average length of stay	1,4 days
Trade	6	3. Share of visitors on the event's days:	%
Public authority	2	1st day 23	3rd day 38
University/polytechnic, research	7	2nd day 38	4th day 25
Other	6		
Student	6		
Influence on purchasing/ procurement decisions	%		
Decisively	21		
Collectively	33		
In an advisory capacity	22		
No	17		
student	6		

Conducted by: NFO Infratest, München

Altenpflege + HealthCare, 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, head of an authority etc.	8
up to 100 km	24	Chief administrator	2
more than 100 km up to 300 km	53	Kitchen manager	2
over 300 km	23	Other salaried staff, civil servant with managerial responsibility	5
Total Germany	97	Head of nursing service	9
Baden-Württemberg	20	Ward sister	5
Bavaria	49	Salaried staff, civil servant	5
Berlin	1	Geriatric nurse, nurse/male nurse	20
Brandenburg	1	Assistant geriatric nurse, nurse	4
Bremen	-	Lecturer, teacher, scientific assistant	4
Hamburg	1	Skilled domestic worker	2
Hesse	8	Trainee	9
Mecklenburg	1	Other position	1
West Pomerania	1	Student	7
Lower Saxony	2	Other not gainfully employed	3
Total Foreign	3	Area of responsibility	%
of which EU	81	Management	20
Rest of Europe	15	Research/development/design	3
Africa	-	Planning/work preparation	12
North America	-	Manufacture/production	2
South and Central America	4	Production, quality control	4
Middle East	-	Buying/procurement	6
East Asia	-	Finance/accounting, controlling	9
Australia	-	Information, communication technology (EDP)	3
The five countries with the highest visitor shares	%	Administration/organization/personnel/ social welfare/training	17
Austria	27	Marketing/sales/advertising/PR	4
France	12	Storage/material management/logistics/transport	5
Italy	12	Maintenance/repairs	3
Economic sector	%	Nursing service	51
Old peoples' home	9	Kitchen/household	6
Nursing home	17	Other	7
Old peoples' and nursing home	24	Frequency of visits to trade fair	%
Day care/short-term nursing facilities	5	2002	11 2000
Social ward	1	2001	34 1999
Out-patient nursing services	8	Earlier events	21
Hospital	7	First visit	41
Welfare organization/sponsor/authority	4	Size of company/organization:	%
School	4	Number of employees:	
Old peoples' home	1	1- 4	5 200- 499 8
Therapeutical practice	1	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	2	100- 199	13 student 7
Student	7	Length of stay	%
Other not gainfully employed	-	1. Length of stay (days):	
Influence on purchasing/procurement decisions	%	one 83 two 13 three 5	
Decisively	17	2. Average length of stay	1,2 days
Collectively	32	3. Share of visitors on the event's days:	%
In an advisory capacity	26	1st day 40 2nd day 44 3rd day 38	
No student	19 7		

Conducted by: Gelszus Messe-Marktforschung GmbH, Dortmund

BILDUNGSMESSE, Nürnberg

Total number of visitors	49 797	Position in the company/organization	%
Proportion of trade visitors	97 %	Entrepreneur, partner, self-employed	2
Region of residence	%	Head master, executive director, board member, authority director	4
up to 100 km	37	Senior department head, other employee	1
more than 100 km up to 300 km	46	with managerial responsibility	3
over 300 km	18	Department head, group head	4
Total Germany	98	Other salaried staff	1
Baden-Württemberg	14	Other public service	1
Bavaria	61	Skilled worker	-
Berlin	1	Teacher, trainer, university lecturer	64
Brandenburg	-	Student	9
Bremen	-	Other not gainfully employed	1
Hamburg	-	Other	2
Hesse	9	Trainer / Congress speaker, personnel developer	3
Mecklenburg	1	School institution, administration	1
West Pomerania	3	Area of responsibility	%
Lower Saxony	2	Management	3
Total Foreign	2	Research/development/design	1
of which EU	52	Planning/work preparation	2
Rest of Europe	33	Manufacture/production	1
Africa	6	Production, quality control	1
North America	3	Buying/procurement	3
South and Central America	3	Finance/accounting, controlling	1
Middle East	6	Information, communication technology (EDP)	3
East Asia	6	Further education, training	10
Australia	-	Personel/social welfare	4
The five countries with the highest visitor shares	%	Educationist, teacher	64
Italy	15	Training/continuation training	14
Austria	15	Marketing/sales/advertising/PR	3
Switzerland	9	Maintenance/repairs	1
Slovenia	9	Student	9
Economic sector	%	Other not gainfully employed	1
Industry	5	Other	2
Skilled trades	1	Frequency of visits to trade fair	%
Trade	2	Bildungsmesse Köln 2002	12
Services, training, consulting	9	Bildungsmesse Hannover 2001	8
Administration	2	Bildungsmesse Köln 2000	7
Association/society	13	Interschul/didacta Stuttgart 1999	13
Preschool, kindergarten	2	Earlier events	13
General education system	37	First visit	57
Vocational education system	1	Size of company/organization:	%
Higher education system	2	Number of employees:	
Further education	3	1- 4	7 500- 999 2
Other sectors	3	5- 9	10 1 000- 9 999 4
Student	9	10- 49	36 10 000 and more 2
Other not gainfully employed	1	50- 99	19 student 9
Influence on purchasing/procurement decisions	%	100- 199	7 other not gainfully employed 4
Decisively	13	200- 499	1
Collectively	38	Length of stay	%
In an advisory capacity	26	1. Length of stay (days):	
No student	13 10	one 88 two 9 three 1 four 1 five 1	
		2. Average length of stay	1,2 days
		3. Share of visitors on the event's days:	%
		1st day 22 2nd day 26 3rd day 24 4th day 26 5th day 19	

Conducted by: Gelszus Messe-Marktforschung GmbH, Dortmund

BioFach, Nürnberg

Total number of visitors	29 752	Position in the company/organization	%
Proportion of trade visitors	92 %	Entrepreneur, partner, self-employed	43
Region of residence	%	Managing director, board member, head of an authority etc.	9
up to 100 km	16	Senior department head, other employee	4
more than 100 km up to 300 km	37	with managerial responsibility	4
over 300 km	48	Department head, group head	10
Total Germany	66	Other salaried staff	16
Baden-Württemberg	17	Other public service	3
Bavaria	43	Skilled worker, journeyman	1
Berlin	2	Lecturer, teacher, scientific assistant	1
Brandenburg	1	Trainee	2
Bremen	1	Other	1
Hamburg	3	Student	7
Hesse	8	Other not gainfully employed	1
Mecklenburg	1	Area of responsibility	%
West Pomerania	1	Management	43
Lower Saxony	5	Research/development/design	9
Total Foreign	34	Planning/work preparation	9
of which EU	61	Manufacture/production	10
Rest of Europe	24	Production, quality control	7
Africa	1	Buying/procurement	27
North America	4	Finance/accounting, controlling	10
South and Central America	1	Information, communication technology (EDP)	5
Middle East	2	Administration/organization/personnel/ social welfare/training	10
East Asia	4	Marketing/sales/advertising/PR	25
Australia	1	Storage/material management/logistics/transport	9
The five countries with the highest visitor shares	%	Maintenance/repairs	4
Italy	12	Other	7
Austria	11	Student	7
Netherlands	7	Other not gainfully employed	1
Switzerland	7	Frequency of visits to trade fair	%
Spain	7	2002	37
Economic sector	%	2001	30
Manufacturers	25	2000	24
Wholesale trade	9	Earlier events	23
Retail trade	27	First visit	43
Mail order	5	Size of company/organization:	%
Import/export	15	Number of employees:	
Service	4	1- 4	39 500- 999 2
Direct marketer	6	5- 9	13 1 000- 9 999 2
Other	4	10- 49	20 10 000 and more 1
Student	7	50- 99	6 student 7
Other not gainfully employed	1	100- 199	4 other not gainfully employed 5
Influence on purchasing/procurement decisions	%	200- 499	1
Decisively	41	Length of stay	%
Collectively	25	1. Length of stay (days):	
In an advisory capacity	16	one 58 two 27 three 9 four 6	
No student	10 8	2. Average length of stay	2,0 days
		3. Share of visitors on the event's days:	%
		1st day 38 2nd day 48 3rd day 45 4th day 33	

Conducted by: Gelszus Messe-Marktforschung GmbH, Dortmund

BRAU Bevale, Nürnberg

Total number of visitors	37 908	Position in the company/organization	%
Proportion of trade visitors	94 %	Entrepreneur, partner, self-employed	22
Region of residence	%	Managing director, board member, head of an authority etc.	9
up to 100 km	17	Senior department head, other employee	5
more than 100 km up to 300 km	39	with managerial responsibility	19
over 300 km	44	Department head, group head	15
Total Germany	75	Other salaried staff	1
Baden-Württemberg	15	Other public service	1
Bavaria	49	Foreman, master craftsman	10
Berlin	2	Skilled worker, journeyman	7
Brandenburg	1	Lecturer, teacher, scientific assistant	-
Bremen	-	Trainee	3
Hamburg	-	Other	2
Hesse	6	Student	6
Mecklenburg	1	Other not gainfully employed	2
West Pomerania	1	Area of responsibility	%
Lower Saxony	3	Management	26
Total Foreign	25	Research/development/design	11
of which EU	42	Planning/work preparation	9
Rest of Europe	42	Manufacture/production	24
Africa	2	Production, quality control	10
North America	3	Buying/procurement	15
South and Central America	3	Finance/accounting, controlling	4
Middle East	1	Information, communication technology (EDP)	3
East Asia	6	Administration/organization/personnel/ social welfare/training	3
Australia	1	Marketing/sales/advertising/PR	20
The five countries with the highest visitor shares	%	Storage/material management/logistics/transport	8
Czech Republic	12	Maintenance/repairs	9
Austria	9	Other	4
Italy	8	Student	6
Switzerland	7	Other not gainfully employed	2
France	7	Frequency of visits to trade fair	%
Economic sector	%	2002	44
Industry	56	2000	38
Trade	13	1999	31
Service	15	Earlier events	30
Hop and cereals business	3	First visit	34
Other	6	Size of company/organization:	%
Student	2	Number of employees:	
Other not gainfully employed	6	1- 4	16 500- 999 7
Influence on purchasing/procurement decisions	%	5- 9	10 1 000- 9 999 8
Decisively	28	10- 49	20 10 000 and more 3
Collectively	35	50- 99	9 student 6
In an advisory capacity	18	100- 199	9 other not gainfully employed 2
No student	12 8	200- 499	10
		Length of stay	%
		1. Length of stay (days):	
		one 74 two 18 three 8	
		2. Average length of stay	1,4 days
		3. Share of visitors on the event's days:	%
		1st day 39 2nd day 51 3rd day 44	

Conducted by: Gelszus Messe-Marktforschung GmbH, Dortmund

Trade Visitors Profile Analyses 2003

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

Conducted by: Gelszus Messe-Marktforschung GmbH, Dortmund

ELTEC, Nürnberg

Total number of visitors	14 147	Position in the company/organization	%
Proportion of trade visitors	97 %	Entrepreneur, partner, self-employed	21
Region of residence	%	Managing director, board member, head of an authority etc.	3
up to 100 km	49	Senior department head, other employee with managerial responsibility	2
more than 100 km up to 300 km	46	Department head, group head	8
over 300 km	5	Other salaried staff	8
Total Germany	98	Other public service	2
Baden-Württemberg	3	Skilled worker	13
Bavaria	91	Foreman, master craftsman	13
Berlin	-	Lecturer, teacher, scientific assistant	3
Brandenburg	-	Trainee	22
Bremen	-	Other	1
Hamburg	-	Student	4
Hesse	-	Other not gainfully employed	-
Mecklenburg	-	Area of responsibility	%
West Pomerania	3	Management	24
Lower Saxony	-	Research/development/design	8
		Planning/work preparation	21
Total Foreign	2	Manufacture/production	23
of which EU	43	Production, quality control	4
Rest of Europe	7	Buying/procurement	16
Africa	-	Finance/accounting, controlling	4
North America	14	Information, communication technology (EDP)	7
South and Central America	7	Administration/organization/personnel/ social welfare/training	4
Middle East	14	Marketing/sales/advertising/PR	6
East Asia	14	Storage/material management/logistics/ transport	6
Australia	-	Maintenance/repairs	31
The five countries with the highest visitor shares	%	Other	12
Austria	21	Student	4
USA	14	Other not gainfully employed	-
Economic sector	%	Frequency of visits to trade fair	%
Electrical skilled trade	53	2002	31
Heating, hot water preparation, air-conditioning, ventilation	2	2001	46
Other skilled trades	1	2000	23
Electrical engineering/electronics industry	12	1999	31
Other industry	6	Earlier events	24
Electrical wholesale trade	3	First visit	30
Electrical retail trade	1	Size of company/organization:	%
Other wholesale and retail trade	1	Number of employees:	
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	other not gainfully employed	9
Other not gainfully employed	-	Length of stay	%
Influence on purchasing/ procurement decisions	%	1. Length of stay (days):	
Decisively	26	one 96	two 3
Collectively	29		three 1
In an advisory capacity	19	2. Average length of stay	1,1 days
No student	21	3. Share of visitors on the event's days:	%
	4	1st day 37	2nd day 40
		3rd day 29	

Conducted by: Gelszus Messe-Marktforschung GmbH, Dortmund

embedded world, Nürnberg

Total number of visitors	8 801	Position in the company/organization	%
Proportion of trade visitors	99 %	Entrepreneur, partner, self-employed	14
Region of residence	%	Managing director, board member, head of an authority etc.	2
up to 100 km	23	Senior department head, other employee with managerial responsibility	3
more than 100 km up to 300 km	50	Department head, group head	16
over 300 km	27	Other salaried staff	38
Total Germany	90	Other public service	1
Baden-Württemberg	23	Skilled worker, journeyman	2
Bavaria	45	Lecturer, teacher, scientific assistant	2
Berlin	1	Trainee	3
Brandenburg	1	Other	2
Bremen	-	Student	15
Hamburg	1	Other not gainfully employed	1
Hesse	9	Area of responsibility	%
Mecklenburg	-	Management	12
West Pomerania	-	Research/development/design	12
Lower Saxony	3	Planning/work preparation	60
		Manufacture/production	6
Total Foreign	11	Production, quality control	3
of which EU	49	Buying/procurement	5
Rest of Europe	38	Finance/accounting, controlling	1
Africa	2	Information, communication technology (EDP)	10
North America	6	Administration/organization/personnel/ social welfare/training	2
South and Central America	-	Marketing/sales/advertising/PR	9
Middle East	-	Storage/material management/logistics/ transport	-
East Asia	5	Maintenance/repairs	1
Australia	-	Other	1
The five countries with the highest visitor shares	%	Student	15
Austria	19	Other not gainfully employed	1
France	13	Frequency of visits to trade fair	%
Switzerland	12	First visit	-
Czech Republic	9	Size of company/organization:	%
Slovenia	8	Number of employees:	
Economic sector	%	1- 4	10
Industry	58	5- 9	5
Wholesale trade	1	10- 49	18
Service	13	50- 99	6
Public administration	1	100- 199	6
Teaching, research	9	200- 499	1
Other	2	other not gainfully employed	10
Student	15	Length of stay	%
Other not gainfully employed	1	1. Length of stay (days):	
Influence on purchasing/ procurement decisions	%	one 85	two 11
Decisively	22		three 4
Collectively	34	2. Average length of stay	1,2 days
In an advisory capacity	19	3. Share of visitors on the event's days:	%
No student	9	1st day 39	
	16	2nd day 43	
		3rd day 37	

Conducted by: Gelszus Messe-Marktforschung GmbH, Dortmund

EUROPEAN COATINGS SHOW, Nürnberg

Total number of visitors	16 229	Position in the company/organization	%
Proportion of trade visitors	99 %	Entrepreneur, partner, self-employed	10
Region of residence	%	Managing director, board member, head of an authority etc.	12
up to 100 km	5	Senior department head, other employee with managerial responsibility	7
more than 100 km up to 300 km	35	Department head, group head	32
over 300 km	60	Other salaried staff	24
Total Germany	47	Other public service	-
Baden-Württemberg	19	Skilled worker	2
Bavaria	25	Lecturer, teacher, scientific assistant	1
Berlin	1	Trainee	1
Brandenburg	-	Other	3
Bremen	-	Student	4
Hamburg	2	Foreman, master craftsman	2
Hesse	12	Area of responsibility	%
Mecklenburg	-	Management	18
West Pomerania	-	Research/development/design	49
Lower Saxony	6	Planning/work preparation	5
		Manufacture/production	15
Total Foreign	53	Production, quality control	12
of which EU	53	Buying/procurement	11
Rest of Europe	30	Finance/accounting, controlling	2
Africa	2	Information, communication technology (EDP)	3
North America	2	Administration/organization/personnel/ social welfare/training	2
South and Central America	2	Marketing/sales/advertising/PR	22
Middle East	4	Storage/material management/logistics/ transport	2
East Asia	7	Maintenance/repairs	4
Australia	-	Other	2
The five countries with the highest visitor shares	%	Student	4
Italy	9	Frequency of visits to trade fair	%
Netherlands	8	2001	42
Switzerland	8	1999	27
Great Britain	6	Earlier events	20
France	5	First visit	45
Economic sector	%	Size of company/organization:	%
Industrial producer	79	Number of employees:	
Wholesale, import, export	8	1- 4	6
Commercial agent	4	5- 9	4
Service	4	10- 49	18
Other sectors	2	50- 99	11
Student	4	100- 199	13
		200- 499	-
Influence on purchasing/ procurement decisions	%	other not gainfully employed	4
Decisively	28	Length of stay	%
Collectively	37	1. Length of stay (days):	
In an advisory capacity	23	one 60	two 25
No student	8		three 15
	4	2. Average length of stay	1,5 days
		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 + PrintPack + 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 with managerial responsibility		10			
more than 100 km up to 300 km		48	Department head, group head		29			
over 300 km		35	Other salaried staff		24			
Total Germany		88	Other public service		-			
Baden-Württemberg	23	North Rhine-Westphalia	12	Foreman, master craftsman	3			
Bavaria	37	Rhineland-Palatinate	4	Skilled worker	4			
Berlin	1	Saarland	1	Lecturer, teacher, scientific assistant	1			
Brandenburg	1	Saxony	3	Trainee	4			
Bremen	1	Saxony-Anhalt	1	Other	1			
Hamburg	9	Schleswig-Holstein	1	Student	4			
Hesse	-	Thuringia	2	Area of responsibility				
Mecklenburg-West Pomerania	-			Management	22			
Lower Saxony	5			Research/development/design	15			
Total Foreign		12	Planning/work preparation		16			
of which EU	60		Manufacture/production		5			
Rest of Europe	36		Production, quality control		20			
Africa	-		Buying/procurement		2			
North America	1		Finance/accounting, controlling		3			
South and Central America	-		Information, communication technology (EDP)		-			
Middle East	1		Administration/organization/personnel/ social welfare/training		2			
East Asia	1		Marketing/sales/advertising/PR		17			
Australia	-		Storage/material management/logistics/ transport		17			
The five countries with the highest visitor shares		%	Maintenance/repairs		5			
Austria	31		Other		5			
Switzerland	16		Student		4			
Czech Republic	9		Frequency of visits to trade fair		%			
Netherlands	9		FachPack/PrintPack 2001		35			
Italy	6		FachPack 2000		25			
Economic sector	%		FachPack 1998		16			
Industry	69		Earlier events		12			
Skilled trades	3		First visit		51			
Retail trade	2		Size of company/organization:		%			
Wholesale trade	11		Number of employees:					
Mail order	2		1- 4	7	500- 999	9		
Advertising business	2		5- 9	4	1 000- 9 999	12		
Other services	5		10- 49	16	10 000 and more	7		
Organisation/association/society	1		50- 99	11	student	4		
Public authority/administration	1		100- 199	15	other not gainfully employed	-		
Other sectors	2		200- 499	15		-		
Student	4		Length of stay		%			
Other not gainfully employed	-		1. Length of stay (days):					
Influence on purchasing/procurement decisions	%		one	86	two 12	three 3		
Decisively	28		2. Average length of stay		1,2 days			
Collectively	41		3. Share of visitors on the event's days:		%			
In an advisory capacity	19		1st day	36	2nd day	44	3rd day	37
No	9							
student	4							
Conducted by: Gelszus Messe-Marktforschung GmbH, Dortmund								

Conducted by: Gelszus Messe-Marktforschung GmbH, Dortmund

HOLZ-HANDWERK, Nürnberg					
Total number of visitors		39 152	Position in the company/organization		%
Proportion of trade visitors		93 %	Entrepreneur, partner, self-employed		32
Region of residence		%	Managing director, board member, head of an authority etc.		4
up to 100 km		22	Senior department head, other employee with managerial responsibility		2
more than 100 km up to 300 km		57	Department head, group head		6
over 300 km		21	Other salaried staff		1
Total Germany		96	Other public service		1
Baden-Württemberg	21	North Rhine-Westphalia	5	Skilled worker, journeyman	13
Bavaria	48	Rhineland-Palatinate	5	Lecturer, teacher, scientific assistant	3
Berlin	1	Saxony	4	Trainee	2
Brandenburg	1	Saxony-Anhalt	1	Other	2
Bremen	-	Schleswig-Holstein	-	Foreman, master craftsman	11
Hamburg	9	Thuringia	3	Student	8
Hesse	-			Other not gainfully employed	-
Mecklenburg-West Pomerania	-			Area of responsibility	%
Lower Saxony	1			Management	33
Total Foreign		5		Research/development/design	10
of which EU		48		Planning/work preparation	21
Rest of Europe		47		Manufacture/production	48
Africa		2		Production, quality control	14
North America		-		Buying/procurement	21
South and Central America		-		Finance/accounting, controlling	10
Middle East		2		Information, communication technology (EDP)	7
East Asia		-		Administration/organization/personnel/ social welfare/training	11
Australia		2		Marketing/sales/advertising/PR	11
The five countries with the highest visitor shares		%		Storage/material management/logistics/ transport	11
Austria	19			Maintenance/repairs	12
Croatia	9			Other	5
Spain	9			Student	8
Czech Republic	9			Other not gainfully employed	-
France	5			Frequency of visits to trade fair	%
Economic sector	%			2002	45
Industry	13			2001	41
Skilled trades	64			2000	35
Retail trade/building materials trade	2			1999	29
Wholesale/foreign trade	3			Earlier events	25
Architect	1			First visit	28
Interior designer	-			Size of company/organization:	Number %
Other services	2			Number of employees:	
Authority/public services	3			1- 4 36 500- 999	2
Teaching (polytechnic/university/college)	2			5- 9 18 1 000- 9 999	2
Research	2			10- 49 20 10 000 and more	2
Other	2			50- 99 5 student	8
Student	8			100- 199 4 other not gainfully	-
Other not gainfully employed	-			200- 499 4 employed	-
Influence on purchasing/ procurement decisions	%			Length of stay	%
Decisively	31			1. Length of stay (days):	
Collectively	23			one 88 three 1	
In an advisory capacity	19			two 10 four 1	
No	19			2. Average length of stay	1,1 days
student	8			3. Share of visitors on the event's days:	%
				1st day 26 3rd day 33	
				2nd day 33 4th day 23	
Conducted by: Gelszus Messe-Marktforschung GmbH, Dortmund					

Conducted by: Gelszus Messe-Marktforschung GmbH, Dortmund

HOGA, Nürnberg

Total number of visitors		35 643	Position in the company/organization		%	
Proportion of trade visitors		89 %	Entrepreneur, partner, self-employed			45
Region of residence		%	Managing director, board member, head of an authority etc.			3
up to 100 km		60	Senior department head, other employee with managerial responsibility			1
more than 100 km up to 300 km		40	Department head, group head			6
over 300 km			Other salaried staff			13
Total Germany		99	Other public service			2
Baden-Württemberg		3	Skilled worker			5
Bavaria		88	Lecturer, teacher, scientific assistant			3
Berlin		1	Trainee			15
Brandenburg		-	Student			4
Bremen		-	Other not gainfully employed			1
Hamburg		-	Other			1
Hesse		3	Area of responsibility			%
Mecklenburg		-	Management			50
West Pomerania		-	Research/development/design			1
Lower Saxony		-	Planning/work preparation			4
Total Foreign		1	Manufacture/production			12
of which EU		50	Production, quality control			-
Rest of Europe		50	Buying/procurement			3
Africa		-	Finance/accounting, controlling			1
North America		-	Administration/organization/personnel/ social welfare/training			6
South and Central America		-	Marketing/sales/advertising/PR			3
Middle East		-	Storage/material management/logistics/ transport			-
East Asia		-	Maintenance/repairs			-
Australia		-	Other			20
The five countries with the highest visitor shares		%	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:			
Service		77	1- 4 32 500- 999			1
Authority/public services		6	5- 9 15 1 000- 9 999			-
Teaching (polytechnic/university/college)		2	10- 49 30 10 000 and more			1
Other		2	50- 99 12 student			4
Influence on purchasing/ procurement decisions		%	100- 199 5 other not gainfully			-
Decisively		47	200- 499 1 employed			4
Collectively		27	Length of stay			%
In an advisory capacity		14	1. Length of stay (days):			
No		12	one 93 three 1			
			two 6 four 1			
			2. Average length of stay			1,1 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-Marketing International, Berlin

Trade Visitors Profile Analyses 2003

RESALE, Nürnberg

Total number of visitors	9 712	Position in the company/organization	%
Proportion of trade visitors	96 %	Entrepreneur, partner, self-employed	42
Region of residence	%	Managing director, board member, head of an authority etc.	26
up to 100 km	14	Senior department head, other employee with managerial responsibility	6
more than 100 km up to 300 km	24	Department head, group head	10
over 300 km	63	Other salaried staff	7
Total Germany	47	Other public service	-
Baden-Württemberg	17	Skilled worker	3
Bavaria	43	Lecturer, teacher, scientific assistant	1
Berlin	2	Trainee	1
Brandenburg	1	Other	3
Bremen	-	Student	1
Hamburg	2	Other not gainfully employed	1
Hesse	10	Area of responsibility	%
Mecklenburg	-	Management	51
West Pomerania	-	Research/development/design	11
Lower Saxony	4	Planning/work preparation	12
		Manufacture/production	19
Total Foreign	53	Production, quality control	6
of which EU	12	Buying/procurement	22
Rest of Europe	52	Finance/accounting, controlling	5
Africa	15	Information, communication technology (EDP)	5
North America	-	Administration/organization/personnel/ social welfare/training	5
South and Central America	3	Marketing/sales/advertising/PR	21
Middle East	10	Storage/material management/logistics/ transport	5
East Asia	8	Maintenance/repairs	6
Australia	1	Other	5
The five countries with the highest visitor shares	%	Student	1
Romania	13	Other not gainfully employed	1
Ukraine	8	Frequency of visits to trade fair	%
Iran	5	Nürnberg 2002	17
India	5	Nürnberg 2001	13
Nigeria	5	Frankfurt 2000	11
Economic sector	%	Frankfurt 1999	6
Industry	49	Earlier events	6
Trade	24	First visit	70
Skilled trades	6	Size of company/organization:	%
Service	13	Number of employees:	%
Authority/public services	1	1- 4	25
Vocational school/polytechnic/university	1	5- 9	13
Other sectors	4	10- 49	24
Student	1	50- 99	10
Other not gainfully employed	1	100- 199	8
Influence on purchasing/ procurement decisions	%	200- 499	1
Decisively	48		employed 6
Collectively	30	Length of stay	%
In an advisory capacity	15	1. Length of stay (days):	
No	6	one 65 two 20 three 15	
student	2	2. Average length of stay	1,5 days
		3. Share of visitors on the event's days:	%
		1st day 44 2nd day 53 3rd day 53	

Conducted by: Gelszus Messe-Marktforschung GmbH, Dortmund

Stone+tec, Nürnberg

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

Conducted by: Gelszus Messe-Marktforschung GmbH, Dortmund

eltefa, Stuttgart

Total number of visitors	23 407	Position in the company/organization	%
Proportion of trade visitors	99 %	Entrepreneur, partner, self-employed	22
Region of residence	%	Managing director, board member, head of an authority etc.	3
up to 100 km	69	Senior department head, other employee with managerial responsibility	3
more than 100 km up to 300 km	28	Department head, group head	13
over 300 km	3	Foreman, master craftsman	18
Total Germany	99	Other salaried staff	16
Baden-Württemberg	89	Other public service	3
Bavaria	4	Skilled worker	19
Berlin	-	Lecturer, teacher, scientific assistant	1
Brandenburg	-	Trainee	8
Bremen	-	Other	1
Hamburg	-	Student	3
Hesse	1	Area of responsibility	%
Mecklenburg	-	Management	23
West Pomerania	-	Research/development/design	7
Lower Saxony	-	Planning/work preparation	24
		Manufacture/production	23
Total Foreign	1	Production, quality control	4
of which EU	100	Buying/procurement	12
Rest of Europe	-	Finance/accounting, controlling	2
Africa	-	Information, communication technology (EDP)	-
North America	-	Administration/organization/personnel/ social welfare/training	3
South and Central America	-	Marketing/sales/advertising/PR	7
Middle East	-	Storage/material management/logistics/ transport	3
East Asia	-	Maintenance/repairs	31
Australia	-	Other	8
The five countries with the highest visitor shares	%	Student	3
Denmark	33	Frequency of visits to trade fair	%
France	33	2001	59
Italy	33	1999	49
Economic sector	%	Earlier events	32
Industry	30	First visit	21
Wholesale trade	6	Size of company/organization:	%
Specialist trade	4	Number of employees:	%
Skilled trades	43	1- 4	27
Service	16	5- 9	11
Training/consulting	2	10- 49	17
University, polytechnic, vocational school	5	50- 99	9
Other	3	100- 199	6
Influence on purchasing/ procurement decisions	%	200- 499	13
Decisively	28		employed -
Collectively	39	Length of stay	%
In an advisory capacity	18	1. Length of stay (days):	
No	11	one 92 two 5 three 3	
student	3	2. Average length of stay	1,1 days
		3. Share of visitors on the event's days:	%
		1st day 38 2nd day 34 3rd day 34	

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

R + T, Stuttgart

Total number of visitors	49 366	Position in the company/organization	%
Proportion of trade visitors	99 %	Entrepreneur, partner, self-employed	40
Region of residence	%	Managing director, board member, head of an authority etc.	17
up to 100 km	15	Senior department head, other employee with managerial responsibility	4
more than 100 km up to 300 km	19	Department head, group head	11
over 300 km	66	Other salaried staff	19
Total Germany	53	Other public service	1
Baden-Württemberg	39	Skilled worker	5
Bavaria	16	Foreman, master craftsman	8
Berlin	1	Lecturer, teacher, scientific assistant	1
Brandenburg	1	Trainee	1
Bremen	1	Other	1
Hamburg	1	Student	1
Hesse	6	Other not gainfully employed	1
Mecklenburg	1	Area of responsibility	%
West Pomerania	1	Management	51
Lower Saxony	6	Research/development/design	8
		Planning/work preparation	8
Total Foreign	47	Manufacture/production	17
of which EU	61	Production, quality control	2
Rest of Europe	23	Buying/procurement	6
Africa	2	Finance/accounting, controlling	1
North America	3	Administration/organization/personnel/ social welfare/training	3
South and Central America	2	Marketing/sales/advertising/PR	15
Middle East	3	Storage/material management/logistics/ transport	1
East Asia	5	Maintenance/repairs	3
Australia	2	Other	2
The five countries with the highest visitor shares	%	Student	1
Netherlands	10	Other not gainfully employed	1
France	9	Frequency of visits to trade fair	%
Switzerland	9	2000	50
Austria	7	1997	33
Italy	7	Earlier events	25
Economic sector	%	First visit	38
Industry	44	Size of company/organization:	%
Skilled trades	40	Number of employees:	%
Service	12	1- 4	21
Trade companies	6	5- 9	18
Training/consulting	1	10- 49	29
Authority, public services	1	50- 99	10
University, polytechnic, vocational school	1	100- 199	8
Other	2	200- 499	1
Influence on purchasing/ procurement decisions	%		employed 6
Decisively	51	Length of stay	%
Collectively	25	1. Length of stay (days):	
In an advisory capacity	12	one 52 three 12 five 6	
No	11	two 28 four 3	
student	2	2. Average length of stay	1,8 days
		3. Share of visitors on the event's days:	%
		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, Stuttgart (2002)

Total number of visitors	12 329	Position in the company/organization	%
Proportion of trade visitors	95 %	Entrepreneur, partner, self-employed	44
Region of residence	%	Managing director, board member, head of an authority etc.	6
up to 100 km	58	Senior department head, other employee with managerial responsibility	1
more than 100 km up to 300 km	33	Department head, group head	6
over 300 km	9	Other salaried staff	20
Total Germany	98	Other public service	1
Baden-Württemberg	72	Foreman, master craftsman	12
Bavaria	14	Skilled worker	4
Berlin	-	Lecturer, teacher, scientific assistant	2
Brandenburg	-	Trainee	7
Bremen	-	Student	2
Hamburg	-	Area of responsibility	%
Hesse	5	Management	49
Mecklenburg-West Pomerania	-	Research/development/design	3
Lower Saxony	-	Planning/work preparation	7
		Manufacture/production	32
		Production, quality control	5
		Buying/procurement	4
		Finance/accounting, controlling	2
		Administration/organization/personnel/social welfare/training	5
		Marketing/sales/advertising/PR	21
		Storage/material management/logistics/transport	2
		Maintenance/repairs	1
		Other	2
		Student	2
Total Foreign	2	Frequency of visits to trade fair	%
of which EU	43	2000	64
Rest of Europe	57	1999	49
Africa	-	Earlier events	38
North America	-	First visit	24
South and Central America	-	Size of company/organization:	%
Middle East	-	Number of employees:	
East Asia	-	1- 4	15
Australia	-	5- 9	30
		10- 49	37
		50- 99	7
		100- 199	4
		200- 499	2
		500- 999	2
		1 000- 9 999	1
		10 000 and more	1
		Student	2
Economic sector	%	Length of stay	%
Industry	8	1. Length of stay (days):	
Wholesale/foreign trade	4	one 94	
Skilled trades	67	two 6	
Retail trade	11	2. Average length of stay	1,1 days
Service	11	3. Share of visitors on the event's days:	%
Authority/public services	1	1st day 33	
Commercial agent	1	2nd day 37	
Vocational school/polytechnic/university	6	3rd day 36	
Other	1		
Influence on purchasing/procurement decisions	%		
Decisively	47		
Collectively	25		
In an advisory capacity	15		
No	15		
Student	2		

Conducted by: Stuttgarter Messe- und Kongressgesellschaft mbH, Stuttgart

ABITARE IL TEMPO, Verona (2002)

Total number of visitors	50 727	Position in the company/organization	%
Proportion of trade visitors	99 %	Businessmen, partner, self-employed	64
Region of residence	%	Executive director, commercial director, administrative director	6
up to 100 km		Director, manager with employer's liability	10
more than 100 km up to 300 km		Other salaried staff	12
over 300 km		Other public service	1
Total Italy	79	Skilled worker	1
Abruzzo	1	Lecturer, teacher, assistant	1
Basilicata	-	Trainee, student	3
Calabria	1	Area of responsibility	%
Campania	3	Executive/management function	39
Emilia Romagna	9	Research, development	6
Friuli Venezia Giulia	5	Planning	18
Lazio	4	Manufacture/production	4
Liguria	1	Production, quality control	6
Lombardia	19	Buying/procurement	11
Marche	3	Finance/accounting, controlling	1
		Administration, organisation	6
		Marketing/sales/advertising/PR	37
		Storage/material management/logistics/transport	1
		Other	6
Total Foreign	21	Frequency of visits to trade fair	%
of which EU	55	2001	55
Rest of Europe	17	2000	46
Africa	-	1999	37
North America	4	Earlier events	35
South and Central America	3	First visit	32
Middle East	4	Size of company/organization:	%
East Asia	16	Number of employees:	
Australia	1	1- 4	48
		5- 9	15
		10- 49	23
		50- 99	5
		100- 199	2
		200- 499	1
		500- 999	-
		1 000- 9 999	1
		10 000 and more	-
		N/A	-
Economic sector	%	Length of stay	%
Architect	15	1. Length of stay (days):	
Interior designer	19	one 56	four 4
Salesperson	29	two 20	five 12
Showroom	5	three 8	
Purchasing groups	2	2. Average length of stay	2,0 days
Advertising agency	3	3. Share of visitors on the event's days:	%
Manufacture of furnishings	23	1st day 32	4th day 43
Research institute, agency, university, school	1	2nd day 40	5th day 36
Other	19	3rd day 45	
Student	2		
Influence on purchasing/procurement decisions	%		
Decisively	44		
Collectively	14		
In an advisory capacity	27		
No	13		
Student	2		

Conducted by: Ente Autonomo Fiere di Verona, Verona

VISION, Stuttgart

Total number of visitors	3 883	Position in the company/organization	%
Proportion of trade visitors	100 %	Entrepreneur, partner, self-employed	9
Region of residence	%	Managing director, board member, head of an authority etc.	7
up to 100 km	28	Senior department head, other employee with managerial responsibility	3
more than 100 km up to 300 km	30	Department head, group head	17
over 300 km	41	Other salaried staff	5
Total Germany	80	Other public service	-
Baden-Württemberg	42	Skilled worker	3
Bavaria	18	Lecturer, teacher, scientific assistant	4
Berlin	1	Trainee	9
Brandenburg	2	Other	-
Bremen	-	Student	12
Hamburg	1	Other not gainfully employed	1
Hesse	7	Area of responsibility	%
Mecklenburg-West Pomerania	-	Management	13
Lower Saxony	3	Research/development/design	57
		Planning/work preparation	5
		Manufacture/production	11
		Production, quality control	7
		Buying/procurement	3
		Finance/accounting, controlling	-
		Information, communication technology (EDP)	6
		Administration/organization/personnel/social welfare/training	1
		Marketing/sales/advertising/PR	7
		Storage/material management/logistics/transport	1
		Maintenance/repairs	3
		Other	2
		Student	12
		Other not gainfully employed	1
The five countries with the highest visitor shares	%	Frequency of visits to trade fair	%
Austria	27	2002	27
Great Britain	24	2001	17
France	16	Earlier events	12
Switzerland	19	First visit	62
Belgium	14	Size of company/organization:	%
Economic sector	%	Number of employees:	
Industry	66	1- 4	8
Trade	3	5- 9	7
Service	10	10- 49	16
Training/consulting	1	50- 99	10
University, polytechnic, vocational school	19	100- 199	8
Other	6	200- 499	14
Influence on purchasing/procurement decisions	%	other not gainfully employed	1
Decisively	25	Length of stay	%
Collectively	48	1. Length of stay (days):	
In an advisory capacity	22	one 85	two 11
No	5	2. Average length of stay	1,2 days
student	13	3. Share of visitors on the event's days:	%
		1st day 38	2nd day 38
		3rd day 37	

Conducted by: Stuttgarter Messe- und Kongressgesellschaft mbH, Stuttgart

Fieragricola, Verona (2002)

Total number of visitors	112 579	Position in the company/organization	%
Proportion of trade visitors	87 %	Entrepreneur, partner, self-employed	52
Region of residence	%	Managing director, board member, head of an authority etc.	3
over 100 km	63	Senior department head, other employee with managerial responsibility	9
Total Italy	87	Other dependent worker	10
Abruzzo	1	Other salaried public service employee	1
Basilicata	-	Skilled worker	14
Calabria	1	Lecturer, teacher, assistant	3
Campania	1	Other	3
Emilia Romagna	9	Trainee, student	6
Friuli Venezia Giulia	3	Area of responsibility	%
Lazio	3	Management	32
Liguria	1	Buying/procurement	21
Lombardia	20	Sales/marketing	24
Marche	2	Research/development/design	9
		Manufacture, production, factory operations	14
Total Foreign	13	Finance	1
of which EU	49	Administration/organization/personnel/social welfare/training	10
Rest of Europe	26	Transport/storage/maintenance/repairs	9
Africa	7	Manufacture/production	30
North America	1	Planning/work preparation	7
South and Central America	2	Other	10
Middle East	1	Frequency of visits to trade fair	%
East Asia	15	2001	22
Australia	-	2000	15
Economic sector	%	1999	7
Designer or manufacturer	13	Earlier events	47
Farmer	46	First visit	20
Breeders	11	Size of company/organization:	%
Wholesaler	3	Number of employees:	
Salesperson	5	1- 9	51
Import/export	5	10- 49	20
Agent/representative	5	50- 99	11
Veterinary surgeon	2	1 000- 9 999	1
Technician	4	100- 199	8
Research institute, agency, university, school	6	N/A	6
Other	6	Length of stay	%
Student	6	1. Length of stay (days):	
Influence on purchasing/procurement decisions	%	one 63	four 1
Decisively	28	two 17	five 14
Collectively	29	three 6	
In an advisory capacity	23	2. Average length of stay	1,9 days
No	20	3. Share of visitors on the event's days:	%
		1st day 35	4th day 40
		2nd day 39	5th day 35
		3rd day 38	

Conducted by: VERONAFIERE, Verona

Trade Visitors Profile Analyses 2003

MeasComp, Wiesbaden

Total number of visitors	5 790	Position in the company/organization	%
Proportion of trade visitors	100 %	Entrepreneur, partner, self-employed	10
Region of residence	%	Managing director, board member, head of an authority etc.	3
up to 100 km	43	Senior department head, other employee with managerial responsibility	1
more than 100 km up to 300 km	39	Department head, group head	29
over 300 km	18	Other salaried staff	28
Total Germany	98	Other public service	3
Baden-	North Rhine-	Skilled worker	3
Württemberg	18 Westphalia	Lecturer, teacher, scientific assistant	13
Bavaria	12 Rhineland-	Trainee	-
Berlin	- Palatinate	Student	8
Brandenburg	- Saarland	Other	1
Bremen	- Saxony	Area of responsibility	%
Hamburg	1 Saxony-Anhalt	Management	9
Hesse	36 Schleswig-	Research/development/design	35
Mecklenburg	Holstein	Planning/work preparation	4
West Pomerania	- Thuringia	Manufacture/production	8
Lower Saxony	3	Production, quality control	7
Total Foreign	2	Buying/procurement	3
of which EU	86	Finance/accounting, controlling	1
Rest of Europe	14	Administration/organization/personnel/ social welfare/training	12
Africa	-	Marketing/sales/advertising/PR	10
North America	-	Storage/material management/logistics/ transport	1
South and Central America	-	Maintenance/repairs	3
Middle East	-	Student	7
East Asia	-	Frequency of visits to trade fair	%
Australia	-	2002	42
The five countries with the highest visitor shares	%	2001	8
Netherlands	29	Earlier events	13
Sweden	29	First visit	37
Italy	14	Size of company/organization:	%
Denmark	14	Number of employees:	
Switzerland	14	1- 4	6
Economic sector	%	5- 9	4
Automobile	19	10- 49	14
Chemistry	3	50- 99	11
Electrical engineering	20	100- 199	12
Mechanical engineering	13	200- 499	15
Measuring technology	14	Length of stay	%
Telecommunication	3	1. Length of stay (days):	
Environmental technology	5	one	92
University/public service	12	two	5
Student	4	three	3
Other	6	2. Average length of stay	1,1 days
Influence on purchasing/ procurement decisions	%	3. Share of visitors on the event's days:	%
Decisively	20	1st day	31
Collectively	40	2nd day	49
In an advisory capacity	21	3rd day	21
No student	11		
	7		

Conducted by: NETWORK-OSE GmbH, Hagenburg

Private Visitors Profile Analyses 2003

ART FORUM BERLIN

Total number of visitors	13 821	Net household income	%
Proportion of private visitors	38 %	up to 750,- EUR	8
Region of residence	%	more than 750,- EUR	4
Locally	66	up to 1 000,- EUR	3
within a 25 km radius	6	up to 1 250,- EUR	2
further than 25 km within a 50 km radius	4	up to 1 500,- EUR	8
further than 50 km within a 100 km radius	1	up to 2 000,- EUR	8
further than 100 km radius	23	up to 2 500,- EUR	8
		up to 3 000,- EUR	8
		N/A	30
Germany	93		29
Other country	7	Size of household	%
Sex	%	1 person	33
Male	48	2 persons	42
Female	52	3 persons	13
Accompanied by husband/wife/partner	45	4 persons	7
		5 persons and more	5
Age	%	Buying and ordering capacity	%
up to 20 years	6	Purchase or order made or intended at the exhibition	
over 20 up to 30 years	20	yes	9
over 30 up to 40 years	26	no	59
over 40 up to 50 years	20	maybe	33
over 50 up to 60 years	16	Follow-up business	%
over 60 up to 70 years	9	Intend to buy at later date	
over 70 years	2	yes	6
Occupation	%	no	45
Unskilled/skilled worker	1	maybe	48
Salaried staff	27		
Civil servant	10		
Self employed/freelance	25		
Housewife	2		
Other occupation	6		
Trainee/student/pupil	18		
Old-age-pensioner	9		
Other not working	1		

Conducted by: Gelszus Messe-Marktforschung GmbH, Dortmund

International Green Week Berlin

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

Conducted by: Gelszus Messe-Marktforschung GmbH, Dortmund

Import Shop Berlin

Total number of visitors	46 277	Net household income	%
Proportion of private visitors	86 %	up to 750,- EUR	12
Region of residence	%	more than 750,- EUR	5
Locally	69	up to 1 000,- EUR	7
within a 25 km radius	13	up to 1 250,- EUR	9
further than 25 km within a 50 km radius	9	up to 1 500,- EUR	12
further than 50 km within a 100 km radius	4	up to 2 000,- EUR	10
further than 100 km radius	6	up to 2 500,- EUR	8
		up to 3 000,- EUR	14
		N/A	24
Germany	100	Size of household	%
Other country	-	1 person	24
Sex	%	2 persons	39
Male	24	3 persons	20
Female	76	4 persons	12
Accompanied by husband/wife/partner	40	5 persons and more	5
Age	%	Buying and ordering capacity	%
up to 20 years	9	Purchase or order made or intended at the exhibition	
over 20 up to 30 years	18	yes	89
over 30 up to 40 years	20	no	2
over 40 up to 50 years	20	maybe	9
over 50 up to 60 years	16	Follow-up business	%
over 60 up to 70 years	15	Intend to buy at later date	
over 70 years	3	yes	23
Occupation	%	no	25
Unskilled/skilled worker	4	maybe	52
Salaried staff	35		
Civil servant	11		
Self employed/freelance	7		
Housewife	4		
Other occupation	4		
Trainee/student/pupil	16		
Old-age-pensioner	16		
Other not working	4		

Conducted by: Gelszus Messe-Marktforschung GmbH, Dortmund

ITB - International Tourism Exchange, Berlin

Total number of visitors	129 947	Net household income	%
Proportion of private visitors	46 %	up to 750,- EUR	8
Region of residence	%	more than 750,- EUR	7
Locally	54	up to 1 000,- EUR	10
within a 25 km radius	10	up to 1 250,- EUR	7
further than 25 km within a 50 km radius	8	up to 1 500,- EUR	10
further than 50 km within a 100 km radius	5	up to 2 000,- EUR	12
further than 100 km radius	23	up to 2 500,- EUR	14
		up to 3 000,- EUR	12
		N/A	19
Germany	98		12
Other country	3	Size of household	%
Sex	%	1 person	24
Male	56	2 persons	46
Female	44	3 persons	14
Accompanied by husband/wife/partner	44	4 persons	13
		5 persons and more	3
Age	%	Buying and ordering capacity	%
up to 20 years	6	Purchase or order made or intended at the exhibition	
over 20 up to 30 years	16	yes	36
over 30 up to 40 years	16	no	27
over 40 up to 50 years	19	maybe	38
over 50 up to 60 years	23	Follow-up business	%
over 60 up to 70 years	18	Intend to buy at later date	
over 70 years	3	yes	36
Occupation	%	no	27
Unskilled/skilled worker	7	maybe	38
Salaried staff	37		
Civil servant	10		
Self employed/freelance	6		
Housewife	1		
Other occupation	3		
Trainee/student/pupil	12		
Old-age-pensioner	22		
Other not working	2		

Conducted by: Gelszus Messe-Marktforschung GmbH, Dortmund

Harz + Heide, Braunschweig			
Total number of visitors	72 320	Net household income	%
Proportion of private visitors	90 %	up to 750,- EUR	7
Region of residence	%	more than 750,- EUR	5
Locally	34	up to 1 000,- EUR	6
within a 25 km radius	35	up to 1 250,- EUR	8
further than 25 km within a 50 km radius	21	more than 1 500,- EUR	9
further than 50 km within a 100 km radius	4	more than 2 000,- EUR	8
further than 100 km radius	6	more than 2 500,- EUR	7
		more than 3 000,- EUR	10
Germany	99	N/A	40
Other country	1	Size of household	%
Sex	%	1 person	13
Male	51	2 persons	44
Female	49	3 persons	19
Accompanied by husband/wife/partner	52	4 persons	17
		5 persons and more	8
Age	%	Buying and ordering capacity	%
up to 20 years	7	Purchase or order made or intended at the exhibition	
over 20 up to 30 years	21	yes	58
over 30 up to 40 years	25	no	19
over 40 up to 50 years	22	maybe	23
over 50 up to 60 years	15	Follow-up business	%
over 60 up to 70 years	9	Intend to buy at later date	
over 70 years	2	yes	19
Occupation	%	no	30
Unskilled/skilled worker	14	maybe	51
Salaried staff	36		
Civil servant	9		
Self employed/freelance	2		
Housewife	6		
Other occupation	5		
Trainee/student/pupil	12		
Old-age-pensioner	8		
Other not working	3		

Conducted by: Gelszus Messe-Marktforschung GmbH, Dortmund

hafa Bremen			
Total number of visitors	77 115	Net household income	%
Proportion of private visitors	84 %	up to 750,- EUR	11
Region of residence	%	more than 750,- EUR	6
Locally	39	up to 1 000,- EUR	8
within a 25 km radius	26	up to 1 250,- EUR	8
further than 25 km within a 50 km radius	18	more than 1 500,- EUR	12
further than 50 km within a 100 km radius	12	more than 2 000,- EUR	11
further than 100 km radius	6	more than 2 500,- EUR	10
		more than 3 000,- EUR	14
Germany	99	N/A	21
Other country	1	Size of household	%
Sex	%	1 person	14
Male	34	2 persons	41
Female	66	3 persons	17
Accompanied by husband/wife/partner	43	4 persons	16
		5 persons and more	12
Age	%	Buying and ordering capacity	%
up to 20 years	17	Purchase or order made or 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	Follow-up business	%
over 60 up to 70 years	10	Intend to buy at later date	
over 70 years	4	yes	28
Occupation	%	no	22
Unskilled/skilled worker	10	maybe	50
Salaried staff	29		
Civil servant	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

CREATIVA, Dortmund			
Total number of visitors	66 725	Net household income	%
Proportion of private visitors	77 %	up to 750,- EUR	8
Region of residence	%	more than 750,- EUR	3
Locally	12	up to 1 000,- EUR	5
within a 25 km radius	13	up to 1 250,- EUR	7
further than 25 km within a 50 km radius	22	more than 1 500,- EUR	10
further than 50 km within a 100 km radius	26	more than 2 000,- EUR	9
further than 100 km radius	28	more than 2 500,- EUR	8
		more than 3 000,- EUR	10
Germany	98	N/A	41
Other country	2	Size of household	%
Sex	%	1 person	11
Male	7	2 persons	30
Female	94	3 persons	18
Accompanied by husband/wife/partner	11	4 persons	26
		5 persons and more	16
Age	%	Buying and ordering capacity	%
up to 20 years	6	Purchase or order made or intended at the exhibition	
over 20 up to 30 years	17	yes	91
over 30 up to 40 years	31	no	2
over 40 up to 50 years	27	maybe	6
over 50 up to 60 years	13	Follow-up business	%
over 60 up to 70 years	5	Intend to buy at later date	
over 70 years	1	yes	32
Occupation	%	no	20
Unskilled/skilled worker	5	maybe	48
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	3		

Conducted by: Gelszus Messe-Marktforschung GmbH, Dortmund

DORTMUNDER HERBST, Dortmund			
Total number of visitors	111 958	Net household income	%
Proportion of private visitors	91 %	up to 750,- EUR	6
Region of residence	%	more than 750,- EUR	4
Locally	29	up to 1 000,- EUR	5
within a 25 km radius	35	up to 1 250,- EUR	8
further than 25 km within a 50 km radius	24	more than 1 500,- EUR	11
further than 50 km within a 100 km radius	9	more than 2 000,- EUR	10
further than 100 km radius	3	more than 2 500,- EUR	10
		more than 3 000,- EUR	14
Germany	100	N/A	33
Other country	1	Size of household	%
Sex	%	1 person	12
Male	38	2 persons	41
Female	63	3 persons	21
Accompanied by husband/wife/partner	49	4 persons	18
		5 persons and more	8
Age	%	Buying and ordering capacity	%
up to 20 years	7	Purchase or order made or intended at the exhibition	
over 20 up to 30 years	13	yes	77
over 30 up to 40 years	26	no	9
over 40 up to 50 years	24	maybe	14
over 50 up to 60 years	18	Follow-up business	%
over 60 up to 70 years	11	Intend to buy at later date	
over 70 years	2	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

Private Visitors Profile Analyses 2003

HobbyTronic Computerschau, Dortmund

Total number of visitors	45 672	Net household income	%
Proportion of private visitors	48 %	more than 750,- EUR	up to 750,- EUR 15
Region of residence	%	more than 1 000,- EUR	up to 1 000,- EUR 4
Locally	17	more than 1 250,- EUR	up to 1 250,- EUR 5
within a 25 km radius	19	more than 1 500,- EUR	up to 1 500,- EUR 9
further than 25 km within a 50 km radius	24	more than 2 000,- EUR	up to 2 000,- EUR 9
further than 50 km within a 100 km radius	23	more than 2 500,- EUR	up to 2 500,- EUR 7
further than 100 km radius	18	more than 3 000,- EUR	up to 3 000,- EUR 17
		N/A	30
Germany	98	Size of household	%
Other country	2	1 person	19
Sex	%	2 persons	27
Male	92	3 persons	19
Female	8	4 persons	19
Accompanied by husband/wife/partner	10	5 persons and more	15
Age	%	Buying and ordering capacity	%
up to 20 years	19	Purchase or order made or intended at the exhibition	
over 20 up to 30 years	24	yes	82
over 30 up to 40 years	27	no	7
over 40 up to 50 years	17	maybe	11
over 50 up to 60 years	7	Follow-up business	%
over 60 up to 70 years	3	Intend to buy at later date	
over 70 years	5	yes	27
Occupation	%	no	34
Unskilled/skilled worker	17	maybe	40
Salaried staff	27		
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

INTERMODELLBAU, Dortmund

Total number of visitors	95 454	Net household income	%
Proportion of private visitors	91 %	more than 750,- EUR	up to 750,- EUR 8
Region of residence	%	more than 1 000,- EUR	up to 1 000,- EUR 3
Locally	8	more than 1 250,- EUR	up to 1 250,- EUR 5
within a 25 km radius	8	more than 1 500,- EUR	up to 1 500,- EUR 7
further than 25 km within a 50 km radius	16	more than 2 000,- EUR	up to 2 000,- EUR 12
further than 50 km within a 100 km radius	21	more than 2 500,- EUR	up to 2 500,- EUR 11
further than 100 km radius	46	more than 3 000,- EUR	up to 3 000,- EUR 16
		N/A	27
Germany	89	Size of household	%
Other country	11	1 person	18
Sex	%	2 persons	33
Male	94	3 persons	19
Female	6	4 persons	19
Accompanied by husband/wife/partner	13	5 persons and more	11
Age	%	Buying and ordering capacity	%
up to 20 years	9	Purchase or order made or intended at the exhibition	
over 20 up to 30 years	15	yes	78
over 30 up to 40 years	29	no	8
over 40 up to 50 years	26	maybe	15
over 50 up to 60 years	15	Follow-up business	%
over 60 up to 70 years	6	Intend to buy at later date	
over 70 years	1	yes	44
Occupation	%	no	15
Unskilled/skilled worker	19	maybe	41
Salaried staff	33		
Civil servant	12		
Self employed/freelance	7		
Housewife	1		
Other occupation	6		
Trainee/student/pupil	11		
Old-age-pensioner	9		
Other not working	3		

Conducted by: Gelszus Messe-Marktforschung GmbH, Dortmund

JAGD & HUND, Dortmund

Total number of visitors	62 992	Net household income	%
Proportion of private visitors	76 %	more than 750,- EUR	up to 750,- EUR 8
Region of residence	%	more than 1 000,- EUR	up to 1 000,- EUR 4
Locally	9	more than 1 250,- EUR	up to 1 250,- EUR 3
within a 25 km radius	7	more than 1 500,- EUR	up to 1 500,- EUR 5
further than 25 km within a 50 km radius	15	more than 2 000,- EUR	up to 2 000,- EUR 6
further than 50 km within a 100 km radius	28	more than 2 500,- EUR	up to 2 500,- EUR 7
further than 100 km radius	41	more than 3 000,- EUR	up to 3 000,- EUR 10
		N/A	17
Germany	93	Size of household	%
Other country	7	1 person	11
Sex	%	2 persons	33
Male	76	3 persons	17
Female	24	4 persons	23
Accompanied by husband/wife/partner	32	5 persons and more	15
Age	%	Buying and ordering capacity	%
up to 20 years	7	Purchase or order made or intended at the exhibition	
over 20 up to 30 years	12	yes	83
over 30 up to 40 years	25	no	5
over 40 up to 50 years	24	maybe	12
over 50 up to 60 years	16	Follow-up business	%
over 60 up to 70 years	12	Intend to buy at later date	
over 70 years	4	yes	41
Occupation	%	no	20
Unskilled/skilled worker	14	maybe	39
Salaried staff	25		
Civil servant	8		
Self employed/freelance	20		
Housewife	5		
Other occupation	4		
Trainee/student/pupil	10		
Old-age-pensioner	12		
Other not working	3		

Conducted by: Gelszus Messe-Marktforschung GmbH, Dortmund

Dresden Travel Market, Dresden (2002)

Total number of visitors	31 334	Net household income	%
Proportion of private visitors	93 %	more than 750,- EUR	up to 750,- EUR 7
Region of residence	%	more than 1 000,- EUR	up to 1 000,- EUR 7
Locally	46	more than 1 250,- EUR	up to 1 250,- EUR 10
within a 25 km radius	25	more than 1 500,- EUR	up to 1 500,- EUR 9
further than 25 km within a 50 km radius	17	more than 2 000,- EUR	up to 2 000,- EUR 12
further than 50 km within a 100 km radius	8	more than 2 500,- EUR	up to 2 500,- EUR 15
further than 100 km radius	4	more than 3 000,- EUR	up to 3 000,- EUR 8
		N/A	7
Germany	99	Size of household	%
Other country	1	1 person	12
Sex	%	2 persons	54
Male	49	3 persons	19
Female	51	4 persons	14
Accompanied by husband/wife/partner	72	5 persons and more	2
Age	%	Buying and ordering capacity	%
up to 20 years	5	Purchase or order made or intended at the exhibition	
over 20 up to 30 years	13	yes	14
over 30 up to 40 years	16	no	52
over 40 up to 50 years	23	maybe	34
over 50 up to 60 years	19	Follow-up business	%
over 60 up to 70 years	21	Intend to buy at later date	
over 70 years	4	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	26		
Other not gainfully employed	2		

Conducted by: Gelszus Messe-Marktforschung GmbH, Dortmund

boot Düsseldorf				
Total number of visitors	307 054	Net household income		%
Proportion of private visitors	87 %	more than 750,- EUR	up to 750,- EUR	6
Region of residence	%	more than 1 000,- EUR	up to 1 000,- EUR	2
Locally	6	more than 1 250,- EUR	up to 1 250,- EUR	3
within a 25 km radius	14	more than 1 500,- EUR	up to 1 500,- EUR	6
further than 25 km within a 50 km radius	19	more than 2 000,- EUR	up to 2 000,- EUR	11
further than 50 km within a 100 km radius	19	more than 2 500,- EUR	up to 2 500,- EUR	12
further than 100 km radius	41	more than 3 000,- EUR	up to 3 000,- EUR	14
		N/A		46
Germany	90			19
Other country	10	Size of household		%
Sex	%	1 person		16
Male	76	2 persons		39
Female	25	3 persons		18
Accompanied by husband/wife/partner	40	4 persons		19
		5 persons and more		8
Age	%	Buying and ordering capacity		%
up to 20 years	4	Purchase or order made or intended at the exhibition		
over 20 up to 30 years	12	yes		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	Follow-up business		%
over 60 up to 70 years	9	Intend to buy at later date		
over 70 years	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			

Conducted by: Walter & Partner, Basel

CARAVAN SALON Düsseldorf				
Total number of visitors	164 235	Net household income		%
Proportion of private visitors	91 %	more than 750,- EUR	up to 750,- EUR	4
Region of residence	%	more than 1 000,- EUR	up to 1 000,- EUR	3
Locally	4	more than 1 250,- EUR	up to 1 250,- EUR	5
within a 25 km radius	9	more than 1 500,- EUR	up to 1 500,- EUR	7
further than 25 km within a 50 km radius	15	more than 2 000,- EUR	up to 2 000,- EUR	13
further than 50 km within a 100 km radius	21	more than 2 500,- EUR	up to 2 500,- EUR	17
further than 100 km radius	51	more than 3 000,- EUR	up to 3 000,- EUR	18
				31
Germany	89	Size of household		%
Other country	11	1 person		7
Sex	%	2 persons		52
Male	54	3 persons		17
Female	46	4 persons		17
Accompanied by husband/wife/partner	76	5 persons and more		8
Age	%	Buying and ordering capacity		%
up to 20 years	1	Purchase or order made or intended at the exhibition		
over 20 up to 30 years	4	yes		46
over 30 up to 40 years	22	no		21
over 40 up to 50 years	28	maybe		33
over 50 up to 60 years	25	Follow-up business		%
over 60 up to 70 years	17	Intend to buy at later date		
over 70 years	3	yes		18
Occupation	%	no		30
Unskilled/skilled worker	10	maybe		53
Salaried staff	38			
Civil servant	11			
Self employed/freelance	12			
Housewife	7			
Other occupation	1			
Trainee/student/pupil	1			
Old-age-pensioner	19			
Other not working	2			

Conducted by: Walter & Partner, Basel

Haus + Technik, Erfurt				
Total number of visitors	5 949	Net household income		%
Proportion of private visitors	67 %	more than 750,- EUR	up to 750,- EUR	1
Region of residence	%	more than 1 000,- EUR	up to 1 000,- EUR	-
Locally	15	more than 1 250,- EUR	up to 1 250,- EUR	2
within a 25 km radius	15	more than 1 500,- EUR	up to 1 500,- EUR	8
further than 25 km within a 50 km radius	30	more than 2 000,- EUR	up to 2 000,- EUR	15
further than 50 km within a 100 km radius	36	more than 2 500,- EUR	up to 2 500,- EUR	16
further than 100 km radius	5	more than 3 000,- EUR	up to 3 000,- EUR	10
		N/A		12
Germany	100			36
Other country	-	Size of household		%
Sex	%	1 person		3
Male	58	2 persons		42
Female	42	3 persons		30
Accompanied by husband/wife/partner	80	4 persons		19
		5 persons and more		6
Age	%	Buying and ordering capacity		%
up to 20 years	1	Purchase or order made or intended at the exhibition		
over 20 up to 30 years	15	yes		4
over 30 up to 40 years	27	no		84
over 40 up to 50 years	30	maybe		12
over 50 up to 60 years	14	Follow-up business		%
over 60 up to 70 years	12	Intend to buy at later date		
over 70 years	-	yes		31
Occupation	%	no		27
Unskilled/skilled worker	15	maybe		42
Salaried staff	50			
Civil servant	6			
Self employed/freelance	10			
Housewife	1			
Other occupation	-			
Trainee/student/pupil	1			
Old-age-pensioner	14			
Other not working	3			

Conducted by: Messe Erfurt AG, Erfurt

International Pedigree Dog Show, Erfurt				
Total number of visitors	16 276	Net household income		%
Proportion of private visitors	90 %	more than 750,- EUR	up to 750,- EUR	6
Region of residence	%	more than 1 000,- EUR	up to 1 000,- EUR	6
Locally	22	more than 1 250,- EUR	up to 1 250,- EUR	10
within a 25 km radius	20	more than 1 500,- EUR	up to 1 500,- EUR	9
further than 25 km within a 50 km radius	18	more than 2 000,- EUR	up to 2 000,- EUR	13
further than 50 km within a 100 km radius	20	more than 2 500,- EUR	up to 2 500,- EUR	10
further than 100 km radius	20	more than 3 000,- EUR	up to 3 000,- EUR	5
		N/A		5
Germany	100			35
Other country	-	Size of household		%
Sex	%	1 person		13
Male	42	2 persons		38
Female	58	3 persons		30
Accompanied by husband/wife/partner	65	4 persons		15
		5 persons and more		5
Age	%	Buying and ordering capacity		%
up to 20 years	7	Purchase or order made or intended at the exhibition		
over 20 up to 30 years	22	yes		27
over 30 up to 40 years	29	no		52
over 40 up to 50 years	25	maybe		22
over 50 up to 60 years	12	Follow-up business		%
over 60 up to 70 years	6	Intend to buy at later date		
over 70 years	1	yes		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

Private Visitors Profile Analyses 2003

riding-hunting-fishing, Erfurt (2002)

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

Conducted by: Messe Erfurt AG, Erfurt, Erfurt

Thuringia Exhibition, Erfurt (2001)

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

Conducted by: INA Research GmbH, Schenefeld

EQUITANA, Essen

Total number of visitors	204 725	Net household income	%
Proportion of private visitors	79 %	more than 750,- EUR	up to 750,- EUR 9
Region of residence	%	more than 1 000,- EUR	up to 1 000,- EUR 5
Locally	5	more than 1 250,- EUR	up to 1 250,- EUR 7
within a 25 km radius	10	more than 1 500,- EUR	up to 1 500,- EUR 4
further than 25 km within a 50 km radius	16	more than 2 000,- EUR	up to 2 000,- EUR 8
further than 50 km within a 100 km radius	20	more than 2 500,- EUR	up to 2 500,- EUR 7
further than 100 km radius	50	more than 3 000,- EUR	up to 3 000,- EUR 14
		N/A	40
Germany	91	Size of household	%
Other country	9	1 person	15
Sex	%	2 persons	30
Male	21	3 persons	19
Female	79	4 persons	23
Accompanied by husband/wife/partner	36	5 persons and more	13
Age	%	Buying and ordering capacity	%
up to 20 years	20	Purchase or order made or intended at the exhibition	
over 20 up to 30 years	26	yes	84
over 30 up to 40 years	31	no	6
over 40 up to 50 years	17	maybe	10
over 50 up to 60 years	5	Follow-up business	%
over 60 up to 70 years	1	Intend to buy at later date	
over 70 years	-	yes	37
Occupation	%	no	21
Unskilled/skilled worker	6	maybe	42
Salaried staff	33		
Civil servant	6		
Self employed/freelance	11		
Farmer	3		
Housewife	8		
Other occupation	5		
Trainee/student/pupil	22		
Old-age-pensioner	2		
Other not working	4		

Conducted by: Gelszus Messe-Marktforschung GmbH, Dortmund

FIBO, Essen

Total number of visitors	48 172	Net household income	%
Proportion of private visitors	46 %	more than 750,- EUR	up to 750,- EUR 8
Region of residence	%	more than 1 000,- EUR	up to 1 000,- EUR 6
Locally	8	more than 1 250,- EUR	up to 1 250,- EUR 7
within a 25 km radius	14	more than 1 500,- EUR	up to 1 500,- EUR 7
further than 25 km within a 50 km radius	16	more than 2 000,- EUR	up to 2 000,- EUR 12
further than 50 km within a 100 km radius	18	more than 2 500,- EUR	up to 2 500,- EUR 9
further than 100 km radius	44	more than 3 000,- EUR	up to 3 000,- EUR 7
		N/A	27
Germany	94	Size of household	%
Other country	6	1 person	24
Sex	%	2 persons	33
Male	62	3 persons	17
Female	38	4 persons	15
Accompanied by husband/wife/partner	40	5 persons and more	11
Age	%	Buying and ordering capacity	%
up to 20 years	11	Purchase or order made or intended at the exhibition	
over 20 up to 30 years	45	yes	69
over 30 up to 40 years	32	no	9
over 40 up to 50 years	9	maybe	22
over 50 up to 60 years	2	Follow-up business	%
over 60 up to 70 years	1	Intend to buy at later date	
over 70 years	-	yes	28
Occupation	%	no	23
Unskilled/skilled worker	14	maybe	49
Salaried staff	38		
Civil servant	8		
Self employed/freelance	7		
Housewife	3		
Other occupation	6		
Trainee/student/pupil	19		
Old-age-pensioner	1		
Other not working	5		

Conducted by: Gelszus Messe-Marktforschung GmbH, Dortmund

HAUS + GARTEN, Essen

Total number of visitors	50 648	Net household income	%
Proportion of private visitors	90 %	up to 750,- EUR	4
Region of residence	%	more than 750,- EUR	up to 1 000,- EUR 4
Locally	-	more than 1 000,- EUR	up to 1 250,- EUR 5
within a 25 km radius	57	more than 1 250,- EUR	up to 1 500,- EUR 7
further than 25 km within a 50 km radius	27	more than 1 500,- EUR	up to 2 000,- EUR 11
further than 50 km within a 100 km radius	12	more than 2 000,- EUR	up to 2 500,- EUR 13
further than 100 km radius	5	more than 2 500,- EUR	up to 3 000,- EUR 11
		more than 3 000,- EUR	17
		N/A	29
Germany	99	Size of household	%
Other country	1	1 person	9
		2 persons	54
Sex	%	3 persons	17
Male	42	4 persons	15
Female	58	5 persons and more	5
Accompanied by husband/wife/partner	71	Buying and ordering capacity	%
Age	%	Purchase or order made or intended at the exhibition	
up to 20 years	2	yes	76
over 20 up to 30 years	6	no	8
over 30 up to 40 years	18	maybe	15
over 40 up to 50 years	25	Follow-up business	%
over 50 up to 60 years	30	Intend to buy at later date	
over 60 up to 70 years	17	yes	34
over 70 years	3	no	18
Occupation	%	maybe	48
Unskilled/skilled worker	10		
Salaried staff	31		
Civil servant	7		
Self employed/freelance	7		
Housewife	15		
Other occupation	2		
Trainee/student/pupil	3		
Old-age-pensioner	23		
Other not working	1		

Conducted by: Gelszus Messe-Marktforschung GmbH, Dortmund

MODE – HEIM – HANDWERK, Essen

Total number of visitors	190 616	Net household income	%
Proportion of private visitors	87 %	up to 750,- EUR	6
Region of residence	%	more than 750,- EUR	up to 1 000,- EUR 4
Locally	43	more than 1 000,- EUR	up to 1 250,- EUR 7
within a 25 km radius	34	more than 1 250,- EUR	up to 1 500,- EUR 7
further than 25 km within a 50 km radius	16	more than 1 500,- EUR	up to 2 000,- EUR 12
further than 50 km within a 100 km radius	5	more than 2 000,- EUR	up to 2 500,- EUR 11
further than 100 km radius	3	more than 2 500,- EUR	up to 3 000,- EUR 11
		more than 3 000,- EUR	11
		N/A	33
Germany	100	Size of household	%
Other country	-	1 person	13
		2 persons	46
Sex	%	3 persons	19
Male	32	4 persons	16
Female	68	5 persons and more	7
Accompanied by husband/wife/partner	50	Buying and ordering capacity	%
Age	%	Purchase or order made or intended at the exhibition	
up to 20 years	7	yes	83
over 20 up to 30 years	13	no	6
over 30 up to 40 years	24	maybe	11
over 40 up to 50 years	22	Follow-up business	%
over 50 up to 60 years	18	Intend to buy at later date	
over 60 up to 70 years	14	yes	26
over 70 years	1	no	26
Occupation	%	maybe	48
Unskilled/skilled worker	10		
Salaried staff	34		
Civil servant	7		
Self employed/freelance	5		
Housewife	13		
Other occupation	4		
Trainee/student/pupil	8		
Old-age-pensioner	16		
Other not working	4		

Conducted by: Gelszus Messe-Marktforschung GmbH, Dortmund

Tourism/Camping, Essen

Total number of visitors	105 483	Net household income	%
Proportion of private visitors	94 %	up to 750,- EUR	3
Region of residence	%	more than 750,- EUR	up to 1 000,- EUR 4
Locally	12	more than 1 000,- EUR	up to 1 250,- EUR 4
within a 25 km radius	22	more than 1 250,- EUR	up to 1 500,- EUR 8
further than 25 km within a 50 km radius	30	more than 1 500,- EUR	up to 2 000,- EUR 11
further than 50 km within a 100 km radius	19	more than 2 000,- EUR	up to 2 500,- EUR 13
further than 100 km radius	18	more than 2 500,- EUR	up to 3 000,- EUR 12
		more than 3 000,- EUR	18
		N/A	27
Germany	99	Size of household	%
Other country	1	1 person	11
		2 persons	49
Sex	%	3 persons	17
Male	62	4 persons	17
Female	39	5 persons and more	7
Accompanied by husband/wife/partner	69	Buying and ordering capacity	%
Age	%	Purchase or order made or intended at the exhibition	
up to 20 years	2	yes	60
over 20 up to 30 years	9	no	19
over 30 up to 40 years	26	maybe	21
over 40 up to 50 years	25	Follow-up business	%
over 50 up to 60 years	22	Intend to buy at later date	
over 60 up to 70 years	14	yes	37
over 70 years	2	no	17
Occupation	%	maybe	46
Unskilled/skilled worker	11		
Salaried staff	35		
Civil servant	10		
Self employed/freelance	8		
Housewife	6		
Other occupation	3		
Trainee/student/pupil	4		
Old-age-pensioner	20		
Other not working	2		

Conducted by: Gelszus Messe-Marktforschung GmbH, Dortmund

AERO, Friedrichshafen

Total number of visitors	48 825	Net household income	%
Proportion of private visitors	65 %	up to 750,- EUR	9
Region of residence	%	more than 750,- EUR	up to 1 000,- EUR 3
Locally	4	more than 1 000,- EUR	up to 1 250,- EUR 4
within a 25 km radius	8	more than 1 250,- EUR	up to 1 500,- EUR 5
further than 25 km within a 50 km radius	6	more than 1 500,- EUR	up to 2 000,- EUR 7
further than 50 km within a 100 km radius	6	more than 2 000,- EUR	up to 2 500,- EUR 9
further than 100 km radius	76	more than 2 500,- EUR	up to 3 000,- EUR 10
		more than 3 000,- EUR	32
		N/A	23
Germany	72	Size of household	%
Other country	28	1 person	20
		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 intended at the exhibition	
up to 20 years	8	yes	46
over 20 up to 30 years	14	no	28
over 30 up to 40 years	23	maybe	26
over 40 up to 50 years	24	Follow-up business	%
over 50 up to 60 years	19	Intend to buy at later date	
over 60 up to 70 years	9	yes	26
over 70 years	2	no	29
Occupation	%	maybe	45
Unskilled/skilled worker	8		
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

Private Visitors Profile Analyses 2003

Aqua-Fish, Friedrichshafen (2001)

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

Conducted by: Messe Friedrichshafen GmbH,
Friedrichshafen

HAM-RADIO, Friedrichshafen (2001)

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

Conducted by: Messe Friedrichshafen GmbH,
Friedrichshafen

IBO, Friedrichshafen

Total number of visitors	69 174	Net household income	%
Proportion of private visitors	87 %	more than 750,- EUR	up to 750,- EUR 11
Region of residence	%	more than 1 000,- EUR	up to 1 000,- EUR 5
Locally	19	more than 1 250,- EUR	up to 1 250,- EUR 6
within a 25 km radius	35	more than 1 500,- EUR	up to 1 500,- EUR 8
further than 25 km within a 50 km radius	23	more than 2 000,- EUR	up to 2 000,- EUR 12
further than 50 km within a 100 km radius	19	more than 2 500,- EUR	up to 2 500,- EUR 11
further than 100 km radius	4	more than 3 000,- EUR	up to 3 000,- EUR 10
Germany	98	N/A	24
Other country	2	Size of household	%
Sex	%	1 person	12
Male	55	2 persons	44
Female	45	3 persons	15
Accompanied by husband/wife/partner	67	4 persons	17
Age	%	5 persons and more	12
up to 20 years	10	Buying and ordering capacity	%
over 20 up to 30 years	18	Purchase or order made or intended at the exhibition	
over 30 up to 40 years	18	yes	70
over 40 up to 50 years	18	no	10
over 50 up to 60 years	19	maybe	21
over 60 up to 70 years	15	Follow-up business	%
over 70 years	2	Intend to buy at later date	
Occupation	%	yes	24
Unskilled/skilled worker	17	no	24
Salaried staff	29	maybe	52
Civil servant	5		
Self employed/freelance	9		
Housewife	7		
Other occupation	2		
Trainee/student/pupil	11		
Old-age-pensioner	18		
Other not working	2		

Conducted by: Gelszus Messe-Marktforschung
GmbH, Dortmund

ÖKO-TRENDS, Gelnhausen

Total number of visitors	4 178	Net household income	%
Proportion of private visitors	100 %	more than 750,- EUR	up to 750,- EUR 1
Region of residence	%	more than 1 000,- EUR	up to 1 000,- EUR 1
Locally	40	more than 1 250,- EUR	up to 1 250,- EUR 4
within a 25 km radius	41	more than 1 500,- EUR	up to 1 500,- EUR 3
further than 25 km within a 50 km radius	12	more than 2 000,- EUR	up to 2 000,- EUR 4
further than 50 km within a 100 km radius	4	more than 2 500,- EUR	up to 2 500,- EUR 11
further than 100 km radius	3	more than 3 000,- EUR	up to 3 000,- EUR 8
Germany	98	N/A	17
Other country	2	Size of household	%
Sex	%	1 person	14
Male	50	2 persons	39
Female	51	3 persons	17
Accompanied by husband/wife/partner	66	4 persons	22
Age	%	5 persons and more	7
up to 20 years	2	Buying and ordering capacity	%
over 20 up to 30 years	4	Purchase or order made or intended at the exhibition	
over 30 up to 40 years	26	yes	34
over 40 up to 50 years	29	no	20
over 50 up to 60 years	19	maybe	46
over 60 up to 70 years	16	Follow-up business	%
over 70 years	4	Intend to buy at later date	
Occupation	%	yes	39
Unskilled/skilled worker	7	no	23
Salaried staff	34	maybe	38
Civil servant	11		
Self employed/freelance	12		
Housewife	13		
Other occupation	-		
Trainee/student/pupil	3		
Old-age-pensioner	19		
Other not working	1		

Conducted by: audiokom GmbH, Gelnhausen

DU UND DEINE WELT, Hamburg

Total number of visitors	189 253	Net household income	%
Proportion of private visitors	94 %	more than 750,- EUR	up to 750,- EUR 8
Region of residence	%	more than 1 000,- EUR	up to 1 000,- EUR 4
Locally	50	more than 1 250,- EUR	up to 1 250,- EUR 5
within a 25 km radius	9	more than 1 500,- EUR	up to 1 500,- EUR 7
further than 25 km within a 50 km radius	19	more than 2 000,- EUR	up to 2 000,- EUR 9
further than 50 km within a 100 km radius	14	more than 2 500,- EUR	up to 2 500,- EUR 10
further than 100 km radius	9	more than 3 000,- EUR	up to 3 000,- EUR 9
		N/A	18
Germany	99		31
Other country	1	Size of household	%
Sex	%	1 person	20
Male	36	2 persons	40
Female	64	3 persons	17
Accompanied by husband/wife/partner	42	4 persons	16
		5 persons and more	7
Age	%	Buying and ordering capacity	%
up to 20 years	14	Purchase or order made or intended at the exhibition	
over 20 up to 30 years	25	yes	66
over 30 up to 40 years	19	no	7
over 40 up to 50 years	16	maybe	27
over 50 up to 60 years	13	Follow-up business	%
over 60 up to 70 years	11	Intend to buy at later date	
over 70 years	3	yes	19
Occupation	%	no	21
Unskilled/skilled worker	6	maybe	61
Salaried staff	35		
Civil servant	6		
Self employed/freelance	5		
Housewife	7		
Other occupation	3		
Trainee/student/pupil	21		
Old-age-pensioner	12		
Other not working	4		

Conducted by: PhoneResearch KG, Hamburg

hanseboot, Hamburg

Total number of visitors	122 689	Net household income	%
Proportion of private visitors	81 %	more than 750,- EUR	up to 750,- EUR 5
Region of residence	%	more than 1 000,- EUR	up to 1 000,- EUR 2
Locally	23	more than 1 250,- EUR	up to 1 250,- EUR 3
within a 25 km radius	-	more than 1 500,- EUR	up to 1 500,- EUR 4
further than 25 km within a 50 km radius	-	more than 2 000,- EUR	up to 2 000,- EUR 7
further than 50 km within a 100 km radius	26	more than 2 500,- EUR	up to 2 500,- EUR 8
further than 100 km radius	51	more than 3 000,- EUR	up to 3 000,- EUR 9
		N/A	35
Germany	97		27
Other country	3	Size of household	%
Sex	%	1 person	16
Male	77	2 persons	47
Female	23	3 persons	14
Accompanied by husband/wife/partner	37	4 persons	17
		5 persons and more	7
Age	%	Buying and ordering capacity	%
up to 20 years	7	Purchase or order made or intended at the exhibition	
over 20 up to 30 years	16	yes	58
over 30 up to 40 years	21	no	14
over 40 up to 50 years	20	maybe	28
over 50 up to 60 years	19	Follow-up business	%
over 60 up to 70 years	16	Intend to buy at later date	
over 70 years	2	yes	39
Occupation	%	no	15
Unskilled/skilled worker	7	maybe	46
Salaried staff	36		
Civil servant	8		
Self employed/freelance	14		
Housewife	2		
Other occupation	4		
Trainee/student/pupil	11		
Old-age-pensioner	15		
Other not working	3		

Conducted by: PhoneResearch KG, Hamburg

REISEN HAMBURG

Total number of visitors	101 945	Net household income	%
Proportion of private visitors	93 %	more than 750,- EUR	up to 750,- EUR 5
Region of residence	%	more than 1 000,- EUR	up to 1 000,- EUR 3
Locally	45	more than 1 250,- EUR	up to 1 250,- EUR 3
within a 100 km radius	44	more than 1 500,- EUR	up to 1 500,- EUR 6
further than 100 km radius	12	more than 2 000,- EUR	up to 2 000,- EUR 9
		more than 2 500,- EUR	up to 2 500,- EUR 10
Germany	99	more than 3 000,- EUR	up to 3 000,- EUR 9
Other country	1	N/A	25
Sex	%		30
Male	53	Size of household	%
Female	47	1 person	18
Accompanied by husband/wife/partner	49	2 persons	52
		3 persons	13
		4 persons	12
		5 persons and more	5
Age	%	Buying and ordering capacity	%
up to 20 years	5	Purchase or order made or intended at the exhibition	
over 20 up to 30 years	14	yes	24
over 30 up to 40 years	17	no	44
over 40 up to 50 years	20	maybe	32
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	3	yes	28
Occupation	%	no	23
Unskilled/skilled worker	6	maybe	49
Salaried staff	37		
Civil servant	10		
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 & Jagd, Hannover

Total number of visitors	85 137	Net household income	%
Proportion of private visitors	78 %	more than 750,- EUR	up to 750,- EUR 9
Region of residence	%	more than 1 000,- EUR	up to 1 000,- EUR 6
Locally	8	more than 1 250,- EUR	up to 1 250,- EUR 5
within a 25 km radius	14	more than 1 500,- EUR	up to 1 500,- EUR 8
further than 25 km within a 50 km radius	17	more than 2 000,- EUR	up to 2 000,- EUR 8
further than 50 km within a 100 km radius	26	more than 2 500,- EUR	up to 2 500,- EUR 11
further than 100 km radius	35	more than 3 000,- EUR	up to 3 000,- EUR 10
		N/A	16
Germany	100		31
Other country	-	Size of household	%
Sex	%	1 person	13
Male	44	2 persons	33
Female	56	3 persons	21
Accompanied by husband/wife/partner	33	4 persons	20
		5 persons and more	13
Age	%	Buying and ordering capacity	%
up to 20 years	18	Purchase or order made or 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	Follow-up business	%
over 60 up to 70 years	3	Intend to buy at later date	
over 70 years	-	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	3		
Other not working	2		

Conducted by: Gelszus Messe-Marktforschung GmbH, Dortmund

Private Visitors Profile Analyses 2003

miba, Ingolstadt

Total number of visitors	88 867	Net household income	%
Proportion of private visitors	92 %	up to 750,- EUR	10
Region of residence	%	more than 750,- EUR	6
Locally	35	up to 1 000,- EUR	6
within a 25 km radius	46	up to 1 250,- EUR	8
further than 25 km within a 50 km radius	15	more than 1 500,- EUR	12
further than 50 km within a 100 km radius	2	up to 2 000,- EUR	11
further than 100 km radius	2	more than 2 500,- EUR	12
		more than 3 000,- EUR	14
		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 capacity	%
Age	%	Purchase or order made or intended at the exhibition	
up to 20 years	11	yes	63
over 20 up to 30 years	22	no	10
over 30 up to 40 years	28	maybe	27
over 40 up to 50 years	21		
over 50 up to 60 years	12	Follow-up business	%
over 60 up to 70 years	5	Intend to buy at later date	
over 70 years	1	yes	29
Occupation	%	no	15
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		
Old-age-pensioner	7		
Other not working	1		
Farmer	2		

Conducted by: Gelszus Messe-Marktforschung GmbH, Dortmund

Flowers & Garden, Karlsruhe

Total number of visitors	20 618	Net household income	%
Proportion of private visitors	88 %	up to 750,- EUR	6
Region of residence	%	more than 750,- EUR	5
Locally	30	up to 1 000,- EUR	6
within a 25 km radius	37	up to 1 250,- EUR	8
further than 25 km within a 50 km radius	21	more than 1 500,- EUR	11
further than 50 km within a 100 km radius	6	up to 2 000,- EUR	10
further than 100 km radius	6	more than 2 500,- EUR	8
		more than 3 000,- EUR	14
		N/A	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/partner	51	Buying and ordering capacity	%
Age	%	Purchase or order made or intended at the exhibition	
up to 20 years	4	yes	76
over 20 up to 30 years	10	no	7
over 30 up to 40 years	21	maybe	17
over 40 up to 50 years	24		
over 50 up to 60 years	22	Follow-up business	%
over 60 up to 70 years	14	Intend to buy at later date	
over 70 years	5	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	6		
Old-age-pensioner	22		
Other not working	1		

Conducted by: Gelszus Messe-Marktforschung GmbH, Dortmund

Offerta, Karlsruhe

Total number of visitors	142 356	Net household income	%
Proportion of private visitors	89 %	up to 750,- EUR	8
Region of residence	%	more than 750,- EUR	4
Locally	35	up to 1 000,- EUR	6
within a 25 km radius	38	up to 1 250,- EUR	6
further than 25 km within a 50 km radius	20	more than 1 500,- EUR	12
further than 50 km within a 100 km radius	4	up to 2 000,- EUR	13
further than 100 km radius	2	more than 2 500,- EUR	12
		up to 3 000,- EUR	20
		N/A	19
Germany	99	Size of household	%
Other country	1	1 person	10
		2 persons	38
Sex	%	3 persons	20
Male	51	4 persons	23
Female	49	5 persons and more	9
Accompanied by husband/wife/partner	54	Buying and ordering capacity	%
Age	%	Purchase or order made or intended at the exhibition	
up to 20 years	16	yes	67
over 20 up to 30 years	13	no	11
over 30 up to 40 years	20	maybe	22
over 40 up to 50 years	22		
over 50 up to 60 years	16	Follow-up business	%
over 60 up to 70 years	11	Intend to buy at later date	
over 70 years	2	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

ALLGÄU Festival Week, Kempten (2001)

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

Conducted by: Messe- und Congressberatung Dirr, Hamburg

AUTOMOBIL INTERNATIONAL + AMITEC, Leipzig				
Total number of visitors	264 660	Net household income		%
Proportion of private visitors	71 %	more than 750,- EUR	up to 750,- EUR	13
Region of residence	%	more than 1 000,- EUR	up to 1 000,- EUR	8
Locally	12	more than 1 250,- EUR	up to 1 250,- EUR	8
within a 25 km radius	6	more than 1 500,- EUR	up to 1 500,- EUR	9
further than 25 km within a 50 km radius	4	more than 2 000,- EUR	up to 2 000,- EUR	12
further than 50 km within a 100 km radius	28	more than 2 500,- EUR	up to 2 500,- EUR	11
further than 100 km radius	50	more than 3 000,- EUR	up to 3 000,- EUR	9
		N/A		15
Germany	99	Size of household		%
Other country	1	1 person		17
Sex	%	2 persons		35
Male	72	3 persons		22
Female	28	4 persons		18
Accompanied by husband/wife/partner	35	5 persons and more		9
Age	%	Buying and ordering capacity		%
up to 20 years	21	Purchase or order made or intended at the exhibition		
over 20 up to 30 years	37	yes		18
over 30 up to 40 years	19	no		46
over 40 up to 50 years	11	maybe		36
over 50 up to 60 years	7	Follow-up business		%
over 60 up to 70 years	5	Intend to buy at later date		
over 70 years	1	yes		29
Occupation	%	no		22
Unskilled/skilled worker	23	maybe		49
Salaried staff	25			
Civil servant	7			
Self employed/freelance	6			
Housewife	2			
Other occupation	4			
Trainee/student/pupil	21			
Old-age-pensioner	9			
Other not working	5			

Conducted by: Gelszus Messe-Marktforschung GmbH, Dortmund

Home - Garden - Leisure/Handicrafts Fair, Leipzig (2002)				
Total number of visitors	166 427	Net household income		%
Proportion of private visitors	80 %	more than 750,- EUR	up to 750,- EUR	11
Region of residence	%	more than 1 000,- EUR	up to 1 000,- EUR	8
Locally	26	more than 1 250,- EUR	up to 1 250,- EUR	9
within a 25 km radius	16	more than 1 500,- EUR	up to 1 500,- EUR	7
further than 25 km within a 50 km radius	23	more than 2 000,- EUR	up to 2 000,- EUR	10
further than 50 km within a 100 km radius	24	more than 2 500,- EUR	up to 2 500,- EUR	9
further than 100 km radius	11	more than 3 000,- EUR	up to 3 000,- EUR	6
		N/A		8
Germany	99	Size of household		%
Other country	1	1 person		9
Sex	%	2 persons		36
Male	45	3 persons		28
Female	55	4 persons		22
Accompanied by husband/wife/partner	70	5 persons and more		6
Age	%	Buying and ordering capacity		%
up to 20 years	9	Purchase or order made or intended at the exhibition		
over 20 up to 30 years	15	yes		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	Follow-up business		%
over 60 up to 70 years	11	Intend to buy at later date		
over 70 years	4	yes		23
Occupation	%	no		24
Unskilled/skilled worker	18	maybe		53
Salaried staff	36			
Civil servant	4			
Self employed/freelance	8			
Housewife	4			
Other occupation	3			
Trainee/student/pupil	10			
Old-age-pensioner	14			
Other not gainfully employed	3			

Conducted by: Gelszus Messe-Marktforschung GmbH, Dortmund

Leipzig Book Fair, Leipzig				
Total number of visitors	85 406	Net household income		%
Proportion of private visitors	48 %	more than 750,- EUR	up to 750,- EUR	18
Region of residence	%	more than 1 000,- EUR	up to 1 000,- EUR	9
Locally	26	more than 1 250,- EUR	up to 1 250,- EUR	7
within a 25 km radius	4	more than 1 500,- EUR	up to 1 500,- EUR	6
further than 25 km within a 50 km radius	8	more than 2 000,- EUR	up to 2 000,- EUR	10
further than 50 km within a 100 km radius	14	more than 2 500,- EUR	up to 2 500,- EUR	7
further than 100 km radius	48	more than 3 000,- EUR	up to 3 000,- EUR	15
		N/A		17
Germany	97	Size of household		%
Other country	3	1 person		22
Sex	%	2 persons		28
Male	42	3 persons		20
Female	58	4 persons		21
Accompanied by husband/wife/partner	22	5 persons and more		9
Age	%	Buying and ordering capacity		%
up to 20 years	24	Purchase or order made or 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	Follow-up business		%
over 60 up to 70 years	3	Intend to buy at later date		
over 70 years	1	yes		
Occupation	%	no		
Unskilled/skilled worker	4	maybe		
Salaried staff	29			
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		%
Proportion of private visitors	88 %	more than 750,- EUR	up to 750,- EUR	15
Region of residence	%	more than 1 000,- EUR	up to 1 000,- EUR	9
Locally	13	more than 1 250,- EUR	up to 1 250,- EUR	8
within a 25 km radius	8	more than 1 500,- EUR	up to 1 500,- EUR	11
further than 25 km within a 50 km radius	16	more than 2 000,- EUR	up to 2 000,- EUR	9
further than 50 km within a 100 km radius	26	more than 2 500,- EUR	up to 2 500,- EUR	5
further than 100 km radius	37	more than 3 000,- EUR	up to 3 000,- EUR	8
		N/A		26
Germany	99	Size of household		%
Other country	1	1 person		12
Sex	%	2 persons		24
Male	63	3 persons		28
Female	37	4 persons		26
Accompanied by husband/wife/partner	49	5 persons and more		11
Age	%	Buying and ordering capacity		%
up to 20 years	20	Purchase or order made or intended at the exhibition		
over 20 up to 30 years	25	yes		67
over 30 up to 40 years	30	no		11
over 40 up to 50 years	17	maybe		22
over 50 up to 60 years	6	Follow-up business		%
over 60 up to 70 years	3	Intend to buy at later date		
over 70 years	-	yes		35
Occupation	%	no		15
Unskilled/skilled worker	25	maybe		51
Salaried staff	29			
Civil servant	4			
Self employed/freelance	6			
Housewife	3			
Other occupation	3			
Trainee/student/pupil	22			
Old-age-pensioner	5			
Other not working	3			

Conducted by: Gelszus Messe-Marktforschung GmbH, Dortmund

Private Visitors Profile Analyses 2003

Touristik & Caravaning Leipzig

Total number of visitors	82 467	Net household income	%
Proportion of private visitors	90 %	more than 750,- EUR	up to 750,- EUR 7
Region of residence	%	more than 1 000,- EUR	up to 1 000,- EUR 7
Locally	24	more than 1 250,- EUR	up to 1 250,- EUR 6
within a 25 km radius	12	more than 1 500,- EUR	up to 1 500,- EUR 10
further than 25 km within a 50 km radius	16	more than 2 000,- EUR	up to 2 000,- EUR 16
further than 50 km within a 100 km radius	27	more than 2 500,- EUR	up to 2 500,- EUR 13
further than 100 km radius	22	more than 3 000,- EUR	up to 3 000,- EUR 8
		N/A	6
Germany	100		27
Other country	-	Size of household	%
Sex	%	1 person	11
Male	46	2 persons	52
Female	54	3 persons	21
Accompanied by husband/wife/partner	74	4 persons	13
		5 persons and more	3
Age	%	Buying and ordering capacity	%
up to 20 years	7	Purchase or order made or intended at the exhibition	
over 20 up to 30 years	9	yes	27
over 30 up to 40 years	16	no	32
over 40 up to 50 years	16	maybe	41
over 50 up to 60 years	20	Follow-up business	%
over 60 up to 70 years	27	Intend to buy at later date	
over 70 years	6	yes	45
Occupation	%	no	10
Unskilled/skilled worker	14	maybe	46
Salaried staff	27		
Civil servant	2		
Self employed/freelance	6		
Housewife	3		
Other occupation	1		
Trainee/student/pupil	9		
Old-age-pensioner	35		
Other not working	3		

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

REGIO, Lörrach

Total number of visitors	64 998	Net household income	%
Proportion of private visitors	87 %	more than 750,- EUR	up to 750,- EUR 4
Region of residence	%	more than 1 000,- EUR	up to 1 000,- EUR 4
Locally	18	more than 1 250,- EUR	up to 1 250,- EUR 6
within a 25 km radius	64	more than 1 500,- EUR	up to 1 500,- EUR 15
further than 25 km within a 50 km radius	13	more than 2 000,- EUR	up to 2 000,- EUR 20
further than 50 km within a 100 km radius	4	more than 2 500,- EUR	up to 2 500,- EUR 19
further than 100 km radius	1	more than 3 000,- EUR	up to 3 000,- EUR 14
		Size of household	%
Germany	86	1 person	16
Other country	14	2 persons	52
Sex	%	3 persons	16
Male	57	4 persons	13
Female	43	5 persons and more	4
Accompanied by husband/wife/partner	30	Buying and ordering capacity	%
Age	%	Purchase or order made or intended at the exhibition	
up to 20 years	4	yes	68
over 20 up to 30 years	7	no	33
over 30 up to 40 years	14	maybe	35
over 40 up to 50 years	16	Follow-up business	%
over 50 up to 60 years	21	Intend to buy at later date	
over 60 up to 70 years	20	yes	8
over 70 years	18	no	60
Occupation	%	maybe	32
Unskilled/skilled worker	4		
Salaried staff	25		
Civil servant	4		
Self employed/freelance	11		
Housewife	15		
Other occupation	3		
Trainee/student/pupil	4		
Old-age-pensioner	33		
Other not working	1		

Conducted by: Messe Lörrach, Lörrach

LEBEN, Magdeburg

Total number of visitors	10 978	Net household income	%
Proportion of private visitors	100 %	more than 750,- EUR	up to 750,- EUR 4
Region of residence	%	more than 1 000,- EUR	up to 1 000,- EUR 11
Locally	62	more than 1 250,- EUR	up to 1 250,- EUR 16
within a 25 km radius	18	more than 1 500,- EUR	up to 1 500,- EUR 14
further than 25 km within a 50 km radius	14	more than 2 000,- EUR	up to 2 000,- EUR 12
further than 50 km within a 100 km radius	5	more than 2 500,- EUR	up to 2 500,- EUR 12
further than 100 km radius	1	more than 3 000,- EUR	up to 3 000,- EUR 5
		N/A	3
Germany	100		24
Other country	-	Size of household	%
Sex	%	1 person	11
Male	43	2 persons	63
Female	57	3 persons	13
Accompanied by husband/wife/partner	70	4 persons	12
		5 persons and more	1
Age	%	Buying and ordering capacity	%
up to 20 years	1	Purchase or order made or intended at the exhibition	
over 20 up to 30 years	5	yes	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	Follow-up business	%
over 60 up to 70 years	36	Intend to buy at later date	
over 70 years	6	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

MAGDEBOOT, Magdeburg

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

Conducted by: IWD Marktforschung, Magdeburg

Perspektiven, Magdeburg (2002)

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

Conducted by: IWD Marktforschung, Magdeburg

Rheinland-Pfalz-Ausstellung, Mainz (2001)

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

Conducted by: INA Research GmbH, Schenefeld

MANNHEIMER MAIMARKT, Mannheim (2001)

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

Conducted by: Mannheimer Ausstellungsgesellschaft/Uni Mannheim, Mannheim

C-B-R, München (2002)

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

Conducted by: NFO Infratest, München

Private Visitors Profile Analyses 2003

GARTEN MÜNCHEN

Total number of visitors	49 583	Net household income	%
Proportion of private visitors	85 %	up to 750,- EUR	3
Region of residence	%	more than 750,- EUR	2
Locally	24	up to 1 000,- EUR	4
within a 25 km radius	13	more than 1 000,- EUR	6
further than 25 km within a 50 km radius	14	up to 1 250,- EUR	11
further than 50 km within a 100 km radius	21	more than 1 250,- EUR	12
further than 100 km radius	28	up to 2 000,- EUR	10
		more than 2 000,- EUR	21
Germany	99	up to 3 000,- EUR	32
Other country	1	N/A	
Sex	%	Size of household	%
Male	36	1 person	13
Female	64	2 persons	38
Accompanied by husband/wife/partner	47	3 persons	18
		4 persons	20
		5 persons and more	10
Age	%	Buying and ordering capacity	%
up to 20 years	2	Purchase or order made or intended at the exhibition	
over 20 up to 30 years	10	yes	69
over 30 up to 40 years	24	no	10
over 40 up to 50 years	30	maybe	21
over 50 up to 60 years	21	Follow-up business	%
over 60 up to 70 years	12	Intend to buy at later date	
over 70 years	1	yes	25
Occupation	%	no	21
Unskilled/skilled worker	6	maybe	54
Salaried staff	40		
Civil servant	8		
Farmer	2		
Self employed/freelance	9		
Housewife	15		
Other occupation	4		
Trainee/student/pupil	3		
Old-age-pensioner	11		
Other not working	1		

Conducted by: NFO Infratest, München

I.H.M., München

Total number of visitors	205 710	Net household income	%
Proportion of private visitors	38 %	up to 750,- EUR	3
Region of residence	%	more than 750,- EUR	3
Locally	27	up to 1 000,- EUR	3
within a 25 km radius	15	more than 1 000,- EUR	6
further than 25 km within a 50 km radius	15	up to 1 250,- EUR	13
further than 50 km within a 100 km radius	19	more than 1 250,- EUR	12
further than 100 km radius	24	up to 2 000,- EUR	11
		more than 2 000,- EUR	27
Germany	97	up to 3 000,- EUR	23
Other country	3	N/A	
Sex	%	Size of household	%
Male	63	1 person	13
Female	37	2 persons	48
Accompanied by husband/wife/partner	50	3 persons	16
		4 persons	15
		5 persons and more	8
Age	%	Buying and ordering capacity	%
up to 20 years	1	Purchase or order made or intended at the exhibition	
over 20 up to 30 years	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	Follow-up business	%
over 60 up to 70 years	28	Intend to buy at later date	
over 70 years	4	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/RESIDENCE, München (2001)

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

Conducted by: Infratest Burke, München

Int. Exh. for Hunters, Fishermen and Marksmen, München (2001)

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

Conducted by: Dr. Reuther Institut, Berg

Consumenta, Nürnberg			
Total number of visitors	214 209	Net household income	%
Proportion of private visitors	- %	more than 750,- EUR	up to 750,- EUR 8
Region of residence	%	more than 1 000,- EUR	up to 1 000,- EUR 7
Locally	21	more than 1 250,- EUR	up to 1 250,- EUR 5
within a 25 km radius	25	more than 1 500,- EUR	up to 1 500,- EUR 7
further than 25 km within a 50 km radius	21	more than 2 000,- EUR	up to 2 000,- EUR 10
further than 50 km within a 100 km radius	20	more than 2 500,- EUR	up to 2 500,- EUR 9
further than 100 km radius	13	more than 3 000,- EUR	up to 3 000,- EUR 14
		N/A	31
Germany	100	Size of household	%
Other country	-	1 person	11
Sex	%	2 persons	32
Male	55	3 persons	16
Female	45	4 persons	27
Accompanied by husband/wife/partner	49	5 persons and more	14
Age	%	Buying and ordering capacity	%
up to 20 years	14	Purchase or order made or intended at the exhibition	
over 20 up to 30 years	22	yes	68
over 30 up to 40 years	24	no	12
over 40 up to 50 years	21	maybe	20
over 50 up to 60 years	13	Follow-up business	%
over 60 up to 70 years	6	Intend to buy at later date	
over 70 years	1	yes	25
Occupation	%	no	25
Unskilled/skilled worker	11	maybe	50
Salaried staff	38		
Civil servant	10		
Self employed/freelance	7		
Housewife	4		
Other occupation	4		
Trainee/student/pupil	12		
Old-age-pensioner	7		
Other not working	6		

Conducted by: Gelszus Messe-Marktforschung GmbH, Dortmund

FREIZEIT, GARTEN + TOURISTIK Nürnberg			
Total number of visitors	163 616	Net household income	%
Proportion of private visitors	92 %	more than 750,- EUR	up to 750,- EUR 2
Region of residence	%	more than 1 000,- EUR	up to 1 000,- EUR 2
Locally	26	more than 1 250,- EUR	up to 1 250,- EUR 3
within a 25 km radius	19	more than 1 500,- EUR	up to 1 500,- EUR 7
further than 25 km within a 50 km radius	17	more than 2 000,- EUR	up to 2 000,- EUR 15
further than 50 km within a 100 km radius	21	more than 2 500,- EUR	up to 2 500,- EUR 15
further than 100 km radius	16	N/A	24
Germany	100	Size of household	%
Other country	-	1 person	9
Sex	%	2 persons	42
Male	67	3 persons	18
Female	33	4 persons	22
Accompanied by husband/wife/partner	68	5 persons and more	8
Age	%	Buying and ordering capacity	%
up to 20 years	7	Purchase or order made or intended at the exhibition	
over 20 up to 30 years	15	yes	51
over 30 up to 40 years	21	no	19
over 40 up to 50 years	25	maybe	30
over 50 up to 60 years	20	Follow-up business	%
over 60 up to 70 years	10	Intend to buy at later date	
over 70 years	2	yes	32
Occupation	%	no	18
Unskilled/skilled worker	15	maybe	50
Salaried staff	41		
Civil servant	6		
Self employed/freelance	10		
Farmer	1		
Housewife	5		
Other occupation	5		
Trainee/student/pupil	2		
Old-age-pensioner	13		
Other not working	1		

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

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

Conducted by: STUCON, Gengenbach

OBERRHEINMESSE OFFENBURG			
Total number of visitors	91 074	Net household income	%
Proportion of private visitors	84 %	more than 750,- EUR	up to 750,- EUR 10
Region of residence	%	more than 1 000,- EUR	up to 1 000,- EUR 6
Locally	17	more than 1 250,- EUR	up to 1 250,- EUR 6
within a 25 km radius	42	more than 1 500,- EUR	up to 1 500,- EUR 7
further than 25 km within a 50 km radius	27	more than 2 000,- EUR	up to 2 000,- EUR 10
further than 50 km within a 100 km radius	10	more than 2 500,- EUR	up to 2 500,- EUR 10
further than 100 km radius	6	more than 3 000,- EUR	up to 3 000,- EUR 8
		N/A	32
Germany	95	Size of household	%
Other country	6	1 person	12
Sex	%	2 persons	33
Male	46	3 persons	19
Female	54	4 persons	22
Accompanied by husband/wife/partner	50	5 persons and more	14
Age	%	Buying and ordering capacity	%
up to 20 years	13	Purchase or order made or intended at the exhibition	
over 20 up to 30 years	16	yes	69
over 30 up to 40 years	22	no	11
over 40 up to 50 years	24	maybe	21
over 50 up to 60 years	15	Follow-up business	%
over 60 up to 70 years	9	Intend to buy at later date	
over 70 years	1	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

Private Visitors Profile Analyses 2003

publika, Pforzheim (2001)

Total number of visitors	44 294	Net household income	%
Proportion of private visitors	84 %	more than 1 500,- DM up to 1 500,- DM	5
Region of residence	%	more than 2 000,- DM up to 2 500,- DM	7
Locally	34	more than 3 000,- DM up to 3 000,- DM	7
within a 25 km radius	57	more than 4 000,- DM up to 4 000,- DM	13
further than 25 km within a 50 km radius	6	more than 5 000,- DM up to 5 000,- DM	13
further than 50 km within a 100 km radius	2	more than 6 000,- DM	9
further than 100 km radius	2	N/A	14
Germany	99		28
Other country	1	Size of household	%
Sex	%	1 person	11
Male	52	2 persons	41
Female	48	3 persons	19
Accompanied by husband/wife/partner	62	4 persons	20
		5 persons and more	9
Age	%	Buying and ordering capacity	%
up to 20 years	4	Purchase or order made or intended at the exhibition	
over 20 up to 30 years	15	yes	47
over 30 up to 40 years	25	no	13
over 40 up to 50 years	24	maybe	39
over 50 up to 60 years	18	Follow-up business	%
over 60 up to 70 years	12	Intend to buy at later date	
over 70 years	3	yes	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	%
Proportion of private visitors	93 %	more than 750,- EUR up to 750,- EUR	1
Region of residence	%	more than 1 000,- EUR up to 1 000,- EUR	1
Locally	27	more than 1 250,- EUR up to 1 250,- EUR	3
within a 25 km radius	26	more than 1 500,- EUR up to 1 500,- EUR	3
further than 25 km within a 50 km radius	15	more than 2 000,- EUR up to 2 000,- EUR	6
further than 50 km within a 100 km radius	15	more than 2 500,- EUR up to 2 500,- EUR	12
further than 100 km radius	17	more than 3 000,- EUR up to 3 000,- EUR	16
Germany	99	N/A	29
Other country	1		30
Sex	%	Size of household	%
Male	58	1 person	13
Female	42	2 persons	44
Accompanied by husband/wife/partner	53	3 persons	17
		4 persons	20
		5 persons and more	5
Age	%	Buying and ordering capacity	%
up to 20 years	4	Purchase or order made or intended at the exhibition	
over 20 up to 30 years	11	yes	11
over 30 up to 40 years	21	no	32
over 40 up to 50 years	25	maybe	57
over 50 up to 60 years	21	Follow-up business	%
over 60 up to 70 years	17	Intend to buy at later date	
over 70 years	2	yes	25
Occupation	%	no	33
Unskilled/skilled worker	7	maybe	42
Salaried staff	43		
Civil servant	9		
Self employed/freelance	11		
Housewife	4		
Other occupation	1		
Trainee/student/pupil	7		
Old-age-pensioner	17		

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

Südwest-Messe, Villingen-Schwenningen (2001)

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

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

Messe Wächtersbach (2002)

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

Conducted by: Messe- und Congressberatung Dirr, Hamburg

Mainfranken-Messe, Würzburg (2001)

Total number of visitors	119 290	Net household income	%
Proportion of private visitors	86 %	more than 1 500,- DM up to 1 500,- DM	8
Region of residence	%	more than 1 500,- DM up to 2 000,- DM	7
Locally	30	more than 2 000,- DM up to 2 500,- DM	10
within a 25 km radius	39	more than 2 500,- DM up to 3 000,- DM	9
further than 25 km within a 50 km radius	19	more than 3 000,- DM up to 4 000,- DM	13
further than 50 km within a 100 km radius	7	more than 4 000,- DM up to 5 000,- DM	14
further than 100 km radius	3	more than 5 000,- DM up to 6 000,- DM	10
		more than 6 000,- DM	10
		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
		5 persons and more	17
Age	%	Buying and ordering capacity	%
up to 20 years	12	Purchase or order made or intended at the exhibition	
over 20 up to 30 years	25	yes	48
over 30 up to 40 years	22	no	18
over 40 up to 50 years	20	maybe	33
over 50 up to 60 years	12		
over 60 up to 70 years	7		
over 70 years	2		
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

Registered Events

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

Bad Dürkheim

FBT GmbH Messen-Ausstellungen-Marketing

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

bautech - 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
● 10.11.-14.11.2004

IFA - World of Consumer Electronics, Berlin
● 02.09.- 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-ANTIQU - 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

Registered Events

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
● 16.09.-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
● 20.10.-27.10.2004

REHACARE International - International Trade Fair for Those with Special Needs and Those Requiring Care, Düsseldorf
● 10.11.-13.11.2004

glasstec - International Trade Fair with Special Show glass technology live, Düsseldorf
● 09.11.-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
● 19.02.-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

Registered Events

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
● 01.06.-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 Ausstellungen 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, Marktreidwitz
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
● 09.11.-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

Registered Events

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
● 15.05.-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 Trade Fair for the Automobile Aftermarket and Original Equipment Market, Frankfurt/Main
● 14.09.-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
● 02.09.-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

Registered Events

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
● 19.04.-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
● 19.04.-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
● 02.05.-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

Infra - 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

Registered Events

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 Safety
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
● 19.10.-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

Registered Events

Anuga FoodTec - International Food Technology Fair, Köln
● 04.04.-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
ImmobilienMesse 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
2006
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 Exhibition, 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 Exhibition 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

Registered Events

Schaufenster Harburg - Regional Consumer Exhibition, Hamburg-Harburg
2005

Magdeburg

MESSE MAGDEBURG Magdeburger Messebetriebs- gesellschaft 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 Ausstellungen GmbH

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

Mannheim

Mannheimer Ausstellungsgesellschaft mbH

MANNHEIMER MAIMARKT - Exhibition for Industry, Trade, Craftsmanship 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
● 01.02.-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
● 03.10.-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

Registered Events

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
METALLURGY, 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 GmbH

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,
Nürnberg
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,
Nürnberg
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 Bevale - European Trade Fair
for the Beverage Industry - Raw
Materials - Technologies - Logistics -
Marketing, Nürnberg
10.11.-12.11.2004

Altenpflege+ProPflege - Exhibition
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

Registered Events

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

Nürnberg

Spielwarenmesse eG

Spielwarenmesse International Toy Fair, Nürnberg
● 05.02.-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 Exhibition, 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

Blickfang - Interior and Fashion, Stuttgart
12.03.-14.03.2004

TAFELFREUDEN, Stuttgart
20.11.-21.11.2004

MESAGO Messemangement 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 restoration, 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

Registered Events

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 well-
being / HAUS&HOLZ, SELBSTBAU -
Trade fair for builders and
modernizers, 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, Craftmanship, 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 Council

Hong Kong Toys & Games Fair, Hong
Kong
● 06.01.-09.01.2004

Hong Kong Fashion Week, Hong
Kong
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
Kong
● 13.10.-16.10.2004

International Lighting Fair, Hong
Kong
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

Registered Events

ROSUPAK - International Packaging
Industry Trade Fair, Moscow
● 14.06.-18.06.2004

Verona

Ente Autonomo Fiere di Verona

Fieragricola Agrifood - International
Agricultural and Animal Farming
Exhibition, Verona
● 03.03.-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
● 07.10.-10.10.2004

BUS & BUS Business, Verona
November 2004

SAMOTER - International
Earthmoving & Building Machinery
Exhibition, Verona
● 04.05.-08.05.2005

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