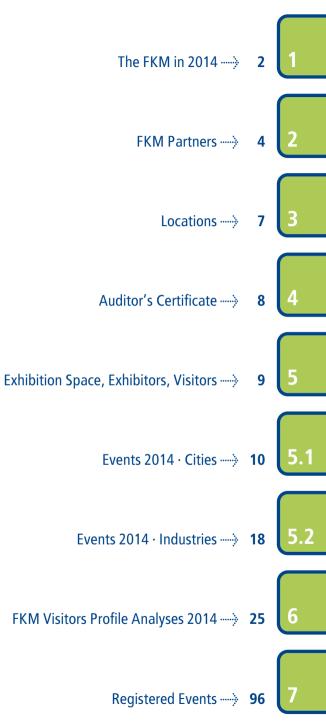


Certified Exhibition Data 2014



www.fkm.de





www.fkm.de

Report 2014

Certified Exhibition Data

The FKM in 2014

In 2014, there was a small increase in comparison to the previous year in the number of exhibitions certified by FKM. German organisers generally remain keen for auditing to be carried out on the exhibitor and visitor statistics of their exhibitions.

Reeco GmbH, Werbe- und Vertriebsgesellschaft Deutscher Apotheker mbH and GJC Intermedia GmbH are no longer members.

Currently 51 organisers in Germany are partners of FKM. In 2014, a total of 203 events in Germany were subject to certifying by FKM.

Two guest members from abroad, the Verona Trade Fair Company and the Hong Kong Trade Development Council, had a total of 17 exhibitions certified. Essentially, every FKM certification takes basic data on exhibitors who have their own stands, exhibitors' stand space and visitor numbers into account, in each case differentiating data according to domestic and foreign origin.

FKM's evaluations of visitor patterns have become increasingly important to businesses exhibiting at exhibitions, as they make it possible to pinpoint the groups they can specifically target at these events. Standard analyses for trade visitors and the general public are available for 80 % of the events certified. These provide information on visitors' regional origins, sectors of industry, influence on decisions and the duration of their attendance.

For businesses exhibiting these analyses are an important instrument aiding preparations, and a means of monitoring success. Statistics on visitor patterns also provide criteria for selecting exhibitions over other marketing instruments.

Comparability and reliability

The FKM is an organisation of the German trade fair and exhibition companies which was founded in 1965 by six organisers. It has set itself the objective of promoting clarity and truth in the trade fair industry through uniformly collected statistics of exhibition space, exhibitors and visitors.

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

FKM intensifies communication

The FKM has stepped up its communication efforts in order to increase awareness of this service. Since autumn 2014 it has been publishing the online newsletter "FKM-Knowhow", which covers what one can learn from the visitor profile data, how trade-fair terminology is defined, and how the FKM operates. Target groups include not only exhibitors but also consultants, stand design companies, associations and the media.

In addition, numerous members refer to the FKM certification of the trade fairs on the events' websites or in printed products. This has further increased the prominence of the "FKM-certified" logo in the exhibition industry.

Online Service

The FKM website at www.fkm.de presents certified exhibitor and visitor statistics and the rules based upon which they have been obtained, offers tips for making use of data and has information on FKM's role as a provider of services for everyone involved with exhibitions.

The logo and in it, the green checkmark gives certified, quality trade fair data the thumbs up!

International Exhibition Transparency

FKM and other European auditing organisations jointly compiled the brochure entitled Euro Fair Statistics, which is published by the Global Association of the Exhibition Industry (UFI). 22 countries have taken part: Austria, Belgium, Bulgaria, Croatia, Czech Republic, Finland, France, Germany, Hungary, Italy, Luxembourg, Moldavia, Netherlands, Poland, Portugal, Romania, Russia, Slovenia, Spain, Sweden, Turkey and Ukraine.

Out of nearly 2,200 events, with the exception of numbers of visitors, the key indicators are collected in the individual countries according to practically identical criteria. The observation of the rules is checked in each case by one or more auditors or other independent organisations. The brochure is published as a pdf file and can be downloaded at www.fkm.de. The FKM welcomes and supports the endeavours of the UFI – The Global Association of the Exhibition Industry in the implementation of a UFI standard for definitions and auditing of exhibition statistics, in order to secure a uniform basis for exhibition participations worldwide.

Wolfgang Marzin (Chairman)

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Chemnitz

C³ Chemnitzer Veranstaltungszentren GmbH c/o Messe Chemnitz Messeplatz 1 09116 Chemnitz Tel.: (03 71) 38 03 81 00 Fax: (03 71) 38 03 81 09 www.messe-chemnitz.com E-Mail: info@c3-chemnitz.de

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Essen

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Messe Frankfurt GmbH

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Freiburg

Freiburg Wirtschaft Touristik und Messe GmbH & Co. KG, Messe Freiburg Europaplatz 1 79108 Freiburg Tel.: (07 61) 38 81-02 Fax: (07 61) 38 81-30 06 www.messe.freiburg.de E-Mail: info@messe.freiburg.de

Groß-Umstadt

KWF – Kuratorium für Waldarbeit und Forsttechnik GmbH Spremberger Straße 1 64820 Groß-Umstadt Tel.: (0 60 78) 7 85-31 (-0) Fax: (0 60 78) 7 85-39 (-50) www.kwf-online.de F-Mail: info@kwf-online.de

Hamburg

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Hannover

Deutsche Messe AG Messegelände 30521 Hannover Tel.: (05 11) 89-0 Fax: (05 11) 8 93 26 26 www.messe.de E-Mail: info@messe.de

Fachausstellungen Heckmann GmbH

Hannover/Bremen Messegelände, Europaallee/Bürohaus 7 30521 Hannover Tel.: (05 11) 89-3 04 00 Fax: (05 11) 89-3 04 01 www.heckmanngmbh.de E-Mail: info@fh.messe.de

Hohenschäftlarn

WNP Fachmessen GmbH Eichendorffweg 1 82069 Hohenschäftlarm Tel.: (0 81 78) 8 67 86-0 Fax: (0 81 78) 8 67 86-30 www.wnp.de E-Mail: mail@wnp.de

Husum

Messe Husum & Congress GmbH & Co. KG Am Messeplatz 12–18 25813 Husum Tel.: (0 48 41) 9 02-0 Fax: (0 48 41) 9 0 22 46 www.messehusum.de E-Mail: info@messehusum.de

Idar-Oberstein

Intergem Messe GmbH John-F.-Kennedy-Straße 9 55743 Idar-Oberstein Tel.: (0 67 81) 56 87 22 00 Fax: (0 67 81) 56 87 22 72 www.intergem.de E-Mail: office@intergem.de

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Karlsruher Messe- und Kongress-GmbH

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Kempten

Kempten Tourismus- und Veranstaltungsservice Rathausplatz 24 87435 Kempten (Allgäu) Tel.: (08 31) 25 25-5 32 Fax: (08 31) 25 25-4 27 www.festwoche.com E-Mail: festwoche@kempten.de

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Leipziger Messe International GmbH

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Lindau

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Munich

easyFairs Deutschland GmbH Balanstraße 73, Haus 8 81541 München Tel.: (0 89) 1 27 16 50 Fax: (0 89) 1 27 16 51 11 www.easyfairs.com E-Mail: sales@easyfairs.com

EUROEXPO Messe- und Kongress-GmbH

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GHM – Gesellschaft für Handwerksmessen mbH

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Messe München GmbH

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Münster

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NürnbergMesse GmbH

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Wiesbaden

Wirtschaftsgemeinschaft Zoologischer Fachbetriebe GmbH (WZF) Mainzer Straße 10 65185 Wiesbaden Tel.: (06 11) 44 75 53-0 Fax: (06 11) 44 75 53-33 www.zzf.de E-Mail: info@zzf.de

Wunstorf

AMA Service GmbH von-Münchhausen-Straße 49 31515 Wunstorf Tel.: (0 50 33) 9 63 90 Fax: (0 50 33) 10 56 www.sensorfairs.de E-Mail: info@sensorfairs.de

Guest members

Hongkong

Hong Kong Trade Development Council Exhibitions Departement, Unit 13, Expo Galleria, HKCEC, 1 Expo Drive Wanchai, Hongkong Tel.: 0 08 52-1 83 06 68 Fax: 0 08 52-28 24 02 49 www.hktdc.com E-Mail: exhibitions@hktdc.org

Verona

Ente Autonomo per le Fiere di Verona Viale del Lavoro, 8 I-37135 Verona Tel.: 00 39-045-8 29 81 11 Fax: 00 39-045-8 29 82 88 www.veronafiere.it E-Mail: info@veronafiere.it

Chairmen

Chairman

Wolfgang Marzin Messe Frankfurt GmbH, Frankfurt

1st Deputy

Britta Wirtz Karlsruher Messe- und Kongress GmbH, Karlsruhe

2nd Deputy

Carola Schwennsen Fachausstellungen Heckmann GmbH, Hannover

Honorary Chairman

Prof. Dr. Manfred Busche Berlin

Managing Director Harald Kötter

Locations



• Trade fairs and exhibitions

O FKM partners

• Trade fairs and exhibitions and FKM partners

Auditor's Certificate

The Society for the Voluntary Control of Fair and Exhibition Statistics commissioned us to check whether the statistics reported for the registered events conform to FKM's criteria for certifying trade fair and exhibition statistics. For this commission, also in relation to third parties, our General Terms and Conditions for Auditors and Auditing Companies of 1st January 2002 apply.

B. Object, type and scope of the activity

We have audited events registered for the first time without exception, a selection of recurring events without advance notice according to the to the certfication criteria laid down by FKM. The selection was free of restrictions by the society.

C. Basic legal provisions and documents

The basis for the audit are the basic rules for certifying trade fair and exhibition statistics of the Society for the Voluntary Control of Fair and Exhibition Statistics (FKM).

D. Result

No objections were raised subsequent to our audit, which was carried out as part of certification by FKM.

Cologne, 15th March 2015

Ernst & Young GmbH Wirtschaftsprüfungsgesellschaft

malin

Josef Klute Public accountant





Exhibition Space, Exhibitors, Visitors

Space figures

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

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

Exhibitor figures

Companies or organisations, which offer goods or services from their own separate space, are counted as exhibitors.

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

Visitor figures

The visitor figures are calculated according to the number of entries to the exhibition. The number of entries per day can, on the one hand, be determined by an electronic visitor admission system, whereby a maximum of one entry is registered per day.

Organisers who do not employ admissions monitoring system must supply proof of visitor admission by retaining the ticket counterfoils or through documentation of registrations. The counterfoils of tickets issued by the ticket offices need not be retained as the ticket office takings supply sufficient proof.

FKM Visitors Profile Analyses

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

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

The visitors profile analyses are subject to independent audit in just the same way as the quantitative visitor figures. In as far as structural analysis were not carried out for exhibitions of 2014 in the reporting year, the year of the last survey is given behind the title of event.

For the official detailed regulations see the brochure FKM-Certification

			Exhib	ition s	pace fig	gures	(sq.m.)				Exhib	itor fig	ures					Visito	r figur	es
			Exhibitor	stand spa	ace						Exhibitor	S			Addition represen	nally nted firms		Entries (Explanat	ions see p.	. 9)
For the complete titles see pp. 96		rval/ ays	Hal Domestic		Open Domestic		Total	Special Shows	Space (net)	Space (gross)	Domestic	Foreign	Total	from countries	Domestic	: Foreign	Total	Domestic	Foreign	Total
Augsburg																				
GrindTec	2	4	13.453	5.680			19.133	78	19.211	35.000	313	207	520	29						15.15
Bad Salzuflen																				
FMB – The Supplier Show for Mechanical Engineering	1	3	7.290	560			7.850		7.850	15.200	429	41	470	8	14	3	17	5.728	301	6.02
ZOW – Int. fair for suppliers to the furniture																				
and design industries	1	4	7.061	5.116			12.177		12.177	26.600	272	203	475	33	4	2	6	7.862	3.906	11.76
Berlin																				
bautec	2	5	15.227	1.138	66		16.431	1.218	17.649	39.300	425	61	486	20				28.906	3.463	32.36
Bazaar Berlin		5	3.136	3.227			6.363	860	7.223	19.700	251	303	554	58				34.932	1.006	35.93
belektro		3	8.676	321			8.997	1.956	10.953	23.400	245	16	261	11				10.754	1000	10.86
FRUIT LOGISTICA		3	8.674	52.999			61.673	605	62.278	106.700	264	2.366	2.630	84				11.484	53.397	64.88
InnoTrans		4	39.494	54.816	5.962	3.137	103.409	005	103.409		1.092	1.669	2.761	55				63.881	74.991	138.87
INTERGEO		3	7.482	5.194	183	115	12.974	30	13.004	27.000	291	223	514	31	15	3	18	11.078	6.017	17.09
International Green Week		10	32.372	16.207	105	115	48.579	7.738		124.700	1.018	671	1.689	69	15		10	402.261	9.470	411.73
ITB – THE WORLD'S LEADING TRAVEL TRADE SHOW®		5	26.031	61.750	282		88.063	7.750	88.063	160.000	1.571	5.757	7.328	191	594	1.665	2.259	119.920	51.874	171.79
Moderner Staat – Public administration	1		740	9	202		749	450	1.199	8.000	100	1	101	2	554	1.005	2.239	1.387	30	1.41
Bernburg																				
DLG-Feldtage – Meeting place for crop producers	2	3	732	99	106.261	3.759	110.851	932	111.783	201.200	298	70	368	20				20.563	2.490	23.05
Bremen																				
BOATFIT	1	3	4.047	292			4.339	1.126	5.465	12.400	153	17	170	8	8		8	9.480	105	9.58
Bremen Classic Motorshow	1	3	18.885	2.135			21.020	1.368	22.388	47.000	582	67	649	12				42.738	4.591	47.32
CARAVAN	1	3	9.670	255			9.925		9.925	14.800	62	4	66	5						26.06
CARAVAN / Reiselust	1	3	12.767	594			13.361	362	13.723	24.100	347	38	385	19						33.82
fish international	2	3	3.036	914			3.950	916	4.866	14.600	133	77	210	19				7.500	937	8.43
HanseLife	1	9	16.990	817	857	150	18.814	3.116	21.930	43.200	740	30	770	10						77.04
Reiselust – Tourism fair	1	3	3.097	339			3.436	362	3.798	9.300	285	34	319	16				26.759	300	27.05
Chemnitz																				
Baumesse Chemnitz – Trade fair of construction	1	3	3.458	36	140		3.634	133	3.767	8.400	230	2	232	2	40		40			10.71
mtex / LIMA	2	3	817	58			875	353	1.228	3.500	59	10	69	6	5		5	1.012	32	1.04
Chemnitz trade fairs – SIT, IT user forum	2	3	1.583	4			1.587	65	1.652	4.500	168	1	169	2	8		8	2.574	47	2.62
Dortmund																				
DKM – Finance and insurance	1	2	7.619	80			7.699		7 600	22.400	264	5	269	5				11.472	101	11.57
	_	_						222							2	-	7			11.57
Inter-tabac	1	3	9.224	7.261			16.485	233	16.718	35.900	172	319	491	49	2	5	7	7.233	3.999	11.23

5.1

+ Events with changing venues
 Recognized by UFI – The Global Association of the Exhibition Industry
 Caravan/Reiselust. Multiple answers were permitted

* Visitors Profil Analyses see page 25 ff. ¹⁾ Visitor attendance determined b

¹⁾ Visitor attendance determined by a representative poll in the combination of

			Exhibiti	ion s	pace figu	res (s	sq.m.)				Exhib	itor fig	ures				Visito	r figur	es
FKM			Exhibitor sta	and spa	ce						Exhibitor	s			Additionally represented firms		Entries (Explanat	ions see p	. 9)
For the complete titles see pp. 96		erval/ ays	Halls Domestic Fo	oreign	Open Air Domestic For		Total	Special Shows	Space (net)	Space (gross)	Domestic	Foreign	Total	from countries	Domestic Foreign	Total	Domestic	Foreign	Tota
Düsseldorf																			
ALUMINIUM	2	3	11.501 2	24.267			35.768	1.242	37.010	75.000	338	597	935	49			12.293	12.020	24.3
BEAUTY INTERNATIONAL		3		2.639			22.293	4.148	26.441	70.100	491	124	615	28			49.395	5.306	54.7
BEAUTY/TOP HAIR INTERNATIONAL	_	3		3.386			26.627	10.015		95.800	597	165	762	29				0.000	61.1
boot	1			15.139	20		85.931	18.362	104.293		863	814	1.677	60			206.073	42.208	248.2
CARAVAN SALON	1	-		20.799		490	91.514	4.829		146.200	372	178	550	25			165.099	27.324	192.4
Caravan Salon/TourNatur	1			21.258		490	95.383	6.089	101.472		559	245	804	32			105.055	27.521	207.6
Composites Europe	_	3		3.065			8.907	1.018		21.000	240	166	406	27			5.616	4.595	10.2
EuroShop	_	5		5.005	24	322	116.579	4.024	120.603		816	1.413	2.229	56			41.061	68.435	109.4
GDS (spring)		3		18.941	27	522	32.502	4.489	36.991	92.800	253	530	783	38			9.892	6.594	16.4
GDS (autumn)	_	3		28.308			41.977	3.577		106.000	253	840	1.093	38			7.205	8.458	15.6
glasstec		4		10.416	18	322	60.601	6.510		114.600	378	839	1.000	50			15.757	26.944	42.7
GLOBAL SHOES (spring)	1			8.466	10	522	8.530	344	8.874	25.700	1	264	265	9			985	2.954	3.9
IMA	1	4		1.039			11.108	1.722	12.830	17.500	106	44	150	16			8.440	718	9.1
interpack		7)5.810	856	653	174.369	443	174.812		678	1.992	2.670	60			59.431	115.367	174.7
MEDICA / COMPAMED	_	4		32.816			129.158	1.939	131.097		1.317	4.251	5.568	70			47.298	74.604	121.9
METAV	_	5		8.721	500	102	28.569		28.569	49.300	455	155	610	26			28.184	3.479	31.6
ProWein		3		34.713			51.496	1.661		102.000	845	3.985	4.830	47	30 307	337	27.124	21.924	49.0
PSI – Promotional product industry	_	3		13.744			29.737	1.215	30.952	58.000	418	436	854	33	50 507	557	8.081	8.147	16.2
REHACARE INTERNATIONAL	_	4		9.625	124		31.646	1.215	31.646	72.300	494	406	900	36			43.733	7.179	50.9
TOP HAIR International Trend & Fashion Days	_	2	3.587	747	127		4.334	5.867	10.201	25.700	106	41	147	15			20.191	1.756	21.9
TourNatur		3	3.410	459			3.869	1.260	5.129	14.800	187	67	254	15			36.121	700	36.8
Tube	_	5		33.187			50.200	1.200	50.308	90.300	309	901	1.210	47			14.814	18.854	33.6
VALVE WORLD EXPO		3		13.851			17.876	100	17.876	32.700	136	528	664	47			3.863	8.637	12.5
wire		5		12.106			58.459	424	58.883	95.800	331	1.002	1.333	54			12.975	25.075	38.0
wite	2	5	10.555 4	12.100			50.453	424	50.005	55.000	100	1.002	1.555	54			12.375	25.075	50.0
Erfurt																			
Grüne Tage Thüringen – Agricultural fair	2	3	5.906	74	8.464		14.444	4.182	18.626	34.400	303	7	310	7					28.7
inoga – Hotel, Catering, Hospitality	_	3	2.288	47	62		2.397	564	2.961	7.950	157	3	160	4					3.0
Rapid.Tech / FabCon 3.D		2	1.061	74	-		1.135	306	1.441	4.950	92	9	100	7			2.927	122	3.0
Thüringen-Ausstellung – Handicraft and												-							2.70
consumer goods exhibition	1	9	11.540	275			11.815	2.500	14.315	25.000	612	19	631	8	33	33			69.3
Essen																			
DEUBAUKOM with DCONex and Infra Tech	2	4	11.692	1.763			13.455	3.026	16.481	49.900	498	103	601	10			32.870	1.876	34.7
E-world energy & water	_	3		3.412			23.207	321	23.528		512	108	620	25			19.693	3.807	23.5
IPM – Trade fair for horticulture		4		23.702			42.882	4.043		105.000	593	961	1.554	45			29.100	15.738	44.8
METPACK – Int. trade fair for metal packaging	3	5		7.499			10.900			18.200	45	184	229	27			1.828	4.868	6.6
REIFEN – No 1 in tires and more	_	4		8.121	1.025		32.943	265			209	461	670	44			7.504	12.037	19.5

+ Events with changing venues • Recognized by UFI – The Global Association of the Exhibition Industry * Visitors Profil Analyses see page 25 ff. ¹⁾ Visitor attendance determined by a representative poll in the combination of BEAUTY/TOP HAIR international. Multiple answers were permitted ²⁾ Visitor attendance determined by a representative poll in the combination of Caravan Salon/TourNatur. Multiple answers were permitted ³⁾ ascertained by a representative poll

FKM			Exhib	ition s	pace fig	gures	(sq.m.)				Exhib	itor fig	ures				Visito	r figur	es
			Exhibitor	stand spa	ace						Exhibitor	5			Additionally represented	firms	Entries (Explana	tions see p	o. 9)
For the complete titles see pp. 96	Inte Da	rval/ ays	Ha Domestic		Open Domestic		Total	Special Shows	Space (net)	Space (gross)	Domestic	Foreign	Total	from countries	Domestic Fo	reign Total	Domestic	Foreign	Tot
SECURITY – Security & Fire Prevention	2	4	25.212	10.385	466		36.063	1.089	37.152	80.000	557	488	1.045	39			22.948	13.304	36.
SHK Essen	2	4	27.095	3.349			30.444	860	31.304	66.400	498	62	560	15			46.753	1.496	48.
Feuchtwangen																			
EPF – EstrichParkettFliese – Floor construction	3	3	4.008	419	4.112	552	9.091	100	9.191	16.200	148	25	173	9	3	3	3.707	449	4
Frankfurt/Main																			
Ambiente		5		126.288			189.770	1.675		328.500	1.127	3.622	4.749	89			71.074	72.715	143
Arbeitsschutz aktuell – Safety & Health	_	4	7.191	897			8.088	1.035	9.123		199	40	239	20			7.658	3.008	10
Automechanika		5	52.650	105.194	13.586	5.120	176.550	767		296.400	729	3.931	4.660	71			57.346	80.636	137
Christmasworld		5	21.268	31.313			52.581	1.562	54.143		239	678	917	39			13.922	18.942	32
Creativeworld	1	4	4.486	6.027			10.513	952	11.465	23.500	75	214	289	32			4.135	4.030	8
FACILITY MANAGEMENT	1	3	2.801	53			2.854	371	3.225	6.750	139	7	146	5			5.440	152	5
Hair & Beauty	1	3	11.964	2.094			14.058	6.199	20.257	42.900	168	82	250	21			38.374	2.602	40
Heimtextil	1	4	24.530	94.034			118.564	3.221	121.785	206.200	328	2.386	2.714	62			22.206	44.059	66
Light + Building	2	6	71.455	70.089	240	888	142.672	2.634	145.306	240.700	920	1.575	2.495	57			111.545	99.687	211
Musikmesse	1	4	16.209	21.380	100	524	38.213	1.500	39.713	90.000	433	885	1.318	51			44.732	20.630	65
Paperworld	1	4	11.929	31.964			43.893	1.491	45.384	96.400	296	1.381	1.677	59			14.608	27.537	42
ProLight + Sound	1	4	14.042	21.019	612	583	36.256	1.000	37.256	73.400	324	574	898	42			20.752	21.515	42
Tendence	1	4	34.215	16.818			51.033	1.444	52.477	94.800	762	450	1.212	52			28.149	6.331	34
viscom frankfurt	2	3	6.267	2.533			8.800	2.252	11.052	23.100	211	117	328	27			7.611	1.999	9
Hamburg																			
DU UND DEINE WELT – Consumer exhibition	_	10	13.649	958	2.500		17.107	1.338	18.445		400	36	436	15			81.659	658	82
GET Nord	_	3	21.538	810		6	22.354	4.760		53.000	466	31	497	12	1	1	37.732	1.047	38
hanseboot – Intern. boat show	_	9	17.453	4.140	641	680	22.914	3.051	25.965		451	101	552	18			70.672	3.408	74
HansePferd – Equestrian trade fair	2	3	11.909	1.552	409	45	13.915	9.547	23.462		421	53	474	15			45.015	593	45
INTERNORGA	1	6	45.914	6.788	770	30	53.502		53.502		1.009	194	1.203	24			87.230	5.667	92
NORTEC	2	4	9.718	446			10.164	208	10.372		370	47	417	12			11.781	364	12
REISEN HAMBURG	1	5	23.062	3.154			26.216	3.327	29.543		715	260	975	61			74.122	1.205	75
SMM – Maritime trade fair	2	4	24.609	29.462	610	838	55.519		55.519	91.300	671	1.431	2.102	67	3	14 17	28.690	20.019	48
Hannover																			
ABF – Leisure fair	1	9	40.066	1.484	612		42.162	11.953	54.115	100.800	749	63	812	18					114
ALTENPFLEGE – Exh. for the care sector	2	3	18.965	713			19.678	1.072	20.750	57.000	540	42	582	15			27.813	281	28
CeBIT	1	5	95.385	29.517	1.052		125.954	8.789	134.743	222.200	1.553	1.691	3.244	63			146.452	41.307	187
CeMAT		5	32.283	26.131	8.235	4.522	71.171	712		120.500	455	567	1.022	44			33.449	14.818	48
DOMOTEX	_	4	19.633	70.882			90.515	3.526		174.100	211	1.130	1.341	59			19.924	24.649	44
Energy Decentral	_	4	11.209	1.049	72	385	12.715	1.853		29.500	324	41	365	13			32.239	5.823	38

Events 2014 · Cities

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+ Events with changing venues • Recognized by UFI – The Global Association of the Exhibition Industry representative poll in the combination of EuroTier/Energy Dezentral. Multiple answers were permitted

* Visitors Profil Analyses see page 25 ff.

¹⁾ ascertained by a representative poll ²⁾ Visi

²⁾ Visitor attendance determined by a

EKNA			Exhib	ition s	pace figur	es (sq.m.)				Exhibi	itor fig	ures					Visito	r figur	es
			Exhibitor	stand spa	ace						Exhibitors	5			Additiona represent	ally ted firms		Entries (Explanat	ions see p	. 9)
For the complete titles see pp. 96		erval/ ays	Hal Domestic		Open Air Domestic Fore	eign	Total	Special Shows	Space (net)	Space (gross)	Domestic	Foreign	Total	from countries	Domestic	Foreign	Total	Domestic	Foreign	Total
EuroBLECH	2	5	44.605	41.682	219		86.506		86.506	144.000	749	824	1.573	38				37.329	21.923	59.25
EuroTier with Energy Decentral		4	68.989	44.542	72	385	113.988	5.524	119.512	241.100	1.223	1.145	2.368	48	14	21	35	126.975	29.591	156.56
HANNOVER MESSE	1	5	109.717	50.834	680	40	161.271	16.858	178.129	292.000	2.302	2.488	4.790	65				133.390	40.749	174.13
Hannover Messe: Digital Factory	1	5	4.844	894			5.738		5.738	10.600	172	30	202	15				37.521	12.979	50.50
Hannover Messe: Energy	1	5	22.066	16.100	141		38.307	742	39.049	64.200	431	644	1.075	50				66.275	23.407	89.68
Hannover Messe: Industrial Automation	1	5	46.254	9.691	369		56.314	84	56.398	97.400	628	391	1.019	34				89.764	34.049	123.81
Hannover Messe: IndustrialGreenTec	1	5	2.366	299		40	2.705		2.705	7.000	87	13	100	10				32.510	11.721	44.23
Hannover Messe: Industrial Supply	1	5	13.800	17.666			31.466	381	31.847	52.700	520	1.095	1.615	45				48.837	24.824	73.66
Hannover Messe: MobiliTec	1	5	3.317	445	38		3.800	15.180	18.980	24.400	101	54	155	14				27.232	7.770	35.00
Hannover Messe: Research & Technology		5	6.975	1.243	132		8.350	471	8.821	15.900	295	109	404	14				36.661	10.705	47.36
Infa – Information and sales exhibition	1	9	29.817	2.774	943	48	33.582	4.995	38.577	100.900	1.215	135	1.350	27						191.80
Pferd & Jagd – Equestrian sports, hunting, fishing		4	21.043	2.212	1.016		24.271	10.083	34.354	87.100	729	94	823	21						89.00
PSI PROMOTION WORLD	1	3	1.473	178			1.651	604	2.255	5.500	81	11	92	11				8.547	2.177	10.72
Hof																				
Oberfranken-Ausstellung Hof – Regional Exhibition	2	9	3.568	72	1.503	27	5.170	630	5.800	9.600	191	9	200	5	1		1			37.4
Husum																				
New Energy Husum	1	4	3.893	451	230	42	4.616		4.616	13.000	131	21	152	10				9.312	449	9.76
Nord Gastro & Hotel	1	2	4.323	97			4.420		4.420	7.400	200	10	210	7				4.913	65	4.97
Idar-Oberstein																				
INTERGEM	1	4	2.097	170			2.267		2.267	4.500	112	15	127	11				1.906	656	2.56
Karlsruhe																				
IT-TRANS – IT Solutions for Public Transport	2	3	1.679	1.117			2.796	1.033	3.829	12.000	87	58	145	24	14	2	16	2.418	1.290	3.70
LEARNTEC – Learning with IT	_	3	2.950	362			3.312	440	3.752	12.000	185	26	211	10	17		17	6.170	515	6.68
TIERisch gut – Pet fair	1	2	5.801	181			5.982	8.394	14.376	45.300	271	11	282	7	1		1	32.297	794	33.09
Kempten																				
Allgäuer Festwoche – Rural tradition exhibition	1	9	5.837	269	3.269	18	9.393	822	10.215	24.900	350	15	365	5						110.20
Köln																				
CFC – Children's Fashion Cologne (summer)	1	3	1.879	1.469			3.348	1.694	5.042	13.000	45	62	107	18				1.041	211	1.25
DACH + HOLZ International	2	4	29.799	4.069	987		34.855	436	35.291	69.800	461	99	560	27				42.292	5.281	47.57
dmexco – Digital Marketing Exposition & Conference		2	19.545	5.071	8		24.624	1.071		54.900	562	234	796	33				22.390	7.415	29.80
FIBO – Fitness, wellness and health		4	25.650	22.100			47.750	4.577		129.000	377	346	723	37	5	2	7	89.867	25.833	115.7
h+h cologne		3	5.697	5.849			11.546	966		25.700	114	233	347	38		1	1	10.533	4.340	14.8
imm cologne – The international furnishing show/ LivingInteriors		7	66.282	73.301			139.583		142.024		425	720	1.145	53	33	23	56	90.187	31.822	

+ Events with changing venues were permitted

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* Visitors Profil Analyses see page 25 ff.

¹⁾ Visitor attendance determined by a representative poll at Hannover Messe. Multiple answers

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			Exhib	ition s	pace fig	gures	(sq.m.)				Exhib	itor fig	ures					Visito	r figuro	es
FKM			Exhibitor	stand spa	ace						Exhibitor	s			Additiona represent			Entries (Explanat	ions see p.	. 9)
For the complete titles see pp. 96		erval/ ays	Hal Domestic		Open Domestic		Total	Special Shows	Space (net)	Space (gross)	Domestic	Foreign	Total	from countries	Domestic	Foreign	Total	Domestic	Foreign	Tot
Internationale Eisenwarenmesse	2	4	20.107	47.014			67.121	282	67,403	144.200	363	2.424	2.787	53				16.406	27.473	43.
ISM – Int. sweets and biscuits fair		4	12.729	31.869			44.598	648	45.246		221	1.227	1.448	66	7	12	19	11.796	23.212	35
ISO – Int. trade fair for industrial insulation materials		2	4.434	1.530			5.964	120	6.084	11.800	109	49	158	16	2		2	3.082	1.833	4
Kind + Jugend – The Trade Show for Kids' First Years		4	16.721	33.990			50.711	766		95.700	169	832	1.001	50		4	4	6.244	13.929	20
ORGATEC		5	26.182	36.529			62.711	1.798		105.000	206	413	619	41	5	3	8	25.037	26.058	51
spoga horse (spring)	_	3	3.327	3.478			6.805	372	7.177	16.800	58	105	163	20	3	1	4	2.159	1.990	4
spoga+gafa / spoga horse (autumn)		3	26.441	74.143	202	73	100.859	3.094		223.800	363	1.605	1.968	56	19	17	36	16.060	22.166	38
Leipzig								5.051		2251000										
CADEAUX – March	1	3	6.721	456			7.177	783	7.960	20.500	208	19	227	11	3		3			7
CADEAUX – September/Comfortex	1	3	9.427	643			10.070	809	10.879	35.900	301	26	327	15	4		4			
denkmal		3	6.130	1.953			8.083	258	8.341	19.000	343	89	432	17				10.429	833	1
Fachdental Leipzig		2	3.969	437			4.406	96	4.502	10.000	224	29	253	14	3	1	4			4
Haus-Garten-Freizeit/mitteldeutsche handwerksmesse/Beach & Boat		9	27.398	2.458			29.856	8.244	38.100	88.200	1.045	110	1.155	19	-			181.755	748	18
Industrial Exhibition of Leipzig Veterinary Congress	2	3	3.011	180			3.191	522	3.713	7.500	180	14	194	11				10.223	614	1
MIDORA	1	3	2.539	86			2.625	56	2.681	10.500	99	5	104	3						
modell-hobby-spiel	1	3	18.552	886	350		19.788	15.180	34.968	83.800	563	48	611	12	1	1	2			94
OTWorld – Orthopaedic technology	2	4	11.905	5.348			17.253	1.829	19.082	46.400	288	260	548	37				13.715	6.454	20
Magdeburg																				
LBA – Regional building trade exhibition	1	3	2.028	12	372		2.412	562	2.974	6.600	120	1	121	2	3		3			3
MAGDEBOOT	1	3	3.316	90	169		3.575	69	3.644	9.100	130	2	132	2						(
Meeres- und Raubfischangeltage – Fishing Exhibition	1	2	2.191	452	38		2.681	278	2.959	7.300	87	21	108	7	3	2	5			(
TIERWELT – Pet Exhibition	1	3	1.796	15	49		1.860	2.048	3.908	9.100	129	1	130	2						1
Mainz																				
Rheinland-Pfalz-Ausstellung – Regional exhibition	1	9	11.752	622	970	54	13.398	1.801	15.199	25.900	658	29	687	13						77
München																				
Analytica	2	4	18.235	7.563	281		26.079	2.709	28.788	55.500	710	458	1.168	40	4	3	7	22.931	12.453	35
AUTOMATICA	2	4	23.593	3.991			27.584	1.174	28.758	55.000	495	229	724	42						39
electronica	2	4	47.363	35.127			82.490	1.410	83.900	133.000	997	1.728	2.725	52	113	309	422	36.802	36.387	73
EXPO REAL – Real estate trade fair	1	3	25.463	7.252			32.715	4.678	37.393	64.000	1.278	377	1.655	34				24.698	9.491	34
f.re.e – Fair for leisure and travel	1	5	20.591	6.338			26.929	7.081	34.010	66.100	629	483	1.112	59	27	8	35	111.413	2.274	113
IFAT	2	5	74.363	39.398	15.417	8.720	137.898	10.500	148.398	233.000	1.728	1.353	3.081	59				74.756	60.532	13
INHORGENTA MUNICH	1	4	21.265	10.913			32.178	1.951	34.129	76.000	603	533	1.136	42				20.476	8.879	2
INTERFORST	4	5	4.181	953	23.004	11.566	39.704	3.340	43.044	76.800	289	162	451	27				41.020	7.859	4
Internationale Handwerksmesse/Garten München	1	7	26.906	4.735			31.641	3.289	34.930	74.000	804	203	1.007	27	2	11	13	125.824	3.094	12
Intersolar Europe / electrical energy storage	1	3	21.418	19.742	741	397	42.298	2.034	44.332	88.000	516	611	1.127	48				24.893	17.487	42

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+ Events with changing venues • Recognized by UFI – The Global Association of the Exhibition Industry

* Visitors Profil Analyses see page 25 ff.

			Exhib	ition s	pace figure	es (sq.r	n.)				Exhibi	itor fig	ures					Visito	r figur	es
FKM			Exhibitor	stand spa	ice						Exhibitors	5			Additiona represent			Entries (Explanat	ions see p.	. 9)
For the complete titles see pp. 96		erval/ ays	Ha Domestic		Open Air Domestic Fore	ign Tot		Special Shows	Space (net)	Space (gross)	Domestic	Foreign	Total	from countries	Domestic	Foreign	Total	Domestic	Foreign	Total
ispo	1	4	24.766	80.330	292	105.3	200	4.498	109.886	177 600	383	2.173	2.556	48				28.250	52.782	81.03
ispo MAINTAIN	_	4	4.967	213	18		198	210	5.408	11.000	200	14	2.330	9	6	1	7	9.656	3.902	13.55
Opti – Int. trade show for optics & Design	_	3	15.652	6.422	10	22.0		286	22.360	40.000	268	232	500	34	0		,	17.820	6.298	24.11
Nürnberg		5	15.052	0.422		22.0	574	200	22.500	40.000	200	232	500					17.020	0.250	24.11
BIOFACH / VIVANESS	1	4	16.578	21.956		38.	534	3.935	42.469	77.800	676	1.587	2.263	74				24.009	18.436	42.44
BrauBeviale	_	3	25.803	16.978		42.3	_	5.555	42.781	81.300	620	508	1.128	46				22.418	14.782	37.20
Chillventa	_	3	16.951	20.696		37.0		837	38.484	66.400	322	662	984	40				13.396	17.189	30.5
CO-REACH	_	2	4.566	371			937	991	5.928	14.800	250	19	269	10				5.378	400	5.7
embedded world	_	3	13.843	6.444		20.2		551	20.287	38.000	482	374	856	35				18.458	8.256	26.7
Enforce Tac		2	592	393			985		985	3.300	33	45	78	21				1.015	652	1.6
EUROGUSS	_	2	6.745	6.090		12.8		550	13.385	25.300	228	242	470	21				7.639	3.548	11.1
FeuerTRUTZ	_	2	2.742	140			882	330	2.882	9.000	177	9	186	6				4.832	284	5.1
GaLaBau	_	4	49.340	12.096		61.4		3.092		118.500	1.013	307	1.320	36				59.967	6.596	66.5
HOLZ-HANDWERK / fensterbau/frontale	_	4	71.335	23.439		94.3		5.092	94.774		879	440	1.319	39				78.759	30.208	108.9
IFH/INTHERM	_	4	36.189	4.947		41.	_	981	42.117	75.000	578	107	685	20				44.762	1.054	45.8
Interzoo	_	4	18.179	38.803		56.9		50	57.032		308	1.390	1.698	62				11.643	25.724	37.3
it-sa – The IT-Security Expo and Congress	_	3	4.962	689			651	398	6.049	12.800	291	95	386	21				6.980	410	7.3
IWA OutdoorClassics	_	4	15.111	31.078		46.		550	46.739	86.000	291	1.037	1.336	54				15.263	23.981	39.2
PCIM Europe		3	5.721	3.947			668	288	9.956	19.900	189	202	391	31	26	71	97	4.785	3.221	8.0
	_	3	2.555	547			102	168	3.270	6.700	62	16	78	10	20	71	97	1.816	420	2.2
Perimeter Protection POWTECH/TechnoPharm	_	3	2.555	7.444		27.4		100	27.477	52.100	630	300	930	30				9.773	5.462	15.2
	_							1 1 2 1			366									7.9
SENSOR + TEST SMT / HYBRID / PACKAGING	_	3	5.895 11.204	2.041		13.3	936	1.131	9.067	19.000 27.000	300	209	575 498	28 27	7	51	58	6.227	1.756 4.527	18.1
	_	4					_	392							/	21	20	13.580		
Spielwarenmesse – International Toy Fair	_	6	49.542	58.556		108.0		220		170.000	777	1.923	2.700	61	145	00	225	33.153	42.195	75.3
SPS/IPC/DRIVES	_	3	59.039	11.867		70.9		338		117.800	1.094	508	1.602	41	145	90	235	43.582	13.205	56.7
Werkstätten: Messe	1	4	6.514	180		6.0	694	550	7.244	13.000	207	5	212	5				21.154	36	21.1
Offenbach																				
I.L.M. Summer Styles – Int. leather goods fair	_	3	7.830	5.018		12.8	848	800	13.648	20.100	156	116	272	19				3.804	1.379	5.18
I.L.M. Winter Styles – Int. leather goods fair	1	3	7.960	4.762		12.3	722	800	13.522	20.100	149	133	282	22				3.915	1.270	5.18
Offenburg																				
Badische Weinmesse – Regional wine exhibition	_	2	1.199	11			210	71	1.281	6.500	131	2	133	3				4.788	58	4.84
OBERRHEIN-MESSE – Consumer goods fair	1	9	9.041	749	10.132	61 19.9	983	2.114	22.097	48.700	440	30	470	13	1		1			65.4
Passau																				
Passauer Frühling DreiLänderMesse –	2	0	9 102	1 270	1545 1	55 11	271	1 1 4 0	12 /11	21 000	2/7	62	400	0	15		15			66.1
Regional exhibition	2	9	8.192	1.379	1.545 1	55 11.2	271	1.140	12.411	21.900	347	62	409	8	15		15			00.1

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			Exhib	tion s	pace figures	(sq.m.)				Exhibi	itor fig	ures					Visito	r <mark>figu</mark> r	es
FKM			Exhibitor	stand spa	ice					Exhibitors	5			Addition represen	ally ited firms		Entries (Explanat	ions see p.	. 9)
For the complete titles see pp. 96		erval/ ays	Hal Domestic		Open Air Domestic Foreign	Total	Special Shows	Space (net)	Space (gross)	Domestic	Foreign	Total	from countries	Domestic	Foreign	Total	Domestic	Foreign	Tota
Rostock																			
AUTO Trend	1	3	6.973		4.770	11.743	7.250	18.993	26.400	79		79	1						21.3
Stuttgart																			
AMB – Int. exhibition for metal working	2	5	53.188	16.233		69.421	45	69.466	109.800	998	359	1.357	28	18	15	33	76.781	13.550	90.3
ANIMAL	1	2	3.748	129		3.877	5.516	9.393	22.700	181	10	191	6						31.2
Blickfang – Furniture, jewellery and fashion	1	3	1.409	279		1.688	50	1.738	3.500	155	51	206	11						15.5
CMT – The holiday exhibition	1	9	51.253	9.575	209 21	61.058	4.580	65.638	107.800	1.362	558	1.920	63	57	21	78	237.594	2.400	239.9
didacta — The education trade fair	1	5	31.489	1.383	318	33.190	2.961	36.151	75.400	824	81	905	30	37	2	39	86.627	1.768	88.3
DIE BESTEN JAHRE – Exhibition for staying active	1	2	1.301	6		1.307	675	1.982	4.900	89	1	90	2				5.073	563	5.6
FACHDENTAL SÜDWEST	1	2	4.458	531		4.989	72	5.061	10.600	234	29	263	12	3	2	5	6.630	67	6.6
FAIR HANDELN – Fairtrade	1	4	1.875	140		2.015	210	2.225	5.300	133	22	155	10	1	1	2	17.662	178	17.8
Familie & Heim with Minerals, fossils, jewellery	1	9	12.385	863		13.248	1.808	15.056	42.000	487	63	550	25						81.6
GARTEN outdoor ambiente	1	4	4.746	71		4.817	225	5.042	10.500	148	4	152	4				42.997	434	43.4
GiveADays – Promotional products	2	3	706	254		960	112	1.072	2.150	74	25	99	13				5.278	522	5.8
Hobby + Elektronik – Hobby and electronics	1	4	3.500		48	3.548	1.396	4.944	10.600	109		109	1				40.639	410	41.0
Interbad	2	4	9.793	6.080	22	15.895	433	16.328	31.500	254	181	435	29	8	4	12	10.349	4.435	14.7
INTERGASTRA with GELATISSIMO	2	5	39.204	6.717		45.921	2.285	48.206	102.700	1.004	225	1.229	27	42	18	60	86.922	1.774	88.6
Invest	1	2	3.110	479		3.589	555	4.144	10.500	106	25	131	10	1		1	10.057	311	10.3
IT & Business / DMS Expo / CRM-expo	1	3	5.973	577		6.550	1.218	7.768	21.000	343	34	377	14	9		9	7.793	771	8.5
KREATIV (autumn)	1	4	4.273	507		4.780	520	5.300	13.900	248	36	284	15				48.920	998	49.9
KREATIV (spring)	1	4	2.092	168		2.260	213	2.473	5.100	96	11	107	5				27.009	273	27.2
LASYS	2	3	2.983	940		3.923	121	4.044	10.500	123	63	186	18	1	2	3	4.282	1.208	5.4
LogiMat	1	3	30.225	5.232	100	35.557	1.400	36.957	73.400	822	182	1.004	27				28.938	3.871	32.8
Market for good taste – the slow food trade fair	1	4	4.153	791		4.944	1.628	6.572	16.200	358	120	478	14						49.1
Medizin / TheraPro	1	3	3.312	180		3.492	504	3.996	10.700	198	15	213	7	4	1	5	8.596	266	8.8
Minerals, fossils, jewellery (spring)	1	3	2.083	257		2.340	472	2.812	10.500	176	46	222	18						13.8
MODELL SÜD – Modelmaking and model railways	1	4	1.638	90		1.728	3.964	5.692	12.900	69	8	77	7				36.572	746	37.3
0 & S – Surface treatments & coatings	2	3	6.429	909		7.338	324	7.662	17.000	251	66	317	18				5.036	1.404	6.4
0 & S / parts2clean	2	3	11.938	1.639		13.577	730	14.307	31.500	441	108	549	22				8.471	2.445	10.9
parts2clean – Industrial parts and surface cleaning	1	3	5.509	730		6.239	406	6.645	14.500	190	42	232	13		4	4	6.709	1.751	8.4
Pflege & Reha – Trade fair for the care market	2	3	3.552	56		3.608	216	3.824	10.500	167	5	172	6	2		2			7.2
Retro Classics	1	4	46.355	4.413		50.768	2.435	53.203	103.900	660	119	779	15				73.396	7.259	80.6
Slow Food / FAIR HANDELN / Minerals, fossils jewellery / GARTEN / Kreativ		4	14.949	1.427		16.376	2.748		47.600	911	203	1.114	30	1	1	2			84.5
Spielemesse	1	4	1.948	123		2.071	2.813	4.884	11.400	72	7	79	6				41.664	420	42.0
Stuttgarter Messeherbst	1	9	28.793	1.718	48	30.559	16.692		107.000	1.255	125	1.380	30				165.233	1.669	166.9
südback	_	4	25.425	3.755	12	29.192	750		53.400	554	92	646	21	22	4	26	29.366	4.005	33.3
SÜFFA – Trade fair for the meat industry		3	8.365	449		8.814	628		21.000	247	16	263	8	1	2	3	7.346	387	7.7

+ Events with changing venues • Recognized by UFI – The Global Association of the Exhibition Industry * Visitors Profil Analyses see page 25 ff. Messeherbst. Multiple answers were permitted

¹⁾ Visitor attendance determined by a representative poll in the combination of Stuttgarter

² Visitor attendance determined by a representative poll in the combination of Mineralien- und Fossilienbörse/FAIR HANDELN/GARTEN outdoor ambiente/Slow food. Multiple answers were permitted 16 ³⁾ Visitor attendance determined by a representative poll in the combination of TV TecStyles Vision/WETEC/GiveADays. Multiple answers were permitted ⁴⁾ Visitor attendance determined by a representative poll in the combination of O & S/parts2clean. Multiple answers were permitted

5.1

			Exhib	ition s	pace fig	jures	(sq.m.)				Exhib	itor fig	ures				Visito	r figur	es
			Exhibitor	stand spa	ace						Exhibitor	s			Additionally represented	firms	Entries (Explanat	ions see p.	9)
For the complete titles see pp. 96		erval/ ays	Hal Domestic		Open Domestic		Total	Special Shows	Space (net)	Space (gross)	Domestic	Foreign	Total	from countries	Domestic Fo	reign Total	Domestic	Foreign	Total
TV Table Maines - Table descusion																			
TV TecStyle Visions – Textile decoration and promotion	2	3	5.295	2.723			8.018	674	8.692	20.000	149	96	245	23		1 1	10.066	1.917	11.983
TV TecStyle Visions / WETEC / GiveADays	_	3	8.785	3.456			12.241	786	13.027	31.300	356	148	504	23		1 1			14.681
VISION	_	3	5.800	4.443			10.243	531	10.774	20.900	201	231	432	31			5.290	3.381	8.671
WETEC – Visual comunication	_	3	2.784	479			3.263		3.263	9.100	133	27	160	11			7.322	814	8.136
Wächtersbach																			
Messe Wächtersbach – Consumer Exhibition	1	9	5.196	314	4.483	36	10.029	5.684	15.713	24.300	323	16	339	10					59.027
Hong Kong																			
Baby Products Fair	1	4	1.650	5.782			7.432		7.432	16.100	114	338	452	27			12.868	13.593	26.461
electronicAsia	1	4	1.809	3.827			5.636		5.636	10.400	150	358	508	14			10.721	19.585	30.306
Electronics Fair (Autumn Edition)	1	4	21.409	20.150			41.559		41.559	78.900	1.493	1.780	3.273	22			24.552	40.002	64.554
Electronics Fair (Spring Edition)	1	4	15.543	18.737			34.280		34.280	65.000	1.090	1.572	2.662	23			22.544	38.755	61.299
Fashion Week (Fall/Winter)	1	4	5.999	10.692			16.691		16.691	33.200	416	784	1.200	17			12.984	8.936	21.920
Gifts and Premium Fair	1	4	19.637	18.261			37.898		37.898	74.800	1.825	1.804	3.629	35			23.993	27.365	51.358
Houseware Fair	1	4	7.308	15.578			22.886		22.886	48.200	491	1.154	1.645	34			13.875	14.274	28.149
International Diamond, Gem & Pearl Show	1	5	13.637	12.036			25.673		25.673	44.300	645	870	1.515	36			6.014	22.719	28.733
International Jewellery Show	1	5	24.178	17.470			41.648		41.648	78.800	1.088	1.243	2.331	42			16.603	29.304	45.907
International Lighting Fair (Autumn Edition)	1	4	12.965	24.156			37.121		37.121	70.200	687	1.743	2.430	37			10.627	26.325	36.952
Optical Fair	1	3	5.009	9.021			14.030		14.030	25.500	201	485	686	29			5.643	8.436	14.079
Toys and Games Fair	1	4	15.439	14.656			30.095		30.095	57.100	838	1.009	1.847	39			20.894	20.446	41.340
Watch & Clock Fair	1	5	12.530	3.018			15.548		15.548	36.700	520	201	721	15			10.224	9.039	19.263
Verona																			
FIERAGRICOLA	2	4	35.213	1.355	3.219		39.787	6.641	46.428	148.600	518	44	562	16	405	25 430	120.310	19.113	139.423
MARMOMACC – Abitare il tempo	1	4	35.325	26.526	9.950	3.999	75.800	3.396	79.196	205.300	633	913	1.546	58	41	5 46	28.323	35.476	63.799
SAMOTER	3	4	16.987	1.801	11.101	583	30.472	1.950	32.422	82.600	342	74	416	29	5	32 37	32.528	5.767	38.295
Vinitaly – SOL&AGRIFOOD – Enolitech	1	4	89.284	679	678		90.641	10.111	100.752	180.000	4.107	122	4.229	30	339	62 401	95.500	54.670	150.170

+ Events with changing venues • Recognized by UFI – The Global Association of the Exhibition Industry Vision/WETEC/GiveADays. Multiple answers were permitted

* Visitors Profil Analyses see page 25 ff.

¹⁾ Visitor attendance determined by a representative poll in the combination of TV TecStyles

			Exhib	ition s	pace fig	gures	(sq.m.)				Exhibi	itor fig	ures					Visito	r <mark>figur</mark>	es
			Exhibitor	stand spa	ace						Exhibitors	5			Addition represen	ally nted firms		Entries (Explanati	ions see p	. 9)
For the complete titles see pp. 96		erval/ ays	Hal Domestic		Open Domestic		Total	Special Shows	Space (net)	Space (gross)	Domestic	Foreign	Total	from countries	Domestic	: Foreign	Total	Domestic	Foreign	Tota
A MULTI-INDUSTRY FAIRS A1 Investment and Consumer Goods	Fai	rs																		
Int. Handwerksmesse/Garten München, München	_	7	26.906	4.735			31.641	3.289	34.930	74.000	804	203	1.007	27	2	11	13	125.824	3.094	128.
A2 Investment Goods Trade Fairs																				
HANNOVER MESSE, Hannover	1	5	109.717	50.834	680	40	161.271	16 858	178.129	292 000	2.302	2.488	4.790	65				133.390	40.749	174
A3 Consumer Goods Trade Fairs			105.717	50.051		10	101.271	10.030	170.125	232.000	2.502	2.100	1.750					155.550	10.715	
Ambiente, Frankfurt/Main	1	5	63.482	126.288			189.770	1.675	191.445	328 500	1.127	3.622	4.749	89				71.074	72.715	143.
Tendence, Frankfurt/Main		4	34.215	16.818			51.033	1.444		94.800	762	450	1.212	52				28.149	6.331	34.
B SPECIALIZED TRADE FAIRS AND B1 Agriculture; Forestry, Fishery, Vit					dscaping,	and the	ir Equipm	ient												
DLG-Feldtage – Meeting place for crop producer, Bernburg	2	3	732	99	106.261	3.759	110.851	932	111.783	201.200	298	70	368	20				20.563	2.490	23
EuroTier with Energy Decentral, Hannover	2	4	68.989	44.542	72	385	113.988	5.524	119.512	241.100	1.223	1.145	2.368	48	14	21	35	126.975	29.591	156
GaLaBau, Nürnberg		4	49.340	12.096			61.436	3.092		118.500	1.013	307	1.320	36				59.967	6.596	66
Grüne Tage Thüringen – Agricultural fair, Erfurt	2	3	5.906	74	8.464		14.444	4.182	18.626	34.400	303	7	310	7						28
Industrial Exhibition of Leipzig Veterinary Congress, Leipzig	2	3	3.011	180			3.191	522	3.713	7.500	180	14	194	11				10.223	614	10
INTERFORST, München		5	4.181	953	23.004	11.566	39.704	3.340	43.044	76.800	289	162	451	27				41.020	7.859	48
IPM – Trade fair for horticulture, Essen		4	19.180	23.702	201001		42.882	4.043		105.000	593	961	1.554	45				29.100	15.738	44
B2 Food, Drink and Tobacco, Restaul Badische Weinmesse – Reg. wine exhibition, Offenburg	_	and 2	Hotel Tra 1.199	de, Cate	ring, and	their Eq	uipment 1.210	71	1.281	6.500	131	2	133	3				4.788	58	4
BrauBeviale, Nürnberg		3	25.803	16.978			42.781		42.781	81.300	620	508	1.128	46				22.418	14.782	37
fish international, Bremen	2	3	3.036	914			3.950	916	4.866	14.600	133	77	210	19				7.500	937	8
FRUIT LOGISTICA, Berlin	1	3	8.674	52.999			61.673	605	62.278	106.700	264	2.366	2.630	84				11.484	53.397	64
inoga — Hotel, Catering, Hospitality, Erfurt	2	3	2.288	47	62		2.397	564	2.961	7.950	157	3	160	4						3
INTERGASTRA with GELATISSIMO, Stuttgart	2	5	39.204	6.717			45.921	2.285		102.700	1.004	225	1.229	27	42	18	60	86.922	1.774	88
International Green Week, Berlin		10	32.372	16.207			48.579	7.738		124.700	1.018	671	1.689	69				402.261	9.470	411
INTERNORGA, Hamburg	1		45.914	6.788	770	30	53.502		53.502	89.500	1.009	194	1.203	24				87.230	5.667	92
Inter-tabac, Dortmund		3	9.224	7.261			16.485	233	16.718	35.900	172	319	491	49	2	5	7	7.233	3.999	11
ISM – Int. sweets and biscuits fair, Köln Market for good taste – the clow food trade fair. Stuttgart		4		31.869			44.598	1 628		91.300	221	1.227	1.448	66	7	12	19	11.796	23.212	35
the slow food trade fair, Stuttgart Nord Gastro & Hotel, Husum		4	4.153 4.323	791 97			4.944	1.628	4.420	16.200	358 200	120	478 210	14 7				4.913	65	49 4
		2					4.420			7.400		10			20	207				
· · · · · · · · · · · · · · · · · · ·	1	2	16 792	3/ 712			51 /06	1 661	52 157								227			
ProWein, Düsseldorf südback, Stuttgart		3	16.783 25.425	34.713 3.755	12		51.496 29.192	1.661 750		102.000 53.400	845 554	3.985 92	4.830	47 21	30 22	307 4	337 26	27.124 29.366	21.924	49 33

Events 2014 · Industries

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+ Events with changing venues
 Recognized by UFI – The Global Association of the Exhibition Industry
 Fossilienbörse/FAIR HANDELN/GARTEN outdoor ambiente/SLOW FOOD. Multiple answers were permitted

* Visitors Profil Analyses see page 25 ff. "¹⁰ Visitor attendance determined by a representative poll in the combination of Mineralien- und

EKM			Exhibi	ition s	pace figures	(sq.m.)				Exhibi	tor fig	ures					Visito	r figur	es
			Exhibitor	stand spa	ace					Exhibitor	5			Additiona represent	ally ted firms		Entries (Explanat	ions see p.	9)
For the complete titles see pp. 96		erval/ ays	Hal Domestic		Open Air Domestic Foreign	Total	Special Shows	Space (net)	Space (gross)	Domestic	Foreign	Total	from countries	Domestic	Foreign	Total	Domestic	Foreign	Total
B3 Textiles, Clothing, Shoes, Leather	Goo	ods, J	Jewelry, a	nd their	Equipment														
CFC – Children's Fashion Cologne (summer), Köln	1	3	1.879	1.469		3.348	1.694	5.042	13.000	45	62	107	18				1.041	211	1.252
FAIR HANDELN – Fairtrade, Stuttgart	1	4	1.875	140		2.015	210	2.225	5.300	133	22	155	10	1	1	2	17.662	178	17.840
GDS (spring), Düsseldorf	1	3	13.561	18.941		32.502	4.489	36.991	92.800	253	530	783	38				9.892	6.594	16.486
GDS (autumn), Düsseldorf	1	3	13.669	28.308		41.977	3.577	45.554	106.000	253	840	1.093	38				7.205	8.458	15.663
GLOBAL SHOES (spring), Düsseldorf	1	4	64	8.466		8.530	344	8.874	25.700	1	264	265	9				985	2.954	3.939
Heimtextil, Frankfurt/Main	1	4	24.530	94.034		118.564	3.221	121.785	206.200	328	2.386	2.714	62				22.206	44.059	66.265
I.L.M. Summer Styles – Int. leather goods fair, Offenbach	1	3	7.830	5.018		12.848	800	13.648	20.100	156	116	272	19				3.804	1.379	5.183
I.L.M. Winter Styles – Int. leather goods fair, Offenbach	1	3	7.960	4.762		12.722	800	13.522	20.100	149	133	282	22				3.915	1.270	5.185
INHORGENTA MUNICH, München	1	4	21.265	10.913		32.178	1.951	34.129	76.000	603	533	1.136	42				20.476	8.879	29.355
INTERGEM, Idar-Oberstein	1	4	2.097	170		2.267		2.267	4.500	112	15	127	11				1.906	656	2.562
Kind + Jugend – Trade show for Kids' First Years, Köln	1	4	16.721	33.990		50.711	766	51.477	95.700	169	832	1.001	50		4	4	6.244	13.929	20.173
MIDORA, Leipzig	1	3	2.539	86		2.625	56	2.681	10.500	99	5	104	3						1.649
mtex / LIMA, Chemnitz	2	3	817	58		875	353	1.228	3.500	59	10	69	6	5		5	1.012	32	1.044
TV TecStyle Visions – Textile decoration and promotion, Stuttgart	2	3	5.295	2.723		8.018	674	8.692	20.000	149	96	245	23		1	1	10.066	1.917	11.983
B4 Building, Completion and Extension	on, a	and t	heir Equip	oment															
bautec, Berlin		5	15.227	1.138	66	16.431	1.218	17.649	39.300	425	61	486	20				28.906	3.463	32.369
 Chillventa, Nürnberg 	2	3	16.951	20.696		37.647	837	38.484	66.400	322	662	984	44				13.396	17.189	30.585
+ DACH + HOLZ International, Köln		4	29.799	4.069	987	34.855	436	35.291	69.800	461	99	560	27				42.292	5.281	47.573
 denkmal, Leipzig 		3	6.130	1.953		8.083	258	8.341	19.000	343	89	432	17				10.429	833	11.262
DEUBAUKOM with DCONex and Infra Tech, Essen		4	11.692	1.763		13.455	3.026	16.481	49.900	498	103	601	10				32.870	1.876	34.746
EPF – EstrichParkettFliese – Floor construction, Feuchtwangen	3	3	4.008	419	4.112 552	9.091	100	9.191	16.200	148	25	173	9	3		3	3.707	449	4.156
EXPO REAL – Real estate trade fair, München		3	25.463	7.252		32.715	4.678	37.393	64.000	1.278	377	1.655	34				24.698	9.491	34.189
FACILITY MANAGEMENT, Frankfurt/Main		3	2.801	53		2.854	4.078	37.393	6.750	139	7	146	5				5.440	152	5.592
GET Nord, Hamburg		3	21.538	810	6		4.760	27.114	53.000	466	31	497	12	1		1	37.732	1.047	38.779
IFH/INTHERM, Nürnberg		4	36.189	4.947	Ū	41.136	981	42.117	75.000	578	107	685	20				44.762	1.054	45.816
Internationale Eisenwarenmesse, Köln		4	20.107	47.014		67.121	282		144.200	363	2.424	2.787	53				16.406	27.473	43.879
ISO – Int.trade fair for industrial insulation	2	-	20.107	17.014		07.121	202	07.405	1 11.200	505	2.727	2.707	55				10.400	21.415	45.075
materials, Köln	2	2	4.434	1.530		5.964	120	6.084	11.800	109	49	158	16	2		2	3.082	1.833	4.915
LANDES-BAU-AUSSTELLUNG, Magdeburg		3	2.028	12	372	2.412	562	2.974	6.600	120	1	121	2	3		3			3.702
 Light + Building, Frankfurt/Main 	2	6	71.455	70.089	240 888	142.672	2.634	145.306	240.700	920	1.575	2.495	57				111.545	99.687	211.232
SHK – Sanitary, heating, air conditioning,																			
renewable energies, Essen	2	4	27.095	3.349		30.444	860	31.304	66.400	498	62	560	15				46.753	1.496	48.249
B5 Furnishings, Household Appliance	s. H	ouse	ware, and	d their E	quipment														
Blickfang – Furniture, jewellery and fashion, Stuttgart		3	1.409	279		1.688	50	1.738	3.500	155	51	206	11						15.547
																	19 924	24 649	44.573
DOMOTEX, Hannover	1	4	19.633	70.882		90.515	3.526	94.041	174.100	211	1.130	1.341	59				19.924	24.649	44.5

+ Events with changing venues end Fossilienbörse/FAIR HANDELN/GARTEN outdoor ambiente/SLOW FOOD/Kreativ (spring). Multiple answers were permitted
* Visitors Profil Analyses see page 25 ff.
* Visitor attendance determined by a representative poll in the combination of Mineralien* Visitor attendance determined by a representative poll in the combination of TV TecStyles Vision/WETEC/GiveADays.
RMultiple answers were permitted

			Exhib	ition s	pace fig	gures	(sq.m.)				Exhibi	itor fig	ures					Visito	r figure	es
			Exhibitor	stand spa	ace						Exhibitor	s			Addition represen	ally nted firms		Entries (Explanat	ions see p.	. 9)
For the complete titles see pp. 96		erval/ ays	Hal Domestic		Open Domestic		Total	Special Shows	Space (net)	Space (gross)	Domestic	Foreign	Total	from countries	Domestic	: Foreign	Total	Domestic	Foreign	Tot
imm cologne — The international furnishing show / LivingInteriors, Köln	1	7	66.282	73.301			139.583	2.441	142.024	260.600	425	720	1.145	53	33	23	56	90.187	31.822	122.
ZOW – Int. fair for suppliers to the furniture and design industries, Bad Salzuflen	1	4	7.061	5.116			12.177		12.177	26.600	272	203	475	33	4	2	6	7.862	3.906	11.
B6 Health, Body Care, Protection at V	Norl	c an	d their Fa	uinment																
ALTENPFLEGE – Exh. for the care sector, Hannover	_	3	18.965	713			19.678	1.072	20.750	57.000	540	42	582	15				27.813	281	28
Arbeitsschutz aktuell – Safety & Health, Frankfurt/Main	_	4	7.191	897			8.088	1.035	9.123	25.300	199	40	239	20				7.658	3.008	10
BEAUTY INTERNATIONAL, Düsseldorf		3	19.654	2.639			22.293	4.148	26.441	70.100	491	124	615	28				49.395	5.306	54
Fachdental Leipzig, Leipzig	1		3.969	437			4.406	96	4.502	10.000	224	29	253	14	3	1	4			4
FACHDENTAL SÜDWEST, Stuttgart		2	4.458	531			4.989	72	5.061	10.600	234	29	263	12	3	2	5	6.630	67	6
Hair & Beauty, Frankfurt/Main	1	3	11.964	2.094			14.058	6.199	20.257	42.900	168	82	250	21				38.374	2.602	40
Interbad, Stuttgart	2	4	9.793	6.080	22		15.895	433	16.328	31.500	254	181	435	29	8	4	12	10.349	4.435	14
MEDICA / COMPAMED, Düsseldorf	1	4	45.934	82.816	306	102	129.158	1.939	131.097	250.000	1.317	4.251	5.568	70				47.298	74.604	121
Medizin / TheraPro, Stuttgart	1	3	3.312	180			3.492	504	3.996	10.700	198	15	213	7	4	1	5	8.596	266	8
OTWorld – Orthopaedic technology, Leipzig	2	4	11.905	5.348			17.253	1.829	19.082	46.400	288	260	548	37				13.715	6.454	20
Pflege & Reha – Trade fair for the care market,																				
Stuttgart	2	3	3.552	56			3.608	216	3.824	10.500	167	5	172	6	2		2			7
REHACARE INTERNATIONAL, Düsseldorf	1	4	21.897	9.625	124		31.646		31.646	72.300	494	406	900	36				43.733	7.179	50
TOP HAIR Int. Trend & Fashion Days, Düsseldorf	1	2	3.587	747			4.334	5.867	10.201	25.700	106	41	147	15				20.191	1.756	21
B7 Environment Protection, Safety, G	lea	ning,	, Commun	al Servi	ces, and t	heir Equ	ipment													
Enforce Tac, Nürnberg	1	2	592	393			985		985	3.300	33	45	78	21				1.015	652	1
FeuerTRUTZ, Nürnberg	1	2	2.742	140			2.882		2.882	9.000	177	9	186	6				4.832	284	5
IFAT, München	2	5	74.363	39.398	15.417	8.720	137.898	10.500	148.398	233.000	1.728	1.353	3.081	59				74.756	60.532	135
Perimeter Protection, Nürnberg	2	3	2.555	547			3.102	168	3.270	6.700	62	16	78	10				1.816	420	2
SECURITY – Security & Fire Prevention, Essen	2	4	25.212	10.385	466		36.063	1.089	37.152	80.000	557	488	1.045	39				22.948	13.304	36
B8 Transport, Traffic, Logistics, and t	heir	Eau	ipment																	
AUTO Trend, Rostock	_	3	6.973		4.770		11.743	7.250	18.993	26.400	79		79	1						21
Automechanika, Frankfurt/Main		5	52.650	105.194	13.586	5.120	176.550	767	177.317		729	3.931	4.660	71				57.346	80.636	137
Bremen Classic Motorshow, Bremen	_	3	18.885	2.135			21.020	1.368	22.388	47.000	582	67	649	12				42.738	4.591	47
CeMAT, Hannover	2		32.283	26.131	8.235	4.522	71.171	712		120.500	455	567	1.022	44				33.449	14.818	48
Hannover Messe: MobiliTec, Hannover	_	5	3.317	445	38		3.800	15.180		24.400	101	54	155	14				27.232	7.770	35
InnoTrans, Berlin		4	39.494	54.816	5.962	3.137	103.409			174.400	1.092	1.669	2.761	55				63.881	74.991	138
IT-TRANS – IT Solutions for Public Transport, Karlsruhe		3	1.679	1.117			2.796	1.033		12.000	87	58	145	24	14	2	16	2.418	1.290	3
LogiMat, Stuttgart	_	3	30.225	5.232	100		35.557	1.400		73.400	822	182	1.004	27				28.938	3.871	32
		4	13.797	18.121	1.025		32.943	265		58.000	209	461	670	44				7.504	12.037	19
REIFEN, Essen	4																			
REIFEN, Essen Retro Classics, Stuttgart	_	4	46.355	4.413			50.768	2.435	53.203	103.900	660	119	779	15				73.396	7.259	80

+ Events with changing venues • Recognized by UFI – The Global Association of the Exhibition Industry * Visitors Profil Analyses see page 25 ff. ¹¹ Visitor attendance determined by a representative poll in the combination of BEAUTY/ TOP HAIR international. Multiple answers were permitted ²¹ Visitor attendance determined by a representative poll at Hannover Messe. Multiple answers were permitted

5.2

	EKN			Exhib	ition s	pace fig	ures ((sq.m.)				Exhib	itor fig	ures					Visito	r figur	es
	FKM			Exhibitor	stand spa	ace						Exhibitor	S			Additior represer	nally nted firms		Entries (Explanat	tions see p.	. 9)
	For the complete titles see pp. 96	Inter Da		Hal Domestic		Open A Domestic F		Total	Special Shows	Space (net)	Space (gross)	Domestic	Foreign	Total	from countries	Domestic	: Foreign	Total	Domestic	Foreign	Total
	B9 Information, Communication, Offic	ce, E	inter	rtainmen	t Electro	nics, Photo	, Film,	and their	Equipme	nt											
	CeBIT, Hannover	1	5	95.385	29.517	1.052		125.954	8.789	134.743	222.200	1.553	1.691	3.244	63				146.452	41.307	187.759
	CO-REACH, Nürnberg	1	2	4.566	371			4.937	991	5.928	14.800	250	19	269	10				5.378	400	5.778
	dmexco – Digital Marketing Exposition & Conference, Köln	1	2	19.545	5.071	8		24.624	1.071	25.695	54.900	562	234	796	33				22.390	7.415	29.805
	IT & Business / DMS Expo / CRM-expo, Stuttgart	1	3	5.973	577			6.550	1.218	7.768	21.000	343	34	377	14	9		9	7.793	771	8.564
	it-sa – The IT-Security Expo and Congress, Nürnberg	1	3	4.962	689			5.651	398	6.049	12.800	291	95	386	21				6.980	410	7.390
	ORGATEC, Köln	2	5	26.182	36.529			62.711	1.798	64.509	105.000	206	413	619	41	5	3	8	25.037	26.058	51.095
	ProLight + Sound, Frankfurt/Main	1	4	14.042	21.019	612	583	36.256	1.000	37.256	73.400	324	574	898	42				20.752	21.515	42.267
+•	viscom frankfurt, Frankfurt/Main	2	3	6.267	2.533			8.800	2.252	11.052	23.100	211	117	328	27				7.611	1.999	9.610
	WETEC – Visual comunication, Stuttgart	2	3	2.784	479			3.263		3.263	9.100	133	27	160	11				7.322	814	8.136
	B10 Education, Setting up a business																				
+	+ didacta – The education trade fair, Stuttgart	1	5	31.489	1.383	318		33.190	2.961	36.151	75.400	824	81	905	30	37	2	39	86.627	1.768	88.395
	LEARNTEC – Learning with IT, Karlsruhe	1	3	2.950	362			3.312	440	3.752	12.000	185	26	211	10	17		17	6.170	515	6.685
	B11 Sports, Games, Leisure, and their E ABF – Leisure fair, Hannover	1	9	40.066	1.484	612		42.162	11.953		100.800	749	63	812	18						114.867
	ANIMAL, Stuttgart	1		3.748	129			3.877	5.516		22.700	181	10	191	6						31.247
	BOATFIT, Bremen	1		4.047	292			4.339	1.126	5.465	12.400	153	17	170	8	8		8	9.480	105	9.585
•	boot, Düsseldorf	1		40.772	45.139	20		85.931	18.362	104.293		863	814	1.677	60				206.073	42.208	248.281
	CARAVAN, Bremen	1	3	9.670	255			9.925		9.925	14.800	62	4	66	5						26.061
	CARAVAN SALON, Düsseldorf	1	10	68.783	20.799	1.442	490	91.514	4.829		146.200	372	178	550	25				165.099	27.324	192.423
	CMT – The holiday exhibition, Stuttgart	1	9	51.253	9.575	209	21	61.058	4.580		107.800	1.362	558	1.920	63	57	21	78	237.594	2.400	239.994
	Creativeworld, Frankfurt/Main	1		4.486	6.027			10.513	952	11.465		75	214	289	32				4.135	4.030	8.165
	f.re.e – Fair for leisure and travel, München	1	5	20.591	6.338			26.929	7.081	34.010		629	483	1.112	59	27	8	35	111.413	2.274	113.687
•	FIBO – Fitness, wellness and health, Köln	1		25.650	22.100			47.750	4.577		129.000	377	346	723	37	5	2	7	89.867	25.833	115.700
	GARTEN outdoor ambiente, Stuttgart	1		4.746	71			4.817	225	5.042	10.500	148	4	152	4				42.997	434	43.431
•	h+h cologne, Köln	1	3	5.697	5.849			11.546	966	12.512		114	233	347	38		1	1	10.533	4.340	14.873
	hanseboot – Int. boat show, Hamburg	1	9	17.453	4.140	641	680	22.914	3.051	25.965	56.800	451	101	552	18				70.672	3.408	74.080
	HansePferd – Equestrian trade fair, Hamburg	2	3	11.909	1.552	409	45	13.915	9.547	23.462	46.800	421	53	474	15				45.015	593	45.608
	Hobby + Elektronik – Hobby and electronics, Stuttgart	1	4	3.500		48		3.548	1.396	4.944	10.600	109		109	1				40.639	410	41.049
	IMA, Düsseldorf	1		10.069	1.039			11.108	1.722	12.830	17.500	106	44	150	16				8.440	718	9.158
	Interzoo, Nürnberg	2	4	18.179	38.803			56.982	50	57.032	110.000	308	1.390	1.698	62				11.643	25.724	37.367
		1	4	24.766	80.330	292		105.388	4.498	109.886	177.600	383	2.173	2.556	48				28.250	52.782	81.032
•	ITB - THE WORLD'S LEADING TRAVEL TRADE SHOW [®] , Berlin	1		26.031	61.750	282		88.063			160.000	1.571	5.757	7.328	191	594	1.665	2.259	119.920	51.874	171.794
	IWA OutdoorClassics, Nürnberg	1		15.111	31.078			46.189	550		86.000	299	1.037	1.336	54				15.263	23.981	39.244
	KREATIV (autumn), Stuttgart	1	4	4.273	507			4.780	520		13.900	248	36	284	15				48.920	998	49.918
	KREATIV (spring), Stuttgart	1	4	2.092	168			2.260	213	2.473	5.100	96	11	107	5				27.009	273	27.282

+ Events with changing venues Recognized by UFI – The Global Association of the Exhibition Industry representative poll in the combination of TV TecStyles Vision/WETEC/GiveADays. Multiple answers were permitted ³ Visitor attendance determined by a representative poll in the combination of Caravan/Reiselust. Multiple answers were permitted ³ Visitor attendance determined by a representative poll in the combination of Gravan/Reiselust. Multiple answers were permitted ⁵ Visitor attendance determined by a representative poll in the combination of Mineralien- und Fossilienbörse/FAIR HANDELN/GARTEN outdoor ambiente/SLOW FOOD/Kreativ (spring). Multiple answers were permitted

FKM			Exhibi	tion s	pace fig	jures	(sq.m.)				Exhib	itor fig	ures					Visito	Visitor figures		
			Exhibitor	stand spa	ice						Exhibitor	s			Addition represen	ally nted firms		Entries (Explanat	ions see p.	o. 9)	
For the complete titles see pp. 96		erval/ ays	Hal Domestic		Open Domestic		Total	Special Shows	Space (net)	Space (gross)	Domestic	Foreign	Total	from countries	Domestic	: Foreign	Total	Domestic	Foreign	Tota	
MAGDEBOOT, Magdeburg	1	3	3.316	90	169		3.575	69	3.644	9.100	130	2	132	2						6.0	
Meeres- und Raubfischangeltage —																					
Fishing Exhibition, Magdeburg	1	2	2.191	452	38		2.681	278	2.959	7.300	87	21	108	7	3	2	5			6.6	
Minerals, fossils, jewellery (spring), Stuttgart	1	3	2.083	257			2.340	472	2.812	10.500	176	46	222	18						13.8	
MODELL SÜD — Modelmaking and model railways, Stuttgart	1	4	1.638	90			1.728	3.964	5.692	12.900	69	8	77	7				36.572	746	37.3	
modell-hobby-spiel, Leipzig	1	3	18.552	886	350		19.788	15.180	34.968	83.800	563	48	611	12	1	1	2			94.7	
Musikmesse, Frankfurt/Main	1	4	16.209	21.380	100	524	38.213	1.500	39.713	90.000	433	885	1.318	51				44.732	20.630	65.	
Pferd & Jagd – Equestrian sports, hunting, Hannover	1	4	21.043	2.212	1.016		24.271	10.083	34.354	87.100	729	94	823	21						89.	
Reiselust – Tourism fair, Bremen	1	3	3.097	339			3.436	362	3.798	9.300	285	34	319	16				26.759	300	27.	
REISEN HAMBURG, Hamburg	1	5	23.062	3.154			26.216	3.327	29.543	59.500	715	260	975	61				74.122	1.205	75.	
Spielemesse, Stuttgart	1	4	1.948	123			2.071	2.813	4.884	11.400	72	7	79	6				41.664	420	42.	
Spielwarenmesse – International Toy Fair, Nürnberg	1	6	49.542	58.556			108.098		108.098	170.000	777	1.923	2.700	61				33.153	42.195	75.	
spoga horse (spring), Köln	1	3	3.327	3.478			6.805	372	7.177	16.800	58	105	163	20	3	1	4	2.159	1.990	4.	
poga+gafa / spoga horse (autumn), Köln	1	3	26.441	74.143	202	73	100.859	3.094	103.953	223.800	363	1.605	1.968	56	19	17	36	16.060	22.166	38	
TIERWELT – Pet Exhibition, Magdeburg	1	3	1.796	15	49		1.860	2.048	3.908	9.100	129	1	130	2						12.	
FourNatur, Düsseldorf	1	3	3.410	459			3.869	1.260	5.129	14.800	187	67	254	17				36.121	700	36.	
B12 Electrical Engineering and Electro belektro, Berlin	_	3	8.676	321			8.997	1.956	10.953	23.400	245	16	261	11				10.754	109	10.	
electronica, München	2	4	47.363	35.127			82.490	1.410	83.900	133.000	997	1.728	2.725	52	113	309	422	36.802	36.387	73	
embedded world, Nürnberg	1	3	13.843	6.444			20.287		20.287	38.000	482	374	856	35				18.458	8.256	26.	
PCIM Europe, Nürnberg	1	3	5.721	3.947			9.668	288	9.956	19.900	189	202	391	31	26	71	97	4.785	3.221	8.	
SMT / HYBRID / PACKAGING, Nürnberg	1	4	11.204	2.159			13.363	392	13.755	27.000	332	166	498	27	7	51	58	13.580	4.527	18.	
SPS/IPC/DRIVES, Nürnberg	1	3	59.039	11.867			70.906	338	71.244	117.800	1.094	508	1.602	41	145	90	235	43.582	13.205	56	
813 Metal-Working, Automation, Mea	suri	ing, (Quality As	surance																	
ALUMINIUM, Düsseldorf	2	3	11.501	24.267			35.768	1.242	37.010	75.000	338	597	935	49				12.293	12.020	24.	
AMB – Int. exhibition for metal working, Stuttgart	2	5	53.188	16.233			69.421	45	69.466	109.800	998	359	1.357	28	18	15	33	76.781	13.550	90	
AUTOMATICA, München	2	4	23.593	3.991			27.584	1.174	28.758	55.000	495	229	724	42						39.	
Composites Europe, Düsseldorf	1	3	5.842	3.065			8.907	1.018	9.925	21.000	240	166	406	27				5.616	4.595	10.	
EuroBLECH, Hannover	2	5	44.605	41.682	219		86.506		86.506	144.000	749	824	1.573	38				37.329	21.923	59.	
EUROGUSS, Nürnberg	2	3	6.745	6.090			12.835	550	13.385	25.300	228	242	470	26				7.639	3.548	11	
GrindTec, Augsburg	2	4	13.453	5.680			19.133	78	19.211	35.000	313	207	520	29						15.	
Hannover Messe: Digital Factory, Hannover	1	5	4.844	894			5.738		5.738	10.600	172	30	202	15				37.521	12.979	50.	
Hannover Messe: Industrial Automation, Hannover	1	5	46.254	9.691	369		56.314	84	56.398	97.400	628	391	1.019	34				89.764	34.049	123.	
METAV, Düsseldorf	2	5	19.848	8.721			28.569		28.569	49.300	455	155	610	26				28.184	3.479	31.	

+ Events with changing venues Recognized by UFI – The Global Association of the Exhibition Industry * Visitors Profil Analyses see page 25 ff. ¹⁾ Visitor attendance determined by a representative poll in the combination of Mineralienund Fossilienbörse/FAIR HANDELN/GARTEN outdoor ambiente/SLOW FOOD/Kreativ (spring). Multiple answers were permitted ²⁾ Visitor attendance determined by a representative poll in the combination of Stuttgarter Messeherbst. Multiple answers were permitted ³⁾ ascertained by a representative poll ⁴⁾ Visitor attendance determined by a representative poll in the combination of Caravan/Reiselust. Multiple answers were permitted ⁵⁾ Visitor attendance determined by a representative poll at Hannover Messe. Multiple answers were permitted

				Exhib	ition s	pace fig	ures	(sq.m.)				Exhibi	tor fig	ures			Visitor figures			
				Exhibitor	stand spa	ace						Exhibitors	5			Additionally represented f	irms	Entries (Explanat	ions see p.	. 9)
	For the complete titles see pp. 96		erval/ ays	Ha Domestic		Open A Domestic F		Total	Special Shows	Space (net)	Space (gross)	Domestic	Foreign	Total	from countries	Domestic For	eign Total	Domestic	Foreign	Total
	NORTEC, Hamburg	2	4	9.718	446			10.164	208	10.372	22.000	370	47	417	12			11.781	364	12.145
	SENSOR + TEST, Nürnberg	1	3	5.895	2.041			7.936	1.131	9.067	19.000	366	209	575	28			6.227	1.756	7.983
•	Tube, Düsseldorf	2	5	17.013	33.187			50.200	108	50.308	90.300	309	901	1.210	47			14.814	18.854	33.668
•	VALVE WORLD EXPO, Düsseldorf	2	3	4.025	13.851			17.876		17.876	32.700	136	528	664	40			3.863	8.637	12.500
•	wire, Düsseldorf	2	5	16.353	42.106			58.459	424	58.883	95.800	331	1.002	1.333	54			12.975	25.075	38.050
	B14 Plastic and Wood Processing HOLZ-HANDWERK / fensterbau/frontale, Nürnberg	2	4	71.335	23.439			94.774		94.774	150.600	879	440	1.319	39			78.759	30.208	108.967
	B15 Power Supply Industry																			
	Energy Decentral, Hannover	2	4	11.209	1.049	72	385	12.715	1.853	14.568	29.500	324	41	365	13			32.239	5.823	38.062
	E-world energy & water, Essen	1	3	19.795	3.412			23.207	321	23.528	44.500	512	108	620	25			19.693	3.807	23.500
•	Hannover Messe: Energy, Hannover	1	5	22.066	16.100	141		38.307	742	39.049	64.200	431	644	1.075	50			66.275	23.407	89.682
•	Intersolar Europe / electrical energy storage, München	1	3	21.418	19.742	741	397	42.298	2.034	44.332	88.000	516	611	1.127	48			24.893	17.487	42.380
	New Energy Husum, Husum	1	4	3.893	451	230	42	4.616		4.616	13.000	131	21	152	10			9.312	449	9.761
•	B16 Other Investment Goods Industrie		4	18.235	7.563	281		26.079	2.709	28.788	55.500	710	458	1.168	40	4	3 7	22.931	12.453	35.384
	EuroShop, Düsseldorf		5	46.284	69.949	201	322	116.579	4.024	120.603		816	1.413	2.229	56	4	5 7	41.061	68.435	109.496
	FMB – The Supplier Show for Mechanical Engineering, Bad Salzuflen		3	7.290	560	24	522	7.850	4.024	7.850	15.200	429	41	470	8	14	3 17	5.728	301	6.029
•	glasstec, Düsseldorf	2	4	19.845	40.416	18	322	60.601	6.510	67.111	114.600	378	839	1.217	51			15.757	26.944	42.701
•	Hannover Messe: Industrial Supply, Hannover	1	5	13.800	17.666			31.466	381	31.847	52.700	520	1.095	1.615	45			48.837	24.824	73.661
•	Hannover Messe: IndustrialGreenTec, Hannover	1	5	2.366	299		40	2.705		2.705	7.000	87	13	100	10			32.510	11.721	44.231
•	Hannover Messe: Research & Technology, Hannover	1	5	6.975	1.243	132		8.350	471	8.821	15.900	295	109	404	14			36.661	10.705	47.366
+	INTERGEO, Berlin	1	3	7.482	5.194	183	115	12.974	30	13.004	27.000	291	223	514	31	15	3 18	11.078	6.017	17.095
•	interpack, Düsseldorf	3	7	67.050	105.810	856	653	174.369	443	174.812	254.600	678	1.992	2.670	60			59.431	115.367	174.798
	LASYS, Stuttgart	2	3	2.983	940			3.923	121	4.044	10.500	123	63	186	18	1	2 3	4.282	1.208	5.490
	MAINTAIN, München	2	4	4.967	213	18		5.198	210	5.408	11.000	200	14	214	9	6	1 7	9.656	3.902	13.558
	0 & S – Surface treatmentes & coating, Stuttgart	2	3	6.429	909			7.338	324	7.662	17.000	251	66	317	18			5.036	1.404	6.440
	parts2clean – Industrial parts and surface cleaning, Stuttgart	1	3	5.509	730			6.239	406	6.645	14.500	190	42	232	13		4 4	6.709	1.751	8.460
	POWTECH/TechnoPharm, Nürnberg	1	3	20.033	7.444			27.477		27.477	52.100	630	300	930	30			9.773	5.462	15.235
	Rapid.Tech / FabCon 3.D, Erfurt	1	2	1.061	74			1.135	306	1.441	4.950	92	9	101	7			2.927	122	3.049
	Chemnitz trade fairs – SIT, IT user forum, Chemnitz	2	3	1.583	4			1.587	65	1.652	4.500	168	1	169	2	8	8	2.574	47	2.621
	VISION, Stuttgart	2	3	5.800	4.443			10.243	531	10.774	20.900	201	231	432	31			5.290	3.381	8.671

+ Events with changing venues • Recognized by UFI – The Global Association of the Exhibition Industry * Visitors Profil Analyses see page 25 ff. ¹⁾ ascertained by a representative poll ²¹ Visitor attendance determined by a representative poll in the combination of EuroTier/Energy Decentral. Multiple answers were permitted ³¹ Visitor attendance determined by a representative poll at Hannover Messe. Multiple answers were permitted ⁴¹ Visitor attendance determined by a representative poll in the combination of 0 & S/parts2clean. Multiple answers were permitted

EKM			Exhib	ition s	pace figure	s (sq.m.)			Exhib	itor fig	ures				Visito	r figur	es
			Exhibitor	stand spa	ace						s			Additionally represented firms		Entries (Explanat	ions see p.	9)
For the complete titles see pp. 96		erval/ ays	Hal Domestic		Open Air Domestic Foreig	jn Total	Special Shows	Space (net)	Space (gross)	Domestic	Foreign	Total	from countries	Domestic Foreign	Total	Domestic	Foreign	Tota
817 Other Consumer Goods and Servi	ice l	ndus	tries															
BIOFACH / VIVANESS, Nürnberg	1	4	16.578	21.956		38.534	3.935	42.469	77.800	676	1.587	2.263	74			24.009	18.436	42.4
CADEAUX — March, Leipzig	1	3	6.721	456		7.177	783	7.960	20.500	208	19	227	11	3	3			7.
CADEAUX – September/Comfortex, Leipzig	1	3	9.427	643		10.070	809	10.879	35.900	301	26	327	15	4	4			7.
Christmasworld, Frankfurt/Main	1	5	21.268	31.313		52.581	1.562	54.143	86.700	239	678	917	39			13.922	18.942	32.
DKM – Finance and insurance, Dortmund	1	2	7.619	80		7.699		7.699	22.400	264	5	269	5			11.472	101	11.
GiveADays – Promotional products, Stuttgart	2	3	706	254		960	112	1.072	2.150	74	25	99	13			5.278	522	5.
nvest, Stuttgart	1	2	3.110	479		3.589	555	4.144	10.500	106	25	131	10	1	1	10.057	311	10.
Moderner Staat – Public administration, Berlin	1	2	740	9		749	450	1.199	8.000	100	1	101	2			1.387	30	1.
Dpti – Int. trade show for optics & design, München	1	3	15.652	6.422		22.074	286	22.360	40.000	268	232	500	34			17.820	6.298	24
Paperworld, Frankfurt/Main	1	4	11.929	31.964		43.893	1.491	45.384	96.400	296	1.381	1.677	59			14.608	27.537	42
SI – Promotional product industry, Düsseldorf		3	15.993	13.744		29.737	1.215	30.952	58.000	418	436	854	33			8.081	8.147	16
PSI PROMOTOIN WORLD, Hannover		3	1.473	178		1.651	604	2.255	5.500	81	11	92	11			8.547	2.177	10
Verkstätten:Messe, Nürnberg	1	_	6.514	180		6.694	550	7.244	13.000	207	5	212	5			21.154	36	21.
empten aumesse Chemnitz – Trade fair of construction, hemnitz		9	5.837 3.458	269 36	3.269 1 140	8 9.393 3.634	822	3.767	24.900 8.400	350 230	15 2	365 232	5	40	40			110 10
Bazaar Berlin, Berlin		5	3.136	3.227		6.363	860	7.223	19.700	251	303	554	58			34.932	1.006	35
DIE BESTEN JAHRE – Exh. for staying active, Stuttgart		_	1.301	6		1.307	675	1.982	4.900	89	1	90	2			5.073	563	5
DU UND DEINE WELT, Hamburg		10		958	2.500	17.107	1.338	18.445	46.400	400	36	436	15			81.659	658	82
amilie & Heim with Minerals, fossils, jewellery, tuttgart	1	9	12.385	863		13.248	1.808	15.056	42.000	487	63	550	25					81
lanseLife, Bremen	1	9	16.990	817	857 15	0 18.814	3.116	21.930	43.200	740	30	770	10					77
Haus-Garten-Freizeit/mitteldeutsche nandwerksmesse/Beach & Boat, Leipzig	1		27.398	2.458		29.856	8.244	38.100	88.200	1.045	110	1.155	19			181.755	748	182
nfa – Information and sales exhibition, Hannover	1	9	29.817	2.774	943 4	8 33.582	4.995	38.577	100.900	1.215	135	1.350	27					191
Aesse Wächtersbach – Consumer exhibition, Vächtersbach	1		5.196	314		6 10.029	5.684	15.713	24.300	323	16	339	10					59
Dberfranken-Ausstellung Hof – Regional Exhibition, Hof	2	9	3.568	72	1.503 2	7 5.170	630	5.800	9.600	191	9	200	5	1	1			37
DERRHEIN-MESSE – Consumer goods fair, Dffenburg	1	9	9.041	749	10.132 6	1 19.983	2.114	22.097	48.700	440	30	470	13	1	1			65
lassauer Frühling DreiLänderMesse – legional exhibition, Passau	2	9	8.192	1.379	1.545 15	5 11.271	1.140	12.411	21.900	347	62	409	8	15	15			66
heinland-Pfalz-Ausstellung – Regional exhibition, fainz	1	9	11.752	622	970 5	4 13.398	1.801	15.199	25.900	658	29	687	13					77
hüringen-Ausstellung – Handicraft and consumer oods, Erfurt		9	11.540	275		11.815			25.000	612	19	631	8	33	33			69
TERisch gut – Pet fair, Karlsruhe	1	2	5.801	181		5.982	8.394	14.376	45.300	271	11	282	7	1	1	32.297	794	33

Events 2014 · Industries

5.2

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+ Events with changing venues • Recognized by UFI – The Global Association of the Exhibition Industry representative poll in the combination of TV TecStyles Vision/WETEC/GiveADays. Multiple answers were permitted

* Visitors Profil Analyses see page 25 ff. ¹⁾ ascertained by a representative poll ³⁾Visitor attendance determined by a representative poll in the combination of Stuttgarter Messeherbst. Multiple answers were

²⁾ Visitor attendance determined by a

permitted

Trade visitors' profile

Visitors (number of entries)	13 589	Area of responsibility
		Management
Proportion of trade visitors	99 %	Research/development/design
Commony (total)	72	Manufacturing, production, quality control
Germany (total) of which	12	Buying/procurement
Nielsen 1 1 Nielsen 4	44	Finance/accounting, controlling Information and communication technoloc
Bremen - Bavaria	44	Organisation, personnel, administration
Hamburg - Nielsen 5+6	1	Sales
Lower Saxony 1 Berlin	1	Marketing, advertising, PR
Schleswig-Holstein - Brandenburg		Logistics: storage, material management,
Nielsen 2 7 Mecklenburg-		transport
North Rhine-Westph. 7 West Pommer	ania -	Maintenance/repairs
Nielsen 3a 9 Saxony-Anhalt		Other area
Hesse 6 Nielsen 7	6	Student
Rhineland-Palatinate 2 Saxony	5	Other not gainfully employed
Saarland 1 Thuringia	1	other not gaintany employed
Nielsen 3b 30		Position in the company/organisation
Baden-Württemberg 30		Entrepreneur, co-owner, freelancer
baden-wartteniberg 50		Managing director, board member,
Foreign (total)	28	head of an authority etc.
of which	20	Area manager, works manager, plant mana
EU	56	branch manager, head of public office
Other european countries	22	Department head, group head, team lead
North America		Other salaried staff, civil servant,
South-, East-, Central Asia	11	skilled worker
Other countries	4	Lecturer, teacher
		Trainee
Distance to home	%	Other position
up to 50 km	10	Student
more than 50 km up to 100 km	12	Other not gainfully employed
more than 100 km up to 300 km	32	
over 300 km	47	Economic sector
		Metalworking industry
Countries with the highest visitor share	es %	Cutting machine specialists
Switzerland	15	Other industry
Austria	11	Wood, plastics processing industry
Italy	7	Glass, ceramic, stone industry
Poland	6	Service
		Metal trade
Frequency of visits to trade fair	%	Trade
2010	39	Other skilled trades
2008	35	Other sectors
2006	26	Student
2004	18	Other not gainfully employed
Earlier events	11	
First visit	51	Size of company/organisation:
		Number of employees
Average length of stay 1	1,4 days	1- 4 12 500 - 999
Influence and the last sector of the		5-981000 and more
Influence on purchasing/procurement		10- 49 20 Student
decisions	%	50- 199 20 Other not gainfully
Decisively	34	200- 499 12 employed
Collectively	32	Conducted by: Messe- und Congress-
In an advisory capacity	20	beratung Dirr, Neu Wulmstorf
No Student	11	

Student

Other not gainfully employed

13	589	Area of responsibility	%
	000/	Management	25
	99%	Research/development/design	11 42
	72	Manufacturing, production, quality control Buying/procurement	42
	12	Finance/accounting, controlling	4
	44	Information and communication technology	- 2
	44	Organisation, personnel, administration	1
6	1	Sales	11
-	1	Marketing, advertising, PR	1
q	-	Logistics: storage, material management,	
q-		transport	1
ierania	a -	Maintenance/repairs	1
alt	1	Other area	-
	6	Student	2
	5	Other not gainfully employed	1
	1		
		Position in the company/organisation	%
		Entrepreneur, co-owner, freelancer	18
		Managing director, board member,	
	28	head of an authority etc.	12
	5.0	Area manager, works manager, plant manage	
	56 22	branch manager, head of public office	3
		Department head, group head, team leader	18
	8 11	Other salaried staff, civil servant, skilled worker	44
	4	Lecturer, teacher	44
	4	Trainee	1
	%	Other position	
	10	Student	2
	12	Other not gainfully employed	1
	32	other not guintary employed	
	47	Economic sector	%
		Metalworking industry	52
ares	%	Cutting machine specialists	17
	15	Other industry	6
	11	Wood, plastics processing industry	4
	7	Glass, ceramic, stone industry	6
	6	Service	6
		Metal trade	14
	%	Trade	4
	39	Other skilled trades	3
	35	Other sectors	5
	26	Student	2
	18	Other not gainfully employed	1
	11	Charles and the state of the	
	51	Size of company/organisation:	0/
1.0	dave	Number of employees	%
1,4 (days	1- 4 12 500 - 999 5- 9 8 1 000 and more	6
nt			19
	%		2
	34	50- 199 20 Other not gainfully 200- 499 12 employed	1
	32	200 433 12 employed	

bautec ----> Berlin

Trade visitors' profile

Other not gainfully employed

Visitors (number of	entries)	32 369
Proportion of trade	visitors	88%
Germany (total) of which		88
Nielsen 1	3 Nielsen 4	1
Bremen	- Bavaria	1
Hamburg	1 Nielsen 5+6	91
Lower Saxony	1 Berlin	59
Schleswig-Holstein	1 Brandenburg	27
Nielsen Ž	2 Mecklenburg-	
North Rhine-Westph.	2 West Pommera	nia 2
Nielsen 3a	1 Saxony-Anhalt	3
Hesse	1 Nielsen 7	2
Rhineland-Palatinate	- Saxony	2
Saarland	 Thuringia 	1
Nielsen 3b	1	
Baden-Württemb.	1	
Foreign (total) of which		12
EU		49
	pean countries	16
Middle East		18
	t-, Central Asia	8
Other coun		10
Distance to home		%
up to 50 km		67
more than 50 km up t	to 100 km	8
more than 100 km up	to 300 km	10
over 300 km		16
Countries with the h	ighest visitor sha	res %
Ireland	-	16
Poland		11
Finland		9
Frequency of visits t	o trade fair	%
Previous event		33
Earlier events		36
First visit		39
Average length of st	tay 1,	2 days
Influence on purchas	sing/procurement	
decisions		%
Decisively		27
Collectively		22
In an advisory capacit	у	19
No		21
Student		10
Other not gainfully en	nploved	3

Area of responsibility	%
Management	21
Research/development/design	8
Manufacturing, production, quality control	11
Buying/procurement	4
Finance/accounting, controlling	1
Information and communication technology	1
Personnel administration, administration	2
Sales	9
Marketing, advertising, PR	1
Logistics: storage, material management,	
transport	1
Maintenance/repairs	9
Other area	20
Student	10
Other not gainfully employed	3
Position in the company/organisation	%
Entrepreneur, co-owner, freelancer	29
Managing director, board member,	20
head of an authority etc.	8
Area manager, works manager, plant manage	
branch manager, head of public office	5
Department head, group head, team leader	8
Other salaried staff, civil servant,	
skilled worker	14
Lecturer, teacher	4
Trainee	17
Other position	2
Student	10
Other not gainfully employed	3
Economic sector	%
Industry	8
Construction industry	24
Other skilled trades	11
Retail trade/building materials trade	3
Wholesale/foreign trade	3
Building owner	6
Authority/public services	6
Architect's, planner's, engineer's office	17
Other service company	6
Research/science	2
Association/quild/chamber	3
Teaching (polytechnic/university/college)	4
Other sectors	5
Student	10
Other not gainfully employed	3
Size of company/organisation:	
Size of company/organisation: Number of employees	%
1- 4 28 500 - 999	4
5- 9 11 1 000 and more	8
10- 49 21 Student	10
50-199 10 Other not gainfully	
200-499 6 employed	3
cmpioyed	

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



Bazaar Berlin -----> Berlin

Position in the company/organisation

branch manager, head of public office

Area manager, works manager, plant manager,

Department head, group head, team leader 6

Entrepreneur, co-owner, freelancer Managing director, board member,

Other salaried staff, civil servant,

head of an authority etc.

skilled worker

Other position

Housewife/man

Old-age pensioner

at the exhibition

Follow-up business

Intend to buy at later date

Other not gainfully employed

Buying and ordering capacity

Purchase or order made or intended

Conducted by: Hopp & Partner, Berlin

Trainee

Student

yes no

yes

no

maybe

maybe

Lecturer, teacher

Private visitors' profile

	ciiu	ies)	35 938
Proportion of privat	e vis	sitors	90 %
Germany (total) of which			98
Vielsen 1	2	Nielsen 4	1
Bremen		Bavaria	1
Hamburg		Nielsen 5+6	95
ower Saxony	1	Berlin	71
Schleswig-Holstein		Brandenburg	22
Vielsen 2		Mecklenburg-	
North Rhine-Westph.		West Pommer	rania 2
Vielsen 3a		Saxony-Anhal	
lesse		Nielsen 7	1
Rhineland-Palatinate		Saxony	1
Saarland		Thuringia	-
Vielsen 3b	-	·	
Baden-Württemb.	-		
Foreign (total)			2
Distance to home			%
up to 50 km			86
more than 50 km up	to 1	00 km	4
nore than 100 km up			6
over 300 km			5
Frequency of visits			%
			% 57
Frequency of visits the Previous event Earlier events			% 57 50
Frequency of visits the Previous event			% 57
Frequency of visits the Previous event Earlier events			% 57 50
Frequency of visits the Previous event Earlier events First visit			% 57 50 24
Frequency of visits to Previous event Earlier events First visit Sex			% 57 50 24 %
Frequency of visits for Previous event Earlier events First visit Sex Male			% 57 50 24 % 18
Frequency of visits to Trevious event Earlier events First visit Sex Vale Female			% 57 50 24 % 18 82
Frequency of visits of Previous event Carlier events First visit Sex Male Female Size of household			% 57 50 24 % 18 82
Frequency of visits for Frevious events Farlier events First visit Sex Male Female Size of household I person			% 57 50 24 % 18 82 % 29
Frequency of visits for Previous events Farlier events First visit Sex Male Female Size of household I person 2 persons			% 57 50 24 % 18 82 % 29 41 15
Frequency of visits for Tevious event aarlier events First visit Sex Male Female Size of household I person 2 persons 3 persons			% 57 50 24 % 18 82 % 29 41
Frequency of visits f Frevious event carlier events First visit Sex Male Female Size of household persons persons persons persons persons			% 57 50 24 % 18 82 % 29 41 15 10
Frequency of visits for Trevious event Earlier events First visit Sex Male Female Size of household 1 persons 2 persons 4 persons 5 persons and more			% 57 50 24 % 18 82 % 29 41 15 10 6
Frequency of visits Frevious events Farlier events First visit Sex Male Female Size of household persons person	to tr		% 57 50 24 % 18 82 % 29 41 15 10 6 %
Frequency of visits for Frevious event carlier events First visit Sex Vale Female Size of household 1 person 2 persons 3 persons 4 persons 5 persons and more Age up to 20 years vor 20 up to 30 years vor 20 up to 30 years vor 30 up to 40 years	rs rs		% 57 50 24 % 18 82 % 29 41 15 10 6 % 7
Frequency of visits for Frevious event carlier events First visit Sex Vale Female Size of household 1 person 2 persons 3 persons 4 persons 5 persons and more Age up to 20 years vor 20 up to 30 years vor 20 up to 30 years vor 30 up to 40 years	rs rs		% 57 50 24 % 18 82 % 29 41 10 10 6 % 7 7 9
Frequency of visits f Frevious event Farlier events First visit Fex Vale Female Size of household person persons person	to tr		% 57 500 24 % 18 82 29 41 15 10 6 % 7 9 9 10
Frequency of visits for Frevious event carlier events First visit Sex Vale Female Size of household 1 person 2 persons 3 persons 4 persons 5 persons and more Age up to 20 years vor 20 up to 30 years vor 20 up to 30 years vor 30 up to 40 years	to tr		% 57 50 24 8 8 29 41 15 10 6 7 9 9 100 20

belektro ----> Berlin

Trade visitors' profile

%

10

1

35

4

1

4

9

4

2

%

90

3

7

%

37

22

41

23

	ent	ries) 10	863
Proportion of trade	vis	itors	98%
Germany (total) of which			99
Nielsen 1	1	Nielsen 4	2
Bremen	1	Bavaria	2
Hamburg	1	Nielsen 5+6	86
Lower Saxony	1	Berlin	46
Schleswig-Holstein	1	Brandenburg	33
Nielsen 2	2	Mecklenburg-	55
North Rhine-Westph.	2	West Pommerania	3
Nielsen 3a	1	Saxony-Anhalt	5
Hesse	1	Nielsen 7	7
Rhineland-Palatinate	1	Saxony	6
Saarland	1	Thuringia	1
Nielsen 3b	1		
Baden-Württemb.	1		
Foreign (total)			1
Distance to home			%
up to 50 km			60
more than 50 km up			16
more than 100 km up	o to	300 km	18
			7
over 300 km			
Frequency of visits	to t	rade fair	%
Frequency of visits Previous event	to t	rade fair	% 42
Frequency of visits Previous event Earlier events	to t	rade fair	% 42 39
Frequency of visits Previous event Earlier events	to t	rade fair	
over 300 km Frequency of visits Previous event Earlier events First visit Average length of s		rade fair 1,2 c	% 42 39 38
Frequency of visits Previous event Earlier events First visit	tay	1,2 0	% 42 39 38
Frequency of visits Previous event Earlier events First visit Average length of s	tay	1,2 0	% 42 39 38 Jays
Frequency of visits Frevious event Earlier events First visit Average length of s Influence on purcha decisions Decisively	tay	1,2 0	% 42 39 38 Jays %
Frequency of visits Previous event Earlier events First visit Average length of s Influence on purcha decisions Decisively Collectively	tay sing	1,2 0	% 42 39 38 days 4ays 21 35
Frequency of visits Previous event Earlier events First visit Average length of s Influence on purcha decisions Decisively Collectively	tay sing	1,2 0	% 42 39 38 days 28 21 35 21
Frequency of visits Frevious event Earlier events First visit Average length of s Influence on purcha decisions Decisively Collectively In an advisory capaci No	tay sing	1,2 0	% 42 39 38 Jays 21 35 21 16
Frequency of visits Previous event Earlier events First visit Average length of s Influence on purcha decisions Decisively Collectively In an advisory capaci	tay sing	1,2 d	% 42 39 38

Management Research/development/design Manufacturing, production, quality control Buying/procurement Finance/accounting, controlling Information and communication technology Sales Personnel administration, administration Marketing, advertising, PR Logistics: storage, material management, transport Maintenance/repairs	1
Manufacturing, production, quality control Buying/procurement Finance/accounting, controlling Information and communication technology Sales Personnel administration, administration Marketing, advertising, PR Logistics: storage, material management, transport	
Buying/procurement Finance/accounting, controlling Information and communication technology Sales Personnel administration, administration Marketing, advertising, PR Logistics: storage, material management, transport	
Information and communication technology Sales Personnel administration, administration Marketing, advertising, PR Logistics: storage, material management, transport	
Sales Personnel administration, administration Marketing, advertising, PR Logistics: storage, material management, transport	
Personnel administration, administration Marketing, advertising, PR Logistics: storage, material management, transport	
Marketing, advertising, PR Logistics: storage, material management, transport	
Logistics: storage, material management, transport	
transport	
	2
Other area	1
Student	
Other not gainfully employed	
Position in the company/organisation	(
Entrepreneur, partner, self-employed	2
Managing director, board member,	
head of an authority etc.	
Area manager, works manager, plant manager, branch manager, head of public office	er,
Department head, group head, team leader	• 1
Other salaried staff, civil servant,	
skilled worker	3
Lecturer, teacher	
Trainee	1
Other position	
Student Other not gainfully employed	
Other not gainfully employed	
Economic sector	
Skilled trades	4
Industry Energy supplies	1
Energy supplies Planning, technical consultants	1
Wholesale trade	
Training and further training	
Retail trade	
Education/science/research	
Logistics and transportation	
Architects	
Other private service providers	
other public services/administration	
Other sectors	
Student Other not gainfully employed	

28

18

12

6

Conducted by: Hopp & Partner, Berlin

1- 4

10- 49

50-199

200-499

5-9 11

FRUIT LOGISTICA

Trade visitors' profile

4

13

5

2

500 - 999

Student

employed

1 000 and more

Other not gainfully

		881
Proportion of trade v	isitors 9	7%
Germany (total)		17
of which		
Nielsen 1 1		14
	2 Bavaria	14
	3 Nielsen 5+6	35
Lotter banony	9 Berlin	25
	2 Brandenburg	8
Nielsen 2 1		1
North Rhine-Westph. 1		1
		6
	4 <u>Nielsen 7</u> 3 Saxony	4
	1 Thuringia	2
Nielsen 3b 1		2
Baden-Württemb. 1		
Foreign (total)		83
of which EU		64
	ean countries	7
Africa		8
North Ameri		3
	entral America	8
Middle East		- 5
South-, East-	-, Central Asia	5 3 2
Australia		4
Distance to home		%
		- ie
up to 50 km	100 1	
up to 50 km more than 50 km up to		1
up to 50 km more than 50 km up to more than 100 km up to		1 4
up to 50 km more than 50 km up to		5 1 4 90
up to 50 km more than 50 km up to more than 100 km up over 300 km Countries with the hi	to 300 km	1 4 90
up to 50 km more than 50 km up to more than 100 km up over 300 km Countries with the hi taly	to 300 km	1 90 %
up to 50 km more than 50 km up to more than 100 km up over 300 km Countries with the hi taly Spain	to 300 km	1 90 % 12
up to 50 km more than 50 km up to more than 100 km up over 300 km Countries with the hi Italy Spain Netherlands	to 300 km	1 90 % 12 10 7
up to 50 km more than 50 km up to more than 100 km up over 300 km Countries with the hi taly Spain Vetherlands France	to 300 km	1 90 12 10 7
up to 50 km more than 50 km up to more than 100 km up over 300 km Countries with the hi Italy Spain Netherlands	to 300 km	1 4
up to 50 km more than 50 km up to more than 100 km up over 300 km Countries with the hi taly Spain Vetherlands France	to 300 km ghest visitor shares	1 90 12 10 7
up to 50 km more than 50 km up to more than 100 km up over 300 km Countries with the hi taly Spain Vetherlands France Junited Kingdom Frequency of visits to Previous event	to 300 km ghest visitor shares	1 4 90 12 10 7 7 6 %
up to 50 km more than 50 km up to more than 100 km up over 300 km Countries with the hi italy Spain Netherlands France United Kingdom Frequency of visits to	to 300 km ghest visitor shares	1 90 12 10 77 6 8 34
up to 50 km more than 50 km up to more than 100 km up over 300 km Countries with the hi taly Spain Vetherlands France Junited Kingdom Frequency of visits to Previous event	to 300 km ghest visitor shares	1 90 12 10 77 6 8 8 9% 34 34
up to 50 km more than 50 km up to more than 100 km up voer 300 km Countries with the hi taly Spain Vetherlands France Jurited Kingdom Frequency of visits to Previous event Earlier events	to 300 km ghest visitor shares 9 trade fair	1 90 90 12 10 7 7 6 34 34 34 44
up to 50 km more than 50 km up to more than 100 km up to over 300 km Countries with the hi taly Spain Netherlands France United Kingdom Frequency of visits to Previous event Earlier events First visit Average length of stat	to 300 km ghest visitor shares o trade fair ay 2,0 d	1 90 12 10 77 70 8 34 34 44 ays
up to 50 km more than 50 km up to more than 100 km up to more than 100 km up ver 300 km Countries with the hi taly Spain Vetherlands France Junited Kingdom Frequency of visits to Previous event Earlier events First visit Average length of stat Influence on purchasi decisions	to 300 km ghest visitor shares o trade fair ay 2,0 d	1 4 90 12 10 7 7 6 8 34 34 34 44 ays
up to 50 km more than 50 km up to more than 100 km up to wore 300 km Countries with the hi taly Spain Vetherlands France United Kingdom Frequency of visits to Previous event Earlier events First visit Average length of sta Influence on purchasi decisions	to 300 km ghest visitor shares o trade fair ay 2,0 d	1 4 90 % 12 10 7 7 6 % 34 34 44 ays %
up to 50 km more than 50 km up to more than 100 km up to over 300 km Countries with the hi- taly Spain Netherlands France United Kingdom Frequency of visits to Previous event Carlier events Frist visit Average length of stat Influence on purchasi decisions Decisively Collectively	to 300 km ghest visitor shares o trade fair ay 2,0 d ng/procurement	1 4 90 % 12 10 7 7 7 6 % 34 34 44 34 44 34 44 29
up to 50 km more than 50 km up to more than 100 km up to more than 100 km up taly Spain Netherlands France United Kingdom Frequency of visits to Previous event Earlier events First visit Average length of stat Influence on purchasi decisions Decisively Collectively n an advisory capacity	to 300 km ghest visitor shares o trade fair ay 2,0 d ng/procurement	12 90 12 10 77 6 8 34 34 44 ays 44 29 15
up to 50 km more than 50 km up to more than 100 km up to more than 100 km up Sour 300 km Countries with the hi taly Spain Vetherlands France Junited Kingdom Frequency of visits to Previous event Earlier events First visit Average length of stat Influence on purchasi decisions Decisively Collectively In an advisory capacity No	to 300 km ghest visitor shares o trade fair ay 2,0 d ng/procurement	12 90 12 10 77 6 34 34 44 ays 8 44 29 15 8
up to 50 km more than 50 km up to more than 100 km up to more than 100 km up taly Spain Netherlands France United Kingdom Frequency of visits to Previous event Earlier events First visit Average length of stat Influence on purchasi decisions Decisively Collectively n an advisory capacity	to 300 km ghest visitor shares o trade fair ay 2,0 d ng/procurement	1 90 90 12 10 7 7 6 34 34 34 44

5- 9

10- 49

50-199

200-499

14

28

16

8

Conducted by: Gelszus Messe-Marktforschung GmbH, Dortmund

1 000 and more

Other not gainfully

Student

employed

9

3

1

InnoTrans ----> Berlin

138 872

Trade visitors' profile

Area of responsibility	% 32	Visitors (number of entries)
Management Research/development/design	6	Proportion of trade visitors
Manufacturing, production, quality control	9 9	Gormony (total)
Buying/procurement	1	Germany (total) of which
Finance/accounting, controlling	2	Nielsen 1 11 Niels
Information and communication technology	1	Bremen 1 Bava
Personnel administration, administration Sales	19	Hamburg 2 Niels
Marketing, advertising, PR	5	Lower Saxony 6 Berli
	5	Schleswig-Holstein 2 Bran
Logistics: storage, material management, transport	5	Nielsen 2 9 Mecl
Maintenance/repairs	1	North Rhine-Westph. 9 West
Other area	6	Nielsen 3a 10 Saxo
Student	3	Hesse 7 Niels
Other not gainfully employed	1	Rhineland-Palatinate 2 Saxo
	<u>'</u>	Saarland - Thur
Position in the company/organisation	%	Nielsen 3b 7
Entrepreneur, co-owner, freelancer	36	Baden-Württemb. 7
Managing director, board member,	50	baden warttenib.
head of an authority etc.	17	Foreign (total)
Area manager, works manager, plant manage		of which
branch manager, head of public office	15	EU
Department head, group head, team leader		Other european cou
Other salaried staff, civil servant,	12	Africa
skilled worker	10	North America
Lecturer, teacher	1	South and Central A
Trainee	1	Middle East
Other position	4	South-, East-, Centra
Student	3	Australia
Other not gainfully employed	1	
Economic sector	%	Distance to home up to 50 km
Fruit and vegetable growers	30	more than 50 km up to 100 kr
Importer, producer	25	more than 100 km up to 300 l
Industry	9	over 300 km
Retail trade (central buying)	4	
Retail trade (distribution)	5	Countries with the highest v
Own wholesale trade of retail grocery trade	5	Switzerland
Other wholesale trade	6	Poland
Hotel, catering trade	1	France
Packaging companies	5	Austria
Packaging machinery manufacturer	2	Czech Republic
Freight forwarders, transport companies	6	
Other services	8	Frequency of visits to trade
Authority/public services	2	Previous event
Association, society, institution, organisation		Earlier events
Research, apprenticeship, training	4	First visit
Other sectors	5	
Student	3	Average length of stay
Other not gainfully employed	1	
Size of company/organization:		Influence on purchasing/proc decisions
Size of company/organisation:	%	Decisively
Number of employees 1- 4 17 500 - 999	% 4	Collectively
1- 4 17 500 - 999	4	In an advisory canacity

Proportion o	f trade vi	sitors	96%
		51(015	
Germany (to of which	tal)		52
Nielsen 1	11	Nielsen 4	11
Bremen		Bavaria	11
Hamburg		2 Nielsen 5+6	38
Lower Saxony		5 Berlin	23
Schleswig-Hol		2 Brandenburg	10
Nielsen 2		Mecklenburg-	10
North Rhine-\		West Pommer	ania 2
Nielsen 3a	10		
Hesse		7 Nielsen 7	13
Rhineland-Pal		2 Saxony	11
Saarland		- Thuringia	3
Nielsen 3b		7	
Baden-Württe		7	
Foreign (tota	al)		48
of which			62
EU		an countries	63
		an countries	17
	ica rth Amerio		2
		entral America	2
	ddle East	entral America	3
	uth-, East-	Control Acia	9
Au	stralia	, Celludi Asid	1
	stralia		1
Distance to	stralia		1%
	stralia home		1
Distance to up to 50 km more than 50 more than 10	stralia h ome km up to	100 km	1 % 15 2 14
Distance to I up to 50 km	stralia h ome km up to	100 km	1 % 15 2 14
Distance to up to 50 km more than 50 more than 10 over 300 km	stralia home km up to 0 km up t	100 km o 300 km	1 % 15 2 14 70
Distance to up to 50 km more than 50 more than 10 over 300 km	stralia home km up to 0 km up t	100 km	1 % 15 2 14 70 res %
Distance to l up to 50 km more than 50 more than 10 over 300 km Countries wi	stralia home km up to 0 km up t	100 km o 300 km	1 % 15 2 14 70
Distance to l up to 50 km more than 50 more than 10 over 300 km Countries wi Switzerland	stralia home km up to 0 km up t	100 km o 300 km	1 % 15 2 14 70 res % 9
Distance to l up to 50 km more than 50 more than 10 over 300 km Countries wi Switzerland Poland	stralia home km up to 0 km up t	100 km o 300 km	1 % 15 2 14 70 res % 9 8
Distance to lup to 50 km more than 50 more than 10 over 300 km Countries wi Switzerland Poland France	stralia home km up to 0 km up t th the hig	100 km o 300 km	1 % 15 2 14 70 res % 9 8 7 7
Distance to lup to 50 km more than 500 more than 100 over 300 km Countries wi Switzerland Poland France Austria	stralia home km up to 0 km up t th the hig ic) 100 km jo 300 km ghest visitor sha	1 % 15 2 14 70 res % 9 8 7
Distance to lup to 50 km more than 50 more than 50 more than 10 over 300 km Countries wi Switzerland Poland France Austria Czech Republ Frequency o Previous ever	stralia home km up to 0 km up t th the hig ic f visits to) 100 km jo 300 km ghest visitor sha	1 % 15 2 14 70 res % 9 8 7 7 7 6 % 38
Distance to 1 up to 50 km more than 50 more than 10 over 300 km Countries wi Switzerland Poland France Austria Czech Republ Frequency ov Frequency ov Farlier events	stralia home km up to 0 km up t th the hig ic f visits to) 100 km jo 300 km ghest visitor sha	1 % 15 2 14 70 res % 9 8 7 7 7 6 % 38 34
Distance to lup to 50 km more than 50 more than 50 more than 10 over 300 km Countries wi Switzerland Poland France Austria Czech Republ Frequency o Previous ever	stralia home km up to 0 km up t th the hig ic f visits to) 100 km jo 300 km ghest visitor sha	1 % 15 2 14 70 res % 9 8 7 7 7 6 % 38
Distance to 1 up to 50 km more than 50 more than 10 over 300 km Countries wi Switzerland Poland France Austria Czech Republ Frequency ov Frequency ov Farlier events	stralia home km up to 0 km up t th the hig ic f visits to t	100 km o 300 km ghest visitor sha trade fair	1 % 15 2 144 70 res % 9 8 8 7 7 7 7 6 6 % 38 34 34
Distance to 1 up to 50 km more than 50 more than 10 over 300 km Countries wi Switzerland Poland France Austria Czech Republ Frequency o Previous evert Earlier events First visit Average leng	stralia home km up to 0 km up t th the hig ic f visits to t gth of sta	100 km o 300 km ghest visitor sha trade fair	1 9% 15 14 70 98 8 7 7 6 6 8 8 8 7 7 6 8 8 8 7 7 7 6 6 8 8 8 4 5 7 7 7 7 7 6 6 9 8 8 8 7 7 7 7 7 6 8 8 8 8 7 7 7 7 7 7 7
Distance to 1 up to 50 km more than 50 more than 10 over 300 km Countries wi Switzerland Poland France Austria Czech Republ Frequency o Previous evert Earlier events First visit Average leng	stralia home km up to 0 km up t th the hig ic f visits to t gth of sta	y 100 km o 300 km yhest visitor sha trade fair y 1	1 9% 15 14 70 98 8 7 7 6 6 8 8 8 7 7 6 8 8 8 7 7 7 6 6 8 8 8 4 5 7 7 7 7 7 6 6 9 8 8 8 7 7 7 7 7 6 8 8 8 8 7 7 7 7 7 7 7
Distance to 1 up to 50 km more than 50 more than 10 over 300 km Countries wi Switzerland Poland France Austria Czech Republ Frequency o Previous ever Earlier events First visit Average leng Influence on decisions Decisively	stralia home km up to 0 km up t th the hig ic f visits to t gth of sta	y 100 km o 300 km yhest visitor sha trade fair y 1	1 % 15 2 14 70 9 8 8 7 7 7 6 6 % 38 34 34 45 7 7 7 6 % 38 34 45 7 7 7 4 8 8 7 7 7 7 8 8 8 7 7 7 7 7 7 7
Distance to 1 up to 50 km more than 50 more than 10 over 300 km Countries wi Switzerland Poland France Austria Czech Republ Frequency o' Previous ever Earlier events First visit Average leng Influence on decisions Decisively Collectively	stralia home km up to 0 km up t th the hig ic f visits to t gth of sta purchasin	y 100 km o 300 km yhest visitor sha trade fair y 1	1 % 15 2 14 15 2 2 14 17 70 8 8 7 7 6 8 8 7 7 7 6 8 8 9 8 8 7 7 7 7 6 8 9 9 8 8 7 7 7 7 7 7 7 7 7 7 7 7 7
Distance to 1 up to 50 km more than 50 more than 10 over 300 km Countries wi Switzerland Poland France Austria Czech Republ Frequency o' Previous ever Earlier events First visit Average leng Influence on decisions Decisively Collectively In an advisor	stralia home km up to 0 km up t th the hig ic f visits to t gth of sta purchasin	y 100 km o 300 km yhest visitor sha trade fair y 1	1 % 15 2 14 70 70 8 8 8 7 7 7 6 6 8 8 8 7 7 7 6 6 8 8 34 4 5 7 7 7 7 6 8 8 8 7 7 7 7 7 7 7 7 7 7 7 7
Distance to 1 up to 50 km more than 50 more than 10 over 300 km Countries wi Switzerland Poland France Austria Czech Republ Frequency o' Previous ever Earlier events First visit Average leng Influence on decisions Decisively Collectively In an advisor No	stralia home km up to 0 km up t th the hig ic f visits to t gth of sta purchasin	y 100 km o 300 km yhest visitor sha trade fair y 1	1 % 155 2 14 70 9 8 8 7 7 7 6 % % 8 8 34 45 7 7 6 % 7 7 7 7 7 7 7 7 7 7 7 7 7 7 7 7
Distance to 1 up to 50 km more than 50 more than 10 over 300 km Countries wi Switzerland Poland France Austria Czech Republ Frequency o' Previous ever Earlier events First visit Average leng Influence on decisions Decisively Collectively In an advisor	stralia home km up to 0 km up t th the hig ic f visits to t gth of sta purchasii y capacity	100 km o 300 km ghest visitor sha trade fair y 1 ng/procurement	1 % 155 2 144 707 9 9 8 8 7 7 7 6 6 % 388 344 455 ,7 days ,7 days ,7 ,7 ,7 ,7 ,7 ,7 ,7 ,7 ,7 ,7 ,7 ,7 ,7 ,7 ,7 ,7 ,7 ,7 ,7 ,7 ,7 ,7 ,7 ,7 ,7 ,7 ,7 ,7 ,7 ,7 ,7 ,7 ,7 ,7 ,7 ,7 ,7 ,7 ,7 ,7 ,7 ,7 ,7 ,7 ,7 ,7 ,7 ,7 ,7 ,7 ,7 ,7 ,7 ,7 ,7 ,7 ,7 ,7 ,7 ,7 ,7 ,7 ,7 ,7 ,7 ,7 ,7 ,7 ,7 ,7 ,7 ,7 ,7 ,7 ,7 ,7 ,7 ,7 ,7 ,7 ,7 ,7 ,7 ,7 ,7 ,7 ,7 ,7 ,7 ,7 ,7 ,7 ,7 ,7 ,7 ,7 ,7 ,7 ,7 ,7 ,7 ,7 ,7 ,7 ,7 ,7 ,7 ,7 ,7 ,7 ,7 ,7 ,7 ,7 ,7 ,7 ,7 ,7 ,7 ,7 ,7 ,7 ,7 ,7 ,7 ,7 ,7 ,7 ,7 ,7 ,7 ,7 ,7 ,7 ,7 ,7 ,7 ,7 ,7 ,7 ,7 ,7 ,7 ,7 ,7 ,7 ,7 ,7 ,7 ,7 ,7 ,7 ,7 ,7 ,7 ,7 ,7 ,7 ,7 ,7 ,7 ,7 ,7 ,7 ,7 ,7 ,7 ,7 ,7 ,7 ,7 ,7 ,7 ,7 ,7 ,7 ,7 ,7 ,7 ,7 ,7 ,7 ,7 ,7 ,7 ,7 ,7 ,7 ,7 ,7 ,7 ,7 ,7 ,7 ,7 ,7 ,7 ,7 ,7 ,7 ,7 ,7 ,7 ,7 ,7 ,7 ,7 ,7 ,7 ,7 ,7 ,7 ,7 ,7 ,7 ,7 ,7 ,7 ,7 ,7 ,7 ,7 ,7 ,7 ,7 ,7 ,7 ,7 ,7 ,7 ,7 ,7 ,7 ,7 ,7 ,7 ,7 ,7 ,7 ,7 ,7 ,7 ,7 ,7 ,7 ,7 ,7 ,7 ,7 ,7 ,7 ,7 ,7 ,7 ,7 ,7 ,7 ,7 ,7 ,7 ,7 ,7 ,7 ,7 ,7 ,7 ,7 ,7 ,7 ,7 ,7 ,7 ,7 ,7 ,7 ,7 ,7 ,7 ,7 ,7 ,7 ,7 ,7 ,7 ,7 ,7 ,7 ,7 ,7 ,7 ,7 ,7 ,7 ,7 ,7 ,7 ,7 ,7 ,7 ,7 ,7 ,7 ,7 ,7 ,7 ,7 ,7 ,7 ,7 ,7 ,7 ,7 ,7 ,7 ,7 ,7 ,7 ,7 ,7 ,7 ,7 ,7 ,7 ,7 ,7

Area of respon	sibility	%
Management	-	13
Research/develop	oment/design	20
Manufacturing,	production, quality control	8
Buying/procurem	ent	5
Finance/accounti	ng, controlling	1
Information and	communication technology	5
Personnel admin	istration, administration	1
Sales		9
Marketing, adve		2
	e, material management,	
transport		4
Maintenance/rep	airs	12
Other area		11
Student		7
Other not gainfu	illy employed	1
	company/organisation	%
Entrepreneur, co	-owner, freelancer	9
	or, board member,	~
head of an auth		8
Area manager, w	vorks manager, plant manage	
	, head of public office	12
	d, group head, team leader	24
	aff, civil servant,	31
skilled worker		2
Lecturer, teacher		2
Trainee Other position		2
Student		7
Other not gainfu	Ily employed	1
Economic secto	r	%
Industry		42
Skilled trades		2
Retail trade		1
Wholesale/foreig	n trade	2
Service		29
Politics, public a	dministration	5
Association/guild		1
Research/science		3
School, university	y, education	2
Media		1
Other sectors		5
Student		7
Other not gainfu	illy employed	1
Size of compan		~
Number of emp		%
	5 500 - 999	7
	5 1 000 and more	39
50-199 1		7
10-49 12		4
200-499 9	9 employed	1

Conducted by: Gelszus Messe-Marktforschung GmbH, Dortmund

INTERGEO -----> Berlin

Trade visitors' profile

Visitors (number of	entr	ies)	17 095
Proportion of trade	visi	tors	99 %
Germany (total)			64
of which			
Nielsen 1	11	Nielsen 4	8
Bremen	1	Bavaria	8
Hamburg	2	Nielsen 5+6	38
Lower Saxony	7	Berlin	21
Schleswig-Holstein	2	Brandenburg	11
Nielsen 2	13	Mecklenburg-	
North Rhine-Westph.		West Pommera	
Nielsen 3a	8	Saxony-Anhalt	2
Hesse	5	Nielsen 7	14
Rhineland-Palatinate	3	Saxony	9
Saarland	-	Thuringia	4
Nielsen 3b Baden-Württemb.	9 9		
	5		
Foreign (total) of which			36
EU			59
Other euro	pear	n countries	17
Africa			4
South-, Eas	st (Central Asia	8
Other cour			12
Distance to home			%
up to 50 km			17
more than 50 km up	to 1	00 km	3
more than 100 km up	n to	300 km	16
over 300 km	p 10	500 Km	64
			0/
Countries with the I Poland	nıgn	est visitor shar	res %
United Kingdom			6
Russia			6
France			5
Belgium			5
Frequency of visits	to tr	ade fair	%
Previous event			20
Earlier events			50
First visit			46
Average length of s	stay	1,	6 days
Influence on purcha	sing	/procurement	
decisions		-	%
Decisively			21
Collectively			24
In an advisory capaci	ity		23
and the second second			

Other not gainfully employed

No

Student

Area of responsibility Management Research/development/design Q Manufacturing, production, quality control Buying/procurement Finance/accounting, controlling Information and communication technology Personnel administration, administration Sales 5 Marketing, advertising, PR 1 Logistics: storage, material management. transport Maintenance/repairs Other area 6 Training/further training Δ 40 Measurement Student 12 Other not gainfully employed 2 % Position in the company/organisation 15 Entrepreneur, co-owner, freelancer Managing director, board member, 6 head of an authority etc. Area manager, works manager, plant manager, branch manager, head of public office 8 Department head, group head, team leader 17 Other salaried staff, civil servant, skilled worker 30 Lecturer, teacher 3 Trainee 5 Other position 3 Student 12 Other not gainfully employed 2 % Economic sector 6 Industrial company Energy supply 2 Water supply Wholesale/foreign trade 2 Retail trade 3 Engineer's office 22 Research 3 Telecommunication 1 Architecture/construction 5 Other service company 3 Professional, specialist association 1 Authority/public services 22 Vocational school/polytechnic/university 4 IT, software, hardware 5 Other sectors 7 Student 12 Other not gainfully employed 2 Size of company/organisation: Number of % 5

Number of	employ	lees	%
1- 4	11	500 - 999	5
5-9	12	1 000 and more	14
10- 49	24	Student	12
50-199	13	Other not gainfully	
200- 499	8	employed	2
Conducted	by: Ge	lszus Messe-Markt-	
forschung (GmbH,	Dortmund	

18 12 2

International Green Week -----> Berlin

ITB (2013)

Trade visitors' profile

Proportion of trade vi	sitors 80%
	51015 007
Germany (total) of which	93
Nielsen 1 14	1 Nielsen 4 6
	- Bavaria
	Nielsen 5+6 57
Lower Saxony 10	
	Brandenburg 20
	6 Mecklenburg-
North Rhine-Westph.	
Nielsen 3a	
Hesse	
Rhineland-Palatinate	
Saarland	
Nielsen 3b	
Baden-Württemb.	
Foreign (total) of which	7
FU	56
20	
EU Other europe Other countr	ean countries 26
Other europe Other countr	ean countries 26 ies 18
Other europe Other countr Distance to home	ean countries 26
Other europe Other countr Distance to home up to 50 km	ean countries 20 ies 18 %
Other europe Other countr Distance to home up to 50 km more than 50 km up to	ean countries 26 ies 18 % 100 km 8
Other europe Other countr Distance to home up to 50 km more than 50 km up to more than 100 km up to	ean countries 26 ies 18 % 100 km 8
Other europe Other countr Distance to home up to 50 km more than 50 km up to more than 100 km up to over 300 km	ean countries 26 ies 18 100 km 8 100 km 24 30 km 24 30 km 24
Other europe Other countr Distance to home up to 50 km more than 50 km up to more than 100 km up to over 300 km Frequency of visits to	ean countries 26 ies 18 100 km 8 100 km 22 300 km 22 300 km 31 300 km 310 km 31 300 km 31 300 km 31 300 km 31 300 km
Other europe Other countr Distance to home up to 50 km more than 50 km up to more than 100 km up to over 300 km Frequency of visits to Previous event	ean countries 20 ies 18 100 km 8 20 300 km 22 trade fair 9 31
Other europe Other countr Distance to home up to 50 km more than 50 km up to more than 100 km up to over 300 km Frequency of visits to Previous event Earlier events	ean countries 26 ies 18 100 km 8 100 km 22 300 km 22 300 km 31 300 km 310 km 31 300 km 31 300 km 31 300 km 31 300 km
Other europe Other countr Distance to home up to 50 km more than 50 km up to more than 100 km up to over 300 km Frequency of visits to Previous event Earlier events First visit	ean countries 20 ies 11 100 km 8 io 300 km 20 trade fair 9 35 55 25
Other europe Other countr Distance to home up to 50 km more than 50 km up to more than 100 km up to over 300 km Frequency of visits to Previous event Earlier events First visit Average length of sta	ean countries 26 ies 18 0 100 km 8 io 300 km 22 trade fair 9 35 55 29 y 1,3 days
Other europe Other countr Distance to home up to 50 km up to more than 50 km up to over 300 km Frequency of visits to Previous event Earlier events First visit Average length of sta Influence on purchasit	ean countries 20 ies 18 100 km 8 io 300 km 22 trade fair % 31 52 23 y 1,3 days
Other europe Other countr Distance to home up to 50 km more than 50 km up to more than 100 km up to over 300 km Frequency of visits to Previous event Earlier events First visit Average length of sta Influence on purchasil decisions	ean countries 20 ies 18 100 km 8 100 km 22 trade fair 9 y 1,3 day: ng/procurement 9
Other europe Other countr Distance to home up to 50 km more than 50 km up to more than 100 km up to over 300 km Frequency of visits to Previous event Earlier events First visit Average length of sta Influence on purchasid decisions Decisively	ean countries 20 ies 18 100 km 8 trade fair 9 y 1,3 days ng/procurement 9 20
Other europe Other countr Distance to home up to 50 km more than 50 km up to more than 100 km up to over 300 km Frequency of visits to Previous event Earlier events First visit Average length of sta Influence on purchasi decisions Decisively Collectively	ean countries 20 ies 18 100 km 8 to 300 km 22 trade fair 9 y 1,3 days ng/procurement 9 22 23 24 24 24 24 24 24 24 24 24 24
Other europe Other countr Distance to home up to 50 km more than 50 km up to more than 100 km up to over 300 km Frequency of visits to Previous event Earlier events First visit Average length of sta Influence on purchasi decisions Decisively Collectively In an advisory capacity	ean countries 20 ies 18 100 km 8 to 300 km 20 trade fair 9 y 1,3 day: ng/procurement 9 20 21 22 23 24 24 24
Other europe Other countr Distance to home up to 50 km more than 50 km up to more than 100 km up to over 300 km Frequency of visits to Previous event Earlier events First visit Average length of sta Influence on purchasi decisions Decisively Collectively	ean countries 20 ies 18 100 km 8 to 300 km 22 trade fair 9 y 1,3 days ng/procurement 9 22 23 24 24 24 24 24 24 24 24 24 24

Managemer	sponsibility	%
manayemer	nt -	16
Research/de	velopment/design	3
Manufacturi	ing, production, quality control	10
Buying/proc		4
	ounting, controlling	1
	and communication technology	
	dministration, administration	1
Sales	animstration, administration	1
	advertising, PR	1
	orage, material management,	
transport	orage, material management,	
Maintenanc	o/ronairs	
Other area	enepairs	2
Student		13
	-tofully, and available	
Other not g	ainfully employed	1(
	the company/organisation	%
Entrepreneu	r, co-owner, freelancer	24
Managing c	lirector, board member,	
head of an	authority etc.	1
Area manag	er, works manager, plant manage	r,
	ager, head of public office	÷ 4
	head, group head, team leader	8
	ed staff, civil servant,	
skilled work		17
Lecturer, te	acher	4
Trainee		9
Other positi	on	-
Student		1
	ainfully employed	
Other not g	annuny employeu	10
Other not g		
Other not g	ector	%
Other not g Economic s Agriculture/	sector forestry	% 22
Other not g Economic s Agriculture/ Horticulture	sector forestry , landscape gardening	% 22
Other not g Economic s Agriculture/ Horticulture Food indust	sector forestry , landscape gardening	9 2
Other not g Economic s Agriculture/ Horticulture Food indust Retail trade	sector forestry , landscape gardening ry	% 21
Other not g Economic s Agriculture/ Horticulture Food indust Retail trade Wholesale/f	sector forestry , landscape gardening ry oreign trade	% 21
Other not g Economic s Agriculture/ Horticulture Food indust Retail trade Wholesale/f Hotel and m	sector forestry landscape gardening ry oreign trade estaurant trade, catering	9
Other not g Economic s Agriculture/ Horticulture Food indust Retail trade Wholesale/f Hotel and m School, tech	sector forestry , landscape gardening ry oreign trade estaurant trade, catering unical college, university	9/22
Other not g Economic s Agriculture/ Horticulture Food indust Retail trade Wholesale/f Hotel and r School, tech Association,	forestry forestry , landscape gardening ry oreign trade estaurant trade, catering unical college, university institution	9
Other not g Economic s Agriculture/ Horticulture Food indust Retail trade Wholesale/f Hotel and r School, tech Association, Other secto	forestry forestry , landscape gardening ry oreign trade estaurant trade, catering unical college, university institution	9% 22 18
Other not g Economic s Agriculture/ Horticulture Food indust Retail trade Wholesale/f Hotel and r School, tech Association, Other secto Student	sector forestry landscape gardening ry oreign trade estaurant trade, catering unical college, university institution rs	9% 22 18 18
Other not g Economic s Agriculture/ Horticulture Food indust Retail trade Wholesale/f Hotel and r School, tech Association, Other secto Student	forestry forestry , landscape gardening ry oreign trade estaurant trade, catering unical college, university institution	9% 22 18 18
Other not g Economic s Agriculture/ Horticulture Food indust Retail trade Wholesale/f Hotel and r School, tech Association, Other secto Student Other not g	sector forestry landscape gardening ry oreign trade estaurant trade, catering inical college, university institution rs ainfully employed	9 2 1 1
Other not g Economic s Agriculture/ Horticulture Food indust Retail trade Wholesale/f Hotel and r School, tect Association, Other secto Student Other not g Size of con	sector forestry landscape gardening ry oreign trade estaurant trade, catering unical college, university institution rs	9/ 22 9 0 18 13 10
Other not g Economic s Agriculture/ Horticulture Food indust Retail trade Wholesale/f Hotel and r School, tech Association, Other secto Student Other not g Size of con Number of 1- 4	sector forestry landscape gardening ry oreign trade estaurant trade, catering nnical college, university institution rs ainfully employed npany/organisation:	10 9% 22 18 13 10 9%
Other not g Economic s Agriculture ⁴ Horticulture Food indust Retail trade Wholesale ⁷ Hotel and n School, tech Association, Other secto Student Other not g Size of com Number of	sector forestry landscape gardening ry oreign trade estaurant trade, catering unical college, university institution rs ainfully employed mpany/organisation: employees	9% 22 18 18 11 10
Other not g Economic s Agriculture/ Horticulture Food indust Retail trade Wholesale/f Hotel and r School, tech Association, Other secto Student Other not g Size of con Number of 1 - 4	sector forestry landscape gardening ry oreign trade estaurant trade, catering inical college, university inistitution rs ainfully employed npany/organisation: employees 25 500 - 999	9% 22 9 9 9 9 18 13 10 10
Other not g Economics Agriculture/ Horticulture Food indust Retail trade Wholesale/f Hotel and r School, tech Association, Other secto Student Other not g Size of com Number of 1 - 4 5 - 9	sector forestry landscape gardening ry oreign trade estaurant trade, catering nnical college, university institution rs ainfully employed mpany/organisation: employees 25 500 - 999 9 1 000 and more	9% 22 18 18 10 9%

Private visitors' profile

Germany (total) i of which i Nielsen 1 8 Bremen - Hamburg - Lower Saxony 5 Berlin 2 Schleswig-Holstein 2 Brandenburg - Nielsen 2 3 Mecklenburg- Nielsen 3 North Rhine-Westph. 3 West Pommerania Nielsen 7 Rhineland-Palatinate 1 Baden-Württemb. 1 Foreign (total) - of which EU Other european countries Other countries Distance to home - up to 50 km - more than 100 km up to 300 km over 300 km Vervisus event - Earlier events - First visit - Sex Male Size of household - 1 -	1%
of which Nielsen 1 8 Nielsen 4 Bremen - Bavaria Hamburg - Nielsen 5+6 Lower Saxony 5 Berlin Schleswig-Holstein 2 Brandenburg Nielsen 2 3 Mecklenburg- North Rhine-Westph. 3 West Pommerania Nielsen 3a 2 Saxony-Anhalt Hesse 1 Nielsen 7 Rhineland-Palatinate 1 Saxony Saarland - Thuringia Nielsen 3b 1 Baden-Württemb. 1 Foreign (total) of which EU Other european countries Other countries Distance to home up to 50 km more than 50 km up to 100 km more than 50 km up to 300 km over 300 km Frequency of visits to trade fair Previous event Earlier events First visit Sex Male Female Size of household 1 person	
Nielsen 1 8 Nielsen 4 Bremen - Bavaria Hamburg - Nielsen 5+6 Lower Saxony 5 Berlin Schleswig-Holstein 2 Brandenburg Nielsen 2 3 Mecklenburg- North Rhine-Westph. 3 West Pommerania Nielsen 3a 2 Saxony-Anhalt Hesse 1 Nielsen 7 Rhineland-Palatinate 1 Sacony Saarland - Thuringia Nielsen 3b 1 Baden-Württemb. Baden-Württemb. 1 Foreign (total) of which EU Other european countries Distance to home up to 50 km more than 50 km up to 100 km more than 50 km up to 300 km Saver 300 km Frequency of visits to trade fair Previous event Earlier events First visit Sex Male Male Female Size of household 1	99
Bremen - Bavaria Hamburg - Nielsen 5+6 Lower Saxony 5 Berlin Schleswig-Holstein 2 Brandenburg Nielsen 2 3 Mecklenburg- North Rhine-Westph. 3 Wecklenburg- North Rhine-Westph. 3 Wecklenburg- North Rhine-Westph. 3 Wecklenburg- Nielsen 3a 2 Saxony-Anhalt Hesse 1 Nielsen 7 Shineland-Palatinate 1 Saxony Baden-Württemb. 1 Foreign (total) of which EU Other european countries Distance to home Up to 50 km more than 100 km up to 300 km wore 300 km Frequency of visits to trade fair Previous event Earlier events First visit Sex Male Female Size of household 1 person	4
Hamburg - <u>Nielsen 5+6</u> Lower Saxony 5 Berlin Schleswig-Holstein 2 Brandenburg <u>Nielsen 2</u> 3 Mecklenburg- <u>North Rhine-Westph.</u> 3 West Pommerania <u>Nielsen 3a</u> 2 Saxony-Anhalt Hesse 1 <u>Nielsen 7</u> Rhineland-Palatinate 1 Saxony Saarland - Thuringia <u>Nielsen 3b</u> 1 Foreign (total) of which EU Other european countries Other countries Distance to home up to 50 km more than 50 km up to 100 km more than 50 km up to 300 km over 300 km Frequency of visits to trade fair Previous event Earlier events First visit Sex Male Female Size of household 1 person	4
Lower Saxony 5 Berlin Schleswig-Holstein 2 Barandenburg Nielsen 2 3 Mecklenburg- North Rhine-Westph. 3 West Pommerania Nielsen 3a 2 Saxony-Anhalt Hesse 1 Nielsen 7 Rhineland-Palatinate 1 Savony-Anhalt Hesse 1 Nielsen 7 Baden-Württemb. 1 Savony Saarland - Thuringia Nielsen 3b 1 Savony Saarland - Thuringia Nielsen 1 Other european countries Other countries Distance to home - - up to 50 km - 000 km more than 50 km up to 100 km - - wore 300 km - - Frequency of visits to trade fair - Previous event - - Earlier events - - First visit - - Sex Male - Male - -	72
North Rhine-Westph. 3 West Pommerania Nielsen 3a 2 Saxony-Anhalt Hesse 1 <u>Nielsen 7</u> Rhineland-Palatinate 1 Saxony Saarland - Thuringia Nielsen 3b 1 Baden-Württemb. 1 Foreign (total) of which EU Other european countries Other countries Distance to home up to 50 km more than 50 km up to 100 km more than 50 km up to 300 km over 300 km Frequency of visits to trade fair Previous event Earlier events Earlier events Earlier events Earlier events Sex Male Female Size of household 1 person	36
North Rhine-Westph. 3 West Pommerania Nielsen 3a 2 Saxony-Anhalt Hesse 1 <u>Nielsen 7</u> Rhineland-Palatinate 1 Saxony Saarland - Thuringia Nielsen 3b 1 Baden-Württemb. 1 Foreign (total) of which EU Other european countries Other countries Distance to home up to 50 km more than 50 km up to 100 km more than 50 km up to 300 km over 300 km Frequency of visits to trade fair Previous event Earlier events Earlier events Earlier events Earlier events Sex Male Female Size of household 1 person	25
North Rhine-Westph. 3 West Pommerania <u>Nielsen 3a</u> 2 Saxony-Anhalt Hesse 1 <u>Nielsen 7</u> Rhineland-Palatinate 1 Saxony Saarland - Thuringia <u>Nielsen 3b</u> 1 Baden-Württemb. 1 Foreign (total) of which EU Other european countries Other countries Distance to home up to 50 km more than 50 km up to 100 km more than 50 km up to 300 km over 300 km Frequency of visits to trade fair Previous event Earlier events First visit Sex Male Female Size of household 1 person	23
Hesse 1 Nielsen 7 Rhineland-Palatinate 1 Saxony Saarland - Thuringia Nielsen 3b 1 Baden-Württemb. 1 Foreign (total) of which 0 1 EU Other european countries 0ther countries 0ther countries Distance to home up to 50 km more than 100 km up to 300 km over 300 km Frequency of visits to trade fair Previous event Earlier events First visit Sex Male Female Size of household 1	4
Hesse 1 <u>Nielsen 7</u> Rhineland-Palatinate 1 Saxony Saarland - Thuringia Nielsen 3b 1 Baden-Württemb. 1 Foreign (total) of which EU Other european countries Other countries Distance to home up to 50 km more than 100 km up to 300 km over 300 km Frequency of visits to trade fair Previous event Earlier events First visit Sex Male Female Size of household 1 person	7
Rhineland-Palatinate 1 Saxony Saarland - Thuringia Nielsen 3b 1 Baden-Württemb. 1 Foreign (total) of which EU Other european countries Distance to home up to 50 km more than 50 km up to 100 km more than 50 km up to 300 km over 300 km Frequency of visits to trade fair Previous event Earlier events First visit Sex Male Female Size of household 1 person	11
Saarland - Thuringia Nielsen 3b 1 Baden-Württemb. 1 Foreign (total) of which EU Other european countries Other countries Distance to home up to 50 km more than 50 km up to 100 km more than 50 km up to 300 km over 300 km Frequency of visits to trade fair Previous event Earlier events First visit Sex Male Female Size of household 1 person	8
Nielsen 3b 1 Baden-Württemb. 1 Foreign (total) 0 of which EU Other european countries 0 Distance to home 0 up to 50 km more than 50 km up to 100 km more than 50 km up to 300 km over 300 km Frequency of visits to trade fair Previous event Earlier events First visit Sex Male Female Size of household 1 person	3
Baden-Württemb. 1 Foreign (total) of which EU Other european countries Distance to home up to 50 km more than 50 km up to 100 km more than 100 km up to 300 km over 300 km Frequency of visits to trade fair Previous event Earlier events First visit Sex Male Female Size of household 1 person	5
of which EU Other european countries Other countries Distance to home up to 50 km more than 50 km up to 100 km more than 100 km up to 300 km over 300 km Frequency of visits to trade fair Previous event Earlier events First visit Sex Male Female Size of household 1 person	
of which EU Other european countries Other countries Distance to home up to 50 km more than 50 km up to 100 km more than 100 km up to 300 km over 300 km Frequency of visits to trade fair Previous event Earlier events First visit Sex Male Female Size of household 1 person	1
Other european countries Other countries Distance to home up to 50 km more than 50 km up to 100 km more than 100 km up to 300 km over 300 km Frequency of visits to trade fair Previous event Earlier events First visit Sex Male Female Size of household 1 person	
Other countries Distance to home up to 50 km more than 50 km up to 100 km more than 100 km up to 300 km over 300 km Frequency of visits to trade fair Previous event Earlier events First visit Sex Male Female Size of household 1 person	31
Distance to home up to 50 km more than 50 km up to 100 km more than 100 km up to 300 km over 300 km Frequency of visits to trade fair Previous event Earlier events First visit Sex Male Female Size of household 1 person	39
up to 50 km more than 50 km up to 100 km more than 100 km up to 300 km over 300 km Frequency of visits to trade fair Previous event Earlier events First visit Sex Male Female Size of household 1 person	29
more than 50 km up to 100 km more than 100 km up to 300 km over 300 km Frequency of visits to trade fair Previous event Earlier events First visit Sex Male Female Size of household 1 person	%
more than 100 km up to 300 km over 300 km Frequency of visits to trade fair Previous event Earlier events First visit Sex Male Female Size of household 1 person	47
over 300 km Frequency of visits to trade fair Previous event Earlier events First visit Sex Male Female Size of household 1 person	8
Frequency of visits to trade fair Previous event Earlier events First visit Sex Male Female Size of household 1 person	25
Previous event Earlier events First visit Sex Male Female Size of household 1 person	20
Earlier events First visit Sex Male Female Size of household 1 person	%
First visit Sex Male Female Size of household 1 person	35
Sex Male Female Size of household 1 person	56
Male Female Size of household 1 person	22
Male Female Size of household 1 person	%
Size of household 1 person	39
1 person	61
1 person	%
	17
	52
	16
	10
5 persons and more	6
A	%
Age up to 20 years	%
up to 20 years	12
over 20 up to 30 years over 30 up to 40 years	8
over Joup to 50 years	。 19
	23
	23 23
over 70 years	25 9

Position in the company/organisation Entrepreneur, co-owner, freelancer Managing director, board member, head of an authority etc. Area manager, works manager, plant manager branch manager, head of public office Department head, group head, team leade Other salaried staff, civil servant,	2
skilled worker	31
Lecturer, teacher	3
Trainee Other position	2 5 8
Student	8
Housewife/man	3
Old-age pensioner	29
Other not gainfully employed	4
Buying and ordering capacity Purchase or order made or intended at the exhibition	%
yes	73
no	14
maybe	13
Follow-up business	%
Intend to buy at later date	27
yes no	27 32
maybe	41
Conducted by: Gelszus Messe-Markt- forschung GmbH, Dortmund	

Trade visitors' profile Visitors (number of entries) 130 425 Proportion of trade visitors 54% 59 Germany (total) of which 12 Nielsen 4 13 Nielsen 1 1 Bavaria 13 Bremen Hamburg 4 Nielsen 5+6 40 29 Lower Saxony 6 Berlin Schleswig-Holstein 2 Brandenburg 6 Nielsen 2 10 Mecklenburg-North Rhine-Westph. 10 West Pommerania 3 Nielsen 3a 11 Saxony-Anhalt 2 7 Nielsen 7 Hesse 6 Rhineland-Palatinate 3 Saxony 4 Saarland 1 Thuringia 2 Nielsen 3b Baden-Württemberg 7 41 Foreign (total) of which EU 61 Other European countries 17 Africa 8 Middle East 5 South-, East-, Central Asia 6 Other countries 4 % Distance to home 20 up to 50 km more than 50 km up to 100 km 2 12 more than 100 km up to 300 km over 300 km 66 Countries with the highest visitor shares % Austria 14 Poland 9 Turkey 6 Switzerland 5 Netherlands 4 % Frequency of visits to exhibition Previous event 36 Earlier events 41 44 First visit Average length of stay 2,1 days Influence on purchasing/procurement % decisions Decisively 26 Collectively 23 13 In an advisory capacity No 14 Student 22 Other not gainfully employed 2



Area of responsibility % Management 22 Research/development/design 2 Manufacturing, production, quality control 3 Buying/procurement Finance/accounting, controlling Information and communication technology 3 Personnel administration, administration 2 Sales 11 Marketing, advertising, PR 13 Logistics: storage, material management, transport 1 Maintenance/repairs Other area 14 Student 22 Other not gainfully employed 2 Position in the company/organisation % Entrepreneur, co-owner, freelancer 21 Managing director, board member, head of an authority etc. 12 Area manager, works manager, plant manager, branch manager, head of public office 5 Department head, group head, team leader 14 Other salaried staff, civil servant, 15 skilled worker Lecturer, teacher 3 Trainee 3 Other position 3 Student 22 Other not gainfully employed 2 % Economic sector 22 Tour operator Travel agency 16 11 Hotel company Tourism organisations 9 Publishing houses/press 7 PR/advertising/consultancy 6 Business travel 5 Tourism federations/associations 3 Travel technology, information and reservation systems 3 Research institute/educational institution 3 Transport carriers (bus, train, ship and air companies) 2 Exhibition organiser/conference and congress organiser Leisure centre/leisure park 1 Telecommunication 1 Other sectors 14 Student 22 Other not gainfully employed 2 Size of company/organisation: Number of empl %

Number (n empio	yees	70
1- 4	18	500 - 999	4
5-9	10	1 000 and more	8
10- 49	18	Student	22
50-199	13	Other not gainfully	
200-499	5	employed	2

Private visitors' profile

Proportion of private	visitors 4	6
Germany (total)		9
of which		1
Nielsen 1	4 Nielsen 4	
Bremen	- Bavaria	
Hamburg	1 Nielsen 5+6	1
Lower Saxony	2 Berlin	
Schleswig-Holstein	1 Brandenburg	
Nielsen 2	2 Mecklenburg-	
North Rhine-Westph.	2 West Pommerania	
<u>Nielsen 3a</u> Hesse	2 Saxony-Anhalt 1 Nielsen 7	
Rhineland-Palatinate	1 <u>Nielsen 7</u> 1 Saxony	
Saarland	- Thuringia	
Nielsen 3b	1	
Baden-Württemberg	1	
Foreign (total)		
of which		
EU Other count	rioc	-
Other count		
Countries with the h	ighest visitor shares	
Poland		1
Austria		
Distance to home		
Distance to home up to 50 km		
up to 50 km more than 50 km up t		
up to 50 km more than 50 km up t more than 100 km up		
up to 50 km more than 50 km up t		
up to 50 km more than 50 km up t more than 100 km up	to 300 km	
up to 50 km more than 50 km up t more than 100 km up over 300 km Frequency of visits t Previous event	to 300 km	
up to 50 km more than 50 km up t more than 100 km up over 300 km Frequency of visits t Previous event Earlier events	to 300 km	
up to 50 km more than 50 km up t more than 100 km up over 300 km Frequency of visits t Previous event	to 300 km	
up to 50 km more than 50 km up t more than 100 km up over 300 km Frequency of visits t Previous event Earlier events	to 300 km	
up to 50 km more than 50 km up t more than 100 km up over 300 km Frequency of visits t Previous event Earlier events First visit	to 300 km	
up to 50 km more than 50 km up t more than 100 km up over 300 km Frequency of visits t Previous event Earlier events First visit Sex	to 300 km	
up to 50 km more than 50 km up t more than 100 km up over 300 km Frequency of visits t Previous event Earlier events First visit Sex Male	to 300 km	
up to 50 km more than 50 km up t more than 100 km up over 300 km Frequency of visits t Previous event Earlier events First visit Sex Male Female	to 300 km	
up to 50 km more than 50 km up t more than 100 km up over 300 km Frequency of visits t Previous event Earlier events First visit Sex Male Female Size of household 1 person 2 persons	to 300 km	
up to 50 km more than 50 km up to more than 100 km up over 300 km Frequency of visits t Frevious event Earlier events First visit Sex Male Female Size of household 1 person 2 persons 3 persons	to 300 km	
up to 50 km more than 50 km up t more than 100 km up over 300 km Frequency of visits t Previous event Earlier events First visit Sex Male Female Size of household 1 person 2 persons 3 persons 4 persons	to 300 km	
up to 50 km more than 50 km up to more than 100 km up over 300 km Frequency of visits t Frevious event Earlier events First visit Sex Male Female Size of household 1 person 2 persons 3 persons	to 300 km	
up to 50 km more than 50 km up t more than 100 km up over 300 km Frequency of visits t Previous event Earlier events First visit Sex Male Female Size of household 1 person 2 persons 3 persons 4 persons	to 300 km	
up to 50 km more than 50 km up to more than 100 km up over 300 km Frequency of visits to Previous event Earlier events First visit Sex Male Female Size of household 1 person 2 persons 3 persons 4 persons 5 persons and more Age up to 20 years	to 300 km	
up to 50 km more than 50 km up t more than 100 km up over 300 km Frequency of visits t Previous event Earlier events First visit Sex Male Female Size of household 1 person 2 persons 3 persons 4 persons 5 persons and more Age up to 20 years over 20 up to 30 years	to 300 km	
up to 50 km more than 50 km up to more than 100 km up over 300 km Frequency of visits t Frevious event Earlier events First visit Sex Male Female Size of household 1 person 2 persons 3 persons 4 persons 5 persons and more Age up to 20 years over 20 up to 30 years over 30 up to 40 years	to 300 km	
up to 50 km more than 50 km up to more than 100 km up over 300 km Frequency of visits to Previous event Earlier events First visit Sex Male Female Size of household 1 person 2 persons 3 persons 4 persons 5 persons and more Age up to 20 years over 20 up to 30 years over 40 up to 50 years over 40 up to 50 years	to 300 km	
up to 50 km more than 50 km up t more than 100 km up over 300 km Frequency of visits t Previous event Earlier events First visit Sex Male Female Size of household 1 person 2 persons 3 persons 4 persons 5 persons and more Age up to 20 years over 20 up to 30 years over 30 up to 40 years over 30 up to 40 years over 40 up to 50 years	to 300 km	
up to 50 km more than 50 km up to more than 100 km up over 300 km Frequency of visits to Previous event Earlier events First visit Sex Male Female Size of household 1 person 2 persons 3 persons 4 persons 5 persons and more Age up to 20 years over 20 up to 30 years over 40 up to 50 years over 40 up to 50 years	to 300 km	

Position in the company/organisation	%
Entrepreneur, co-owner, freelancer	8
Managing director, board member,	
head of an authority etc.	1
Area manager, works manager, plant manag	er,
branch manager, head of public office	2
Department head, group head, team leader	6
Other salaried staff, civil servant,	
skilled worker	37
Lecturer, teacher	5
Trainee	2
Other position	4
Student	13
Housewife/man	2
Old-age pensioner	19
Other not gainfully employed	2
Buying and ordering capacity	N/A

Buying and ordering capacity

- Follow-up business
- Conducted by: Hopp & Partner, Berlin

N/A

MODERNER STAAT -----> Berlin

Trade visitors' profile

Visitors (number of	ent	ries)	2 097
Proportion of trade	vis	itors	100%
Germany (total)			98
of which			
Nielsen 1	9	Nielsen 4	9
Bremen		Bavaria	9
Hamburg	2	Nielsen 5+6	54
Lower Saxony	6	Berlin	33
Schleswig-Holstein	1	Brandenburg	16
Nielsen 2	13		
North Rhine-Westph			
Nielsen 3a	9	Saxony-Anhalt	2
Hesse	7	Nielsen 7	6
Rhineland-Palatinate	1	Saxony	4
Saarland	1	Thuringia	1
Nielsen 3b	1		
Baden-Württemberg	1		
Foreign (total)			2
Distance to home			%
up to 50 km			44
more than 50 km up	to '	100 km	5
more than 100 km u			14
over 300 km	P		37
Frequency of visits	to e	whibition	%
Previous event		Ambraon	37
Earlier events			42
First visit			43
Average length of	stay	1,	2 days
Influence on purcha	asing	g/procurement	
decisions			%
Decisively			10
Collectively			35
In an advisory capac	ity		24
No	-		26

Area of responsibility	%
Management	12
Research/development/design	4
Manufacturing, production, quality control	1
Buying/procurement	2
Finance/accounting, controlling	7
Information and communication technology	18
Personnel administration, administration	18
Sales	9
Marketing, advertising, PR	5
Logistics: storage, material management,	
transport	-
Maintenance/repairs	1
Other area	17
Student	5
Position in the company/organisation	%
Head of department, senior civil servant	2
Lord Mayor, department head, treasurer,	
head of division	4
Team manager, head of office	6
Department manager, subdivision manager,	
head of division, section head, subject head	14
Commercial clerk, desk officer	10
Other salaried public service employee	27
Member of the board, managing director,	
owner	4
Area manager, authorized signatory	4
Department head, group head	12
Commercial clerk, skilled worker	4
Lecturer, teacher	2
Trainee	-
Other position	7
Student	5
Free states	0/
Economic sector	%
Federal administration	12
Regional administration	22
Local government, city council	24
Private enterprise, public enterprise,	
owner-operated municipal enterprises	12
Associations, societies, unions, foundations,	
NGO	2
Politics (federal)	1
Politics (regional)	1
Politics (municipal)	1
Educational/training institutions, academy	3
Consulting	8
Other sectors	13
Size of company/organisation:	

Size of company/organisation: Number of employees					
1-	4	1	200 - 499		
5-	9	1	500 - 999		
10-	49	13	1 000 and more		
50-	199	16	Student		

Conducted by: Wissler & Partner, Basel

%

17 13 35

DLG-Feldtage -----> Bernburg-Strenzfeld

Trade visitors' profile

/isitors (number of	ent	ries)	23 053
Proportion of trade	visi	tors	97 %
Germany (total)			89
of which Nielsen 1	26	Nielsen 4	14
Bremen	20	Bavaria	14
lamburg		Nielsen 5+6	25
ower Saxony	22	Berlin	
Schleswig-Holstein	3	Brandenburg	3
Vielsen Ž	8	Mecklenburg-	
North Rhine-Westph.	8	West Pommera	inia 3
Vielsen 3a	10	Saxony-Anhalt	18
lesse	7	Nielsen 7	14
Rhineland-Palatinate	2	Saxony	7
Saarland	- 2	Thuringia	7
<u>Nielsen 3b</u> Baden-Württemb.	5 5		
aden-wurttemp.	5		
Foreign (total)			11
of which EU			61
	noa	n countries	29
Other cour			10
other cour	intric.	,	10
Distance to home			%
up to 50 km			9
nore than 50 km up	to 1	00 km	6
nore than 100 km u	p to	300 km	40
over 300 km			45
Countries with the	high	est visitor sha	res %
Vetherlands			9
Austria			9
Poland			9
Russia			9
Frequency of visits	to t	rade fair	%
revious event			47
Earlier events			49
First visit			36
Average length of s	stay	1,	3 days
nfluence on purcha	isino	/procurement	
decisions			%
Decisively			38
Collectively			25
n an advisory capaci	ity		18
No	1		10
Student			7
Other not gainfully e			2

3	Area of responsibility	% 46
6	Management Research/development/design	40
	Manufacturing, production, quality control	9
9	Buying/procurement	1
	Finance/accounting, controlling	1
4	Information and communication technology	1
4	Personnel administration, administration	1
5 1	Sales Marketing advarticing PR	8
3	Marketing, advertising, PR Logistics: storage, material management,	С
5	transport	2
3	Maintenance/repairs	2
8	Other area	9
4	Student	7
7 7	Other not gainfully employed	2
	Position in the company/organisation	%
	Entrepreneur, co-owner, freelancer	4
	Managing director, board member,	42
1	head of an authority etc.	13
1	Area manager, works manager, plant manage branch manager, head of public office	r, 4
9	Department head, group head, team leader	5
0	Other salaried staff, civil servant,	5
_	skilled worker	22
6	Lecturer, teacher	2
9	Trainee	5
6	Other position	5
0	Self-employed farmer (owner, tenant)	30
5	Student Other not gainfully employed	7
6	other not gaintany employed	2
9	Economic sector	%
9	Agricultural business, company	56
9	Service supply agency	2
9	Agricultural trade	7
	Agricultural machinery trade	3
6	Seeds-, plant protection-, fertilizer industry	6
7 9	Other industry	2 4
9 6	Consultancy Other service	2
0	Authority/public services	5
s	University/polytechnic	2
_	Other sectors	4
	Student	7
6	Other not gainfully employed	2
8		
5 8	Size of company/organisation:	0/
8 0	Number of employees 1- 4 43 500 - 999	% 2
7	5-9991000 and more	4
2	10- 49 16 Student	7
	50-199 11 Other not gainfully	
	200- 499 5 employed	2
	Conducted by: Wisclar & Partner, Pacel	

Conducted by: Wissler & Partner, Basel

BOATFIT ------> Bremen

Private visitors' profile

	tries) 9 585
Proportion of private v	visitors 91%
Germany (total) of which	99
Nielsen 1 83	Nielsen 4
Bremen 27	
Hamburg 5	
Lower Saxony 47	
Schleswig-Holstein 4	
Nielsen 2 10	Mecklenburg-
North Rhine-Westph. 10	
Nielsen 3a 2	
Hesse 1	
Rhineland-Palatinate -	
Saarland -	Thuringia
Nielsen 3b 1 Baden-Württemb. 1	
bauen-wurttenib. I	
Foreign (total)	
Distance to home	9
up to 50 km	4
more than 50 km up to	
more than 100 km up to	
over 300 km	
Frequency of visits to	
Previous event	3
Earlier events	3
First visit	4
Sex	9
Male	74
E 1	
Female	2
Size of household	9
Size of household 1 person	ې ۱
Size of household 1 person 2 persons	9 11 41
Size of household 1 person 2 persons 3 persons	9 19 49 11
Size of household 1 person 2 persons 3 persons 4 persons	9 1! 4! 1!
Size of household 1 person 2 persons 3 persons 4 persons 5 persons and more	9 11 44 11
Size of household 1 person 2 persons 3 persons 4 persons 5 persons and more Age	9 1! 44 1! 9
Size of household 1 person 2 persons 3 persons 4 persons 5 persons and more Age up to 20 years	9 11 4: 11
Size of household 1 person 2 persons 3 persons 4 persons 5 persons and more Age up to 20 years over 20 up to 30 years	9 9 9
Size of household 1 person 2 persons 3 persons 4 persons 5 persons and more Age up to 20 years over 20 up to 30 years over 30 up to 40 years	9 11 12 11 12 13 1 1 1
Size of household 1 person 2 persons 3 persons 4 persons 5 persons and more Age up to 20 years over 20 up to 30 years over 30 up to 40 years over 40 up to 50 years	9 1! 44 1! 9 9 1 2
Size of household 1 person 2 persons 3 persons 4 persons 5 persons and more Age up to 20 years	20 9 11 44 11 9 9 9 9 1 1 1 24 22 11

Position in the company/organisation	%
Entrepreneur, co-owner, freelancer	17
Managing director, board member,	
head of an authority etc.	3
Area manager, works manager, plant manager	r, 4
branch manager, head of public office Department head, group head, team leader	11
Other salaried staff, civil servant,	
skilled worker	28
Lecturer, teacher	3
Trainee	2
Other position	3
Student	7
Housewife/man	2
Old-age pensioner Other not gainfully employed	16 5
	ر ر
Buying and ordering capacity	%
Purchase or order made or intended	
at the exhibition	61
yes no	17
maybe	23
Follow-up business	%
Intend to buy at later date	20
yes	38 14
no maybe	48
	70
Conducted by: Gelszus Messe-Markt- forschung GmbH, Dortmund	

Bremen Classic Motorshow

Private visitors' profile

Visitors (number of	ent	ries)	47 329
Proportion of privation	te v	isitors	94%
Germany (total)			91
of which Nielsen 1	87	Nielsen 4	1
Bremen	16	Bavaria	1
Hamburg	5	Nielsen 5+6	
Lower Saxony	56	Berlin	1
Schleswig-Holstein	10	Brandenburg	
Nielsen 2	9	Mecklenburg	
North Rhine-Westph.		West Pomm	
Nielsen 3a	1	Saxony-Anha	alt ·
Hesse Rhingland Palatinate	1	Nielsen 7	
Rhineland-Palatinate Saarland	1	Saxony Thuringia	
Nielsen 3b	-	muningia	
Baden-Württemb.	-		
Foreign (total)			9
of which EU			84
Other cour	ntrie	ç	16
Countries with the	high	est visitor sl	
Sweden			26
Denmark Netherlands			24
Netherlands			21
Distance to home			%
up to 50 km			29
nore than 50 km up			19
more than 100 km u	p to	300 km	43
over 300 km			10
Frequency of visits	to t	rade fair	%
Previous event			40
Earlier events			54
First visit			29
Sex			%
Male			87
Female			13
Size of household			%
1 person			15
2 persons			45
3 persons			16
4 persons			16
5 persons and more			9
Age			%
up to 20 years			6
over 20 up to 30 yea over 30 up to 40 yea	rs		7
	rs		9 27
over 40 up to 50 yea	rs		
over 40 up to 50 yea over 50 up to 60 yea	rs rs		26
over 40 up to 50 yea	rs rs		

6



fish international -----> Bremen

West Pommerania 2

8 437

89% 89

Δ

4

6

1

1

2

1

1

1

Trade visitors' profile

Position in the company/organisation	% 15	Visitors (number of entries)	8
Entrepreneur, co-owner, freelancer Managing director, board member, head of an authority etc.	3	Proportion of trade visitors	
Area manager, work's manager, plant mana branch manager, head of public office Department head, group head, team leade Other salaried staff, civil servant, skilled worker Lecturer, teacher Trainee Other position Student Housewife/man Old-age pensioner Other not gainfully employed	3	Germany (total) of which 76 Nielsen 4 Nielsen 1 76 Bavaria Hamburg 3 Nielsen 5+6 Lower Saxony 44 Berlin Schleswig-Holstein 6 Brandenburg Nielsen 2 9 Mecklenburg North Rhine-Westph. 9 West Pomme Nielsen 3 3 Saxony-Anha Hesse 2 Nielsen 7 Rhineland-Palatinate 1 Saxony	- erani
Buying and ordering capacity Purchase or order made or intended at the exhibition	%	Saarland - Thuringia <u>Nielsen 3b</u> 1 Baden-Württemb. 1	
yes no maybe	48 23 29	Foreign (total) of which EU	
Follow-up business	%	Other european countries Other countries	
Intend to buy at later date yes no maybe Conducted by: Gelszus Messe-Markt- forschung GmbH, Dortmund	23 29 49	Distance to home up to 50 km more than 50 km up to 100 km more than 100 km up to 300 km over 300 km	
		Country with the highest visitor sha Netherlands	re
		Frequency of visits to trade fair Previous event Earlier events First visit	
		Average length of stay	1,2
		Influence on purchasing/procuremen	t

Nielsen 3b 1 Baden-Württemb. 1	
Foreign (total) of which	12
EU	69
Other european countries	24
Other countries	7
Distance to home	%
up to 50 km	31
more than 50 km up to 100 km	15
more than 100 km up to 300 km	32
over 300 km	22
Country with the highest visitor sha	
Netherlands	21
Frequency of visits to trade fair	%
Previous event	23
Earlier events	31
First visit	50
Average length of stay	1,2 days
Influence on purchasing/procurement	t
decisions	%
Decisively	35
Collectively	33
In an advisory capacity	16
No	12
Student	2
Other net asinfully employed	2

Other not gainfully employed

Area of responsibility Management	% 23
Research/development/design	5
Manufacturing, production, quality control	11
Buying/procurement	9
Finance/accounting, controlling	1
Information and communication technology Personnel administration, administration	1
Sales	26
Marketing, advertising, PR	4
Logistics: storage, material management,	
transport	2
Maintenance/repairs	1
Other area	11
Student	2
Other not gainfully employed	2
Position in the company/organisation	%
Entrepreneur, co-owner, freelancer	31
Managing director, board member,	
head of an authority etc.	8
Area manager, works manager, plant manage	
branch manager, head of public office Department head, group head, team leader	10 17
Other salaried staff, civil servant,	17
skilled worker	18
Lecturer, teacher	3
Trainee	5 6
Other position	6
Student	2
Other not gainfully employed	2
Economic sector	%
Catering, communal catering	29
Industry	14
Service	14
Retail trade	17
Wholesale trade	12
Other sectors	10
Student	2
Other not gainfully employed	2
Size of company/organisation:	
Number of employees	%
1- 4 21 500 - 999	4
5- 9 15 1 000 and more	8

5-	9	15	1 000 and more
10-	49	25	Student
50-	199	18	Other not gainfully
200-	499	5	employed

2 2

HanseLife -----> Bremen

Private visitors' profile

Visitors (number of	ent	ries)	77 041
Proportion of priva	te v	isitors	100%
Germany (total)			100
of which Nielsen 1	99	Nielsen 4	
Bremen	99 47	Bavaria	
Hamburg	1	Nielsen 5+6	
Lower Saxony	51	Berlin	
Schleswig-Holstein	-	Brandenburg	-
Nielsen 2	-	Mecklenburg	-
North Rhine-Westph.	-	West Pomme	rania -
Nielsen 3a	-	Saxony-Anha	lt -
Hesse	-	Nielsen 7	-
Rhineland-Palatinate	-	Saxony	-
Saarland	-	Thuringia	-
Nielsen 3b	1		
Baden-Württemb.	- 7		
Distance to home			%
up to 50 km			83
more than 50 km up			12
more than 100 km u	p to	300 km	4
over 300 km			1
Frequency of visits	to t	rade fair	%
Previous event			48
2012			45
2011			35
2010			31
First visit			24
Sex			%
Male			32
Female			68
Size of household			%
1 person			14
2 persons			50
3 persons			16
4 persons			15
5 persons and more			5
Age			%
up to 20 years			12
over 20 up to 30 yea	rs		14
over 30 up to 40 yea			9
over 40 up to 50 yea	rs		17
over 50 up to 60 yea			21
over 60 up to 70 yea	rs		18
over 70 years			10

Position in the company/organisation Entrepreneur, co-owner, freelancer Managing director, board member, head of an authority etc. Area manager, works manager, plant manage	% 9 2
branch manager, head of public office Department head, group head, team leader Other salaried staff, civil servant,	2 7
skilled worker Lecturer, teacher	35 3
Trainee Other position Student	4 7 12
Housewife/man Old-age pensioner Other not gainfully employed	5 11 2
Buying and ordering capacity Purchase or order made or intended at the exhibition	%
yes no maybe	42 15 43
Follow-up business	43 %
Intend to buy at later date yes no maybe	25 19 51
Conducted by: Honestly MT GmbH, Karlsro	uhe

ReiseLust (2013) ------> Bremen

Private visitors' profile

Visitors (number of entries) 27	679*)	Position in the company/organisation Entrepreneur, co-owner, freelancer
Proportion of private visitors	94%	Managing director, board member,
		head of an authority etc.
Germany (total)	99	Area manager, works manager, plant manag
of which		branch manager, head of public office
Nielsen 1 96 Nielsen 4		Department head, group head, team leade
Bremen 31 Bavaria		Other salaried staff, civil servant,
Hamburg 1 Nielsen 5+6	1	skilled worker
Lower Saxony 63 Berlin		Lecturer, teacher
Schleswig-Holstein 1 Brandenburg		Trainee
Nielsen 2 2 Mecklenburg-		Other position
North Rhine-Westph. 2 West Pommerar	nia 1	Student
Nielsen 3a 1 Saxony-Anhalt		Housewife/man
Hesse - <u>Nielsen 7</u>		Old-age pensioner
Rhineland-Palatinate - Saxony		Other not gainfully employed
Saarland - Thuringia		
Nielsen 3b -		Buying and ordering capacity
Baden-Württemberg -		Purchase or order made or intended
		at the exhibition
Foreign (total)	1	yes
nt e e t	0/	no
Distance to home	%	maybe
up to 50 km	67	
more than 50 km up to 100 km	20	Follow-up business
more than 100 km up to 300 km	11	Intend to buy at later date
over 300 km	3	yes
Franciscus of visits to avhibition	0/	no
Frequency of visits to exhibition Previous event	% 40	maybe
Earlier events	40 44	Conducted by: Gelszus Messe-Markt-
First visit	34	forschung GmbH, Dortmund
	54	
Sex	%	
Male	39	
Female	61	
Size of household	%	
1 person	11	
2 persons	64	
3 persons	11	
4 persons	10	
5 persons and more	3	
Age	%	
up to 20 years	2	
over 20 up to 30 years	8	
over 30 up to 40 years	7	
over 40 up to 50 years	20	
over 50 up to 60 years	28	
	25	
over 60 up to 70 years over 70 years	10	

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

Private visitors' profile

Visitors (number of o		9 05
Proportion of private	e visitors	91%
Germany (total) of which		10
Nielsen 1	- Nielsen 4	
Bremen	- Bavaria	
Hamburg	- Nielsen 5+6	
Lower Saxony	- Berlin	
Schleswig-Holstein	- Brandenburg	
Nielsen 2	 Mecklenburg- 	
North Rhine-Westph.	- West Pommeran	ia
Nielsen 3a	 Saxony-Anhalt 	
Hesse	- Nielsen 7	9
Rhineland-Palatinate	- Saxony	9
Saarland	- Thuringia	
Nielsen 3b		
Baden-Württemberg	-	
Distance to home		0
up to 50 km		9
more than 50 km up t	to 100 km	
more than 100 km lib	to 300 km	
over 300 km Frequency of visits t		9
more than 100 km up over 300 km Frequency of visits t Previous event Earlier events First visit		9 3 2 4
over 300 km Frequency of visits t Previous event Earlier events		9 3 2
over 300 km Frequency of visits t Previous event Earlier events First visit		3 2 4
over 300 km Frequency of visits t Previous event Earlier events First visit Sex		9 3 2 4
over 300 km Frequency of visits t Previous event Earlier events First visit Sex Male Female		3 2 4 6 3
over 300 km Frequency of visits t Previous event Earlier events First visit Sex Male Female Size of household		3 2 4 6 3
over 300 km Frequency of visits t Previous event Earlier events First visit Sex Male Female Size of household 1 person		3 2 4 6 3
over 300 km Frequency of visits t Previous event Earlier events First visit Sex Male Female Size of household 1 person 2 persons		3 2 4 6 3
over 300 km Frequency of visits t Previous event Earlier events First visit Sex Male Female Size of household 1 person 2 persons 3 persons		3 2 4 6 3 6 3
over 300 km Frequency of visits t Previous event Earlier events First visit Sex Male Female Size of household 1 person 2 persons		3 2 4 6 3 6 3 5 2 1
over 300 km Frequency of visits t Previous event Earlier events First visit Sex Male Female Size of household 1 person 2 persons 3 persons 4 persons 5 persons and more		3 2 4 6 3 3 5 2 2 1
over 300 km Frequency of visits t Previous event Earlier events First visit Sex Male Female Size of household 1 person 2 persons 3 persons 4 persons 5 persons and more Age	o exhibition	3 2 4 6 3 3 5 2 2 1
over 300 km Frequency of visits t Previous event Earlier events First visit Sex Male Female Size of household 1 person 2 persons 3 persons 4 persons 5 persons and more Age up to 20 year.	o exhibition	3 2 4 6 3 3 5 2 2 1
over 300 km Frequency of visits t Previous event Earlier events First visit Sex Male Female Size of household 1 person 2 persons 3 persons 4 persons 5 persons and more Age up to 20 year: over 20 up to 30 year:	o exhibition	3 2 4 6 3 6 3 5 2 1
over 300 km Frequency of visits t Previous event Earlier events First visit Sex Male Female Size of household 1 person 2 persons 3 persons 4 persons 5 persons and more Age up to 20 year over 20 up to 30 year over 30 up to 40 year	o exhibition	3 2 4 6 3
over 300 km Frequency of visits t Previous event Earlier events First visit Sex Male Female Size of household 1 person 2 persons 3 persons 4 persons 5 persons and more Age up to 20 year over 20 up to 30 year over 30 up to 40 year over 30 up to 50 year over 40 up to 50 year over 50 up to 60 year	o exhibition	3 2 4 6 3 5 2 1 1 2
over 300 km Frequency of visits t Previous event Earlier events First visit Sex Male Female Size of household 1 person 2 persons 3 persons 4 persons 5 persons and more Age up to 20 year over 20 up to 30 year over 30 up to 40 year	o exhibition	3 2 4 6 3 3 5 2 1 1 2 1 2 1

a the state of the state	
Position in the company/organisation Entrepreneur, co-owner, freelancer	% 12
Managing director, board member,	12
head of an authority etc.	2
Area manager, works manager, plant manag	
branch manager, head of public office	2
Department head, group head, team leader	
Other salaried staff, civil servant,	-
skilled worker	47
Lecturer, teacher	1
Trainee	1
Other position	9
Student	3
Other not gainfully employed	22
Buying and ordering capacity	%
Purchase or order made or intended	
at the exhibition	
yes	5
no	95
maybe	-
Follow-up business	%
Intend to buy at later date	
yes	6
no	80
maybe	14
Conducted by: C ³ Chemnitzer Veranstaltu	ngs-

SIT (2013)

Trade visitors' profile

No

Student

Other not gainfully employed

Visitors (number of	1 800		
Proportion of trade	96%		
Germany (total) of which			100
Nielsen 1		Nielsen 4	2
Bremen	-	Bavaria	2
Hamburg	-	Nielsen 5+6	2
Lower Saxony	-	Berlin	1
Schleswig-Holstein	-	Brandenburg	1
Nielsen 2	1	Mecklenburg	-
North Rhine-Westph.	1	West Pomme	rania -
Nielsen 3a	-	Saxony-Anha	lt 1
Hesse	-	Nielsen 7	95
Rhineland-Palatinate	-	Saxony	92
Saarland	-	Thuringia	3
Nielsen 3b	-		
Baden-Württemberg	-		
Distance to home			%
up to 50 km			74
more than 50 km up	to 1	00 km	16
more than 100 km up			7
over 300 km			2
Frequency of visits	to tr	ade fair	%
2010			20
2009			15
2008			12
2007			10
First visit			71
Average length of s	tay		1,0 days
Influence on purcha	sing	/procuremen	t
decisions	-		%
Decisively			19
Collectively			16
In an advisory capaci	ty		17
No	1.1		10

19

22

Area of responsibility Management Manufacturing, production, quality control 13 Buying/procurement 5 Finance/accounting, controlling Information and communication technology

Organisation, personnel, administration

organisation, personnel, auministration	4
Sales	15
Marketing, advertising, PR	2
Logistics: storage, material management,	
transport	2
Maintenance/repairs	1 2
Other area	
Student	19
Other not gainfully employed	7
Position in the company/organisation	%
Entrepreneur, co-owner, freelancer	10
Managing director, board member,	
head of an authority etc.	6
Area manager, works manager, plant manage	
branch manager, head of public office	4
Department head, group head, team leader	7
Other salaried staff, civil servant,	
skilled worker	41
Lecturer, teacher	3
	3
Trainee	3
Other position	1.1
Student	19
Other not gainfully employed	7
5 5 1 5 1	

Economic sector

Leononne Sector	/0
Mechanical, appliance and plant engineering	31
metal production and processing	10
Plastics processor	1
Electrical engineering/electronics	9
Surface treatment, thermal treatment	1
Information and communication technology	3
Vehicle building	2 3
Trade	
Research and development	6
Banking/insurance	3
Training and further training	5
Services provided for companies, contract	
manufacturers, suppliers	9
Other sectors	21
Student	19
Other not gainfully employed	7

Size of company/organisation: Number of emplo

noyees	Cilipit	Number of	
500 - 999	10	1- 4	
1 000 - 9 999	7	5-9	
) Student	20	10- 49	
6 Other not gainfully	16	50-199	
employed	7	200-499	

Conducted by: C³ Chemnitzer Veranstaltungszentren GmbH, Chemnitz

Inter-tab	ac>	Dortmu	nd
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Trade visitors' profile

%

15

2

2

2

%

%

5

9

19

7

isitors (number of entries)	11 232
roportion of trade visitors	94%
iermany (total) f which	64
lielsen 1 16 Nielsen 4	4
remen 2 Bavaria	4
amburg 3 Nielsen 5+6	7
ower Saxony 8 Berlin	4
chleswig-Holstein 3 Brandenburg	1
lielsen 2 53 Mecklenburg- Iorth Rhine-Westph. 53 West Pommera	
Iorth Rhine-Westph. 53 West Pommera	nia 2
lielsen 3a 13 Saxony-Anhalt	
lesse 6 <u>Nielsen 7</u>	3
hineland-Palatinate 5 Saxony	2
aarland 2 Thuringia	1
l <u>ielsen 3b</u> 6 aden-Württemb.6	
oreign (total)	36
f which EU	68
Other european countries	14
North America	4
South-, East-, Central Asia	8
Other countries	7
vistance to home	%
p to 50 km	17
nore than 50 km up to 100 km	12
nore than 100 km up to 300 km	21
ver 300 km	51
ountries with the highest visitor sha	res %
letherlands	9
oland	9
rance	7
Inited Kingdom	5
pain	5
requency of visits to trade fair	%
revious event	35
arlier events	40
irst visit	45
verage length of stay 1,	5 days
nfluence on purchasing/procurement	
ecisions	%
ecisively	51
ollectively	26
n an advisory capacity	12
lo	6
tudent Ither not gainfully employed	3

Finance/accounting, controlling Information and communication technology Personnel administration, administration Sales Marketing, advertising, PR Logistics: storage, material management, transport Maintenance/repairs Other area Student Other not gainfully employed Management Position in the company/organisation Entrepreneur, co-owner, freelancer Managing director, board member, head of an authority etc. Area manager, works manager, plant manager, branch manager, head of public office Department head, group head, team leader Other salaried staff, civil servant, skilled worker Lecturer, teacher Trainee Other position Student Other not gainfully employed Economic sector Tobacco products retail, smoker's requisites, with post/lotink Exclusively tobacco products retail, smoker's requisites, with food/drink Exclusively tobacco products retail, smoker's requisites Wholesale trade Foreign trade	%
Manufacturing, production, quality control Buying/procurement Finance/accounting, controlling Information and communication technology Personnel administration, administration Sales Marketing, advertising, PR Logistics: storage, material management, transport Maintenance/repairs Other area Student Other not gainfully employed Management Position in the company/organisation Entrepreneur, co-owner, freelancer Managing director, board member, head of an authority etc. Area manager, works manager, plant manager, branch manager, head of public office Department head, group head, team leader Other salaried staff, civil servant, skilled worker Lecturer, teacher Trainee Other position Student Other not gainfully employed Economic sector Tobacco products retail, smoker's requisites, with press/lottery Tobacco products retail, smoker's requisites, with press/lottery Foralce trade Every trade	2
Buying/procurement Finance/accounting, controlling Information and communication technology Personnel administration, administration Sales Marketing, advertising, PR Logistics: storage, material management, transport Maintenance/repairs Other area Student Other not gainfully employed Managing director, board member, head of an authority etc. Area manager, works manager, plant manager, branch manager, head of public office Department head, group head, team leader Other salaried staff, civil servant, skilled worker Trainee Other position Student Other not gainfully employed Ecconomic sector Tobacco products retail, smoker's requisites, with press/lottery Tobacco products retail, smoker's requisites, with positions Exclusively tobacco products retail, smoker's requisites Wholesale trade Foreign trade	
Finance/accounting, controlling Information and communication technology Personnel administration, administration Sales Marketing, advertising, PR Logistics: storage, material management, transport Maintenance/repairs Other area Student Other not gainfully employed Management Position in the company/organisation Entrepreneur, co-owner, freelancer Managing director, board member, head of an authority etc. Area manager, works manager, plant manager, branch manager, head of public office Department head, group head, team leader Other salaried staff, civil servant, skilled worker Lecturer, teacher Trainee Other position Student Other not gainfully employed Economic sector Tobacco products retail, smoker's requisites, with post/lotink Exclusively tobacco products retail, smoker's requisites, with food/drink Exclusively tobacco products retail, smoker's requisites Wholesale trade Foreign trade	4
Information and communication technology Personnel administration, administration Sales Marketing, advertising, PR Logistics: storage, material management, transport Maintenance/repairs Other area Student Other not gainfully employed Management Position in the company/organisation Entrepreneur, co-owner, freelancer Managing director, board member, head of an authority etc. Area manager, works manager, plant manager, branch manager, head of public office Department head, group head, team leader Other salaried staff, civil servant, skilled worker Lecturer, teacher Trainee Other position Student Other not gainfully employed Economic sector Tobacco products retail, smoker's requisites, with food/drink Exclusively tobacco products retail, smoker's requisites, with food/drink Exclusively tobacco products retail, smoker's requisites Wholesale trade Foreign trade	11
Personnel administration, administration Sales Marketing, advertising, PR Logistics: storage, material management, transport Maintenance/repairs Other area Student Other not gainfully employed Management Position in the company/organisation Entrepreneur, co-owner, freelancer Managing director, board member, head of an authority etc. Area manager, works manager, plant manager, head of an authority etc. Area manager, works manager, plant manager, branch manager, head of public office Department head, group head, team leader Other salaried staff, civil servant, skilled worker Trainee Other position Student Other not gainfully employed Economic sector Tobacco products retail, smoker's requisites, with press/lottery Tobacco products retail, smoker's requisites, with posid/drink Exclusively tobacco products retail, smoker's requisites Wholesale trade Foreign trade	1
Sales Marketing, advertising, PR Logistics: storage, material management, transport Maintenance/repairs Other area Student Other not gainfully employed Management Position in the company/organisation Entrepreneur, co-owner, freelancer Managing director, board member, head of an authority etc. Area manager, works manager, plant manager, branch manager, head of public office Department head, group head, team leader Other salaried staff, civil servant, skilled worker Lecturer, teacher Trainee Other position Student Other not gainfully employed Economic sector Tobacco products retail, smoker's requisites, with poss/lottery Tobacco products retail, smoker's requisites, with poss/lotterky Tobacco products retail, smoker's requisites, with food/drink Exclusively tobacco products retail, smoker's requisites Wholesale trade Foreign trade	1
Marketing, advertising, PR Logistics: storage, material management, transport Maintenance/repairs Other area Student Other not gainfully employed Management Position in the company/organisation Entrepreneur, co-owner, freelancer Managing director, board member, head of an authority etc. Area manager, works manager, plant manager, branch manager, head of public office Department head, group head, team leader Other salaried staff, civil servant, skilled worker Lecturer, teacher Trainee Other position Student Other not gainfully employed Economic sector Tobacco products retail, smoker's requisites, with post/drink Exclusively tobacco products retail, smoker's requisites, with food/drink Exclusively tobacco products retail, smoker's requisites Wholesale trade Foreign trade	1
Logistics: storage, material management, transport Maintenance/repairs Other area Student Other not gainfully employed Management Position in the company/organisation Entrepreneur, co-owner, freelancer Managing director, board member, head of an authority etc. Area manager, works manager, plant manager, branch manager, head of public office Department head, group head, team leader Other salaried staff, civil servant, skilled worker Lecturer, teacher Trainee Other position Student Other not gainfully employed Economic sector Tobacco products retail, smoker's requisites, with press/lottery Tobacco products retail, smoker's requisites, with food/drink Exclusively tobacco products retail, smoker's requisites Wholesale trade Foreign trade	28
transport Maintenance/repairs Other area Student Other not gainfully employed Management Position in the company/organisation Entrepreneur, co-owner, freelancer Managing director, board member, head of an authority etc. Area manager, works manager, plant manager, branch manager, head of public office Department head, group head, team leader Other salaried staff, civil servant, skilled worker Trainee Other position Student Other not gainfully employed Economic sector Tobacco products retail, smoker's requisites, with press/lottery Tobacco products retail, smoker's requisites, with post/drink Exclusively tobacco products retail, smoker's requisites Wholesale trade Foreign trade	5
Maintenance/repairs Other area Student Other not gainfully employed Management Position in the company/organisation Entrepreneur, co-owner, freelancer Managing director, board member, head of an authority etc. Area manager, works manager, plant manager, branch manager, head of public office Department head, group head, team leader Other salaried staff, civil servant, skilled worker Lecturer, teacher Trainee Other position Student Other not gainfully employed Economic sector Tobacco products retail, smoker's requisites, with food/drink Exclusively tobacco products retail, smoker's requisites Wholesale trade Foreign trade	1
Other area Student Other not gainfully employed Management Position in the company/organisation Entrepreneur, co-owner, freelancer Managing director, board member, head of an authority etc. Area manager, works manager, plant manager, branch manager, head of public office Department head, group head, team leader Other salaried staff, civil servant, skilled worker Lecturer, teacher Trainee Other position Student Other not gainfully employed Economic sector Tobacco products retail, smoker's requisites, with press/lottery Tobacco products retail, smoker's requisites, Wholesale trade Foreign trade	1
Student Other not gainfully employed Management Position in the company/organisation Entrepreneur, co-owner, freelancer Managing director, board member, head of an authority etc. Area manager, works manager, plant manager, branch manager, head of public office Department head, group head, team leader Other salaried staff, civil servant, skilled worker Lecturer, teacher Trainee Other position Student Other not gainfully employed Economic sector Tobacco products retail, smoker's requisites, with press/lottery Tobacco products retail, smoker's requisites, with press/lottery Tobacco products retail, smoker's requisites, with food/drink Exclusively tobacco products retail, smoker's requisites Wholesale trade Foreign trade	4
Other not gainfully employed Management Position in the company/organisation Entrepreneur, co-owner, freelancer Managing director, board member, head of an authority etc. Area manager, works manager, plant manager, branch manager, head of public office Department head, group head, team leader Other salaried staff, civil servant, skilled worker Lecturer, teacher Trainee Other position Student Other not gainfully employed Economic sector Tobacco products retail, smoker's requisites, with post/drink Exclusively tobacco products retail, smoker's requisites Wholesale trade Foreign trade	3
Management Position in the company/organisation Entrepreneur, co-owner, freelancer Managing director, board member, head of an authority etc. Area manager, works manager, plant manager, branch manager, head of public office Department head, group head, team leader Other salaried staff, civil servant, skilled worker Lecturer, teacher Trainee Other position Student Other not gainfully employed Economic sector Tobacco products retail, smoker's requisites, with pors/lotink Exclusively tobacco products retail, smoker's requisites Wholesale trade Foreign trade	2
Entrepreneur, co-owner, freelancer Managing director, board member, head of an authority etc. Area manager, works manager, plant manager, branch manager, head of public office Department head, group head, team leader Other salaried staff, civil servant, skilled worker Lecturer, teacher Trainee Other position Student Other not gainfully employed Economic sector Tobacco products retail, smoker's requisites, with press/lottery Tobacco products retail, smoker's requisites, with press/lottery Tobacco products retail, smoker's requisites, with food/drink Exclusively tobacco products retail, smoker's requisites Wholesale trade Foreign trade	40
Entrepreneur, co-owner, freelancer Managing director, board member, head of an authority etc. Area manager, works manager, plant manager, branch manager, head of public office Department head, group head, team leader Other salaried staff, civil servant, skilled worker Lecturer, teacher Trainee Other position Student Other not gainfully employed Economic sector Tobacco products retail, smoker's requisites, with press/lottery Tobacco products retail, smoker's requisites, with press/lottery Tobacco products retail, smoker's requisites, with food/drink Exclusively tobacco products retail, smoker's requisites Wholesale trade Foreign trade	
Managing director, board member, head of an authority etc. Area manager, works manager, plant manager, branch manager, head of public office Department head, group head, team leader Other salaried staff, civil servant, skilled worker Lecturer, teacher Trainee Other position Student Other not gainfully employed Economic sector Tobacco products retail, smoker's requisites, with press/lottery Tobacco products retail, smoker's requisites, with food/drink Exclusively tobacco products retail, smoker's requisites Wholesale trade Foreign trade	%
head of an authority etc. Area manager, works manager, plant manager, branch manager, head of public office Department head, group head, team leader Other salaried staff, civil servant, skilled worker Lecturer, teacher Trainee Other position Student Other not gainfully employed Economic sector Tobacco products retail, smoker's requisites, with press/lottery Tobacco products retail, smoker's requisites, with poss/lotterk Exclusively tobacco products retail, smoker's requisites Wholesale trade Foreign trade	48
Area manager, work's manager, plant manager, branch manager, head of public office Department head, group head, team leader Other salaried staff, civil servant, skilled worker Lecturer, teacher Trainee Other position Student Other not gainfully employed Economic sector Tobacco products retail, smoker's requisites, with press/lottery Tobacco products retail, smoker's requisites, with press/lottery Tobacco products retail, smoker's requisites, with food/drink Exclusively tobacco products retail, smoker's requisites Wholesale trade Foreign trade	12
branch mañager, head of public office Department head, group head, team leader Other salaried staff, civil servant, skilled worker Lecturer, teacher Trainee Other position Student Other not gainfully employed Economic sector Tobacco products retail, smoker's requisites, with press/lottery Tobacco products retail, smoker's requisites, with food/drink Exclusively tobacco products retail, smoker's requisites Wholesale trade Foreign trade	
Department head, group head, team leader Other salaried staff, civil servant, skilled worker Lecturer, teacher Trainee Other position Student Other not gainfully employed Economic sector Tobacco products retail, smoker's requisites, with press/lottery Tobacco products retail, smoker's requisites, with food/drink Exclusively tobacco products retail, smoker's requisites Wholesale trade Foreign trade	ģ
Other salaried staff, civil servant, skilled worker Lecturer, teacher Trainee Other position Student Other not gainfully employed Economic sector Tobacco products retail, smoker's requisites, with press/lottery Tobacco products retail, smoker's requisites, with food/drink Exclusively tobacco products retail, smoker's requisites Wholesale trade Foreign trade	g
skilled worker Lecturer, teacher Trainee Other position Student Other not gainfully employed Economic sector Tobacco products retail, smoker's requisites, with press/lottery Tobacco products retail, smoker's requisites, with food/drink Exclusively tobacco products retail, smoker's requisites Wholesale trade Foreign trade	
Trainee Other position Student Other not gainfully employed Economic sector Tobacco products retail, smoker's requisites, with press/lottery Tobacco products retail, smoker's requisites, with food/drink Exclusively tobacco products retail, smoker's requisites Wholesale trade Foreign trade	11
Other position Student Other not gainfully employed Economic sector Tobacco products retail, smoker's requisites, with press/lottery Tobacco products retail, smoker's requisites, with food/drink Exclusively tobacco products retail, smoker's requisites Wholesale trade Foreign trade	1
Studen't Other not gainfully employed Economic sector Tobacco products retail, smoker's requisites, with press/lottery Tobacco products retail, smoker's requisites, with food/drink Exclusively tobacco products retail, smoker's requisites Wholesale trade Foreign trade	2
Other not gainfully employed Economic sector Tobacco products retail, smoker's requisites, with press/lottery Tobacco products retail, smoker's requisites, with food/drink Exclusively tobacco products retail, smoker's requisites Wholesale trade Foreign trade	3
Economic sector Tobacco products retail, smoker's requisites, with press/lottery Tobacco products retail, smoker's requisites, with food/drink Exclusively tobacco products retail, smoker's requisites Wholesale trade Foreign trade	3
Tobacco products retail, smoker's requisites, with press/lottery Tobacco products retail, smoker's requisites, with food/drink Exclusively tobacco products retail, smoker's requisites Wholesale trade Foreign trade	2
with press/lottery Tobacco products retail, smoker's requisites, with food/drink Exclusively tobacco products retail, smoker's requisites Wholesale trade Foreign trade	%
Tobacco products retail, smoker's requisites, with food/drink Exclusively tobacco products retail, smoker's requisites Wholesale trade Foreign trade	
with food/drink Exclusively tobacco products retail, smoker's requisites Wholesale trade Foreign trade	32
Exclusively tobacco products retail, smoker's requisites Wholesale trade Foreign trade	
requisites Wholesale trade Foreign trade	11
Wholesale trade Foreign trade	
Foreign trade	4
	16
wanuracture, muustry	4
Skilled trades	2
	12
Student	3
Other not gainfully employed	
Size of company/organisation:	2
Number of employees	
1- 4 38 500 - 999	
5- 9 20 1 000 and more	%
	%
10- 49 16 Student	%

50-199	8	Other not gainfully
200-499	4	employed
Conducted I forschung G		szus Messe-Markt- Dortmund

ALUMINIUM -----> Düsseldorf

Trade visitors' profile

Visitors (number of	entr	ries) 24	313
Proportion of trade	visi	tors 9	98%
Germany (total)			47
of which	10	Mit days of	
Nielsen 1	10	Nielsen 4	11
Bremen	1	Bavaria	11
Hamburg Lower Saxony	8	Nielsen 5+6 Berlin	4
Schleswig-Holstein	-	Brandenburg	
Nielsen 2	45	Mecklenburg-	
North Rhine-Westph.		West Pommerania	
Nielsen 3a	13	Saxony-Anhalt	
Hesse	8	Nielsen 7	5
Rhineland-Palatinate	4	Saxony	4
Saarland	1	Thuringia	2
Nielsen 3b	12		
Baden-Württemb.	12		
Foreign (total)			53
of which			~
EU Other our	20025	o countries	64 11
North Am		Countries	4
Middle Ea			4
		Central Asia	10
Other cour			6
Distance to home			%
up to 50 km			12
more than 50 km up	to 1	00 km	9
more than 100 km u	p to	300 km	22
over 300 km			57
Countries with the	high	est visitor shares	%
Netherlands			10
France			8
Italy			8
Belgium			7
United Kingdom			
Frequency of visits	to tr	ade fair	%
Previous event			31
Earlier events First visit			27 50
FIIST VISIT			50
Average length of s	stay	1,6 c	lays
Influence on purcha	asing	/procurement	
decisions			%
Decisively			30
Collectively			33
In an advisory capac No	iry		10
Student			3
Student			5

Other	not.	gainfully		lowed
other	ΠΟL	uaiiiiuiiv	ains /	oveu

2

Area of responsibility Management Research/development/design Manufacturing, production, quality control Buying/procurement Finance/accounting, controlling Information and communication technology Personnel administration, administration Sales Marketing, advertising, PR Logistics: storage, material management, transport Maintenance/repairs Other area Student Other not gainfully employed	% 26 17 10 14
Position in the company/organisation Entrepreneur, co-owner, freelancer Managing director, board member, head of an authority etc.	% 15 14
Area manager, works manager, plant manage branch manager, head of public office Department head, group head, team leader Other salaried staff, civil servant, skilled worker	er, 15 28 18
Lecturer, teacher Trainee Other position Student	1 1 3
Other not gainfully employed	1
Economic sector Aluminium processing industry End user (OEM, Supplier) Aluminium manufacturing industry Other industry	% 21 13 12 10
Skilled trades Light metal trade Other trade Logistics and transportation Design (furniture etc.)	1 7 8 2 2
Building, construction Media, press, publishing Other service Authority/public services	6 1 4 1
University/college/polytechnic Other sectors Student Other not gainfully employed	2 7 3
-	

Size of company/organisation: Number of employees				
1- 4	8	500 - 999		
5-9	5	1 000 and more		
10- 49	20	Student		
50-199	22	Other not gainfully		
200- 499	14	employed		

1

Conducted by: Wissler & Partner, Basel

% 7

21

3

BEAUTY INTERNATIONAL (2013) ----- Düsseldorf

Trade visitors' profile

Proportion of trade visitors 9	3%	Res
		Ma
Germany (total)	93	Buy
of which		Fin
Nielsen 1 13 Nielsen 4	4	Info
Bremen 1 Bavaria	4	Org
Hamburg 1 <u>Nielsen 5+6</u>	3	Sal
Lower Saxony 9 Berlin	1	Ma
Schleswig-Holstein 2 Brandenburg	1	Log
Nielsen 2 60 Mecklenburg-	4	tra
North Rhine-Westph. 60 West Pommerania Nielsen 3a 13 Saxony-Anhalt	1	Ma
	1 2	Oth Stu
	2	
	1	Oth
Saarland 1 Thuringia Nielsen 3b 6	1	Po
Baden-Württemberg 6		Ent
Baden-Wulttenberg 0		Ma
Foreign (total)	7	hea
of which	'	Are
EU	71	bra
Other European countries	15	Der
Other countries	14	Oth
outer countries		skil
Distance to home	%	Lec
up to 50 km	32	Tra
more than 50 km up to 100 km	19	Oth
more than 100 km up to 300 km	26	Stu
over 300 km	24	Oth
Countries with the highest visitor shares	%	Ecc
Belgium	22	Cos
Netherlands	11	Hai
Austria	11	Nai
		Foo
Frequency of visits to exhibition	%	Bea
Previous event	53	Cos
Earlier events	64	Hea
First visit	22	Cos
Average length of stay 1,4 d	21/6	Oth Stu
	ays	Oth
Influence on purchasing/procurement decisions	%	c :
decisions Decisively	% 46	Siz
Collectively	40 19	Nu
In an advisory capacity	19	
No	15	1
Student	5	5
	5	5

*) Visitor attendance determined by a representative poll in the combination of BEAUTY INTERNATIONAL / TOP HAIR INTERNATIONAL. Multiple answers were permitted

Area of res	ponsibility	%
/lanagemen		34
Research/de	velopment/design	1
	ng, production, quality control	3
ໃuying/procເ		5
	ounting, controlling	1
	and communication technology	1
	n, personnel, administration	4
Sales		9
	advertising, PR	2
	orage, material management,	
ransport		1
Maintenance	e/repairs	1
Other area		35
Student		5
Other not ga	ainfully employed	1
	the company/organisation	%
	r, co-owner, freelancer	64
	irector, board member,	
	authority etc.	3
Area manag	er, works manager, plant manage	
pranch man	ager, head of public office	2
	head, group head, team leader	3
	ed staff, civil servant,	~
skilled work		9
ecturer, tea	acher	2
Trainee	o.n.	8 4
Other position	ווט	4
	ainfully employed	5 1
viner not ge	annuny employeu	
conomic s		%
Cosmetic ins		27
Hair salon, H	hairdressing	26
lail studio		13
oot care pr	actice	10
oor cure pi	, wellness facilities	3
Beauty farm		
Beauty farm Cosmetic scl	hool	2
leauty farm Cosmetic scl lealth profe	hool essionals	2 2
Beauty farm Cosmetic scl Health profe Cosmetics/pl	hool essionals harmaceuticals/chemical industry	2 2 2
Beauty farm Cosmetic scl Health profe Cosmetics/pl Other sector	hool essionals harmaceuticals/chemical industry	2 2 2 11
Beauty farm Cosmetic scl Health profe Cosmetics/pl Other sector Student	hool essionals harmaceuticals/chemical industry rs	2 2 11 5
Beauty farm Cosmetic scl Health profe Cosmetics/pl Other sector Student	hool essionals harmaceuticals/chemical industry	2 2 2 11
Beauty farm Cosmetic scl Health profe Cosmetics/pl Other sector Student Other not ga	hool sssionals harmaceuticals/chemical industry 's ainfully employed	2 2 11 5
Beauty farm Cosmetic scl Health profe Cosmetics/pl Other sector Student Other not ga Size of com	hool essionals harmaceuticals/chemical industry rs	2 2 11 5
Beauty farm Cosmetic scl Health profe Cosmetics/pl Other sector Student Other not ga Size of com	hool essionals harmaceuticals/chemical industry 's ainfully employed npany/organisation :	2 2 11 5 1
Beauty farm Cosmetic scl Health profe Cosmetics/pl Other sector Student Other not ga Size of com Number of	hool essionals harmaceuticals/chemical industry 's ainfully employed hpany/organisation: employees	2 2 11 5 1 %
Beauty farm Cosmetic scl Health profe Cosmetics/pl Other sector Student Other not gr Size of com Number of 1- 4 5- 9 10- 49	hool essionals harmaceuticals/chemical industry 's ainfully employed transformation: employees 59 500 - 999	2 2 11 5 1 %
Beauty farm Cosmetic scl Health profe Cosmetics/pl Other sector Student Dther not ga Size of com Number of 1- 4 5- 9	hool essionals harmaceuticals/chemical industry 's ainfully employed topany/organisation: employees 59 500 - 999 11 1 000 and more	2 2 11 5 1 % 1 2
Beauty farm Cosmetic scl Health profe Cosmetics/pl Other sector Student Other not gr Size of com Number of 1 - 4 5 - 9 10 - 49	hool essionals harmaceuticals/chemical industry 's ainfully employed topany/organisation: employees 59 500 - 999 11 1 000 and more 9 Student	2 2 11 5 1 % 1 2

Conducted by: Wissler & Partner, Basel

Proportio	on of private visitors 8	69
· ·	· ·	
Germany of which	(total)	8
Nielsen 1	7 Nielsen 4	
Bremen	- Bavaria	
Hamburg	1 Nielsen 5+6	
Lower Sax		
Schleswig		
Nielsen 2	68 Mecklenburg-	
North Rhi	ne-Westph. 68 West Pommerania	
Nielsen 3	a 12 Saxony-Anhalt	
Hesse	6 Nielsen 7	
	-Palatinate 5 Saxony	
Saarland	1 Thuringia	
Nielsen 3		
Baden-Wi	irttemberg 6	
Foreign (total)	1
of which		
	EU	7
	Other European countries	1
	Other countries	
Countries	with the highest visitor shares	
Netherlan		3
Belgium		1
Switzerlan	nd	1
Austria		
Distance	to home	
up to 50		3
	n 50 km up to 100 km	1
more thar	n 100 km up to 300 km	3
over 300	km	1
Frequenc	y of visits to exhibition	0
Previous e	event	5
Earlier eve		7
First visit		2
Sex		0
Male		7
Female		2
Size of h	ousehold	1
1 person		1
2 persons		4
3 persons		1
4 persons	and more	1
> persons	and more	
Age		
u	o to 20 years	
	o to 30 years	
over 30 up	p to 40 years	1

over 40 up to 50 years

over 50 up to 60 years

over 60 up to 70 years

over 70 years

Private visitors' profile

boot (2013) -----> Düsseldorf

32 26 12

4

Entrepreneur, co-owner, freelancer 18 Managing director, board member, lead of an authority etc. 5 Area manager, works manager, plant manager, oranch manager, head of public office 5 Department head, group head, team leader 12 Dther salaried staff, civil servant, skilled worker 27 ecturer, teacher 3 Trainee 1 Dther position 6 Student 7 Jousewife/man 2 Dther not gainfully employed 12 Buying and ordering capacity % Purchase or order made or intended at the exhibition 60 res 60 no 15 maybe 25 Follow-up business % new to buy at later date (es 44 no 17 maybe 40 Conducted by: Wissler & Partner, Basel	Position in the company/organisation	%
nead of an authority etc. 5 Area manager, works manager, plant manager, oranch manager, head of public office 5 Department head, group head, team leader 12 Other salaried staff, civil servant, skilled worker 3 cecturer, teacher 3 Dather position 6 Student 7 Housewife/man 2 Dickage pensioner 2 Dither not gainfully employed 12 Buying and ordering capacity % Purchase or order made or intended at the exhibition res 60 res 60 10 15 maybe 25 Follow-up business % nted to buy at later date 44 10 17 maybe 40		18
Area manager, work's manager, plant manager, oranch manager, head of public office 5 Department head, group head, team leader 12 Dther salaried staff, civil servant, killed worker 27 Jecturer, teacher 3 Trainee 1 Dther position 6 Student 7 Housewife/man 2 Dther not gainfully employed 12 Buying and ordering capacity % Purchase or order made or intended at the exhibition res 60 10 15 maybe 25 Follow-up business % ntend to buy at later date res 44 10 17 maybe 40		5
rranch mañager, head of public office 5 bepartment head, group head, team leader 12 ther salaried staff, civil servant, killed worker 27 ecturer, teacher 3 rainee 1 ther position 6 tudent 7 lousewife/man 2 bld-age pensioner 2 ther not gainfully employed 12 tuying and ordering capacity % furchase or order made or intended t the exhibition es 60 to 15 naybe 25 tollow-up business % ntend to buy at later date es 44 to 17 naybe 40	Area manager, works manager, plant manag	
Dther salaried staff, civil servant, killed worker 27 kecturer, teacher 3 irainee 1 Dther position 6 istudent 7 oussewife/man 2 Dther not gainfully employed 12 Buying and ordering capacity % vurchase or order made or intended at the exhibition 15 res 60 no 15 oto 15 raybe 25 Follow-up business % res 40 o 17 naybe 40	branch manager, head of public office	
ikilled worker 27 i.ecturer, teacher 3 i.ecturer, teacher 3 Dther position 6 Student 7 Iousewife/man 2 Dd-age pensioner 2 Dther not gainfully employed 12 Buying and ordering capacity % Purchase or order made or intended 15 it the exhibition 15 res 60 no 15 raybe 25 Follow-up business % ntend to buy at later date 44 no 17 maybe 40	Department head, group head, team leader Other salaried staff_civil servant	12
Irainee 1 Dther position 6 Student 7 Iousewife/man 2 Dther not gainfully employed 12 Buying and ordering capacity % Purchase or order made or intended at the exhibition estimates 60 no 15 maybe 25 Follow-up business % ntend to buy at later date res 44 no 17 maybe 40	killed worker	
Other position 6 Student 7 Housewife/man 2 Old-age pensioner 2 Dther not gainfully employed 12 Buying and ordering capacity % Purchase or order made or intended at the exhibition % res 60 no 15 maybe 25 Follow-up business res % ntend to buy at later date res 44 no 17 maybe 40		
Student 7 Jousewife/man 2 Jold-age pensioner 2 Dither not gainfully employed 12 Buying and ordering capacity % Purchase or order made or intended at the exhibition (res 60 no 15 maybe 25 Follow-up business (res % nend to buy at later date (res 44 no 17 maybe 40		
Did-age pensioner 2 Dther not gainfully employed 12 Buying and ordering capacity % Purchase or order made or intended at the exhibition % res 60 no 15 maybe 25 Follow-up business % ntend to buy at later date 44 no 17 maybe 40		
Dther not gainfully employed 12 Buying and ordering capacity % Purchase or order made or intended at the exhibition yes % Output 60 to 15 maybe 25 Follow-up business ntend to buy at later date yes % to 17 maybe 40		
Buying and ordering capacity % Purchase or order made or intended at the exhibition yes 60 10 15 maybe 25 Follow-up business % ntend to buy at later date yes 44 10 17 maybe 40		
Purchase or order made or intended at the exhibition res 60 to 15 maybe 25 Follow-up business % ntend to buy at later date res 44 to 17 maybe 40	other not gainfully employed	12
at the exhibition yes 60 to 15 maybe 25 Follow-up business % ntend to buy at later date yes 44 to 17 maybe 40		%
res 60 no 15 maybe 25 Follow-up business % ntend to buy at later date res 44 no 17 maybe 40		
maybe25Follow-up business ntend to buy at later date (es%1017maybe40		
Follow-up business % ntend to buy at later date res 44 no 17 maybe 40		
ntend to buy at later date yes 44 to 17 maybe 40	naybe	25
res 44 no 17 naybe 40	ollow-up business	%
no 17 naybe 40		11
maybe 40		
-		
	Conducted by: Wissler & Partner, Basel	

CARAVAN SALON

Private visitors' profile

/isitors (number of entries) 192	423
Proportion of private visitors	92%
Germany (total)	87
of which	4
Nielsen 1 11 Nielsen 4	
Bremen - Bavaria	4
Hamburg 1 <u>Nielsen 5+6</u>	2
ower Saxony 8 Berlin	
Schleswig-Holstein 2 Brandenburg Vielsen 2 62 Mecklenburg-	
North Rhine-Westph. 62 West Pommerania	
Vielsen 3a 17 Saxony-Anhalt	
Hesse 8 Nielsen 7	1
Rhineland-Palatinate 9 Saxony	
Saarland 1 Thuringia	
Vielsen 3b 3	
Baden-Württemb. 3	
F oreign (total) of which	13
EU	96
Other countries	4
Countries with the highest visitor shares	%
Vetherlands	41
Belgium	25
France	8
Jnited Kingdom	7
Distance to home	%
up to 50 km	27
more than 50 km up to 100 km	20
more than 100 km up to 300 km	36
over 300 km	18
Frequency of visits to trade fair	%
Previous event	40
Earlier events	60
First visit	30
Sex	%
Male	56
Female	44
Size of household	%
l person	9
2 persons	51
3 persons	17
1 persons	17
5 persons and more	6
Age	%
up to 20 years	2
over 20 up to 30 years	3
over 30 up to 40 years	7
over 40 up to 50 years	31
	32
over 50 up to 60 years	
over 50 up to 60 years over 60 up to 70 years over 70 years	20



COMPOSITES EUROPE —> Düsseldorf

Trade visitors' profile

Position in the company/organisation	%	Visit
Entrepreneur, co-owner, freelancer Managing director, board member,	13	Prop
head of an authority etc. Area manager, works manager, plant manage branch manager, head of public office Department head, group head, team leader Other salaried staff, civil servant, skilled worker Lecturer, teacher Trainee Other position Student Housewife/man Old-age pensioner Other not gainfully employed	2 er, 4 10 31 4 1 7 2 2 3 21	Gern of wi Niels Brem Hami Lowe Schle Niels North <u>Niels</u> Hesse Rhine
Buying and ordering capacity Purchase or order made or intended at the exhibition yes no maybe	% 43 14 42	Saarl <u>Niels</u> Bade Fore of w
Follow-up business Intend to buy at later date yes no maybe Conducted by: Wissler & Partner, Basel	% 35 8 57	Dista up to more over Cour Neth Belgi Aust Unite Franc

Visitors (number of entries)	10 211
Proportion of trade visitors	98 %
Germany (total) of which	54
Nielsen 1 12 Nielsen 4	13
Bremen 1 Bavaria	13
Hamburg 2 Nielsen 5+6	5
Lower Saxony 8 Berlin	-
Schleswig-Holstein 1 Brandenburg	-
Nielsen 2 35 Mecklenburg-	
North Rhine-Westph. 35 West Pommera	ania -
Nielsen 3a 14 Saxony-Anhalt	-
Hesse 6 Nielsen 7	7
Rhineland-Palatinate 8 Saxony	5 2
Saarland - Thuringia	2
Nielsen 3b 15	
Baden-Württemb. 15	
Foreign (total)	46
of which EU	79
Other european countries	9
South-, East-, Central Asia	7
Other countries	5
Distance to home	%
up to 50 km	9 7
more than 50 km up to 100 km more than 100 km up to 300 km	30
over 300 km	54
	54
Countries with the highest visitor sha	
Netherlands	21
Belgium	14
Austria	10
United Kingdom	7
France	7
Frequency of visits to trade fair	%
Previous event	22
Earlier events	28
First visit	54
Average length of stay 1,	,4 days
Influence an annaharing/ann annah	
Influence on purchasing/procurement decisions	%
Decisively	20
Collectively	20
In an advisory capacity	20
No	20 11
Student	14
Other not gainfully employed	14
other not guinning employed	

Area of responsibility	%
Management	16
Research/development/design	33
Manufacturing, production, quality control	6
Buying/procurement	4
Finance/accounting, controlling	-
Information and communication technology	-
Personnel administration, administration	1
Sales	17
Marketing, advertising, PR	5
Logistics: storage, material management,	
transport	-
Maintenance/repairs	-
Other area	4
Student	14
Other not gainfully employed	1
Desision in the second second sector	0/
Position in the company/organisation	%
Entrepreneur, co-owner, freelancer	11
Managing director, board member,	~
head of an authority etc.	9
Area manager, works manager, plant manager	
branch manager, head of public office	10
Department head, group head, team leader	23
Other salaried staff, civil servant,	25
skilled worker	25
Lecturer, teacher	3
Trainee	1
Other position	4
Student	14
Other not gainfully employed	1
Economic sector	%
Manufacturers, processor of materials	
for composites	26
Supplier	17
OEM, end-user	6
Distributor	6
Institute, research	6
University	3
Mechanical engineering, technology suppliers	7
Publishers, media	1
Association	1
Other sectors	11
Student	14
Other not gainfully employed	1
Size of company/organisation:	
Number of employees	%
1- 4 9 500 - 999	5

5- 9

200-499

10- 49 15 50- 199 16

5

11

Conducted by: Wissler & Partner, Basel

1 000 and more

Other not gainfully

Student

employed

25

14

1

EuroShop ----> Düsseldorf

Trade visitors' profile

Proportion of trade visitors	97%
Germany (total) of which	37
Nielsen 1 13 Nielsen 4	11
Bremen 1 Bavaria	11
Hamburg 4 Nielsen 5	+6 3
Lower Saxony 6 Berlin	
Schleswig-Holstein 2 Brandenb	ura -
Nielsen 2 46 Mecklenb	
North Rhine-Westph. 46 West Pon	
Nielsen 3a 11 Saxony-A	nhalt ·
Hesse 7 Nielsen 7	2
Rhineland-Palatinate 2 Saxony	
Saarland 1 Thuringia	
Nielsen 3b 14	
Baden-Württemb. 14	
Foreign (total)	63
of which	
EU	56
Other european countries	
Africa	4
North America	7
South and Central Ameri	
Middle East	4
South-, East-, Central Asi Australia	a 7 2
Australia	
Distance to home	
Distance to home up to 50 km	%
up to 50 km more than 50 km up to 100 km	% 10
up to 50 km more than 50 km up to 100 km more than 100 km up to 300 km	% 10 8 16
up to 50 km more than 50 km up to 100 km more than 100 km up to 300 km	% 10 8 16
up to 50 km more than 50 km up to 100 km more than 100 km up to 300 km over 300 km Countries with the highest visitor	% 10 16 16
up to 50 km more than 50 km up to 100 km more than 100 km up to 300 km over 300 km Countries with the highest visitor Netherlands	% 10 16 67 r shares % 8
up to 50 km more than 50 km up to 100 km more than 100 km up to 300 km over 300 km Countries with the highest visitor Netherlands United Kingdom	% 10 16 67 7 shares % 8
up to 50 km more than 50 km up to 100 km more than 100 km up to 300 km over 300 km Countries with the highest visitor Netherlands United Kingdom Italy	% 10 16 67 r shares % 8 8
up to 50 km more than 50 km up to 100 km more than 100 km up to 300 km over 300 km Countries with the highest visitor Netherlands United Kingdom Italy France	% 10 16 67 7 shares % 8 8 6 6
up to 50 km more than 50 km up to 100 km more than 100 km up to 300 km over 300 km Countries with the highest visitor Netherlands United Kingdom Italy	% 10 16 67 7 shares % 8 8 6 6
up to 50 km more than 50 km up to 100 km more than 100 km up to 300 km over 300 km Countries with the highest visitor Netherlands United Kingdom Italy France Belgium	% 10 8 67 7 shares % 8 8 6 6 6 5
up to 50 km more than 50 km up to 100 km more than 100 km up to 300 km over 300 km Countries with the highest visitor Netherlands United Kingdom Italy France Belgium Frequency of visits to trade fair	% 10 8 16 67 7 shares % 8 8 8 6 6 5 5 7 %
up to 50 km more than 50 km up to 100 km more than 100 km up to 300 km over 300 km Countries with the highest visitor Netherlands United Kingdom Italy France Belgium Frequency of visits to trade fair Previous event	% 10 8 16 67 7 shares % 8 8 6 6 5 5 5 5 5 5 5 5 5 5 5 5 5 5 5 5
up to 50 km more than 50 km up to 100 km more than 100 km up to 300 km over 300 km Countries with the highest visitor Netherlands United Kingdom Italy France Belgium Frequency of visits to trade fair Previous event	% 10 8 16 67
up to 50 km more than 50 km up to 100 km more than 100 km up to 300 km over 300 km Countries with the highest visitor Netherlands United Kingdom Italy France Belgium Frequency of visits to trade fair Previous event Earlier events First visit	% 10 67 r shares % 8 6 6 5 5 32 32 52
up to 50 km more than 50 km up to 100 km more than 100 km up to 300 km over 300 km Countries with the highest visitor Netherlands United Kingdom Italy France Belgium Frequency of visits to trade fair Previous event Earlier events First visit Average length of stay	% 10 8 16 67 7 shares % 8 8 8 8 8 8 8 8 8 8 8 8 8 8 8 8 8 8 8
up to 50 km more than 50 km up to 100 km more than 100 km up to 300 km over 300 km Countries with the highest visitor Netherlands United Kingdom Italy France Belgium Frequency of visits to trade fair Previous event Earlier events First visit Average length of stay Influence on purchasing/procuren	% 16 67 7 shares % 8 8 8 6 6 6 5 5 32 52 32 52 2,0 days
up to 50 km more than 50 km up to 100 km more than 100 km up to 300 km over 300 km Countries with the highest visitor Netherlands United Kingdom Italy France Belgium Frequency of visits to trade fair Previous event Earlier events First visit Average length of stay Influence on purchasing/procuren decisions	% 10 8 16 67 7 shares % 8 8 8 8 8 8 8 8 8 8 8 8 8 8 8 8 8 8 8
up to 50 km more than 50 km up to 100 km more than 100 km up to 300 km over 300 km Countries with the highest visitor Netherlands United Kingdom Italy France Belgium Frequency of visits to trade fair Previous event Earlier events First visit Average length of stay Influence on purchasing/procuren decisions Decisively	9 10 8 16 67 7 shares % 8 8 8 8 8 8 9 9 32 52 2,0 days 1ent %
up to 50 km more than 50 km up to 100 km more than 100 km up to 300 km over 300 km Countries with the highest visitor Netherlands United Kingdom Italy France Belgium Frequency of visits to trade fair Previous event Earlier events First visit Average length of stay Influence on purchasing/procuren decisions Decisively Collectively	9% 10 67 7 shares % 8 8 8 6 6 5 5 2 5 2 2,0 days 7 2,0 days 7 2,0 days 7 2,0 days 7 2,0 days 7 3 2 5 2 2 2,0 days
up to 50 km more than 50 km up to 100 km more than 100 km up to 300 km over 300 km Countries with the highest visitor Netherlands United Kingdom Italy France Belgium Frequency of visits to trade fair Previous event Earlier events First visit Average length of stay Influence on purchasing/procuren decisions Decisively	9% 10 8 16 67 7 shares % 8 8 8 8 8 8 8 8 8 9 9 35 32 52 52 52 2,0 days nent % 34 31 20
up to 50 km more than 50 km up to 100 km more than 100 km up to 300 km over 300 km Countries with the highest visitor Netherlands United Kingdom Italy France Belgium Frequency of visits to trade fair Previous event Earlier events First visit Average length of stay Influence on purchasing/procurent decisions Decisively Collectively In an advisory capacity	% 10 8 16 67 7 shares % 8 8 8 8 6 6 5 5 5 2 2 52 2,0 days

Area of responsibility	%
Management	21
Research/development/design	9
Manufacturing, production, quality control	4
Buying/procurement	4
Finance/accounting, controlling	1
Information and communication technology Personnel administration, administration	2
Sales	16
Marketing, advertising, PR	9
Logistics: storage, material management,	-
transport	1
Maintenance/repairs	1
Other area	5
Shopfitting, shop furnishing, shop design	11
Visual Merchandising	6
Business Development	3
E-Commerce	1
Auditing, security	1
Student Other not gainfully employed	4
other not gainfully employed	
Position in the company/organisation	%
Entrepreneur, co-owner, freelancer	24
Managing director, board member,	
head of an authority etc.	16
Area manager, works manager, plant manage	r,
branch manager, head of public office	14
Department head, group head, team leader	20
Other salaried staff, civil servant,	
skilled worker	14
Lecturer, teacher	1
Trainee Other position	2
Student	4
Other not gainfully employed	1
Economic sector	%
Architect/designer	10
Trade fair construction, event agency	7
Advertising agency, graphic designer	6
IT and security service	6
Consulting, agency	3
Other service	6 8
Food retail trade Non-food retail	8 6
Fashion speciality shop	5
Other trade, other crafts	7
Wholesale trade	4
Shop fitting industry	9
IT and safety engineering	2
Other industry	8
Other sectors	4
Student	4
Other not gainfully employed	1
Charles and a second second second	
Size of company/organisation:	%
Number of employees 1- 4 11 500 - 999	% 6
I- 4 II 500-999	10

Number of	employ	yees	%
1- 4	11	500 - 999	6
5-9	8	1 000 and more	18
10- 49	24	Student	4
50-199	19	Other not gainfully	
200- 499	8	employed	1
Conducted by: Wissler & Partner, Basel			

GDS (spring) (2013) -----> Düsseldorf

Trade visitors' profile

8% 60 9 9 3 2	Management Research/development/design Manufacturing, production, quality control Buying/procurement Finance/accounting, controlling
9 9 3	Buying/procurement Finance/accounting, controlling
9 9 3	Finance/accounting, controlling
9 3	
9 3	Information and communication technology
3	Personnel administration, administration
	Sales
	Marketing, advertising, PR
1	Logistics: storage, material management,
	transport
	Maintenance/repairs
	Other area
	Student
1	Student
1	Resisten in the communication
1	Position in the company/organisation
	Entrepreneur, co-owner, freelancer
	Managing director, board member,
40	head of an authority etc.
40	Area manager, works manager, plant manag
<u> </u>	branch manager, head of public office
	Department head, group head, team leader
	Other salaried staff, civil servant,
	skilled worker
	Lecturer, teacher
8	Trainee
	Other position
	Student
	Economic sector
	Specialist shoe shop
47	Shoe retail chain
	Specialist leather goods
%	Fashion boutique/outlet, clothing chain
	Sports retailer
6	Department store
5	Mail order business, online shop,
4	Internet trade
	Other retail
%	Commercial agency
60	Wholesale/foreign trade (Import/Export)
73	Other sectors
24	Student
ave	Size of company/organisation:
uys	Number of employees
	1- 4 37 200 - 499
%	5- 9 15 500 - 999
68	10- 49 20 1 000 and more
13	50- 199 11 Student
10	Conducted by: Wiccler & Partner, Pacel
7	Conducted by: Wissler & Partner, Basel
2	
	4 60 73 24 ays 68 13 10 7

*) Visitor attendance determined by a representative poll in the combination of GDS/Global Shoes. Multiple answers were permitted.

Area of responsibility Management	% 47
Research/development/design	2
Manufacturing, production, quality control	3
Buying/procurement	17
Finance/accounting, controlling	
Information and communication technology	-
Personnel administration, administration	1
Sales	16
Marketing, advertising, PR	5
Logistics: storage, material management,	
transport	1
Maintenance/repairs	-
Other area	6
Student	2
Position in the company/organisation	%
Entrepreneur, co-owner, freelancer	56
Managing director, board member,	
head of an authority etc.	14
Area manager, works manager, plant manag	ger,
branch manager, head of public office	8
Department head, group head, team leader	r 5
Other salaried staff, civil servant,	
skilled worker	9
Lecturer, teacher	2
Trainee	
Other position	5
Student	2
Economic sector	%
Specialist shoe shop	37
Shoe retail chain	7
Specialist leather goods	2
Fashion boutique/outlet, clothing chain	10
Sports retailer	1
Department store	3
Mail order business, online shop,	4
Mail order business, online shop, Internet trade	
Mail order business, online shop, Internet trade Other retail	
Mail order business, online shop, Internet trade Other retail Commercial agency	3
Mail order business, online shop, Internet trade Other retail Commercial agency Wholesale/foreign trade (Import/Export)	3
Mail order business, online shop, Internet trade Other retail Commercial agency Wholesale/foreign trade (Import/Export) Other sectors	3 9 16
Mail order business, online shop, Internet trade Other retail Commercial agency Wholesale/foreign trade (Import/Export) Other sectors	
Mail order business, online shop, Internet trade Other retail Commercial agency Wholesale/foreign trade (Import/Export) Other sectors Student Size of company/organisation:	3 9 16 2
Mail order business, online shop, Internet trade Other retail Commercial agency Wholesale/foreign trade (Import/Export) Other sectors Student Size of company/organisation: Number of employees	3 9 16 2 %
Mail order business, online shop, Internet trade Other retail Commercial agency Wholesale/foreign trade (Import/Export) Other sectors Student Size of company/organisation: Number of employees 1 - 4 37 200 - 499	3 9 16 2 % 5
Mail order business, online shop, Internet trade Other retail Commercial agency Wholesale/foreign trade (Import/Export) Other sectors Student Size of company/organisation: Number of employees	3 9 16 2 %

GDS (autumn) (2013) -----> Düsseldorf

Trade visitors' profile

Visitors (number of entries)	18 203
Proportion of trade visitors	98 %
Germany (total)	52
of which	
Nielsen 1 13 Nielsen 4	
Bremen - Bavaria	<u> </u>
Hamburg 4 <u>Nielsen 5+</u> Lower Saxonv 7 Berlin	<u>6</u>
Lower Saxony 7 Berlin Schleswig-Holstein - Brandenbur	
Nielsen 2 51 Mecklenbur	
North Rhine-Westph. 51 West Pomn	
Nielsen 3a 15 Saxony-Anh	
Hesse 6 Nielsen 7	iuit
Rhineland-Palatinate 8 Saxony	
Saarland - Thuringia	
Nielsen 3b 8	
Baden-Württemberg 8	
Foreign (total) of which	4
EU	6
Other European countries	1
South and Central America	
South-, East-, Central Asia	
Other countries	1
Distance to home	9
up to 50 km	1
more than 50 km up to 100 km	
more than 100 km up to 300 km	
over 300 km	6
Countries with the highest visitor s	
Netherlands	1
France	
United Kingdom Spain	
Belgium	
beigium	
Frequency of visits to exhibition	9
Previous event	6
	6
Earlier events	
	2
Earlier events First visit Average length of stay	
First visit Average length of stay Influence on purchasing/procureme	1,7 day nt
First visit Average length of stay Influence on purchasing/procureme decisions	- 1,7 day nt %
First visit Average length of stay Influence on purchasing/procureme	1,7 day

In an advisory capacity

Other not gainfully employed

No

Student

Area of responsibility Management	4
Research/development/design Manufacturing, production, quality control Buying/procurement	1
Finance/accounting, controlling Information and communication technology Organisation, personnel, administration	
Sales	1
Marketing, advertising, PR Logistics: storage, material management,	
transport Maintenance/repairs	
Other area	
Student Other not gainfully employed	
Position in the company/organisation Entrepreneur, co-owner, freelancer	4
Managing director, board member,	4
head of an authority etc.	2
Area manager, works manager, plant manage branch manager, head of public office	r,
Department head, group head, team leader	
Other salaried staff, civil servant,	
skilled worker	
Lecturer, teacher Trainee	
Other position	
Student	
Other not gainfully employed	
Economic sector	9
Specialist shoe shop Shoe retail chain	3
Specialist leather goods	
Fashion boutique/outlet, clothing chain	1
Sports retailer	
Hypermarket, self-service department store, discounter	
Department store	
Mail order, online retail	
Other retail	
Commercial agency	
Wholesale/foreign trade (Import/Export) Other sectors	1
Student	
Other not gainfully employed	
Size of company/organisation:	
Number of employees	q
1- 4 27 500 - 999	
5- 9 14 1 000 and more	

200-499 4 employed Conducted by: Wissler & Partner, Basel

24

11

9

7

3

3

10- 49

50- 199

glasstec

% 46

3

3

16

1

1 15

4

--6

3

3

% 43

22

5

%

37

5

4 13

1

4

2 2

17

3

3

%

4

8

3

3

Student

Other not gainfully

Trade visitors' profile

	701
Proportion of trade visitors	97%
Germany (total) of which	37
Nielsen 1 11 Nielsen 4	14
Bremen - Bavaria	14
lamburg 1 Nielsen 5+6	7
ower Saxony 8 Berlin	1
chleswig-Holstein 2 Brandenburg	2
Vielsen 2 35 Mecklenburg-	
Jorth Rhine-Westph. 35 West Pommerania	a -
<u>Vielsen 3a</u> 15 Saxony-Anhalt	3
lesse 7 Nielsen 7	8
Rhineland-Palatinate 7 Saxony	5
aarland 1 Thuringia	3
Nielsen 3b 11	
Baden-Württemb. 11	
F oreign (total) of which	63
EU	59
Other european countries	9
Africa	4
North America	7
South and Central America	5
Middle East	5
South-, East-, Central Asia	8
Australia	2
Distance to home	%
ip to 50 km	6
nore than 50 km up to 100 km	7
nore than 100 km up to 300 km	18
nore than 100 km up to 300 km over 300 km	18 69
nore than 100 km up to 300 km over 300 km Countries with the highest visitor shares	69 %
nore than 100 km up to 300 km wer 300 km Countries with the highest visitor shares Jetherlands	69 %
nore than 100 km up to 300 km ver 300 km Countries with the highest visitor shares Jetherlands irance	69 % 8 7
nore than 100 km up to 300 km wer 300 km Countries with the highest visitor shares Jetherlands rance ISA	69 % 8 7 6
nore than 100 km up to 300 km wer 300 km Countries with the highest visitor shares Jetherlands rance JSA Jelgium	69 % 8 7 6
nore than 100 km up to 300 km wer 300 km Countries with the highest visitor shares Jetherlands rance ISA	69 %
nore than 100 km up to 300 km wer 300 km Countries with the highest visitor shares letherlands irance JSA Jelgium Jnited Kingdom irequency of visits to trade fair	69 % 8 7 6 6 6 8
nore than 100 km up to 300 km ver 300 km Countries with the highest visitor shares Jetherlands rance JSA Belgium Jnited Kingdom Frequency of visits to trade fair Previous event	69 % 7 6 6 6 6 7
nore than 100 km up to 300 km wer 300 km Countries with the highest visitor shares letherlands rance JSA JSA Joited Kingdom irequency of visits to trade fair trevious events	69 % 7 6 6 6 6 6 7 6 6 6 6 7 6 6 6 6 6 7 6 6 6 6 7 6 6 6 6 7 6 6 7 6 6 6 6 7 6 6 6 6 7 6 6 6 6 6 7 6 6 6 7 6 6 6 6 7 6 6 6 6 7 7 6 6 6 7 7 6 6 6 7 7 6 6 7 7 6 6 7 7 6 6 7 7 6 6 7 7 7 6 6 7 7 7 6 7 7 7 6 7 7 7 6 7 7 7 7 6 7 7 7 6 7 7 7 7 6 7 7 7 6 7
nore than 100 km up to 300 km ver 300 km Countries with the highest visitor shares Jetherlands rance JSA Belgium Jnited Kingdom Frequency of visits to trade fair Previous event	69 % 8 7 6 6 6 8
nore than 100 km up to 300 km wer 300 km Countries with the highest visitor shares letherlands rance JSA JSA Joited Kingdom irequency of visits to trade fair trevious events	69 % 8 7 6 6 6 6 6 6 6 6 6 6 6 6 6 6 6 6 6 6
nore than 100 km up to 300 km ver 300 km Countries with the highest visitor shares Jetherlands irance JSA Belgium Jnited Kingdom Frequency of visits to trade fair Previous event tarlier events irist visit	69 % 8 7 6 6 6 6 6 6 6 6 6 6 6 6 6 6 6 6 6 6
nore than 100 km up to 300 km wer 300 km Countries with the highest visitor shares letherlands rance ISA Jelgium Jnited Kingdom requency of visits to trade fair revious event arrilier events irst visit Average length of stay 1,9 d	69 % 8 7 6 6 6 6 6 6 6 6 6 6 6 6 6 6 6 6 6 6
nore than 100 km up to 300 km ver 300 km Countries with the highest visitor shares letherlands irance ISA Belgium Inited Kingdom irequency of visits to trade fair revious event sarlier events irist visit Average length of stay nfluence on purchasing/procurement	69 % 8 7 6 6 6 6 6 6 6 40 40 40 40 40 41 41 s
nore than 100 km up to 300 km ver 300 km Countries with the highest visitor shares letherlands rrance ISA ledgium Inited Kingdom irrequency of visits to trade fair revious event carlier events irist visit Average length of stay nfluence on purchasing/procurement lecisions Decisively Collectively	699 % 88 77 66 66 66 40 40 40 40 40 40 40 40 40 40 27
nore than 100 km up to 300 km ver 300 km Countries with the highest visitor shares letherlands irance JSA Belgium Jnited Kingdom Frequency of visits to trade fair revious event irst visit Average length of stay Average length of stay I,9 of Influence on purchasing/procurement lecisions Decisively Jollectively an advisory capacity	69 % 8 6 6 6 6 6 6 40 40 40 40 40 40 40 40 40 40 27 23
nore than 100 km up to 300 km wer 300 km Countries with the highest visitor shares letherlands rance JSA Joited Kingdom requency of visits to trade fair revious event arilier events irst visit Average length of stay nfluence on purchasing/procurement lecisions Decisively Collectively n an advisory capacity Io	69 % 8 6 6 6 6 6 6 7 40 40 40 40 40 40 40 40 40 40 40 40 40
nore than 100 km up to 300 km ver 300 km Countries with the highest visitor shares letherlands irance JSA Belgium Jnited Kingdom Frequency of visits to trade fair revious event irst visit Average length of stay Average length of stay I,9 of Influence on purchasing/procurement lecisions Decisively Jollectively an advisory capacity	69 % 8 6 6 6 6 6 6 40 40 40 40 40 40 40 40 40 40 27 23



GLOBAL SHOES (spring) (2013) -----> Düsseldorf

Trade visitors' profile

Area of responsibility	%	Visitors
Management	28	
Research/development/design	17	Proport
Manufacturing, production, quality control	18	
Buying/procurement	6	German
Finance/accounting, controlling	1	of which
Information and communication technology	1	Nielsen
Personnel administration, administration	-	Bremen
Sales	14	Hamburg
Marketing, advertising, PR	3	Lower S
Logistics: storage, material management,		Schleswi
transport	1	Nielsen
Maintenance/repairs	3	North R
Other area	5	Nielsen
Student	3	Hesse
Other not gainfully employed	1	Rhinelan
		Saarland
Position in the company/organisation	%	Nielsen
Entrepreneur, co-owner, freelancer	23	Baden-V
Managing director, board member,		
nead of an authority etc.	17	Foreign
Area manager, works manager, plant manage	r, 👘	of which
branch manager, head of public office	17	
Department head, group head, team leader	20	
Other salaried staff, civil servant,		
skilled worker	14	
Lecturer, teacher	1	
Trainee	2	
Other position	2	Distanc
Student	3	up to 50
Other not gainfully employed	1	more th
		more the
Economic sector	%	over 300
Production, development, refining of glass	36	
Machine and plant construction	13	Countri
Glass supply industry	9	China (F
Skilled trades	8	Netherla
Trade	8	
Architecture/construction	5	Frequer
Window and facade	4	Previous
Solar industry	1	Earlier e
Environmental and Recycling	1	First visi
Research institutes, polytechnics and colleges		
Other service	4	Average
Other sectors	5	
Student	3	Influenc
Other not gainfully employed	1	decision
		Decisive
Size of company/organisation:		Collectiv

Size of company/organisation: Number of empl

Number of	emplo	yees	%
1- 4	14	500 - 999	5
5-9	8	1 000 and more	15
10- 49	21	Student	3
50-199	19	Other not gainfully	
200-499	13	employed	1
Conducted	by: Wi	issler & Partner, Basel	

(number of entries) 6 095*) ion of trade visitors 96% ny (total) 24 23 Nielsen 4 2 7 Bavaria 2 6 Nielsen 5+6 . 10 Berlin axony ia-Holstein Brandenburg -62 Mecklenburghine-Westph. 62 West Pommerania . 3a 10 Saxony-Anhalt Nielsen 7 nd-Palatinate 10 Saxony . Thuringia 3b Λ Vürttemberg 4 76 (total) EU 55 Other European countries 6 South and Central America 12 15 South-, East-, Central Asia 12 Other countries ce to home % 12 km nan 50 km up to 100 km 4 13 an 100 km up to 300 km 71) km es with the highest visitor shares % PR) 13 inds 9 ncy of visits to exhibition % 45 event 51 vents 44 e length of stay 1,9 days ce on purchasing/procurement % IS 65 10 vely In an advisory capacity 12 11 No Student 1

*) Visitor attendance determined by a representative poll in the combination of GDS/Global Shoes. Multiple answers were permitted.

Area of responsibility Management Research/development/design Manufacturing, production, quality control Buying/procurement Finance/accounting, controlling Information and communication technology Personnel administration, administration Sales Marketing, advertising, PR Logistics: storage, material management, transport Maintenance/repairs Other area Student	% 35 3 8 24 1 1 - 16 4 - 5 4 1
Position in the company/organisation Entrepreneur, co-owner, freelancer Managing director, board member, band of an authority atc	% 42
head of an authority etc. Area manager, works manager, plant manage	20 r
branch manager, head of public office	11
Department head, group head, team leader	7
Other salaried staff, civil servant, skilled worker	0
Lecturer, teacher	9
Trainee	1
Other position	9
Student	1
Economic sector	%
Importer	17
Wholesaler	26
Manufacturers	10
Chain with over 50 stores	7
Chain with up to 50 stores	3
Retailer	22
Other sectors Student	15 1
	- 1
Size of company/organisation:	
Number of employees	%
1- 4 30 200 - 499	7
5- 9 13 500 - 999	4
10- 49 25 1 000 and more	8
50- 199 13 Student	1

Conducted by: Wissler & Partner, Basel

IMA (2012) -----> Düsseldorf

Trade visitors' profile

Visitors (number of o	entries)	9 575
Proportion of trade	visitors	95%
Germany (total)		9 1
of which Nielsen 1	15 Nielsen 4	11
Bremen	1 Bavaria	11
Hamburg	2 Nielsen 5+6	
	10 Berlin	
Schleswig-Holstein	3 Brandenbur	
	32 Mecklenbur	9 -
	32 West Pomm	
	16 Saxony-Anh	
Hesse	6 Nielsen 7	2
Rhineland-Palatinate	10 Saxony	3
Saarland	1 Thuringia	1
	14	
Baden-Württemberg	14	
Foreign (total)		9
of which		71
EU Other coun	trioc	75 25
Other court	unes	Ζ:
Distance to home		%
up to 50 km		13
more than 50 km up t	to 100 km	9
more than 100 km up	to 300 km	33
over 300 km		4
Country with the hig	hest visitor sh	
Austria		25
Frequency of visits t	o trade fair	%
Previous event		44
Earlier events		41
First visit		32
Average length of st	tay	1,5 days
Influence on purchas	ing/procureme	
decisions		%
Decisively		21
Collectively		26
In an advisory capacit No	у	28
		19
NO Student Other not gainfully en	aloued	3

Area of responsibility	%
Management Research/development/design	37
Manufacturing, production, quality control	5
Buying/procurement	4
Finance/accounting, controlling Information and communication technology	4
Organisation, personnel, administration	2
Sales	g
Marketing, advertising, PR	4
Logistics: storage, material management,	
transport Maintenance/repairs	3
Other area	11
Student	3
Other not gainfully employed	3
Position in the company/organisation	%
Entrepreneur, co-owner, freelancer	40
Managing director, board member, head of an authority etc.	8
Area manager, works manager, plant manage	
branch manager, head of public office	7
Department head, group head, team leader	13
Other salaried staff, civil servant, skilled worker	16
Lecturer, teacher	1
Trainee	7
Other position	4
Student Other not gainfully employed	1
	_
Economic sector	%
Industry (manufacturer) Retail trade	19 17
Wholesale/foreign trade	6
Skilled trades	4
Bank	1
Insurance Other service	26
Authority/public services	20
University/college/polytechnic	1
Other sectors	20
Student	3
Other not gainfully employed	3
Size of company/organisation:	0/

Numbe	er of	employees			
1-	4	23		500 - 999	
-	~	4.0	~~~		

5- 9	12	1 000 and more	14
10- 49	22	Student	3
50-199	13	Other not gainfully	5
200-499	15		2
200- 499	/	employed	3
Conducted	hv: Wi	ssler & Partner Rasel	

%

interpack -----> Düsseldorf

Trade visitors' profile

Visitors (number of entries) 174		Area of responsibility Management
Proportion of trade visitors	97%	Research/development/c Manufacturing, producti
Germany (total)	33	Buying/procurement
of which		Finance/accounting, con
Nielsen 1 14 Nielsen 4	9	Information and commu
Bremen 1 Bavaria	9	Personnel administration
Hamburg 2 Nielsen 5+6	6	Sales
Lower Saxony 9 Berlin	3	Marketing, advertising,
Schleswig-Holstein 2 Brandenburg	1	Logistics: storage, mate
Nielsen 2 36 Mecklenburg-		transport
North Rhine-Westph. 36 West Pommerania		Maintenance/repairs
Nielsen 3a 14 Saxony-Anhalt	1	Other area
Hesse 8 <u>Nielsen 7</u>	3	Student
Rhineland-Palatinate 5 Saxony	-	Other not gainfully emp
Saarland 1 Thuringia		
Nielsen 3b 18		Position in the compa
Baden-Württemb. 18		Entrepreneur, co-owner,
Foreign (total)	67	Managing director, boar
Foreign (total) of which	67	head of an authority etc
EU	50	Area manager, works ma
Other european countries	10	branch manager, head Department head, group
Africa	8	Other salaried staff, civi
North America	6	skilled worker
South and Central America	7	Lecturer, teacher
Middle East	6	Trainee
South-, East-, Central Asia	11	Other position
Australia	3	Student
		Other not gainfully emp
Distance to home	%	
up to 50 km	6	Economic sector
more than 50 km up to 100 km	6	Foodstuff industry
more than 100 km up to 300 km	18	Pharmaceutics industry
over 300 km	70	Machine and plant cons
		Other Chemical industry
Countries with the highest visitor shares	%	Plastic goods manufactu
Netherlands	8	Confectionary and bake
Italy	6	Paper and cardboard pr
USA	5	Other industry
United Kingdom	5	Skilled trades
France	5	Retail (food, non-food)
		Technical retailer
Frequency of visits to trade fair	%	Other trade
Previous event	36	Media, press, publishing
Earlier events	33	Logistics service provide
First visit	49	Other service
Average length of stay 2,4 c	lavs	Authority, association, c University/college/polyte
		Other sectors
Influence on purchasing/procurement		Student
decisions	%	Other not gainfully emp
Decisively	29	. 5
Collectively	36	Size of company/orga
In an advisory capacity	21	Number of employees
No	10	1-4 6
Student	4	5-95
Other not gainfully employed	1	10- 49 18
		50-199 20 O

Area of responsibility Management	% 22
Research/development/design Manufacturing, production, quality control Buying/procurement	8
Finance/accounting, controlling Information and communication technolog Personnel administration, administration	-
Sales Marketing, advertising, PR Logistics: storage, material management,	14 4
transport Maintenance/repairs	2 4
Other area	4
Student Other not gainfully employed	4 1
Position in the company/organisation Entrepreneur, co-owner, freelancer Managing director, board member,	% 16
head of an authority etc. Area manager, works manager, plant mana	16 ager
branch manager, head of public office Department head, group head, team lead Other salaried staff, civil servant,	18
skilled worker	20
Lecturer, teacher Trainee	2
Other position Student	2 4
Other not gainfully employed	1
Economic sector	%
Foodstuff industry Pharmaceutics industry	21 9
Machine and plant construction Other Chemical industry	8 6
Plastic goods manufacturing	5
Confectionary and baked goods industry Paper and cardboard processing, printing	4 3
Other industry	12
Skilled trades Retail (food, non-food)	3 5
Technical retailer	5
Other trade Media, pross, publishing	3
Other trade Media, press, publishing Logistics service provider	1 2
Media, press, publishing Logistics service provider Other service	1 2 4
Media, press, publishing Logistics service provider Other service Authority, association, organisation, institu University/college/polytechnic	1 2 4 ute 1 1
Media, press, publishing Logistics service provider Other service Authority, association, organisation, institu University/college/polytechnic Other sectors	1 2 4 ute 1 1 5
Media, press, publishing Logistics service provider Other service Authority, association, organisation, institu University/college/polytechnic	1 2 4 ute 1 1
Media, press, publishing Logistics service provider Other service Authority, association, organisation, institu University/college/polytechnic Other sectors Student Other not gainfully employed Size of company/organisation: Number of employees	1 2 4 1 5 4 1 %
Media, press, publishing Logistics service provider Other service Authority, association, organisation, institu University/college/polytechnic Other sectors Student Other not gainfully employed Size of company/organisation: Number of employees 1- 4 6 500 - 999	1 2 4 1 5 4 1
Media, press, publishing Logistics service provider Other service Authority, association, organisation, institu University/college/polytechnic Other sectors Student Other not gainfully employed Size of company/organisation: Number of employees 1- 4 6 500 - 999 5- 9 5 1 000 and more 10- 49 18 Student	1 2 4 1 5 4 1 1 % 9
Media, press, publishing Logistics service provider Other service Authority, association, organisation, institu University/college/polytechnic Other sectors Student Other not gainfully employed Size of company/organisation: Number of employees 1 - 4 6 500 - 999 5 - 9 5 1 000 and more	1 2 4 1 5 4 1 7 8 9 22 4 1

MEDICA -----> Düsseldorf

Trade visitors' profile

	121 902
Proportion of trade visitors	97 %
Germany (total) of which Nielsen 1 10 Bremen 1 Hamburg 3 Hamburg 3 Bielsen 5+6 Lower Saxony 5 Schleswig-Holstein 2 Nielsen 2 47 North Rhine-Westph. 47 Neisen 3a 12 Saxony-Anhal Hesse 7 Saarland - Nielsen 3b 13	
Foreign (total) of which EU Other european countries Africa North America South and Central America Middle East South-, East-, Central Asia Australia	61 9 9 4 12 14 14
Distance to home up to 50 km more than 50 km up to 100 km more than 100 km up to 300 km over 300 km	% 10 9 22 59
Countries with the highest visitor sha United Kingdom Netherlands Belgium France Italy Frequency of visits to trade fair	ares % 7 6 4 4 4 %
Previous event Earlier events First visit	39 49 40
Average length of stay	2,2 days

		npany/organisation	%
		ner, freelancer	24
head of an		board member, v etc	20
Area manao	ger, work	s manager, plant manage	
branch mar	hager, he	ead of public office	12
		roup head, team leader	15
skilled worl		, civil servant,	13
Lecturer, te			1
Trainee			2
Other posit	ion		3
Student		omployed	8 1
Other not g	Jannuny	employed	
Economic			%
Doctor's pr	actice		5
	actices, p	ohysiotherapy, ergotherap	
logopaedia Other pract	icos		4
Medical lab		institute	4
Hospital/un	iversity h	nospital/clinic	16
Medical ca			2
		spa facilities	2
Old people' Industry	s nome		17
	d health	care suppliers, sales repre	
sentatives			15
Pharmacy			2 5
Other trade			5
Service Other secto			6 12
Student	15		12
Other not o	ainfully	employed	1
		rganisation:	0/
Number of 1- 4	14 employ	/ees 500 - 999	% 5
5-9	14	1 000 and more	12
10- 49	27	Student	8
50-199	13	Other not gainfully	
200- 100	7	omployed	1

employed

1

7

Conducted by: Wissler & Partner, Basel

200-499

	131	tors	97%
Germany (total) of which			91
Nielsen 1	6	Nielsen 4	4
Bremen	-	Bavaria	4
Hamburg	1	Nielsen 5+6	2
Lower Saxony	4	Berlin	
Schleswig-Holstein	-	Brandenburg	1
	65	Mecklenburg-	
North Rhine-Westph.	65	West Pommerani	a -
Nielsen 3a	15	Saxony-Anhalt	1
Hesse	7	Nielsen 7	2
Rhineland-Palatinate	7	Saxony	2
Saarland	1	Thuringia	1
Nielsen 3b	6		
Baden-Württemberg	6		
Foreign (total)			9
EU			75
Other europ		n countries	14
Other coun			11
other court	unc	5	
Distance to home			%
up to 50 km			33
more than 50 km up t	to	100 km	21
more than 100 km up	to	300 km	25
over 300 km			21
Countries with the h	nigh	est visitor shares	s %
Countries with the h Belgium	igh	est visitor shares	
Belgium Austria	igh	est visitor shares	16
Belgium	igh	est visitor shares	16 14
Belgium Austria Netherlands	_		16 14 14
Belgium Austria	_		5 % 16 14 14 14 34
Belgium Austria Netherlands Frequency of visits t	_		16 14 14
Belgium Austria Netherlands Frequency of visits t Previous event	_		16 14 14 % 34 40
Belgium Austria Netherlands Frequency of visits t Previous event Earlier events	o t	rade fair	16 14 14 % 34
Belgium Austria Netherlands Frequency of visits t Previous event Earlier events First visit Average length of st	o t tay	rade fair 1,3	16 14 14 34 40 45
Belgium Austria Netherlands Frequency of visits t Previous event Earlier events First visit Average length of si Influence on purchas	o t tay	rade fair 1,3	16 14 14 % 34 40 45 days
Belgium Austria Netherlands Frequency of visits t Previous event Earlier events First visit Average length of st Influence on purchas decisions	o t tay	rade fair 1,3	16 14 14 34 40 45 days
Belgium Austria Netherlands Frequency of visits t Previous event Earlier events First visit Average length of st Influence on purchas decisions Decisively	o t tay	rade fair 1,3	16 14 14 34 40 45 days
Belgium Austria Netherlands Frequency of visits t Previous event Earlier events First visit Average length of st Influence on purchas decisions Decisively Collectively	tay	rade fair 1,3	16 14 14 34 40 45
Belgium Austria Netherlands Frequency of visits t Previous event Earlier events First visit Average length of st Influence on purchas decisions Decisively	tay	rade fair 1,3	16 14 14 9% 34 40 45 45 days % 6 26
Belgium Austria Netherlands Frequency of visits t Previous event Earlier events First visit Average length of si Influence on purchas decisions Decisively Collectively In an advisory capacit	tay	rade fair 1,3	16 12 12 % 32 40 45 45 days

METAV (2012)

40 664

Trade visitors' profile

Visitors (number of entries)

50-199

200-499

19

Conducted by: Wissler & Partner, Basel

12

Other not gainfully

employed

1

ProWein —> Düsseldorf

49 048

040/

Trade visitors' profile

Area of responsibility	%	Visitors (number of entries)
Management Research/development/design	13 9	Proportion of trade visitors
Manufacturing, production, quality control	35	
Buying/procurement	4	Germany (total)
Finance/accounting, controlling	-	of which
Information and communication technology	1	Nielsen 1 10 Niels
Organisation, personnel, administration	1	Bremen 1 Bava
Sales	7	Hamburg 2 Niels
Marketing, advertising, PR	1	Lower Saxony 5 Berli
Logistics: storage, material management,		Schleswig-Holstein 2 Bran
transport	1	Nielsen 2 37 Mecl
Maintenance/repairs	7	North Rhine-Westph. 37 West
Other area	7	Nielsen 3a 24 Saxo
Student	12	Hesse 8 Niels
Other not gainfully employed	1	Rhineland-Palatinate 15 Saxo
		Saarland 1 Thur
Position in the company/organisation	%	Nielsen 3b 12
Entrepreneur, co-owner, freelancer	13	Baden-Württemb. 12
Managing director, board member,		
head of an authority etc.	4	Foreign (total)
Area manager, works manager, plant manage	er,	of which
branch manager, head of public office	10	EU
Department head, group head, team leader	19	Other european cou
Other salaried staff, civil servant,		North America
skilled worker	21	South-, East-, Centra
Lecturer, teacher	5	Other countries
Trainee	13	
Other position	1	Distance to home
Student	12	up to 50 km
Other not gainfully employed	1	more than 50 km up to 100 kr
		more than 100 km up to 300 l
Economic sector	%	over 300 km
Machine and plant construction	30	
Automobile industry	6	Countries with the highest v
Supplier to the automobile industry	4	Netherlands
Other industry	17	France
Skilled trades	10	United Kingdom
Technical retail trade	6	Belgium
Other service	5	Spain
University/college/polytechnic	5	
Other sectors	2	Frequency of visits to trade
Student	12	Previous event
Other not gainfully employed	1	Earlier events
Size of company/organisation:		First visit
Size of company/organisation: Number of employees	%	Average length of stay
1- 4 7 500 - 999	% 7	Average length of stdy
5-9 4 1 000 and more	16	Influence on purchasing/proc
10- 49 20 Student	10	decisions
FO 100 10 Other not gainfully	12	Decisively

Proportion of trade visitors	94%
Germany (total) of which	54
Nielsen 1 10 Nielsen 4	9
Bremen 1 Bavaria	9
Hamburg 2 Nielsen 5+6	5
Lower Saxony 5 Berlin	-
Schleswig-Holstein 2 Brandenburg	
Nielsen 2 37 Mecklenburg-	
North Rhine-Westph. 37 West Pommeran	in
Nielsen 3a 24 Saxony-Anhalt	
Hesse 8 Nielsen 7	3
Rhineland-Palatinate 15 Saxony	
Saarland 1 Thuringia	
Nielsen 3b 12	
Baden-Württemb. 12	
Foreign (total)	46
of which EU	76
Other european countries	9
North America	7
South-, East-, Central Asia	5
Other countries	4
Distance to home	%
up to 50 km	12
more than 50 km up to 100 km	9
more than 100 km up to 300 km	24
over 300 km	54
Countries with the highest visitor share	
Netherlands	12
France	11
United Kingdom	6
Belgium	5
Spain	5
Frequency of visits to trade fair Previous event	% 43
	43
	36
Earlier events First visit	
First visit	days
First visit Average length of stay 1,9 Influence on purchasing/procurement	-
First visit Average length of stay 1,9 Influence on purchasing/procurement decisions	%
First visit Average length of stay 1,9 Influence on purchasing/procurement decisions Decisively	%
First visit Average length of stay 1,9 Influence on purchasing/procurement decisions Decisively Collectively	% 39 25
First visit Average length of stay I,9 Influence on purchasing/procurement decisions Decisively Collectively In an advisory capacity	% 39 25 18
First visit Average length of stay 1,9 Influence on purchasing/procurement decisions Decisively Collectively In an advisory capacity No	% 39 25 18
First visit Average length of stay I,9 Influence on purchasing/procurement decisions Decisively Collectively In an advisory capacity	% 39 25 18

Management 27 tesearch/development/design 3 Anufacturing, production, quality control 4 Buying/procurement 15 inance/accounting, controlling 1 information and communication technology 1 iales 25 Aarketing, advertising, PR 7 ogistics: storage, material management, ransport 1 Aaintenance/repairs - Yther area 5 ivent organisation 1 tudent 8 Obstion in the company/organisation % intrepreneur, co-owner, freelancer 39 Ananaging director, board member, ranch manager, head of public office 11 Papartment head, group head, team leader 10 Yther yesition 2 12 Killed worker 11 11 Papartment head, group head, team leader 10 Yther position 2 2 itudent 8 2 Yther position 2 2 itudent 8 2 Yther position 2 2 <		
tesearch/development/design 3 Aanufacturing, production, quality control 4 Manufacturing, production, quality control 4 inance/accounting, controlling 1 formation and communication technology 1 resonnel administration, administration 1 adarketing, advertising, PR 7 ogistics: storage, material management, ransport 1 Aaintenance/repairs - viewt organisation 1 student 8 Obtion in the company/organisation % Anaging director, board member, lead of an authority etc. 12 Area manager, works manager, plant manager, rranch manager, head of public office 11 Department head, group head, team leader 10 Dther salaried staff, civil servant, killed worker 11 ecturer, teacher 2 rainee 4 Yther position 2 Student 8 Other salaried staff, civil servant, killed worker 11 ecturer, teacher 2 rainee 4 Yther ost gainfully employed 1 Statering	Area of responsibility	%
Anaufacturing, production, quality control 4 taying/procurement 15 inance/accounting, controlling 1 information and communication technology 1 rersonnel administration, administration 1 ales 25 Aarketing, advertising, PR 7 ransport 1 Jaintenance/repairs - Other area 5 ivent organisation 1 tudent 8 Obtion in the company/organisation % interpreneur, co-owner, freelancer 39 Aanaging director, board member, sead of an authority etc. 12 twea manager, works manager, plant manager, ranch manager, mead of public office 11 Department head, group head, team leader 10 Other salaried staff, civil servant, killed worker 11 ecturer, teacher 2 rainee 4 Other not gainfully employed 1 Student 8 Other position 2 itudent 8 Other not gainfully employed 1 Sconomic sector % <td>Management</td> <td></td>	Management	
buying/procurement 15 inance/accounting, controlling 1 formation and communication technology 1 tersonnel administration, administration 1 ales 25 Aarketing, advertising, PR 7 ogistics: storage, material management, ransport 1 Alintenance/repairs 5 vent organisation 1 tudent 8 Obter not gainfully employed 1 Position in the company/organisation % ntrepreneur, co-owner, freelancer 39 Aanaging director, board member, 12 ther amaager, works manager, plant manager, 11 vent organisation 11 vent manager, head of public office 11 Position in the company/organisation 10 Varea manager, works manager, plant manager, 11 ranch manager, head of public office 11 ecture, teacher 2 rainee 4 Other solaried staff, civil servant, 11 tielded worker 11 ecture, teacher 27 Vholesale/foreign trade		_
inance/accounting, controlling 1 formation and communication technology 1 fersonnel administration, administration alaes 25 Aarketing, advertising, PR 7 ogistics: storage, material management, ransport 1 Aaintenance/repairs - Vither area 5 Vither area 5 Vither not gainfully employed 1 Position in the company/organisation % intrepreneur, co-owner, freelancer 39 Anaging director, board member, lead of an authority etc. 12 Vither salaried staff, civil servant, killed worker 11 recture, teacher 2 titudent 8 Vither not gainfully employed 1 Vither salaried staff, civil servant, killed worker 2 titudent 8 Vither not gainfully employed 1 Vither salaried staff, civil servant, killed worker 2 fitudent 8 Vither not gainfully employed 1 Vither salaried staff, civil servant, killed worker 2 fitudent 8 Vither not gainfully employed 1 Vither salaried staff, civil servant, killed worker 2 fitudent 8 Vither not gainfully employed 1 Vither salaried staff, civil servant, killed worker 2 fitudent 8 Vither not gainfully employed 1 Vither sectors 5 fitudent 5 Vither sectors 5 fitudent 8 Vither not gainfully employed 1 Vither sectors 5 fitudent 8 Vither not gainfully employed 1 Vither sectors 5 fitudent 8 Vither not gainfully employed 1 Vither sectors 5 fitudent 8 Vither not gainfully employed 1 Vither sectors 5 fitudent 8 Vither not gainfully employed 1 Vither sectors 5 fitudent 8 Vither not gainfully employed 1 Vither sectors 5 fitudent 8 Vither not gainfully employed 1 Vither sectors 5 fitudent 8 Vither not gainfully employed 1 Vither sectors 5 fitudent 8 Vither not gainfully employed 1 Vither sectors 5 fitudent 8 Vither not gainfully employed 1 Vither sectors 5 fitudent 8 Vither not gainfully employed 1 Vither sectors 5 fitudent 8 Vither not gainfully employed 1 Vither sectors 5 fitudent 8 Vither not gainfully employed 1 Vither sectors 5 fitudent 8 Vither not gainfully employed 1 Vither sectors 5 fitudent 8 Vither not gainfully employed 1 Vither sectors 5 fitudent 8 Vither not gainfully employed 1 Vither sectors 5 fitudent 8 Vith		
Information and communication technology 1 rersonnel administration, administration 1 ales 25 Marketing, advertising, PR 7 ogistics: storage, material management, ransport 1 Maintenance/repairs 1 Vent organisation 1 Vietr area 5 ivent organisation 1 tudent 8 Ostition in the company/organisation % interpreneur, co-owner, freelancer 39 Managing director, board member, uead of an authority etc. 12 Varea manager, works manager, plant manager, ranch manager, head of public office 11 Department head, group head, team leader 10 ther salaried staff, civil servant, killed worker 11 ecturer, teacher 2 rainee 4 Other position 2 itudent 8 Other not gainfully employed 1 Sconomic sector % Vholesale/foreign trade 25 Aautfacturing sector 4 Vent agency 1 Adeia, press, publishing 2<		
aales 25 Jarketing, advertising, PR 7 ogistics: storage, material management, ransport 1 Aaintenance/repairs - Other area 5 vivent organisation 1 itudent 8 Position in the companylorganisation % intrepreneur, co-owner, freelancer 39 Aanaging director, board member, 1 read of an authority etc. 12 Yea manager, works manager, plant manager, 11 pepartment head, group head, team leader 10 Dther salaried staff, civil servant, 11 ecturer, teacher 2 rainee 4 Other solainfully employed 1 sconomic sector % tetail trade 27 Vholesale/foreign trade 25 catering 13 totel 5 Anufacturing sector 4 Vient agency 1 Adeia, press, publishing 2 Zher sectors 5 itudent 8 Diter sectors 5	nformation and communication technology	
Marketing, advertising, PR 7 ogistics: storage, material management, ransport 1 Maintenance/repairs 1 Maintenance/repairs 5 View organisation 1 Tudent 8 Other area 5 view organisation 1 Option in the company/organisation % Intrepreneur, co-owner, freelancer 39 Managing director, board member, uead of an authority etc. 12 Varea manager, works manager, plant manager, ranch manager, head of public office 11 Department head, group head, team leader 10 Ther salaried staff, civil servant, killed worker 11 ecturer, teacher 2 rainee 4 2ther position 2 itudent 8 2ther not gainfully employed 1 Sconomic sector % Vholesale/foreign trade 25 Catering 13 Iotel 5 Manufacturing sector 4 Vendia, press, publishing 2 Dither sectors 5 itudent 8 Dither sectors 5 itudent 8 Dither sectors 5 itudet 8		
ogistics: storage, material management, ransport 1 1 Aaintenance/repairs - Other area 5 ivent organisation 1 1 itudent 8 Position in the company/organisation % intrepreneur, co-owner, freelancer 39 Anaging director, board member, read of an authority etc. 12 Vere amanager, works manager, plant manager, vranch manager, head of public office 11 bepartment head, group head, team leader 10 Other solaried staff, civil servant, killed worker 11 ecturer, teacher 2 tudent 8 Other not gainfully employed 1 iter den set solaried staff (iven servant, killed worker 2 itudent 8 Other position 2 itudent 8 Other not gainfully employed 1 icconomic sector % tetail trade 5 Anaufacturing sector 4 vivent agency 1 Anaufacturing sector 4 ivent agency 1 Media, press, publishing 2 Other solariety/college/polytechnic 1 ublic authority 1 Other not gainfully employed 1 itudent 8 Sother ont gainfully employed 1 itudent 2 <i>itudent 8</i> Sother solariety 1 Other sector 4 ivent agency 1 <i>feed 7</i> <i>itudent 8</i> Sother solariety 1 <i>itudent 8</i> Sother solariety 1 <i>ituent 9</i> <i>itudent 8</i> Sother solariety 1 <i>ituent 9</i> <i>itudent 8</i> Sother solariety 2 <i>itudent 8</i> Sother solariety 2 <i>itudent 8</i> Sother solariety 2 <i>itudent 8</i> Sother solariety 2 <i>itudent 9</i> <i>itue 4 29</i> <i>itu 4 29</i> <i>itue 9</i> <i>itue 4 29</i> <i>itue 4 29</i>		
rainsport 1 Aaintenance/repairs - Aaintenance/repairs - Vather area 5 Syent organisation 1 Itudent 8 Dother not gainfully employed 1 Vosition in the company/organisation % intrepreneur, co-owner, freelancer 39 Ananging director, board member, 12 vead of an authority etc. 12 Vrea manager, works manager, plant manager, 11 vepartment head, group head, team leader 10 Other salaried staff, civil servant, 11 killed worker 11 ceturer, teacher 2 rainee 4 Other not gainfully employed 1 Sconomic sector % Ketail trade 27 Vholesale/foreign trade 25 Latering 13 lotel 5 Manufacturing sector 4 vient agency 1 Adaing press, publishing 2 Ther sectors 5 itudent 8		
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ecturer, teacher 2 rainee 4 Other position 2 tudent 8 Other not gainfully employed 1 conomic sector % tetail trade 27 Wholesale/foreign trade 25 catering 13 totel 5 Aanufacturing sector 4 vent agency 1 Adeia, press, publishing 2 Dther service 6 rade association, institution 2 Jniversity/college/polytechnic 1 Ublic authority 1 Dther not gainfully employed 1 Situedent 8 Other of employees % 1 4 29 500 - 999	Other salaried staff, civil servant,	
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Tatering 13 Intering 13 Intering 14 Intering 15 Anufacturing sector 4 Vent agency 1 Addia, press, publishing 2 Intersity.college/polytechnic 1 Public authority 1 Public authority 1 Ither not gainfully employed 1 Size of company/organisation: % Inter of employees % Inter of 299 2	Retail trade	27
Hotel 5 Anufacturing sector 4 vivent agency 1 Media, press, publishing 2 Dther service 6 irade association, institution 2 Diversity/college/polytechnic 1 Public authority 1 Dther sectors 5 itudent 8 Dther of company/organisation: 1 Sumber of employees % 1- 4 29	Wholesale/foreign trade	
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Public authority 1 1)ther sectors 5 itudent 8 3)ther not gainfully employed 1 5ize of company/organisation: 3 Jumber of employees % 1 4 29 500 - 999 2	Frade association, institution	_
bither sectors 5 itudent 8 bither not gainfully employed 1 ize of company/organisation: 1 Jumber of employees % 1 4 29 500 - 999 2		
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ther not gainfully employed 1 size of company/organisation: 1 Jumber of employees % 1- 4 29 500 - 999 2		
Number of employees % 1- 4 29 500 - 999 2	Other not gainfully employed	-
Number of employees % 1- 4 29 500 - 999 2	Size of company/organication:	
1- 4 29 500 - 999 2		%
	5- 9 13 1 000 and more	6

es	employees	per of	Numb
500 - 999	29	4	1-
1 000 and more	13	9	5-
Student	21	49	10-
Other not gainfully	12 0	199	50-
employed	5	499	200-
Ň/A			

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Conducted by: Wissler & Partner, Basel

PSI —> Düsseldorf

Trade visitors' profile

Visitors (number of	ent	ries) 1	16 228
Proportion of trade	visi	tors	100%
Germany (total)			50
of which	10	Nielese 4	10
<u>Nielsen 1</u> Bremen	16 2	Nielsen 4 Bavaria	10 10
	4	Nielsen 5+6	5
Hamburg Lower Saxony	7	Berlin	2
Schleswig-Holstein	3	Brandenburg	1
Nielsen 2	34	Mecklenburg-	
North Rhine-Westph.		West Pommera	nia 1
Nielsen 3a	18	Saxony-Anhalt	1
Hesse	10	Nielsen 7	5
Rhineland-Palatinate	6	Saxony	3
Saarland	1	Thuringia	1
Nielsen 3b	13		
Baden-Württemb.	13		
Foreign (total) of which			50
EU			82
	near	n countries	12
Other cour			
Distance to home			%
up to 50 km			15
more than 50 km up	to 1	00 km	5
more than 100 km u	p to	300 km	26
over 300 km			54
Countries with the	high	est visitor shar	
Netherlands			17
Austria			9
United Kingdom			7
Italy Belgium			7
5			3
Frequency of visits	to t	rade fair	% 36
Previous event Earlier events			50
First visit			37
Average length of s	stay	1,9	9 days
Influence on purcha	asing	/procurement	
decisions			%
Decisively			49 26
Collectively In an advisory capaci	itv		17
No	ity		6
			1
	mplo	ved	1
Student Other not gainfully e	mplo	yed	

Area of responsibility	%
Management	40
Research/development/design	40
Manufacturing, production, quality control	2
Buying/procurement	15
Finance/accounting, controlling	1
Information and communication technology	
Personnel administration, administration	1.1
Sales	23 11
Marketing, advertising, PR	
Logistics: storage, material management,	
transport	1
Maintenance/repairs	1
Other area	2
Student	1
Position in the company/organisation	%
Entrepreneur, co-owner, freelancer	40
Managing director, board member,	
head of an authority etc.	17
Area manager, works manager, plant manage	
branch manager, head of public office	7
Department head, group head, team leader	13
Other salaried staff, civil servant,	
skilled worker	16
Lecturer, teacher	1
Trainee	2
Other position	2
Student	1
Other not gainfully employed	1
Economic sector	%
Advertising speciality trader	54
Advertising speciality wholesale trader	12
Full-service agency	7
Services, promotion fitting	3
Textile finishing	4
Advertising agency	5
Manufacturers, importer	10
Other sectors	4
Student	1
Size of company/organisation:	
Number of employees	%
1- 4 34 200 - 499	4
5- 9 24 500 - 999	1
10 40 25 1 000 and more	1

		f employees	
1-	4	34	200 - 499
5-	9	24	500 - 999
10-	49	25	1 000 and more
50-	199	9	Student

Conducted by: Wissler & Partner, Basel

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REHACARE INTERNATIONAL ------> Düsseldorf

TOP HAIR INTERNATIONAL (2013) -----> Düsseldorf

Trade visitors' profile

Visitors (num		iii	icsj	50 912
Proportion of	trade v	visit	ors	69 %
Germany (tot	al)			82
of which		~		_
Nielsen 1		9	Nielsen 4	5
Bremen		1	Bavaria	5
Hamburg		1	Nielsen 5+6	5
Lower Saxony		6	Berlin	
Schleswig-Hols	tein		Brandenburg	
Nielsen 2			Mecklenburg-	
North Rhine-W			West Pomme	
Nielsen 3a		1	Saxony-Anha	
Hesse		4	Nielsen 7	2
Rhineland-Pala	tinate	6	Saxony	-
Saarland		1	Thuringia	
Nielsen 3b		3		
Baden-Württer	nb.	3		
Foreign (total)			18
of which	,			
EU				66
Oth	er europ	ear	countries	13
Sou	th-, East	-, (Central Asia	7
Oth	er count	ries		14
Distance to h	ome			%
up to 50 km				34
more than 50	km up te	o 1	00 km	16
more than 100	km up	to	300 km	30
over 300 km				20
Countries wit	h the hi	gh	est visitor sh	
Netherlands				10
France				9
Belgium				8
Italy				7
Sweden				5
Frequency of	visits to	o tr	ade fair	%
Previous event				30
Earlier events				50
First visit				42
Average leng	th of sta	ay		1,4 days
Influence on	ourchasi	ina	/procurement	t
decisions		9		- %
Decisively				18
Collectively				24
In an advisory	capacity	,		27
No	- apacity			20
Student				20
Other not gain	fully em	plo	yed	3
	-		•	
Area of respo	nsibility			%
Management			•	13
Research/deve	opment/	des	lign	4
				1.1
Manufacturing	, produc			rol 4
Manufacturing Buying/procure	, produc ment	tior	, quality cont	5
Manufacturing Buying/procure Finance/accour	, produc ment	tior	, quality cont	5

Student Other not gainfully employed Position in the company/organisation Entrepreneur, co-owner, freelancer Managing director, board member, head of an authority etc. Area manager, works manager, plant manager, branch manager, head of public office Department head, group head, team leader Other salaried staff, civil servant, skilled worker Lecturer, teacher Trainee Other position Student Other not gainfully employed Economic sector Medicine and sanitary/medical specialist trade Orthopaedic trade Rehabilitation facilities Special facilities (school, workshop,nursery) In-patient/stationary care and nursing facilities Out-patient nursing services Medical technical service Cost unit Doctor's practice Other practices Hospital/clinic Auxiliary materials Other industry Architect's/planning office Organisation on disability Welfare association Other service enterprises, consultancies Other association, organisation Public authority University/college/polytechnic Other sectors Student Other not gainfully employed Size of company/organisation: Number of employees 1 - 4 11 500 - 999						
Marketing, advertising, PR Logistics: storage, material management, transport Maintenance/repairs Other area Student Other not gainfully employed Position in the company/organisation Entrepreneur, co-owner, freelancer Managing director, board member, head of an authority etc. Area manager, works manager, plant manager, head of an authority etc. Area manager, works manager, plant manager, branch manager, head of public office Department head, group head, team leader Other salaried staff, civil servant, skilled worker Lecturer, teacher Trainee Other position Student Other not gainfully employed Economic sector Medicine and sanitary/medical specialist trade Orthopaedic trade Rehabilitation facilities Special facilities (school, workshop,nursery) In-patient nursing services Medical technical service Cost unit Dotor's practice Other practices Hospital/clinic Auxiliary materials Other industry Architect's/planning office Organisation on disability Welfare association Other service enterprises, consultancies Other association, organisation Public authority University/college/polytechnic Other sectors Student Other not gainfully employed Size of company/organisation: Number of employees 1 - 4 11 500 - 999 5 - 9 7 1 000 and more	aloc					9
Logistics: storage, material management, transport Maintenance/repairs Other area Student Other not gainfully employed Position in the company/organisation Entrepreneur, co-owner, freelancer Managing director, board member, head of an authority etc. Area manager, kead of public office Department head, group head, team leader Other salaried staff, civil servant, skilled worker Lecturer, teacher Trainee Other not gainfully employed Economic sector Medicine and sanitary/medical specialist trade Other not gainfully employed Economic sector Medicine and sanitary/medical specialist trade Other not gainfully employed Economic sector Medicine and sanitary/medical specialist trade Other not gainfully employed Economic sector Medicine and sanitary/medical specialist trade Outher not gainfully employed Economic sector Medicine and sanitary/medical specialist trade Outher not gainfully employed Economic sector Medical technical services Medical technical services Medical technical service Cost unit Doctor's practice Other practices Hospital/Clinic Auxiliary materials Other industry Architect's/planning office Organisation on disability Welfare association, organisation Public authority University/college/polytechnic Other service enterprises, consultancies Other association, organisation Public authority University/college/polytechnic Other service Cother sectors Student Other not gainfully employed Size of company/organisation: Number of employees 1 - 4 11 500 - 999		ting odu	orticing	DD		9
transport Maintenance/repairs Other area Student Other not gainfully employed Position in the company/organisation Entrepreneur, co-owner, freelancer Managing director, board member, head of an authority etc. Area manager, works manager, plant manager, branch manager, works manager, plant manager, skilled worker Cother salaried staff, civil servant, skilled worker Trainee Other position Student Other not gainfully employed Economic sector Medicine and sanitary/medical specialist trade Orthopaedic trade Rehabilitation facilities Special facilities (school, workshop,nursery) In-patient/stationary care and nursing facilities Out-patient nursing services Medical technical service Cost unit Doctor's practice Other practices Hedicial technical service Cost unit Doctor's practice Other practices Hedicalition on disability Welfare association Other service enterprises, consultancies Other association, organisation Public authority Univesity/college/polytechnic Other setors Student Other not gainfully employed Size of company/organisation: Number of employees 1 - 4 11 500 - 999 5 - 9 7 1000 and more					aement	1
Maintenance/repairs Other area Student Other not gainfully employed Position in the company/organisation Entrepreneur, co-owner, freelancer Managing director, board member, head of an authority etc. Area manager, works manager, plant manager, branch manager, head of public office Department head, group head, team leader Other salid staff, civil servant, skilled worker Lecturer, teacher Trainee Other position Student Other not gainfully employed Economic sector Medicine and sanitary/medical specialist trade Orthopaedic trade Rehabilitation facilities Special facilities (school, workshop,nursery) In-patient nursing services Medical technical service Cost unit Dottor's practice Other practices Hospital/clinic Auxiliary materials Other association Other association, organisation Public authority University/college/polytechnic Other not gainfully employed Size of company/organisation: Number of employees 1- 4 11 500 - 999 5- 9 7 1 000 and more			ge, mate		igement,	1
Other area 4 Student Other not gainfully employed Position in the company/organisation Entrepreneur, co-owner, freelancer Managing director, board member, head of an authority etc. Area manager, works manager, plant manager, branch manager, head of public office Department head, group head, team leader Other salaried staff, civil servant, Skilled worker 2 Lecturer, teacher 7 Trainee Other not gainfully employed Economic sector Medicine and sanitary/medical specialist Medicine and sanitary/medical specialist trade Orthorpaedic trade Rehabilitation facilities Special facilities (school, workshop,nursery) In-patient nursing services Medical technical service Cost unit Dother practices Hospital/Clinic Auxiliary materials Other industry Architect's/planning office Organisation on disability Welfare association, organisation Public authority University/college/polytechnic Other not gainfully employed Size of company/organisation: Number of employees 1- 4 1 500 - 999			nairs			2
Student Other not gainfully employed Position in the company/organisation Entrepreneur, co-owner, freelancer Managing director, board member, head of an authority etc. Area manager, works manager, plant manager, branch manager, head of public office Department head, group head, team leader Other salaried staff, civil servant, skilled worker Lecturer, teacher Trainee Other position Student Other not gainfully employed Economic sector Medicine and sanitary/medical specialist trade Orthopaedic trade Rehabilitation facilities Special facilities (school, workshop,nursery) In-patient/stationary care and nursing facilities Out-patient nursing services Medical technical service Cost unit Doctor's practice Other practices Hospital/clinic Auxilary materials Other service enterprises, consultancies Other association, organisation Public authority University/college/polytechnic Other not gainfully employed Size of company/organisation: Number of employees 1- 4 11 500 - 999 5- 9 7 1 000 and more			.puilo			42
Other not gainfully employed Position in the company/organisation Entrepreneur, co-owner, freelancer Managing director, board member, head of an authority etc. Area manager, works manager, plant manager, branch manager, head of public office Department head, group head, team leader Other salaried staff, civil servant, skilled worker Lecturer, teacher Trainee Other position Student Other not gainfully employed Economic sector Medicine and sanitary/medical specialist trade Orthopaedic trade Rehabilitation facilities Special facilities (school, workshop,nursery) In-patient nursing services Medical technical service Cost unit Doctor's practice Other practices Hospital/clinic Auxiliary materials Other association Other association, organisation Public authority University/college/polytechnic Other not gainfully employed Size of company/organisation: Number of employees 1- <td></td> <th></th> <td></td> <td></td> <td></td> <td>8</td>						8
Position in the company/organisation Entrepreneur, co-owner, freelancer Managing director, board member, head of an authority etc. Area manager, works manager, plant manager, branch manager, head of public office Department head, group head, team leader Other salaried staff, civil servant, skilled worker Lecturer, teacher Trainee Other position Student Other not gainfully employed Economic sector Medicine and sanitary/medical specialist trade Orthopaedic trade Rehabilitation facilities Special facilities (school, workshop,nursery) In-patient/stationary care and nursing facilities Out-patient nursing services Medical technical service Cost unit Doctor's practice Other practices Hospital/clinic Auxiliary materials Other industry Architect's/planning office Organisation on disability Welfare association Other association, organisation Public authority University/college/polytechnic Other sectors Student Other not gainfully employed Size of company/organisation: Number of employees 1-4 11 500 - 999 5-9 7 1 000 and more			fully emp	loved		3
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Other salaried staff, civil servant, skilled worker 2 skilled worker 2 Lecturer, teacher 7 Trainee 0 Other position 5 Student 0 Other not gainfully employed 2 Economic sector Medicine and sanitary/medical specialist trade Orthopaedic trade Rehabilitation facilities Special facilities (school, workshop,nursery) In-patient/stationary care and nursing facilities Out-patient nursing services Medical technical service Cost unit Doctor's practice Other practices Hospital/clinic Auxiliary materials Other service enterprises, consultancies Other service enterprises, consultancies Other service/cos Other sectors Student Other not gainfully employed Size of company/organisation: Number of employees 1 4 1- 4 1 500 - 999						6
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Trainee Other position Student Other not gainfully employed Economic sector Medicine and sanitary/medical specialist trade Orthopaedic trade Rehabilitation facilities Special facilities (school, workshop,nursery) In-patient/stationary care and nursing facilities Out-patient nursing services Medical technical service Cost unit Doctor's practice Other practices Hospital/clinic Auxiliary materials Other industry Architect's/planning office Organisation on disability Welfare association Other service enterprises, consultancies Other association, organisation Public authority University/college/polytechnic Other sectors Student Other not gainfully employed Size of company/organisation: Number of employees 1 - 4 11 500 - 999 5 - 9 7 1 000 and more						29
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Hospital/clinic Auxiliary materials Other industry Architect's/planning office Organisation on disability Welfare association Other service enterprises, consultancies Other association, organisation Public authority University/college/polytechnic Other sectors Student Other not gainfully employed Size of company/organisation: Number of employees 1 - 4 11 500 - 999 5 - 9 7 1 000 and more			ce			1
Auxiliary materials Other industry Architect's/planning office Organisation on disability Welfare association Other service enterprises, consultancies Other association, organisation Public authority University/college/polytechnic Other sectors Student Other not gainfully employed Size of company/organisation: Number of employees 1 - 4 11 500 - 999 5 - 9 7 1 000 and more						6
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Architect's/planning office Organisation on disability Welfare association Other service enterprises, consultancies Other association, organisation Public authority University/college/polytechnic Other sectors Student Other not gainfully employed Size of company/organisation: Number of employees 1- 4 11 500 - 999 5- 9 7 1 000 and more			IdIS			2
Organisation on disability Welfare association Other service enterprises, consultancies Other association, organisation Public authority University/college/polytechnic Other sectors Student Other not gainfully employed Size of company/organisation: Number of employees 1- 4 11 500 - 999 5- 9 7 1 000 and more			ning off:	CO		3 1
Welfare association Other service enterprises, consultancies Other association, organisation Public authority University/college/polytechnic Other sectors Student Other not gainfully employed Size of company/organisation: Number of employees 1- 4 5- 9 7 1000 and more						3
Other service enterprises, consultancies Other association, organisation Public authority University/college/polytechnic Other sectors Student Other not gainfully employed Size of company/organisation: Number of employees 1- 4 5- 9 7 1 000 and more				LY		3 1
Other association, organisation Public authority University/college/polytechnic Other sectors Student Other not gainfully employed Size of company/organisation: Number of employees 1- 4 11 500 - 999 5- 9 7 1 000 and more				consult	ancies	6
Public authority University/college/polytechnic Other sectors Student Other not gainfully employed Size of company/organisation: Number of employees 1 - 4 11 500 - 999 5 - 9 7 1 000 and more					ancies	2
University/college/polytechnic Other sectors Student Other not gainfully employed Size of company/organisation: Number of employees 1- 4 11 500 - 999 5- 9 7 1 000 and more				isation		4
Other sectors Student Other not gainfully employed Size of company/organisation: Number of employees 1- 4 11 500 - 999 5- 9 7 1 000 and more				chnic		3
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Other not gainfully employed Size of company/organisation: Number of employees 1-4 1 5-9 7 1000 and more						8
Size of company/organisation: Number of employees 1-411500-999 5-971000 and more			fully emp	loved		3
Number of employees 1- 4 11 500 - 999 5- 9 7 1 000 and more						
1- 4 11 500 - 999 5- 9 7 1 000 and more				nisation:		
5-971000 and more						%
						5
iu- 49 73 Student	-	-	-	1 000 ar		12
				de autorita de la constante de		8
50-199 16 Other not gainfully						2
200- 499 9 employed	200-2	+99	Э	er		3 6
N/A Conducted by: Wissler & Partner, Basel						b

	797
Proportion of trade visitors	97%
Germany (total)	90
of which	
Nielsen 1 16 Nielsen 4 Bremen 1 Bavaria	6
	6
Hamburg 2 <u>Nielsen 5+6</u> Lower Saxony 10 Berlin	1
Schleswig-Holstein 3 Brandenburg	1
Nielsen 2 50 Mecklenburg-	
North Rhine-Westph. 50 West Pommerani	a 1
Nielsen 3a 15 Saxony-Anhalt	1
Hesse 5 Nielsen 7	2
Rhineland-Palatinate 8 Saxony	1
Saarland 2 Thuringia Nielsen 3b 7	2
Baden-Württemberg 7	
Foreign (total) of which	10
EU	77
Other European countries	12
Other countries	11
Distance to home	%
up to 50 km	25
more than 50 km up to 100 km	18
more than 100 km up to 300 km over 300 km	27 31
Countries with the highest visitor share	s %
Netherlands	30
Belgium	23
Austria	19
Frequency of visits to exhibition	%
Previous event	43
Earlier events First visit	56
	30
Average length of stay 1,4	days
Influence on purchasing/procurement	
decisions Decisively	% 37
Collectively	37 19
In an advisory capacity	18
	21
No Student	21

Area of responsibility	%
Management	40
Research/development/design	1
Manufacturing, production, quality control	3
Buying/procurement Finance/accounting, controlling	3
Information and communication technology	
Organisation, personnel, administration	6
Sales	5
Marketing, advertising, PR	2
Logistics: storage, material management,	- 4
transport	
Maintenance/repairs	1
Other area	29
Student	2
Other not gainfully employed	-
outer not guintary employed	
Position in the company/organisation	%
Entrepreneur, co-owner, freelancer	48
Managing director, board member,	
head of an authority etc.	4
Area manager, works manager, plant manage	r.
branch manager, head of public office	1
Department head, group head, team leader	1
Other salaried staff, civil servant,	
skilled worker	14
Lecturer, teacher	- 2
Trainee	1
Other position	
Student	4
Other not gainfully employed	1
Economic sector	9
Hairdressers' trade	8
Other skilled trades	0
Cosmetics/pharmaceuticals/chemical industry	
Trade	3
Media, press, publishing	
Other service	
Other sectors	
Student	
Other not gainfully employed	
	_
Size of company/organisation:	
Number of employees	%
1- 4 47 500 - 999	
5- 9 23 1 000 and more	1
10- 49 14 Student	4
50-199 2 Other not gainfully	
200- 499 1 employed	- 2

Conducted by: Wissler & Partner, Basel

Visitors (number of entries) 36 821*) **Proportion of private visitors 93**% 99 Germany (total) of which 1 Nielsen 4 Nielsen 1 - Bavaria Bremen Hamburg - Nielsen 5+6 Lower Saxony - Berlin Schleswig-Holstein - Brandenburg Nielsen 2 94 Mecklenburg-North Rhine-Westph. 94 West Pommerania Niel<u>sen 3a</u> 4 Saxony-Anhalt - Nielsen 7 Hesse Rhineland-Palatinate - Saxony Saarland Thuringia Nielsen 3b Baden-Württemb. . Foreign (total) 1 Distance to home % up to 50 km 75 more than 50 km up to 100 km 14 more than 100 km up to 300 km 10 over 300 km 1 % Frequency of visits to trade fair 39 Previous event 49 Earlier events 42 First visit Sex % Male 45 Female 55 % Size of household 22 1 person 52 2 persons 12 3 persons 4 persons 11 5 persons and more 4 % Age up to 20 years 2 over 20 up to 30 years 5 over 30 up to 40 years 11 over 40 up to 50 years 29 over 50 up to 60 years 29 over 60 up to 70 years 16 over 70 years 8

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

TourNatur

Private visitors' profile

6

Ň/A

4

Information and communication technology

Personnel administration, administration

2



Position in the company/organisation

Tube -----> Düsseldorf

Trade visitors' profile

%

· · · · · · · · · · · · · · · · · · ·	
Entrepreneur, co-owner, freelancer	8
Managing director, board member,	
head of an authority etc.	2
	_
Area manager, works manager, plant manage	er,
branch manager, head of public office	3
Department head, group head, team leader	3
Other salaried staff, civil servant,	
skilled worker	43
Lecturer, teacher	5
Trainee	1
Housewife/man	5 1 3
	20
Old-age pensioner	
Other not gainfully employed	1
Other position	1 5 3
Student	3
Buying and ordering capacity Purchase or order made or intended	%
at the exhibition	
yes	55
no	10
maybe	36
maybe	50
Follow-up business	%
	70
Intend to buy at later date	
yes	35
no	8
maybe	57
Conducted by: Wissler & Partner, Basel	

Visitors (number of entries) 33 66	8*)
Proportion of trade visitors 9	8%
Germany (total)	44
of which Nielsen 1 9 Nielsen 4	7
Bremen 2 Bavaria	7
Hamburg 1 <u>Nielsen 5+6</u>	5
Lower Saxony 5 Berlin	J
Schleswig-Holstein 1 Brandenburg	- 1
Nielsen 2 56 Mecklenburg-	
North Rhine-Westph. 56 West Pommerania	
Nielsen 3a 11 Saxony-Anhalt	
Hesse 7 Nielsen 7	4
Rhineland-Palatinate 3 Saxony	
Saarland 1 Thuringia	
Nielsen 3b 8	
Baden-Württemb. 8	
Foreign (total) of which	56
EU	60
Other european countries	10
Africa	5
North America	7
South and Central America	4
Middle East	5
South-, East-, Central Asia	8
Australia	1
Distance to home	%
up to 50 km	15
more than 50 km up to 100 km	8
more than 100 km up to 300 km	17
over 300 km	61
Countries with the highest visitor shares	%
Netherlands	8
Italy	8
France	7
USA	6
Spain	5
Frequency of visits to trade fair	%
Previous event	40
Earlier events	41
First visit	43
	-
Average length of stay 1,9 d	ays
Influence on purchasing/procurement decisions	%
	% 31
Decisively	36
Collectively	30 22
In an advisory capacity No	10
Student	2
Other not gainfully employed	1

Area of responsibility	%
Management	21
Research/development/design	14
Manufacturing, production, qua	
Buying/procurement	17
Finance/accounting, controlling	1
Information and communication	
Personnel administration, admin	
Sales	20
Marketing, advertising, PR	2
Logistics: storage, material man	agement, 2
transport Maintenance/repairs	2
Other area	3
Student	2
Other not gainfully employed	1
Position in the company/orga	
Entrepreneur, co-owner, freelan Managing director, board mem	
head of an authority etc.	16
Area manager, works manager,	
branch manager, head of publi	c office 20
Department head, group head,	team leader 23
Other salaried staff, civil servar	
skilled worker	20
Lecturer, teacher	-
Trainee	2
Other position	2
Student	2
Other not gainfully employed	1
Economic sector	%
Tube industry	29
Iron, steel and non-ferrous met	
Motor vehicle industry	6
Oil and gas industry	4
Chemical industry	2
Electrical industry	2
Other industry	11
Trade	17
Skilled trades	7 5
Service	
Other sectors Student	5 2
Other not gainfully employed	2
Other not gainfully employed	I
Size of company/organisation	
Number of employees	% 700 000 7
	500 - 999 7
5 5 7 7000	and more 20
	Student 2
	t gainfully employed 1
200-433	employed 1 N/A 1
	IN/A

Conducted by: Wissler & Partner, Basel

Valve World Expo (2012) -----> Düsseldorf

Trade visitors' profile

Visitors (number of entries)	10 578
Proportion of trade visitors	99%
Germany (total) of which	31
Nielsen 1 9 Nielsen 4	5
Bremen 1 Bavaria	5
Hamburg 3 Nielsen 5+6	- 1
Lower Saxony 4 Berlin	1
Schleswig-Holstein 2 Brandenburg	
Nielsen 2 57 Mecklenburg	
North Rhine-Westph. 57 West Pomme	
Nielsen 3a 16 Saxony-Anha	
Hesse 9 Nielsen 7	
Rhineland-Palatinate 6 Saxony	3
Saarland 1 Thuringia	1
Nielsen 3b 9	
Baden-Württemberg 9	
Foreign (total)	69
of which EU	62
Other european countries	8
Africa	3
North America	
Middle East	ē
South-, East-, Central Asia	13
Other countries	2
Distance to home	%
up to 50 km	10
more than 50 km up to 100 km	7
more than 100 km up to 300 km	25
over 300 km	59
Countries with the highest visitor sh	nares %
Netherlands	12
Italy	10
United Kingdom	9
Belgium	6
India	6
Frequency of visits to trade fair	%
Previous event	29
Earlier events	23
	61
First visit	
Average length of stay	1,7 days
	it
Average length of stay	it
Average length of stay Influence on purchasing/procuremen	it %
Average length of stay Influence on purchasing/procuremen decisions Decisively Collectively	it % 35
Average length of stay Influence on purchasing/procuremen decisions Decisively	nt % 35 29 18
Average length of stay Influence on purchasing/procuremen decisions Decisively Collectively In an advisory capacity No	it % 35 29 18 16
Average length of stay Influence on purchasing/procuremen decisions Decisively Collectively In an advisory capacity	1,7 days it % 35 29 18 16 2

Area of responsibility	%
Management	25
Research/development/design	11
Manufacturing, production, quality control	5
Buying/procurement	15
Finance/accounting, controlling	1
Information and communication technology	11
Organisation, personnel, administration	
Sales	30
Marketing, advertising, PR	3
Logistics: storage, material management,	
transport	1
Maintenance/repairs	4
Other area	3
Student	2
Other not gainfully employed	1
Position in the company/organisation	%
Entrepreneur, co-owner, freelancer	14
Managing director, board member,	
head of an authority etc.	17
Area manager, works manager, plant manage	
branch manager, head of public office	16
Department head, group head, team leader	27
Other salaried staff, civil servant,	21
skilled worker	20
Lecturer, teacher	20
Trainee	
	2
	2
Other position	3
Other position Student	3 2
Other position	3
Other position Student Other not gainfully employed	3 2
Other position Student Other not gainfully employed Economic sector	3 2 1 %
Other position Student Other not gainfully employed Economic sector Fittings manufacturers	3 2 1
Other position Student Other not gainfully employed Economic sector Fittings manufacturers End users of fittings, other industries,	3 2 1 % 25
Other position Student Other not gainfully employed Economic sector Fittings manufacturers End users of fittings, other industries, manufacturers	3 2 1 % 25 19
Other position Student Other not gainfully employed Economic sector Fittings manufacturers End users of fittings, other industries, manufacturers Skilled trades	3 2 1 % 25 19 1
Other position Student Other not gainfully employed Economic sector Fittings manufacturers End users of fittings, other industries, manufacturers Skilled trades Fittings trade	3 2 1 % 25 19 19 19
Other position Student Other not gainfully employed Economic sector Fittings manufacturers End users of fittings, other industries, manufacturers Skilled trades Fittings trade Other trade	3 2 1 % 25 19 1 19 7
Other position Student Other not gainfully employed Economic sector Fittings manufacturers End users of fittings, other industries, manufacturers Skilled trades Fittings trade Other trade Service	3 2 1 % 25 19 1 9 7 9
Other position Student Other not gainfully employed Economic sector Fittings manufacturers End users of fittings, other industries, manufacturers Skilled trades Fittings trade Other trade Service Association	3 2 1 % 25 19 1 19 7 9 1
Other position Student Other not gainfully employed Economic sector Fittings manufacturers End users of fittings, other industries, manufacturers Skilled trades Fittings trade Other trade Service Association Other sectors	3 2 1 % 25 19 1 19 7 9 1 19
Other position Student Other not gainfully employed Economic sector Fittings manufacturers End users of fittings, other industries, manufacturers Skilled trades Fittings trade Other trade Service Association Other sectors Student	3 2 1 25 19 1 19 7 9 1 19 2
Other position Student Other not gainfully employed Economic sector Fittings manufacturers End users of fittings, other industries, manufacturers Skilled trades Fittings trade Other trade Service Association Other sectors	3 2 1 % 25 19 1 19 7 9 1 19
Other position Student Other not gainfully employed Economic sector Fittings manufacturers End users of fittings, other industries, manufacturers Skilled trades Stilled trades Other trade Other trade Service Association Other sectors Student Other not gainfully employed	3 2 1 25 19 1 19 7 9 1 19 2
Other position Student Other not gainfully employed Economic sector Fittings manufacturers End users of fittings, other industries, manufacturers Skilled trades Fittings trade Other trade Service Association Other sectors Student Other not gainfully employed Size of company/organisation:	3 2 1 25 19 1 19 7 9 1 19 2
Other position Student Other not gainfully employed Economic sector Fittings manufacturers End users of fittings, other industries, manufacturers Skilled trades Fittings trade Other trade Service Association Other sectors Student Other not gainfully employed Size of company/organisation: Number of employees	3 2 1 % 25 19 1 9 1 19 2 1
Other position Student Other not gainfully employed Economic sector Fittings manufacturers End users of fittings, other industries, manufacturers Skilled trades Other trade Other trade Service Association Other sectors Student Other not gainfully employed Size of company/organisation: Number of employees 1 - 4 8 500 - 999	3 2 1 % 25 19 1 9 1 9 1 9 2 1 9 2 1 % 5
Other position Student Other not gainfully employed Economic sector Fittings manufacturers End users of fittings, other industries, manufacturers Skilled trades Fittings trade Other trade Service Association Other sectors Student Other not gainfully employed Size of company/organisation: Number of employees 1 - 4 8 500 - 999 5 - 9 10 1 000 and more	3 2 1 % 25 19 1 9 7 9 1 19 2 1 19 2 1 % 5 18
Other position Student Other not gainfully employed Economic sector Fittings manufacturers End users of fittings, other industries, manufacturers Skilled trades Fittings trade Other trade Service Association Other sectors Student Other not gainfully employed Size of company/organisation: Number of employees 1 - 4 8 500 - 999 5 - 9 10 1 000 and more 10 - 49 24 Student	3 2 1 % 25 19 1 9 1 9 1 9 2 1 9 2 1 % 5
Other position Student Other not gainfully employed Economic sector Fittings manufacturers End users of fittings, other industries, manufacturers Skilled trades Fittings trade Other trade Service Association Other sectors Student Other not gainfully employed Size of company/organisation: Number of employees 1 - 4 8 500 - 999 5 - 9 10 1 000 and more	3 2 1 % 25 19 1 9 7 9 1 19 2 1 19 2 1 % 5 18

Conducted	by:	Wissler	&	Partner,	Basel

*)	ascertained	by	а	representative	poll
			_		

wire -----> Düsseldorf

Trade visitors' profile

Visitors (number of entries) 38	050*)	Area of responsibility
Duran antian af turada ariaitana	000/	Management
Proportion of trade visitors	99 %	Research/development/design
Cormony (total)	34	Manufacturing, production, quality control Buying/procurement
Germany (total) of which	54	
Nielsen 1 7 Nielsen 4	16	Finance/accounting, controlling
Bremen 1 Bavaria	16	Information and communication technology
		Personnel administration, administration
Hamburg 3 <u>Nielsen 5+6</u>	2	Sales
Lower Saxony 4 Berlin		Marketing, advertising, PR
Schleswig-Holstein - Brandenburg		Logistics: storage, material management,
Nielsen 2 47 Mecklenburg-		transport
North Rhine-Westph. 47 West Pommerar		Maintenance/repairs
Nielsen 3a 11 Saxony-Anhalt	Ē	Other area
Hesse 6 <u>Nielsen 7</u>	6	Student
Rhineland-Palatinate 4 Saxony	4	Other not gainfully employed
Saarland 1 Thuringia	2	
Nielsen 3b 11		Position in the company/organisation
Baden-Württemb. 11		Entrepreneur, co-owner, freelancer
Fausian (tatal)		Managing director, board member,
Foreign (total) of which	66	head of an authority etc.
EU	50	Area manager, works manager, plant manage
	50 10	branch manager, head of public office
Other european countries		Department head, group head, team leader
Africa	4	Other salaried staff, civil servant,
North America	8	skilled worker
South and Central America	4 4	Lecturer, teacher
Middle East	4 18	Trainee
South-, East-, Central Asia Australia	18	Other position
Australia	2	Student
Distance to home	%	Other not gainfully employed
up to 50 km	7	Economic sector
more than 50 km up to 100 km	8	Wire industry
more than 100 km up to 300 km	11	Cable industry
over 300 km	73	Iron, steel and non-ferrous metals industry
	15	Motor vehicle industry
Countries with the highest visitor share	es %	Electrical industry
India	10	Construction industry
Italy	8	Other industry
USA	8	Trade
France	6	Skilled trades
United Kingdom	6	Service
onited Kingdoni	0	Other sectors
Frequency of visits to trade fair	%	Student
Previous event	43	Other not gainfully employed
Earlier events	46	
First visit	36	Size of company/organisation:
	55	Number of employees
Average length of stay 2,1	l days	1- 4 8 500 - 999
Influence on purchasing/procurement		5- 9 4 1 000 and more
decisions	%	10- 49 18 Student
	33	50-199 28 Other not gainfully
Decisively	35	200- 499 13 employed
Collectively	35 21	N/A
In an advisory capacity	21	Conducted by: Wissler & Partner, Basel

Area of responsibility % Visitors (number of entries) Management 25 Research/development/design 19 Proportion of private visitors Manufacturing, production, quality control 23 10 Germany (total) Buying/procurement of which Finance/accounting, controlling 1 Information and communication technology Nielsen 1 Personnel administration, administration Bremen 1 11 Hamburg Marketing, advertising, PR 2 Lower Saxony Logistics: storage, material management, Schleswig-Holstein Nielsen Ž Maintenance/repairs Other area Other not gainfully employed 1 % Position in the company/organisation Entrepreneur, co-owner, freelancer 19 Managing director, board member, head of an authority etc. 16 Area manager, works manager, plant manager, 19 branch manager, head of public office Department head, group head, team leader 24 Other salaried staff, civil servant,

32

10

11

16

1

2

1	MICISCI Z - MICCRICIDUIY-
2	North Rhine-Westph West Pommerania
3	Nielsen 3a 2 Saxony-Anhalt
1	Hesse 2 Nielsen 7
1	Rhineland-Palatinate - Saxony
1	Saarland - Thuringia
0/	
%	Nielsen 3b -
19	Baden-Württemberg -
16	Foreign (total)
, 19	Distance to home
24	up to 50 km
2.1	more than 50 km up to 100 km
16	more than 100 km up to 300 km
1	over 300 km
-	
1	
2	Frequency of visits to trade fair
1	2010
1	2008
	Earlier events
%	First visit
32	
13	Sex
10	Male
	Female
9	remale
2 2	
2	Size of household
8	1 person
11	2 persons
4	3 persons
4	4 persons
4	5 persons and more
1	
1	Age
1	up to 20 years
~	over 20 up to 30 years
%	over 30 up to 40 years
8	over 40 up to 50 years
16	over 50 up to 60 years
1	over 60 up to 70 years
	over 70 years
	and the second

Grüne Tage Thüringen (2012) ------> Erfurt

23 908

76%

99

2

94

93

2

1

% 48

40

11

2

%

47

28

30

26

%

43

57

%

8

44

21

18

9

%

3 13

15

25 22

14

7

Private visitors' profile

- Nielsen 4 - Bavaria

- Berlin

- Nielsen 5+6

- Brandenburg

- Mecklenburg-

Position in the company/organisation Intrepreneur, co-owner, freelancer	8
Nanaging director, board member,	
lead of an authority etc.	1
Area manager, works manager, plant manage oranch manager, head of public office	
Department head, group head, team leader	2
Other salaried staff. civil servant.	
killed worker	30
ecturer, teacher	3
rainee	3
Other position	10
tudent	3
lousewife/man	3
Old-age pensioner	22
Other not gainfully employed	7
had a second conduction of the state	0/
Buying and ordering capacity Purchase or order made or intended	%
t the exhibition	
es	74
0	11
naybe	15
ollow-up business	%
ntend to buy at later date	
es	30
IO .	28
naybe	42
Conducted by: Gelszus Messe-Markt-	
orschung GmbH, Dortmund	

inoga with IKA (2012)

Trade visitors' profile

Visitors (number of	entries)	16 527
Proportion of trade	visitors	36%
Germany (total) of which		85
Nielsen 1	4 Niels	en 4 6
Bremen	- Bava	ria 6
Hamburg		<u>en 5+6</u> 9
Lower Saxony	3 Berlin	
Schleswig-Holstein		lenburg 1
Nielsen 2		lenburg-
North Rhine-Westph.		Pommerania ·
<u>Nielsen 3a</u>		ny-Anhalt 6
Hesse	10 Niels	<u>en 7</u> 66
Rhineland-Palatinate	1 Saxor	ıy 7
Saarland	- Thuri	ngia 58
Nielsen 3b	2	
Baden-Württemberg	2	
Foreign (total)		15
EU		53
Other euro	nean cour	
North Ame		16
Other cour		12
Distance to home		%
up to 50 km		32
more than 50 km up	to 100 km	
more than 100 km up		
over 300 km	J LO 300 K	27
over 300 km		27
Countries with the	highest vi	sitor shares %
USA		16
Sweden		g
Frequency of visits	to trade f	air %
Previous event		14
Earlier events		20
First visit		74
Average length of s	tay	1,4 days
Influence on purcha	sing/proc	urement
decisions		%
Decisively		25
Collectively		25
n an advisory capaci	tv	18
No	1	24
		-4
Student		4

Conducted by: Wissler & Partner, Basel

10

1

*) ascertained by a representative poll

Other not gainfully employed

14

No

Student



Private visitors' profile

Area of responsibility	%	Visitors (number of entries)
Management Research/development/design Manufacturing, production, quality control	15 3 19	Proportion of private visitors
Buying/procurement Finance/accounting, controlling Information and communication technology Organisation, personnel, administration Sales Marketing, advertising, PR Logistics: storage, material management, transport Maintenance/repairs Other area Student Other not gainfully employed	7 1 2 10 2 1 2 29 4 6	Germany (total) of which 1 Nielsen Nielsen 1 1 Nielsen Bremen - Bavaria Hamburg Nielsen Nielsen Lower Saxony 1 Berlin Schleswig-Holstein - Brande Nielsen 2 1 Meckle North Rhine-Westph. 1 West P Nielsen 3a 3 Saxony Hesse 2 Nielsen Rhineland-Palatinate 1 Saxony
Position in the company/organisation Entrepreneur, co-owner, freelancer Managing director, board member, head of an authority etc.	% 17 4	Nielsen 3b 1 Baden-Württemberg 1 Foreign (total)
Area manager, works manager, plant manag branch manager, head of public office Department head, group head, team leader Other salaried staff, civil servant, skilled worker Lecturer, teacher Trainee	7 11 23 8 19	Distance to home up to 50 km more than 50 km up to 100 km more than 100 km up to 300 km over 300 km
Other position Student Other not gainfully employed	3 4 6	Frequency of visits to trade fai Previous event Earlier events First visit
Economic sector Catering Hotel Catering Wholesale trade	% 46 13 7 1	Sex Male Female
Retail trade/specialist trade	3	Size of household
Industry Skilled trades Manufacturing sector Authority/public services Association/society Educational institutions, vocational and advanced training Other sectors Student Other not gainfully employed	3 1 6 3 1 7 4 6	Age up to 20 years over 20 up to 30 years over 30 up to 40 years over 40 up to 50 years over 50 up to 60 years over 60 up to 70 years over 70 years

Other not gainfully employed Size of company/organisation:

Numb	per of	employe	es	%
1-	4	18	500 - 999	4
5-	9	16	1 000 and more	7
10-	49	26	Student	4
50-	199	15	Other not gainfully	
200-	499	5	employed	6

or alone or privat	•••		
nany (total) nich			94
en 1	1	Nielsen 4	5
en	-	Bavaria	5
ourg	-	Nielsen 5+6	6
r Saxony	1	Berlin	2
swig-Holstein	-	Brandenburg	2
en 2	1		
n Rhine-Westph.	1		
en 3a	3	Saxony-Anhalt	3
9	2	Nielsen 7	83
eland-Palatinate	1	Saxony	2
and	- 7	Thuringia	80
en 3b	1		
n-Württemberg	1		
ign (total)			6
ince to home			%
50 km			58
than 50 km up than 100 km up	to	100 km	17
) to	300 km	13
300 km			12
uency of visits 1	to 1	trade fair	%
ous event			16
er events			35
visit			57
			%
			39
le			61
of household			%
			%
20 years			18
20 up to 30 year	s		14
30 up to 40 year			6
40 up to 50 year	S		16
50 up to 60 year			21

Position in the company/organisation	%
Entrepreneur, co-owner, freelancer	10
Managing director, board member,	
head of an authority etc.	2
Area manager, works manager, plant manage	r,
branch manager, head of public office	<u>1</u>
Department head, group head, team leader	9
Other salaried staff, civil servant,	
skilled worker	36
Lecturer, teacher	4
Trainee	3
Other position	6
Student	8
Housewife/man	8 5 3
Old-age pensioner	3
Other not gainfully employed	16
Buying and ordering capacity	%

Purchase or order made or intended at the exhibition yes

no maybe

17

8

16 527

64%

Conducted by: Gelszus Messe-Marktforschung GmbH, Dortmund

Rapid. Tech -----> Erfurt

Trade visitors' profile

			3 049	
			70 %	
Germany (total) of which			96	
Nielsen 1	7	Nielsen 4	23	
Bremen	1	Bavaria	23	
Hamburg	1	Nielsen 5+6	9	
Lower Saxony	5		5	
Schleswig-Holstein	1	Brandenburg	2	
Nielsen 2	8		-	
North Rhine-Westph.	8	West Pommerar	nia -	
Nielsen 3a	6	Saxony-Anhalt	2	
Hesse	3		35	
Rhineland-Palatinate	2	Saxony	10	
Saarland	-	Thuringia	25	
Nielsen 3b	12			
Baden-Württemb.	12			
Foreign (total)			4	
Distance to home			%	
up to 50 km				
more than 50 km up	to	100 km	6	
more than 100 km up to 300 km			27	
over 300 km			46	
Frequency of visits	to t	rade fair	%	
Previous event			17	
Earlier events			9	
First visit			73	

Average length of stay	1,3 days
Influence on purchasing/procurement	nt %

% 23

23 25

15 13

aecisions	
Decisively	
Collectively	
In an advisory capaci	ty
No	
Student	

Area of responsibility	%
Management	20
Research/development/design	35
Manufacturing, production, quality control Buying/procurement	4
Finance/accounting, controlling	1
Information and communication technology	2
Personnel administration, administration	-
Sales	6
Marketing, advertising, PR Logistics: storage, material management,	4
transport	
Maintenance/repairs	1
Other area	4
Student	13
Position in the company/organisation	%
Entrepreneur, co-owner, freelancer	24
Managing director, board member,	
head of an authority etc.	7
Area manager, works manager, plant manage branch manager, head of public office	r, 6
Department head, group head, team leader	13
Other salaried staff, civil servant,	
skilled worker	27
Lecturer, teacher	2
Trainee Other position	2
Student	15
Economic sector	%
Machine and plant construction Automobile industry or its supplying firms	12
Medical technology	12
Aerospace industry	4
Toolmaking and mould-making	3
Electrical engineering/electronics	4
Precision engineering and optics Metal trade	3
Other industry	1
Skilled trades	2
Trade	3
Service	15
Universities	19
Other	22

	Size of company/organisation:					
Numb	er of	f employees		%		
1-	4	21	200 - 499	11		
5-	9	6	500 - 999	2		
10-	49	14	1 000 and more	18		
50-	199	16	Student	13		

Conducted by: Honestly MT GmbH, Karlsruhe

Private visitors' profile

Visitors (number of entries)	71 928
Proportion of private visitors	91 %
Germany (total) of which	100
or Wrich Nielsen 1 Bremen Hamburg Lower Saxony Schleswig-Holstein Nielsen 2 North Rhine-Westph Hesse Rhieland-Palatinate Saarland Baden-Württemberg - <u>Nielsen 36</u> Nielsen 36 Nielsen 36 Ni	
Distance to home	%
up to 50 km	61
nore than 50 km up to 100 km	32
nore than 100 km up to 300 km	6
over 300 km	1
Frequency of visits to trade fair	%
2011	42
2010	39
2009	32
2008	23
Earlier events	25
First visit	25
Sex	%
Male	42
Female	58
Size of household	%
1 person	8
2 persons	56
3 persons	19
4 persons	12
5 persons and more	5
Age	%
up to 20 years	4
over 20 up to 30 years	12
over 30 up to 40 years	11
over 40 up to 50 years	21
over 50 up to 60 years	25
over 60 up to 70 years	20
over 70 years	6

ion in the company/organisation % Visitors (number of entries) preneur, co-owner, freelancer 7 aging director, board member, Proportion of trade visitors of an authority etc. 2 manager, works manager, plant manager, ch manager, head of public office 2 rtment head, group head, team leader 6 salaried staff, civil servant, 34 d worker rer, teacher 4 2 ee position 8 nt 5 ewife/man 2 ge pensioner 26 not gainfully employed 3 ng and ordering capacity % ase or order made or intended e exhibition 76 9 16)e w-up business % d to buy at later date 34 21 46 be ducted by: Gelszus Messe-Markthung GmbH, Dortmund

Germany	(total)	1	94
of which Nielsen 1	6 N	ielsen 4	1
Bremen		avaria	1
Hamburg		ielsen 5+6	1
Lower Sax		erlin	
Schleswig-		randenburg	
Nielsen 2		lecklenburg-	
North Rhin	e-Westph. 83 W	lest Pommerania	
Nielsen 3a	. 8 S	axony-Anhalt	
Hesse		ielsen 7	
Rhineland-		axony	
Saarland		huringia	
Nielsen 3b			
Baden-Wü	rttemb. 1		
Foreign (t	otal)		6
or which	EU		70
	Other countries		30
Distance t			%
up to 50 k			4
	50 km up to 100		24
	100 km up to 30)0 km	24
over 300 k	m		8
	ith the highest		%
Netherland	S		48
	of visits to tra		%
Previous e			17
Earlier eve	nts		43
First visit			4(
Average I	ength of stay	1,1 da	y
	on purchasing/p	rocurement	
decisions			%
Decisively			2
Collectively			2!
	sory capacity		17 18
	aninfully omelows		1
No Student Other not	gainfully employe		

DEUBAUKOM -----> Essen

34 746

90%

Trade visitors' profile

Area of responsibility	9
Management	
Research/development/design	
Manufacturing, production, quality control	
Buying/procurement	
Finance/accounting, controlling	
Information and communication technology	
Personnel administration, administration	
Sales	
Marketing, advertising, PR	
Logistics: storage, material management, transport	
Maintenance/repairs	
Other area	5
Student	1
Other not gainfully employed	
Position in the company/organisation	9
Entrepreneur, co-owner, freelancer	2
Managing director, board member,	
head of an authority etc.	
Area manager, works manager, plant manager	r,
branch manager, head of public office	
Department head, group head, team leader	
Foreman, master craftsman	
Other salaried staff, civil servant, skilled worker	1
Lecturer, teacher	1
Trainee	1
Other position	1
Student	1
Other not gainfully employed	
Economic sector	9
Construction industry	1
Industrial construction	
Main construction trade	
Ancillary construction trade	
Skilled trades	1
Building materials industry	
Architect	1
Engineer	1
Building materials specialist trade	
Housing industry	
Ministry/public authority/municipal	
administration	
University/polytechnic, research	
Private property owner	
Other sectors	1
Student	1
Other not gainfully employed	

Size of company/organisation: Number of employees

1- 4	25	500 - 999	3
5-9	14	1 000 and more	7
10- 49	17	Student	16
50-199	11	Other not gainfully	
200-499	3	employed	3

Conducted by: Gelszus Messe-Marktforschung GmbH, Dortmund

E-world energy & water

Trade visitors' profile

%

9

2

1

2

5

2

1

3

52 16

3

%

25

4

3

9

3

17

3

13

4

16

%

Visitors (number of e	ntr	ries)	23 500
Proportion of trade v	isi	tors	98 %
Germany (total) of which			84
	2	Nielsen 4	7
	1	Bavaria	7
	4		7
Lower Saxony	6	Berlin	4
Schleswig-Holstein	2	Brandenburg	1
Nielsen 2 5	1	Mecklenburg-	
Schleswig-Holstein <u>Nielsen 2</u> 5 North Rhine-Westph. 5	1	West Pomme	rania 1
Nielsen 3a 1	1	Saxony-Anhal	t 1
	7	Nielsen 7	3
	3	Saxony	2
	1	Thuringia	1
	9		
Baden-Württemb.	9		
Foreign (total) of which			16
EU			73
Other europ	ear	o countries	23
Other countr			4
Distance to home			%
up to 50 km			24
more than 50 km up to	o 1	00 km	13
more than 100 km up	to	300 km	22
over 300 km			41
Countries with the hi	gh	est visitor sh	
United Kingdom			15
Switzerland			15
Netherlands			12
Austria			7
Belgium			6
Frequency of visits to	o ti	ade fair	%
Previous event			30
Earlier events			36
First visit			41
Average length of sta	ay		1,3 days
Influence on purchasi	ing	/procurement	
decisions			%
Decisively			23
Collectively			30
In an advisory capacity			24
No			13
Student Other not gainfully em			10 1

IPM ESSEN -----> Essen

Trade visitors' profile

Area of responsibility	%	Visitors (number (
Management	14	Duranting of the
Research/development/design	5 2	Proportion of trac
Manufacturing, production, quality control	10	Cormony (total)
Buying/procurement		Germany (total)
Finance/accounting, controlling	4	of which
Information and communication technology	12	Nielsen 1
Personnel administration, administration	1	Bremen
Sales	19	Hamburg
Marketing, advertising, PR	5	Lower Saxony
Logistics: storage, material management,		Schleswig-Holstein
transport	1	Nielsen 2
Maintenance/repairs	3	North Rhine-Westp
Other area	12	Nielsen 3a
Student	10	Hesse
Other not gainfully employed	1	Rhineland-Palatinat
		Saarland
Position in the company/organisation	%	Nielsen 3b
Entrepreneur, co-owner, freelancer	12	Baden-Württemb.
Managing director, board member,		
head of an authority etc.	9	Foreign (total)
Area manager, works manager, plant manage		of which
branch manager, head of public office	11	EU
Department head, group head, team leader	22	Other et
Other salaried staff, civil servant,		South-,
skilled worker	31	Other co
Lecturer, teacher	2	
Trainee	1	Distance to home
Other position	2	up to 50 km
Student	10	more than 50 km i
Other not gainfully employed	1	more than 100 km
Frank Strand Strand	0/	over 300 km
Economic sector	%	Countries with th
Power supply company	33	
Consultants, service providers	24	Netherlands
Public utilities, council representatives	8	France
Research, press, associations	3	Turkey
Business customers, industrial enterprises	13	Italy Poland
Other sectors	9	Poland
Student	10 1	Francianas of visit
Other not gainfully employed	1	Frequency of visit Previous event
Size of company/organisation:		Earlier events
Number of employees	%	First visit
1- 4 8 500 - 999	5	
5-9 6 1 000 and more	31	Average length o
10- 49 14 Student	10	Average length 0
	10	Influence on purc
	1	Influence on purc decisions
	1	Decisively
Conducted by: Gelszus Messe-Markt-		Collectively
forschung GmbH, Dortmund		In an advisory capa
		No
		N0 Student

Visitors (number of entries)	44 838
Proportion of trade visitors	95%
Germany (total)	64
of which	_
Nielsen 1 19 Nielsen 4	7
Bremen - Bavaria	7
Hamburg 1 <u>Nielsen 5+6</u>	4
Lower Saxony 16 Berlin	1
Schleswig-Holstein 2 Brandenburg	1
Nielsen 2 48 Mecklenburg-	
North Rhine-Westph. 48 West Pommera	inia 1
Nielsen 3a 11 Saxony-Anhalt	1
Hesse 5 <u>Nielsen 7</u>	3
Rhineland-Palatinate 4 Saxony	1
Saarland 1 Thuringia	1
Nielsen 3b 9	
Baden-Württemb. 9	
oreign (total) f which	36
EU	70
Other european countries	16
South-, East-, Central Asia	5
Other countries	9
Distance to home	%
up to 50 km	12
nore than 50 km up to 100 km	14
nore than 100 km up to 300 km	28
over 300 km	46
Countries with the highest visitor sha	res %
Netherlands	26
France	- 6
Furkey	6
taly	6
Poland	5
Frequency of visits to trade fair	%
Previous event	32
Earlier events	41
First visit	31
Average length of stay 1,	4 days
	4 uays
nfluence on purchasing/procurement decisions	%
Decisively	32
Collectively	25
n an advisory capacity	17
	18
NO.	
tudont	
tudent ther not gainfully employed	6 1

Area of responsibility Management Research/development/design Manufacturing, production, quality control Buying/procurement Finance/accounting, controlling Information and communication technology Personnel administration, administration Sales Marketing, advertising, PR Logistics: storage, material management, transport Maintenance/repairs Other area Student Other not gainfully employed	% 28 5 15 6 - 1 - 18 3 13 6 1
Position in the company/organisation Entrepreneur, co-owner, freelancer Managing director, board member, head of an authority etc. Area manager, works manager, plant manager branch manager, head of public office Department head, group head, team leader Other salaried staff, civil servant, skilled worker Lecturer, teacher Trainee Other position Farmer, horticulturist Florist Student Other not gainfully employed	% 29 6 7 5 7 6 3 16 3 13 6 6 1
Economic sector Plant producer Florist wholesale trade Seed trade End-sales outlet Public authority, municipal garden department Horticulture and landscape gardening Landscape designer Garden centre Gardening company Florist, specialist retailer Fruit and vegetable growing Cemetry gardeners Substrate manufacturers Nursery Wholesale market Other sectors Student Other not gainfully employed	% 21 4 2 6 2 13 2 4 7 8 1 2 1 6 3 11 6 1
Size of company/organisation: Number of employees 1-4 21 500 - 999 5-9 25 1000 and more 10-49 27 Student 50-199 10 Other not gainfully 200-499 3 employed	% 2 5 6

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

METPACK ----> Essen

Trade visitors' profile

Visitors (number of entries) 6	696
Proportio	n of trade visitors	99%
Germany of which	(total)	27
Nielsen 1	25 Nielsen 4	7
Bremen	1 Bavaria	7
Hamburg	2 Nielsen 5+6	2
Lower Sax		1
Schleswig		
Nielsen 2	30 Mecklenburg-	
	ne-Westph. 30 West Pommerania a 18 Saxony-Anhalt	1 2
Nielsen 3a Hesse	a 18 Saxony-Anhalt 9 Nielsen 7	2
	-Palatinate 9 Saxony	2
Saarland	1 Thuringia	
Nielsen 3		
Baden-Wü	irttemb. 14	
Foreign (of which	total)	73
or which	EU	43
	Other european countries	14
	Africa	4
	North America	-
	South and Central America	-
	Middle East South-, East-, Central Asia	22
	Other countries	22
Distance	to home	%
up to 50	km	4
more than	n 50 km up to 100 km n 100 km up to 300 km	14
over 300	km	77
Countries	with the highest visitor shares	%
Italy		9
Netherlan		8
Switzerlan Spain	la	5
Turkey		1
Frequenc	y of visits to trade fair	%
2011		33
2008		24
2005 2002		15
Earlier eve	ents	8
First visit		54
Average	length of stay 1,7 c	lay
	on purchasing/procurement	
decisions		%
Decisively Collectivel	Y.	30 3!
	y isory capacity	22
No	sory capacity	12
Student		
	gainfully employed	1

Other not gainfully employed

Area of res	ponsibi	lity	%
Managemen	t		22
Research/de		ent/design	18
		duction, quality control	23
Buying/proci			5
Finance/acco			5
		mmunication technology	1
			1
	aministr	ation, administration	
Sales			16
Marketing, a			2
	orage, r	naterial management,	
transport			1
Maintenance	e/repairs	5	9
Other area	1.1		3
Student			1
Other not g	ainfully	employed	1
other not g	unnuny	employed	<u> </u>
Position in	the co	npany/organisation	%
		/ner, freelancer	16
		board member,	
head of an			14
		s manager, plant manage	
Area manay	er, work	s manager, plant manage	23
Diditch Indi	ager, ne	ead of public office	
Department	nead, g	roup head, team leader	20
		, civil servant,	
skilled work			20
Lecturer, tea	cher		1.7
Trainee			2
Other position	on		4
Student			1
Other not g	ainfully	employed	1
Economic s			%
Metal packa	ige		65
Filling and p	acking	industry	13
Consulting o			4
Other sector			17
Student	-		1
Other not g	ainfully	amployed	1
other not g	annuny	empioyeu	
Size of com	nanv/o	rganisation:	
Number of			%
1- 4	8	500 - 999	9
1- 4 5- 9	° 5	1 000 and more	18
	-		
10- 49	14	Student	1
50-199	24	Other not gainfully	
200-499	20	employed	1
200 .00			

Conducted by: Gelszus Messe-Markt-

forschung GmbH, Dortmund

REIFEN —> Essen

Trade visitors' profile

Proportion of trade visite	ors	98%
Germany (total)		37
of which		
Nielsen 1 12 I	Vielsen 4	9
	Bavaria	9
	Vielsen 5+6	5
	Berlin	2
	Brandenburg	1
	Mecklenburg-	
	Nest Pommerania	- 1
	Saxony-Anhalt	2
	Vielsen 7	5
	Saxony	4
	Thuringia	1
Nielsen 3b 12	munigiu	
Baden-Württemb. 12		
baden-wurttenib. 12		
Foreign (total)		63
of which		05
EU		62
Other european	countries	10
Africa	countries	10
North America		7
South and Centr	al Amorica	4
Middle East	al America	3
South-, East-, Ce	ontrol Acia	3
Australia	anual Asia	د 1
Australia		
Distance to home		%
up to 50 km		7
more than 50 km up to 10	0 km	6
more than 100 km up to 3		18
over 300 km	oo kiii	70
Countries with the highe	st visitor shares	%
Italy		9
Belgium		6
France		6
United Kingdom		5
Poland		5
Frequency of visits to tra	ide fair	%
Previous event		31
Earlier events		30
First visit		46
Average length of stay	1,7 c	lavs
Influence on purchasing/	procurement	
decisions		%
Decisively		47
Collectively		29
In an advisory capacity		14
No		Q

541	Area of responsibility	%
	Management	34
8%	Research/development/design	6
	Manufacturing, production, quality control	4
37	Buying/procurement	12
	Finance/accounting, controlling	1
9	Information and communication technology	2
9	Personnel administration, administration	-
5	Sales	25
2	Marketing, advertising, PR	4
1	Logistics: storage, material management,	
	transport	2
	Maintenance/repairs	5
2 5	Other area	4
5	Student	2
4	Other not gainfully employed	1
1		
	Position in the company/organisation	%
	Entrepreneur, co-owner, freelancer	39
	Managing director, board member,	
63	head of an authority etc.	18
~~	Area manager, works manager, plant manage	
62	branch manager, head of public office	13
10	Department head, group head, team leader	12
10	Other salaried staff, civil servant,	
7	skilled worker	12
4	Lecturer, teacher	1
3	Trainee	1
3	Other position	3
1	Student	2
0/	Other not gainfully employed	1
%	Formania contan	0/
7	Economic sector	%
6	Tire service	24
18	Tire trade	33
70	Vulcanizing company	4
0/	Motor vehicle workshop	5
%	Transport company	1
9	Tire trade, craftsman's company	6
6 6	Independent car dealer's	1
5	Tire manufacturing technology	2 3
5 5	Tire manufacturing and design	3 8
С	Industry	-
%	Public authority	1
% 31	Other sectors	10
	Student	2
30	Other not gainfully employed	1
46	Cine of annual annual institute	
21/2	Size of company/organisation:	0/
ays	Number of employees	%
	1- 4 23 500 - 999	3
0/	5- 9 18 1 000 and more	11
%	10- 49 25 Student	2
47	50- 199 15 Other not gainfully	
29	200- 499 4 employed	1
14	Conducted by: Gelszus Messe-Markt-	
8	forschung GmbH, Dortmund	

security essen -----> Essen

Trade visitors' profile

Proportion of trade visitor	s 99%
Germany (total) of which	63
Nielsen 1 13 Ni	ielsen 4 7
Bremen 1 Ba	avaria 7
Hamburg 2 Ni	ielsen 5+6 9
Lower Saxony 8 Be	erlin 5
Schleswig-Holstein 2 Br	andenburg 2
<u>Nielsen 2</u> 45 M	ecklenburg-
	est Pommerania 1
Nielsen 3a 16 Sa	ixony-Anhalt 1
	ielsen 7 4
	axony 3
	uringia 1
Nielsen 3b 7	
Baden-Württemb. 7	
Foreign (total)	37
of which EU	74
Other european c	
Africa	3
Middle East	3
South-, East-, Cer	
Other countries	3
Distance to home	%
up to 50 km	14
more than 50 km up to 100	km 11
more than 100 km up to 30	0 km 25
over 300 km	50
Countries with the highest	t visitor shares %
Netherlands	17
Belgium	g
Austria	e
	5
France	
	3
France Italy Frequency of visits to trad	
France Italy Frequency of visits to trad Previous event	le fair %
France Italy Frequency of visits to trad	le fair %
France Italy Frequency of visits to trad Previous event	

%
31
31
21
12
4
2

Area of responsibility Management	% 21
Research/development/design Manufacturing, production, quality control Buying/procurement	8 4 5
Finance/accounting, controlling Information and communication technology Personnel administration, administration	10 2
Sales Marketing, advertising, PR	14 3
Logistics: storage, material management, transport	1
Maintenance/repairs Other area	12 16
Student	4
Other not gainfully employed	2
Position in the company/organisation	%
Entrepreneur, co-owner, freelancer Managing director, board member,	21
head of an authority etc.	10
Area manager, works manager, plant manager branch manager, head of public office	er, 12
Department head, group head, team leader Other salaried staff, civil servant,	19
skilled worker	23
Lecturer, teacher Trainee	1
Other position	4
Student	4
Other not gainfully employed	2
Economic sector Industry	% 22
Plant security	7
Skilled trades	14
Wholesale trade	7
Retail trade Police	4
Fire brigade	1
Other local government authorities	5
Banks, saving banks	1
Guards/surveillance sector	11
Insurance	1
Engineer's consultant's office Architect's/engineer office	7
Public institutions	1
Other sectors	9
Student	4
Other not gainfully employed	4

Size of company/organisation: Number of employees 1- 4 13 500 - 999 5- 9 1 000 and more 10-49 22 Student 50- 199 14 200- 499 9 Other not gainfully 200-499 employed

Conducted by: Gelszus Messe-Marktforschung GmbH, Dortmund

SHK

%

Trade visitors' profile

	48 249
Proportion of trade visitors	97%
Germany (total) of which	97
Nielsen 1 7 Nielsen 4	
Bremen - Bavaria	
Hamburg - Nielsen 5+6	1
ower Saxony 6 Berlin	
Schleswig-Holstein 1 Brandenburg	
<u>Vielsen 2</u> 82 Mecklenburg-	
North Rhine-Westph. 82 West Pommer	
<u>Vielsen 3a</u> 9 Saxony-Anhalt	
lesse 3 <u>Nielsen 7</u>	-
Rhineland-Palatinate 6 Saxony	
Saarland - Thuringia	
Nielsen 3b 1	
Baden-Württemb. 1	
F oreign (total) of which	3
EU	71
Other countries	29
Materia da bana	0/
Distance to home	%
ıp to 50 km	32
up to 50 km nore than 50 km up to 100 km	32
ıp to 50 km nore than 50 km up to 100 km nore than 100 km up to 300 km	32 29 32
up to 50 km nore than 50 km up to 100 km	32
up to 50 km nore than 50 km up to 100 km nore than 100 km up to 300 km over 300 km Country with the highest visitor share	32 29 32 6
up to 50 km nore than 50 km up to 100 km nore than 100 km up to 300 km over 300 km	32 29 32 6
up to 50 km more than 50 km up to 100 km more than 100 km up to 300 km over 300 km Country with the highest visitor share Netherlands	32 29 32 6 • %
up to 50 km nore than 50 km up to 100 km nore than 100 km up to 300 km over 300 km Country with the highest visitor share	32 29 32 6 32 6 46
up to 50 km nore than 50 km up to 100 km nore than 100 km up to 300 km over 300 km Country with the highest visitor share Vetherlands Frequency of visits to trade fair	32 29 32 6 46 46
up to 50 km nore than 50 km up to 100 km nore than 100 km up to 300 km over 300 km Country with the highest visitor share Vetherlands Frequency of visits to trade fair Previous event	32 29 32 6 46 46
up to 50 km nore than 50 km up to 100 km nore than 100 km up to 300 km over 300 km Country with the highest visitor share Vetherlands Frequency of visits to trade fair Previous event carlier events First visit	32 29 32 6 46 46 34 34
up to 50 km more than 50 km up to 100 km more than 100 km up to 300 km over 300 km Country with the highest visitor share Netherlands Frequency of visits to trade fair Previous event aralier events First visit Average length of stay 1	32 29 32 6 46 46 34 34 34
up to 50 km more than 50 km up to 100 km more than 100 km up to 300 km over 300 km Country with the highest visitor share Vetherlands Frequency of visits to trade fair Previous event Earlier events First visit Average length of stay 1 Influence on purchasing/procurement	32 29 32 6 46 46 34 34 40 ,1 days
up to 50 km more than 50 km up to 100 km more than 100 km up to 300 km over 300 km Country with the highest visitor share Vetherlands Frequency of visits to trade fair revious event Earlier events First visit Average length of stay 1 Influence on purchasing/procurement Jecisions	32 29 32 6 46 46 34 34 40 ,1 days
up to 50 km more than 50 km up to 100 km more than 100 km up to 300 km over 300 km Country with the highest visitor share Netherlands Frequency of visits to trade fair Previous event carlier events crist visit Average length of stay 1 mfluence on purchasing/procurement Jecisions Decisively	32 29 32 6 46 46 34 34 34 40 ,1 days
up to 50 km more than 50 km up to 100 km more than 100 km up to 300 km over 300 km Country with the highest visitor share Vetherlands Frequency of visits to trade fair Previous event arilier events First visit Average length of stay 1 Influence on purchasing/procurement Jecisions Decisively Collectively	32 29 32 6 46 46 % 34 34 40 ,1 days % 24 27
up to 50 km more than 50 km up to 100 km more than 100 km up to 300 km over 300 km Country with the highest visitor share Vetherlands Frequency of visits to trade fair revious event Earlier events First visit Average length of stay 1 Influence on purchasing/procurement decisions Decisively Collectively n an advisory capacity	32 29 32 6 46 % 34 34 40 ,1 days ,1 days
up to 50 km more than 50 km up to 100 km more than 100 km up to 300 km over 300 km Country with the highest visitor share Vetherlands Frequency of visits to trade fair Previous event arilier events First visit Average length of stay 1 Influence on purchasing/procurement Jecisions Decisively Collectively	32 29 32 6 46 46 % 34 34 40 ,1 days % 24 27

No

Student

Other not gainfully employed

Trade visitors' profile

Area of responsibility	%	Visitors (numb
Management Research/development/design	17 9	Proportion of t
Manufacturing, production, quality control Buying/procurement Finance/accounting, controlling Information and communication technology Personnel administration, administration Sales Marketing, advertising, PR Logistics: storage, material management, transport Maintenance/repairs Other area Student	4 4 1 1 3 12 2 1 30 12 5	Germany (tota of which <u>Nielsen 1</u> Bremen Hamburg Lower Saxony Schleswig-Holst <u>Nielsen 2</u> North Rhine-We <u>Nielsen 3a</u> Hesse
Other not gainfully employed	2	Rhineland-Palat
Position in the company/organisation Entrepreneur, co-owner, freelancer Managing director, board member,	% 23	Saarland <u>Nielsen 3b</u> Baden-Württem
Araging unector, board memore, head of an authority etc. Area manager, works manager, plant manager branch manager, head of public office Department head, group head, team leader Other salaried staff, civil servant,	2 7, 4 10	Foreign (total) of which EU Othe
Skilled worker Lecturer, teacher Trainee Other position Student Other not gainfully employed	28 2 22 2 5 2	Distance to ho up to 50 km more than 50 k more than 100 over 300 km
Economic sector	%	Country with t Austria
Sanitary systems Heating systems Air conditioning and ventilation system construction Office technical building equipment Specialist planner, engineering, architecture Wholesale, retail Industrial producer Institutions (hospitals etc.) Building owner Housing industry Association/guild/chamber Energy consulting Other sectors Student Other not gainfully employed	46 21 3 - 4 4 3 2 1 1 1 1 7 5 2	Frequency of v Previous event Earlier events First visit Average lengtl Influence on p decisions Decisively Collectively In an advisory of No
3	-	

%

4 10

5

2

Size of company/organisation:

ees	employe	er ot	Numb
500 - 999	24	4	1-
1 000 and more	18	9	5-
Student	21	49	10-
Other not gainfully	12	199	50-
employed	5	499	200-4

Conducted by: Gelszus Messe-Marktforschung GmbH, Dortmund

isitors (number of	ent	ries)	4 156
roportion of trade	visi	itors	98 %
ermany (total)			89
which ielsen 1	4	Nielsen 4	29
remen	2	Bavaria	29
amburg	1	Nielsen 5+6	6
ower Saxony	1	Berlin	2
chleswig-Holstein	11	Brandenburg	-
ielsen 2	9	Mecklenburg-	
orth Rhine-Westph.		West Pommeran	ia 2
ielsen 3a	16	Saxony-Anhalt	2
esse	7	Nielsen 7	6
hineland-Palatinate	9	Saxony	4
arland		Thuringia	2
ielsen 3b	29	muningia	2
aden-Württemb.	29		
oreign (total) ⁻ which			11
EU			89
Other cou	ntrie	S	11
istance to home			%
o to 50 km			5
ore than 50 km up			16
ore than 100 km u	p to	300 km	44
ver 300 km			35
ountry with the h	ighe	st visitor share	%
ustria			52
equency of visits	to t	rade fair	%
evious event			38
arlier events			19
rst visit			43
verage length of	stay	1,3	days
fluence on purcha	asing	g/procurement	
ecisions			%
ecisively			52
ollectively			19
	- A.		17
an advisory capac	ity		

Area of responsibility	%
Management	50
Research/development/design	6
Manufacturing, production, quality control	19
Buying/procurement	5
Finance/accounting, controlling Information and communication technology	
	2
Personnel administration, administration Sales	10
Marketing, advertising, PR	1
Logistics: storage, material management,	
transport	4
Maintenance/repairs	4
Other area	
Position in the company/organisation	%
Entrepreneur, co-owner, freelancer	44
Managing director, board member,	4.7
head of an authority etc.	12
Area manager, works manager, plant manag	
branch manager, head of public office	6
Department head, group head, team leade	r 6
Other salaried staff, civil servant,	20
skilled worker	29
Lecturer, teacher	1
Trainee Other position	2
Other position	
Economic sector	%
Screed	51
Parquet	9
Tile	6
Floor coverings	13
Construction chemistry	4
Trade	3
Flooring general Skilled trades	4
Manufacturers	4
	2
Service provider Interior decorator	4
	1
Construction machinery Other sectors	1
Size of company/organisation:	
Number of employees	%
1- 4 31 200 - 499	4
5- 9 22 500 - 999	2
10- 49 27 1 000 and more	2
F0 100 12	

Conducted by: Service- und Verlagsgesellschaft des Bayrischen Baugewerbes, Feuchtwangen

13

50-199

Ambiente -----> Frankfurt/Main

Trade visitors' profile

Proportion	of trado	vici	itors	89%
· · ·		VIS		
Germany (of which	total)			46
Nielsen 1		7	Nielsen 4	15
Bremen		-	Bavaria	15
Hamburg		2	Nielsen 5+6	2
Lower Saxo		3	Berlin	
Schleswig-H	lolstein	1		
Nielsen 2		14		
North Rhine	e-westpn.			
Nielsen 3a Hesse		43 32	Saxony-Anhalt Nielsen 7	2
Rhineland-P	alatinata	32 10		4
Saarland	alatillate	10	Thuringia	
Nielsen 3b		17	munnyia	
Baden-Würt	ttemb.	17		
Foreign (to	otal)			54
of which				
	U			52
		pea	n countries	14
	Africa North Ame			-
9	South and	Cer	ntral America	3
2	South and Middle East	Cer st	ntral America	6
	South and Middle East	Cer st		3 6 14
Distance to	South and Middle Eas South-, Ea Australia	Cer st	ntral America	3 6 14 2
Distance to up to 50 kr	South and Middle Eas South-, Ea Australia 5 home n	Cer st st-,	ntral America Central Asia	3 6 14 2 %
Distance to up to 50 kr more than	South and Middle Eas South-, Ea Australia D home n 50 km up	Cer st st-,	ntral America Central Asia	9% 14 2 14 2 2
Distance to up to 50 kr more than more than	South and Middle Eas South-, Ea Australia 5 home n 50 km up 100 km up	Cer st st-,	ntral America Central Asia	9% 14 22 9% 14 8
Distance to up to 50 kr more than	South and Middle Eas South-, Ea Australia 5 home n 50 km up 100 km up	Cer st st-,	ntral America Central Asia	9% 14 22 9% 14 8
Distance to up to 50 kr more than more than over 300 kr Countries	South and Middle Ea: South-, Ea Australia 5 home n 50 km up 100 km u n	Cer st st-, to p to	ntral America Central Asia	3 6 14 2 2 2 2 2 2 2 2 2 2 2 2 2 2 2 2 2 2
Distance tr up to 50 kr more than over 300 kr Countries of France	South and Middle Eas South-, Ea Australia D home n 50 km up 100 km up n with the	Cer st st-, to p to	ntral America Central Asia 100 km 300 km	2 6 12 2 2 2 2 2 2 2 2 2 2 2 2 2 2 2 2 2
Distance to up to 50 kr more than over 300 kr Countries France Netherlands	South and Middle Eas South-, Ea Australia o home n 50 km up 100 km up n with the	Cer st st-, to p to	ntral America Central Asia 100 km 300 km	2 6 12 2 2 2 2 2 2 2 2 2 2 2 6 0 0 0 0 0 0 0
Distance to up to 50 kr more than over 300 kr Countries of France Netherlands Switzerland	South and Middle Ea: South-, Ea Australia o home n 50 km up 100 km up n with the	Cer st st-, to p to	ntral America Central Asia 100 km 300 km	2 6 12 2 2 2 2 2 2 2 2 2 2 2 2 2 2 2 2 2
Distance to up to 50 km more than over 300 km Countries France Netherlandd Switzerland United King	South and Middle Ea: South-, Ea Australia o home n 50 km up 100 km up n with the	Cer st st-, to p to	ntral America Central Asia 100 km 300 km	۲ ۲ ۲ ۲ ۲ ۲ ۲ ۲ ۲ ۲ ۲ ۲ ۲ ۲
Distance to up to 50 kr more than more than over 300 kr Countries of France Netherlands Switzerland United King Italy	South and Middle Eas South-, Ea Australia o home n 50 km up 100 km up 100 km up 100 km up 100 km up 100 km up	Cer st st-, p to high	ntral America Central Asia 100 km 300 km nest visitor shares	2 () 14 2 2 9% 14 2 5 60 60 60 60 60 60 60 60 60 60 60 60 60
Distance tr poto 550 km more than more than over 300 km Countries of France Netherland: Switzerland United King Italy Frequency	South and Viiddle Ea: South-, Ea Australia o home n 50 km up 100 km up 100 km u n with the s Idom	Cer st st-, p to high	ntral America Central Asia 100 km 300 km nest visitor shares	2 6 12 2 2 2 2 2 2 2 2 2 2 2 2 2 2 2 2 2
Distance to up to 50 km more than more than over 300 km Countries of France Netherland: Switzerland United King Italy Frequency Previous ev	South and Widdle Eas South-, Ea Australia o home 50 km up 100 km up	Cer st st-, p to high	ntral America Central Asia 100 km 300 km nest visitor shares	2 6 12 2 2 2 2 2 2 2 2 2 2 2 2 2
Distance to up to 50 kr more than more than over 300 kr Countries to France Netherlands Switzerland United King Italy Frequency Previous ev Earlier even	South and Widdle Eas South-, Ea Australia o home 50 km up 100 km up	Cer st st-, p to high	ntral America Central Asia 100 km 300 km nest visitor shares	8 6 6 6 7 8 7 8 7 8
Distance to up to 50 km more than more than over 300 km Countries of France Netherland: Switzerland United King Italy Frequency Previous ev	South and Widdle Eas South-, Ea Australia o home 50 km up 100 km up	Cer st st-, p to high	ntral America Central Asia 100 km 300 km nest visitor shares	2 6 12 2 2 2 2 2 2 2 2 2 2 2 2 2

Influence on purchasing/procureme decisions	%
Decisively	46
Collectively	24
In an advisory capacity	15
No	10
Student	3
Other not gainfully employed	2

Area of responsibility	%
Management	35
Research/development/design	4
Manufacturing, production, quality control	4
Buying/procurement	19
Finance/accounting, controlling	1
Information and communication technology	1
Personnel administration, administration	1
Sales	16
Marketing, advertising, PR	7
Logistics: storage, material management,	
transport	1
Maintenance/repairs	1
Other area	6
Student	
Other not gainfully employed	3
Position in the company/organisation	%
Entrepreneur, co-owner, freelancer	46
Managing director, board member, etc.	14
Area manager, works manager, plant manage	r,
branch manager	8
Department head, group head	13
Other salaried staff, skilled workers	11
Lecturer, teacher	1
Trainee	1
Other position	
Student	2 3
Other not gainfully employed	2
ether het gaintany employed	
Economic sector	%
Retail trade	43
Wholesale/foreign trade	22
Service	19
Industry	4
Skilled trades	3
Other sectors	4
Student	3
Other not gainfully employed	2
5 · · · · · · · · · · · ·	
Size of company/organisation:	
Number of employees	%
1- 4 35 500 - 999	4
5-9 12 1 000 and more	9

10- 49 18 Student 3 13 50-199 Other not gainfully 200-499 4 2 employed

Conducted by: Wissler & Partner, Basel

Arbeitsschutz Aktuell ------> Frankfurt/Main

Trade visitors' profile

No. of the second second second second second	000/
Proportion of trade visitors	99 %
Germany (total)	72
of which	
Nielsen 1 6 Nielsen 4	14
Bremen - Bavaria	14
Hamburg 1 <u>Nielsen 5+</u>	
Lower Saxony 4 Berlin	3
Schleswig-Holstein 1 Brandenbur	
Nielsen 2 15 Mecklenbur	
North Rhine-Westph. 15 West Pomm	
Nielsen 3a 42 Saxony-Anh	
Hesse 29 <u>Nielsen 7</u>	4
Rhineland-Palatinate 12 Saxony Saarland 2 Thuringia	1
Nielsen 3b 14	2
Baden-Württemb. 14	
Foreign (total)	28
of which	20
EU	36
Other european countries	10
Africa South and Central America	10 25
South-, East-, Central America	11
Other countries	9
other countries	9
Distance to home	%
up to 50 km	19
more than 50 km up to 100 km	11
more than 100 km up to 300 km	28
over 300 km	43
Frequency of visits to trade fair	%
Previous event	13
Earlier events	24
First visit	68
Average length of stay	1,6 days
Influence on purchasing/procureme	nt
decisions	%
Decisively	17
Collectively	35
In an advisory capacity	31
No	15
	2
Student Other not gainfully employed	2

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

Conducted by: Gelszus Messe-Marktforschung GmbH, Dortmund

Automechanika -----> Frankfurt/Main

Trade visitors' profile

Visitors (number of	ent	ries) 13	7 982
Proportion of trade	vis	itors	95%
Germany (total) of which			40
Nielsen 1	10	Nielsen 4	14
Bremen	-	Bavaria	14
Hamburg	1	Nielsen 5+6	2
Lower Saxony	7	Berlin	
Schleswig-Holstein Nielsen 2	1 13	Brandenburg Mecklenburg-	
North Rhine-Westph.			nia -
Nielsen 3a	39	Saxony-Anhalt	-
Hesse	26	Nielsen 7	3
Rhineland-Palatinate	11	Saxony	-
Saarland	1	Thuringia	
Nielsen 3b Baden-Württemb.	20 20		
Foreign (total)			60
of which			~
EU Other our		n countries	60 11
Africa	pea	n countries	5
North Am	erica		3
		ntral America	3 5
Middle Ea			6
South-, Ea Australia	st-,	Central Asia	8 3
Distance to home			%
up to 50 km more than 50 km up	to	100 km	8
more than 100 km u			18
over 300 km	p 10	500 km	67
Countries with the	higł	est visitor share	es %
France			6
United Kingdom			5
Netherlands			5
Spain Denmark			2 2
Frequency of visits	to t	rade fair	%
Previous event Earlier events			48 51
First visit			34
Annual Land C			
Average length of s	stay	2,3	day:

Influence on purchasing/procureme	nτ
decisions	9
Decisively	3
Collectively	2
In an advisory capacity	1
No	1
Student	
Other not gainfully employed	

%
34
3
4
10
1
2
1
16
3
1
15
5
4
2
~
%
34
er,
12
13
12
3
6
1
4
2
%
39
34
12
5
- 2

Size of company/organisation:	
Student Other not gainfully employed	
Other sectors	

		employees	
1-	4	21	500 - 999

5-9	13	1 000 and more	9
10- 49	28	Student	4
50-199	14	Other not gainfully	
200-499	6	employed	2
Conducted	by: Wis	sler & Partner, Basel	

Christmasworld

Trade visitors' profile

4 4

2

%

4

Visitors (number of	enti	ries) 3	82 864*)
Proportion of trade	visi	tors	95%
Germany (total) of which			40
Nielsen 1	11	Nielsen 4	17
Bremen	1	Bavaria	17
Hamburg	2	Nielsen 5+6	4
Lower Saxony	5	Berlin	
Schleswig-Holstein	3	Brandenburg	-
Nielsen 2	17	Mecklenburg-	
North Rhine-Westph.	17	West Pommer	rania -
Nielsen 3a	31	Saxony-Anhal	t-
Hesse	20	Nielsen 7	3
Rhineland-Palatinate	10	Saxony	-
Saarland	1	Thuringia	-
Nielsen 3b	16		
Baden-Württemb.	16		
Foreign (total) of which			60
EU			62
Other euro	opear	1 countries	11
North Ame			8
South and	Cen	tral America	4
Middle East			3
South-, Ea	st-, (Central Asia	10
Other cour	ntries	5	3
Distance to home			%
up to 50 km			8
more than 50 km up			5
more than 100 km u	p to	300 km	20
over 300 km			67
Countries with the	high	est visitor sha	ares %
France			11
Italy			10
United Kingdom			9
USA			7
Ireland			5
Frequency of visits	to ti	rade fair	%
Previous event			43
Earlier events			43
First visit			34
Average length of s	stay	:	2,0 days
Influence on purcha	sing	/procurement	
decisions			%
Decisively			41
Collectively			28
In an advisory capaci No	ity		15 11
NO Student			3
Other not gainfully e	molo	vod	2
aner not gannuny e	mpio	yeu	2
· · ·	<u> </u>		

*) ascertained by a representative poll

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Heimtextil ------> Frankfurt/Main

Trade visitors' profile

Area of responsibility Management Research/development/design Manufacturing, production, quality control Buying/procurement Finance/accounting, controlling Information and communication technology Personnel administration, administration Sales Marketing, advertising, PR Logistics: storage, material management, transport Maintenance/repairs Other area Student Other not gainfully employed	% 36 5 3 16 - 1 15 9 - 7 3 2
Position in the company/organisation Entrepreneur, co-owner, freelancer Managing director, board member, etc. Area manager, works manager, plant manage branch manager Department head, group head Other salaried staff, skilled workers Lecturer, teacher Trainee Other position Other not gainfully employed	% 41 13 er, 10 11 13 2 2 3 2 3 2
Economic sector Retail trade Wholesale/foreign trade Service Industry Skilled trades Other sectors Student Other not gainfully employed	% 47 15 18 3 4 8 3 2

Size of company/organisation:

Numbe	er of	employ	ees	%
1-	4	32	500 - 999	2
5-	9	14	1 000 and more	8
10-	49	21	Student	3
50-1	99	13	Other not gainfully	
200-4	99	4	employed	2
Condu	cted	by: Wis	sler & Partner, Basel	

Conducted	by:	Wissl	er &	Partner,	Base
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Visitors (number of	ent	tries) 66	26
Proportion of trade	vis	itors	96 %
Germany (total) of which			3
Nielsen 1	11	Nielsen 4	1
Bremen	1	Bavaria	1
Hamburg	1	Nielsen 5+6	
Lower Saxony	6	Berlin	
Schleswig-Holstein	2	Brandenburg	
Nielsen 2	21	Mecklenburg-	
North Rhine-Westph.	21	West Pommerania	1
Nielsen 3a	30	Saxony-Anhalt	
Hesse	22	Nielsen 7	
Rhineland-Palatinate		Saxony	
Saarland	1	Thuringia	
Nielsen 3b	17		
Baden-Württemb.	17		
Foreign (total) of which			6
EU			4
Other euro	opea	in countries	1
Africa			
North Am			
		ntral America	
Middle Ea		e	1
South-, Ea Australia	ist-,	Central Asia	1
Distance to home up to 50 km			9
more than 50 km up	to	100 km	
more than 100 km u			1
over 300 km	p 10	500 Km	7
Countries with the	hiał	hest visitor shares	c
Pakistan	ingi	iest visitor silures	
France			
Italy			
United Kingdom			
USA			
Frequency of visits	to t	trade fair	¢
Previous event			4
Earlier events			5
First visit			3
Average length of	stay	2,4 0	day
Influence on purcha	asing	g/procurement	
decisions Decisively			3

Influence on purchasing/procureme	nt
decisions	%
Decisively	39
Collectively	23
In an advisory capacity	17
No	15
Student	3
Other not gainfully employed	2

Area of responsibility	%
Management	36
Research/development/design	8
Manufacturing, production, quality control	7
Buying/procurement	14
Finance/accounting, controlling	1
Information and communication technology	-
Personnel administration, administration	1
Sales	16 4
Marketing, advertising, PR Logistics: storage, material management,	4
transport	1
Maintenance/repairs	1
Other area	7
Student	3
Other not gainfully employed	2
Position in the company/organisation	%
Entrepreneur, co-owner, freelancer	37
Managing director, board member, etc.	18
Area manager, works manager, plant manager	
branch manager	11 12
Department head, group head Other salaried staff, skilled workers	9
Lecturer, teacher	1
Trainee	
Other position	3
Student	3 3 3 2
Other not gainfully employed	2
Economic sector	%
Retail trade Wholesale/foreign trade	33 22
Service	17
Industry	12
Skilled trades	
Other sectors	5 6
Student	3
Other not gainfully employed	2
Size of company/organization	
Size of company/organisation: Number of employees	%
1- 4 24 500 - 999	⁷⁰
5- 9 13 1 000 and more	7

1-	4 24	500 - 999
5-	9 13	1 000 and more
10- 4	9 22	Student
50-19	9 17	Other not gainfully
200- 49	97	employed

Conducted	hv.	Wicclor	۶.	Partner	Racol

Light+Building -------> Frankfurt/Main

Trade visitors' profile

Proportion of trade visitors 9		96 %	
Germany (total)			52
of which	_		
Nielsen 1		Nielsen 4	14
Bremen		Bavaria	14
Hamburg Lower Saxony		Nielsen 5+6 Berlin	3
Schleswig-Holstein		Brandenburg	1
Nielsen 2	16	Mecklenburg-	
North Rhine-Westph.	16	West Pommer	rania -
Nielsen 3a		Saxony-Anhal	
Hesse		Nielsen 7	` 3
Rhineland-Palatinate		Saxony	3
Saarland		Thuringia	1
Nielsen 3b	16		
Baden-Württemb.	16		
Foreign (total)			48
of which			57
EU Other our		countries	57 14
Other euro Africa	opean	countries	14
North Am	orica		4
		ral America	4
Middle Ea	st		7
South-, Ea	st-, C	entral Asia	g
Australia			3
Distance to home			%
up to 50 km			11
more than 50 km up	to 1	00 km	8
more than 100 km u	p to :	300 km	23
over 300 km			58
Countries with the	highe	est visitor sha	
Italy			7
Switzerland			7
France United Kingdom			6
Austria			5
Austria			2
Frequency of visits Previous event	to tr	ade fair	%
			47
Earlier events First visit			45 39
			39

Average length of stay	2,2 days
Influence on purchasing/procure	ement
decisions	%
Decisively	30
Collectively	22
In an advisory capacity	22
No	17
Student	6
Other not gainfully employed	2

Area of responsibility	%
Management	26
Research/development/design	12
Manufacturing, production, quality control	5
Buying/procurement	5
Finance/accounting, controlling	1
Information and communication technology	3
Personnel administration, administration	1
Sales	14
Marketing, advertising, PR	3
Logistics: storage, material management,	
transport	1
Maintenance/repairs	9
Other area	13
Student	6
Other not gainfully employed	2
Position in the company/organisation	%
Entrepreneur, co-owner, freelancer	28
Managing director, board member, etc.	11
Area manager, works manager, plant manager	
branch manager	'10
Department head, group head	12
Other salaried staff, skilled workers	20
Lecturer, teacher	20
Trainee	
Other position	5
	6
Student	2
Other not gainfully employed	
Economic sector	%
Skilled trades	22
Industry	18
Retail trade	6
Wholesale/foreign trade	12
Service	27
Other sectors	7
Student	6
Other not gainfully employed	2
Size of company/organisation:	
Number of employees	%
1- 4 20 500 - 999	5
1 7 20 500-555	

%	5	emplo	per of	Numb
5	500 - 999	20	4	1-
14	1 000 and more	12	9	5-
6	Student	22	49	10-
	Other not gainfully	14	199	50-
2	employed	5	499	200-

Conducted by: Wissler & Partner, Basel

Musikmesse ------> Frankfurt/Main

Trade visitors' profile

Proportion of trade visitors	66%
roportion of trade visitors	00 /0
Germany (total)	60
of which	
Nielsen 1 7 Nielsen 4	14
Bremen - Bavaria	14
Hamburg 1 Nielsen 5+6	5
Lower Saxony 4 Berlin	3
Schleswig-Holstein 1 Brandenburg	1
Nielsen 2 12 Mecklenburg-	
North Rhine-Westph. 12 West Pommerania	- 1
Nielsen 3a 43 Saxony-Anhalt	-
Hesse 32 Nielsen 7	4
Rhineland-Palatinate 9 Saxony	-
Saarland 2 Thuringia	-
Nielsen 3b 16	
Baden-Württemb. 16	
Foreign (total)	40
of which	-
EU	64
Other european countries	21
North America	3
South-, East-, Central Asia	5
Other countries	7
Distance to home	%
up to 50 km	16
more than 50 km up to 100 km	9
more than 100 km up to 300 km	24
over 300 km	50
Countries with the highest visitor shares	%
France	11
Switzerland	9
United Kingdom	8
Belgium	7
Netherlands	7
Frequency of visits to trade fair	%
Previous event	37
Earlier events	57
First visit	34
Average length of stay 1,8 (lavs
Influence on purchasing/procurement	0/
decisions	%
Decisively	25
Collectively	17
In an advisory capacity	16
No	14
Student Other not gainfully employed	25
	4

*) ascertained by a representative poll

Area of responsibility	%
Management	18
Research/development/design	4
Manufacturing, production, quality control	4
Buying/procurement	3
inance/accounting, controlling	1
nformation and communication technology	3
Personnel administration, administration	2
ales Archeting advantiging PD	6 4
Marketing, advertising, PR	4
ogistics: storage, material management,	1
ransport	3
Maintenance/repairs	-
Other area Student	22 25
	25 4
Other not gainfully employed	4
osition in the company/organisation	%
ntrepreneur, co-owner, freelancer	20
Managing director, board member, etc.	4
Area manager, works manager, plant manage	
pranch manager	4
Department head, group head	4
Other salaried staff, skilled workers	11
ecturer, teacher	23
rainee	2
Other position	4
itudent	25 4
Other not gainfully employed	4
conomic sector	%
Retail trade	12
Vholesale/foreign trade	6
skilled trades	5
ndustry	3
ducational institution	48
ervices/free-lance	10
vent venue	1
/ledia	6
Other sectors	5
Other not gainfully employed	4
ize of company/organisation:	
Number of employees	%
1- 4 29 500 - 999	2
5- 9 9 1 000 and more	7
10- 49 13 Student	25
50-199 8 Other not gainfully 200-499 3 employed	4

Paperworld ------> Frankfurt/Main

Trade visitors' profile

visi	itors 9	96%
		33
7	Nielsen 4	10
-	Bavaria	10
2		4
_		
38		
28	Nielsen 7	4
9	Saxony	
	Thuringia	
20		
		67
	n countries	59 10
pea	II countries	6
erica		6
		4
		5
st-,	Central Asia	9
		%
		10
		3
p to	300 km	16 71
		/1
high	est visitor shares	%
		9
		7
		7
		6
		3
to t	rade fair	%
		40
		47
		37
stay		lays
	7 2 3 1 17 17 38 28 9 1 20 20 20 20 20 20 20 20 20 20 20 20 20	7 Nielsen 4 - Bavaria 2 Nielsen 5+6 3 Berlin 1 Brandenburg 17 Mecklenburg- 17 West Pommerania 28 Saxony-Anhalt 28 Nielsen 7 9 Saxony 1 Thuringia 20 20 opean countries erica Central America Central America st-, Central Asia to 100 km p to 300 km highest visitor shares to trade fair

Influence on purchasing/procuremen decisions	it %
Decisively	40
Collectively	22
In an advisory capacity	15
No	13
Student	6
Other not gainfully employed	5

*) ascertained by a representative poll

Area of resp	onsibi	lity	¢
Management			3
Research/dev			
Buying/procu		duction, quality control	1
Finance/acco			1
		mmunication technology	
		ation, administration	
Sales			1
Marketing, a	dvertisi	ing, PR	
	rage, r	naterial management,	
transport			
Maintenance	/repairs	5	
Other area			
Student			
Other not ga	intully	empioyea	
Position in t	he cor	npany/organisation	c
Entrepreneur,	co-ow	ner, freelancer	3
		board member, etc.	1
		s manager, plant manage	r,
branch mana			
Department			1
		skilled workers	1
Lecturer, tead	cher		
Trainee	-		
Other positio Student	n		
Other not ga	infully	omployed	
other not ga	muny	empioyeu	
Economic se	ctor		¢
Retail trade			3
Wholesale/for	reign ti	rade	2
Service			1
Industry			
Skilled trades			
Other sectors			
Student			
Other not ga	intully	επριογέα	
Size of com	oanv/o	rganisation:	
Number of e			¢
1- 4	25	500 - 999	
5- 9	13	1 000 and more	
10- 49	20	Student	
50-199	14	Other not gainfully	
200 400	6	omployed	

200-499

6

Conducted by: Wissler & Partner, Basel

Prolight + Sound

Trade visitors' profile

1 16

% 34 19

> 5

employed

Visitors (number of	ent	ries) 42	267*)
Proportion of trade	visi	tors	86%
Germany (total) of which			48
Nielsen 1	9	Nielsen 4	16
Bremen	1	Bavaria	16
Hamburg	1	Nielsen 5+6	7
Lower Saxony	6	Berlin	6
Schleswig-Holstein	2	Brandenburg	1
Nielsen Ž	16	Mecklenburg-	
North Rhine-Westph.	16	West Pommera	nia 1
Nielsen 3a	29	Saxony-Anhalt	1
Hesse	18	Nielsen 7	5
Rhineland-Palatinate	11	Saxony	3
Saarland	1	Thuringia	2
Nielsen 3b	17	5	
Baden-Württemb.	17		
Foreign (total) of which			52
EU			71
Other euro	pear	n countries	11
Africa	÷		5
South-, Ea	st-, (Central Asia	6
Other cou			6
Distance to home			%
up to 50 km			7
more than 50 km up	to 1	00 km	6
more than 100 km u	p to	300 km	23
over 300 km			64
Countries with the	high	est visitor shar	
Netherlands			10
Austria			9
France			9
Belgium			6
Switzerland			4
Frequency of visits	to t	rade fair	%
Previous event			43
Earlier events			58
First visit			29
Average length of	stay	1,	9 days
Influence on purcha	sing	/procurement	
decisions	-		%
Decisively			31
Collectively			21
In an advisory capac	ity		18
No	-		14
Student			13
Other not gainfully a	mplo	wod	

*) ascertained by a representative poll

3

Other not gainfully employed

Tendence -----> Frankfurt/Main

34 480

91%

81

14

14

3

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2

.

19

61

23

10

8

%

24

11

34

32

%

20

13

9

7

6

% 52

56

31

%

57

21

11

7

2

3

1,5 days

Trade visitors' profile

Area of responsibility	%	Visitors (number of entries)	34 4
Management Research/development/design	30 4	Droportion of trade visitors	91
Manufacturing, production, quality control	4	Proportion of trade visitors	91
Buying/procurement	4 5	Germany (total)	
Finance/accounting, controlling	5 1	of which	
	4	Nielsen 1 7 Nielsen 4	
Information and communication technology Personnel administration, administration	4	Bremen 1 Bavaria	
Sales	10	brenden i barana	
	3		
Marketing, advertising, PR	э	Lower Saxony 3 Berlin Schleswig-Holstein 1 Brandenburg	
Logistics: storage, material management,	2	Nielsen 2 14 Mecklenburg-	
transport	2	North Rhine-Westph. 14 West Pommera	onio
Maintenance/repairs Other area	3 19		
		Nielsen 3a 46 Saxony-Anhalt	
Student	13	Hesse 32 <u>Nielsen 7</u>	
Other not gainfully employed	3	Rhineland-Palatinate 12 Saxony	
Postda in designation for the design	0/	Saarland 2 Thuringia	
Position in the company/organisation	%	Nielsen 3b 16	
Entrepreneur, co-owner, freelancer	35	Baden-Württemb. 16	
Managing director, board member, etc.	13	Franking (to to b)	
Area manager, works manager, plant manager		Foreign (total)	
branch manager	4	of which	
Department head, group head	8	EU	
Other salaried staff, skilled workers	12	Other european countries	
Lecturer, teacher	3	South-, East-, Central Asia	
Trainee	5	Other countries	
Other position	5	Pite a l	
Student	13	Distance to home	
Other not gainfully employed	3	up to 50 km	
	0/	more than 50 km up to 100 km	
Economic sector	%	more than 100 km up to 300 km	
Retail trade	15	over 300 km	
Wholesale/foreign trade	6	construction with the later to the second structure of the	
Skilled trades	3	Countries with the highest visitor sha Switzerland	res
Industry	3		
Educational institution	17	France	
Services/free-lance	24	Italy	
Event venue	11	Austria	
Media	9	United Kingdom	
Other sectors	9	Francisco de Calendar de Calendar	
Other not gainfully employed	3	Frequency of visits to trade fair	
		Previous event	
Size of company/organisation:	0/	Earlier events First visit	
Number of employees	%	FIRST VISIT	
1- 4 34 500 - 999	3	A second based of the second	e
5- 9 10 1 000 and more	6	Average length of stay 1	, 5 d a
10- 49 22 Student	13	Influence on much seine (and successed	
50- 199 7 Other not gainfully	2	Influence on purchasing/procurement	
200- 499 3 employed	3	decisions	
Conducted by: Wissler & Partner, Basel		Decisively	
		Collectively	
		In an advisory capacity	
		No	

Student

Other not gainfully employed

	responsibi	lity	0
Managen	nent		4
	developme		
		luction, quality control	
	ocurement		1
		controlling	
		nmunication technology ation, administration	
Sales	auministra	auon, aunimistration	1
	a, advertisi	na PR	
		naterial management,	
transport		Jan San San San San San San San San San S	
Maintena	nce/repairs	i	
Other are	a		
Student			
Other not	gainfully	employed	
		npany/organisation	
		ner, freelancer	6
		board member, etc.	
		s manager, plant manage	er,
branch m	anager int head, q	roup head	
	m neau, y		
Other sal	aried staff,	skilled workers	
	aried staff,		
Other sal Lecturer,	aried staff, teacher		
Other sal Lecturer, Trainee Other po: Student	aried staff, teacher sition	skilled workers	
Other sal Lecturer, Trainee Other po: Student	aried staff, teacher	skilled workers	
Other sal Lecturer, Trainee Other pos Student Other not	aried staff, teacher sition : gainfully c sector	skilled workers	
Other sal Lecturer, Trainee Other pos Student Other not Economic Retail tra	aried staff, teacher sition : gainfully c sector de	skilled workers employed	5
Other sal Lecturer, Trainee Other pos Student Other not Economic Retail tra Wholesal	aried staff, teacher sition : gainfully c sector de e/foreign tr	skilled workers employed	5
Other sal Lecturer, Trainee Other pos Student Other not Economic Retail tra Wholesal Skilled tra	aried staff, teacher sition : gainfully c sector de e/foreign tr	skilled workers employed	1
Other sal Lecturer, Trainee Other pos Student Other not Economic Retail tra Wholesal Skilled tra Service	aried staff, teacher sition : gainfully c sector de e/foreign tr	skilled workers employed	1
Other sal Lecturer, Trainee Other pos Student Other not Economic Retail tra Wholesald Skilled tra Service Industry	aried staff, teacher sition : gainfully c sector de e/foreign tr ades	skilled workers employed	
Other sal Lecturer, Trainee Other po: Student Other noi Economic Retail tra Wholesald Skilled tra Service Industry Other sec	aried staff, teacher sition : gainfully c sector de e/foreign tr ades	skilled workers employed	1
Other sal Lecturer, Trainee Other po: Student Other not Economic Retail tra Wholesal Skilled tra Service Industry Other sec Student	aried staff, teacher sition : gainfully : gainfully c sector de e/foreign tr ades tors	skilled workers employed ade	
Other sal Lecturer, Trainee Other po: Student Other not Economic Retail tra Wholesal Skilled tra Service Industry Other sec Student	aried staff, teacher sition : gainfully c sector de e/foreign tr ades	skilled workers employed ade	1
Other sal Lecturer, Trainee Other poo: Student Other not Economi Retail tra Wholesals Skilled tra Service Industry Other sec Student Other not Size of c	aried staff, teacher sition c gainfully c sector de e/foreign tr des tors c gainfully ompany/o	skilled workers employed ade employed rganisation:	1
Other sal Lecturer, Trainee Other po: Student Other not Economi Retail tra Wholesal Skilled tra Service Industry Other sec Student Other not Size of c Number	aried staff, teacher sition : gainfully c sector de e/foreign tr ades tors : gainfully ompany/o of employ	skilled workers employed ade employed rganisation: rees	1
Other sal Lecturer, Trainee Other poo Student Other noi Economi Retail tra Wholesal Skilled tra Service Industry Other noi Student Other noi Student Student Student Student Student Student State of c	aried staff, teacher sition : gainfully : gainfully c sector de/ foreign tr ades tors : gainfully : gainfully ompany/o of employ 58	skilled workers employed ade employed rganisation: rees 500 - 999	۰ 5 1
Other sal Lecturer, Trainee Other pos Student Other not Economi Retail tra Wholesal Skilled tra Service Industry Other sec Student Other not Size of c Number 1 - 4 5 - 5	aried staff, teacher sition c gainfully c sector de score tors c gainfully tors c gainfully tors c gainfully tors c gainfully company/o of employ 58 1	skilled workers employed ade employed rganisation: rees 500 - 999 1 000 and more	5
Other sal Lecturer, Trainee Other poo Student Other noi Economi Retail tra Wholesal Skilled tra Service Industry Other noi Student Other noi Student Student Student Student Student Student State of c	aried staff, teacher sition c gainfully c sector de e/foreign tr ades tors c gainfully c sainfully c s	skilled workers employed ade employed rganisation: rees 500 - 999	1

Conducted by: Wissler & Partner, Basel

viscom frankfurt -----> Frankfurt/Main

Trade visitors' profile

Proportion of tra	de visitors 9	979
Germany (total) of which		7
Nielsen 1	6 Nielsen 4	1
Bremen	1 Bavaria	1
Hamburg	1 <u>Nielsen 5+6</u>	- j
Lower Saxony	4 Berlin	
Schleswig-Holstein		
Nielsen 2	21 Mecklenburg-	
North Rhine-West		
Nielsen 3a	38 Saxony-Anhalt	
Hesse	28 Nielsen 7	
Rhineland-Palatina	te 9 Saxony	
Saarland	2 Thuringia	
Nielsen 3b	14	
Baden-Württemb.	14	
Foreign (total)		2
of which EU		7
	uropean countries	1
Middle		
Other o		
Distance to home	2	
up to 50 km		2
up to 50 km more than 50 km	up to 100 km	2
up to 50 km	up to 100 km	2
up to 50 km more than 50 km more than 100 km over 300 km Countries with th	up to 100 km	2 3 4
up to 50 km more than 50 km more than 100 km over 300 km Countries with th Netherlands	up to 100 km 1 up to 300 km	2 3 4 9 1
up to 50 km more than 50 km more than 100 km over 300 km Countries with th Netherlands Czech Republic	up to 100 km 1 up to 300 km	2 3 4 9
up to 50 km more than 50 km more than 100 km over 300 km Countries with th Netherlands	up to 100 km 1 up to 300 km	2 3 4 9
up to 50 km more than 50 km more than 100 km over 300 km Countries with th Netherlands Czech Republic Austria Frequency of visi	up to 100 km up to 300 km ne highest visitor shares	2 3 4 9 1
up to 50 km more than 50 km more than 100 km over 300 km Countries with th Netherlands Czech Republic Austria Frequency of visi Previous event	up to 100 km up to 300 km ne highest visitor shares	2 3 4 9 1 9 2
up to 50 km more than 50 km more than 100 km over 300 km Countries with th Netherlands Czech Republic Austria Frequency of visi Previous event Earlier events	up to 100 km up to 300 km ne highest visitor shares	9 2 3 4 9 1 1 9 2 3 3
up to 50 km more than 50 km more than 100 km over 300 km Countries with th Netherlands Czech Republic Austria Frequency of visi Previous event Earlier events First visit	up to 100 km up to 300 km ne highest visitor shares ts to trade fair	2 3. 4 9 1. 9 2. 3 3 4
up to 50 km more than 50 km more than 100 km over 300 km Countries with th Netherlands Czech Republic Austria Frequency of visi Previous event Earlier events	up to 100 km up to 300 km ne highest visitor shares ts to trade fair	2 3. 4 9 1. 9 2. 3 3 4
up to 50 km more than 50 km more than 100 km over 300 km Countries with th Netherlands Czech Republic Austria Frequency of visi Previous event Earlier events First visit Average length c Influence on purc	up to 100 km up to 300 km ne highest visitor shares ts to trade fair	2 3. 4 9 1 3 3 4 4
up to 50 km more than 50 km more than 100 km over 300 km Countries with th Netherlands Czech Republic Austria Frequency of visi Previous event Earlier events First visit Average length co Influence on puro decisions	up to 100 km up to 300 km te highest visitor shares ts to trade fair of stay 1,3 d	2 3 4 9 1 3 3 4 4 1 3 1 3 1 3 1 4
up to 50 km more than 50 km more than 100 km over 300 km Countries with th Netherlands Czech Republic Austria Frequency of visi Previous event Earlier events First visit Average length c Influence on puro decisions Decisively	up to 100 km up to 300 km te highest visitor shares ts to trade fair of stay 1,3 d	2 3 4 9 1 3 4 1 3 4 4 1 3 4 4 1 3 4 4 4
up to 50 km more than 50 km more than 100 km over 300 km Countries with th Netherlands Czech Republic Austria Frequency of visi Previous event Earlier events First visit Average length c Influence on purc decisions Decisively Collectively	up to 100 km up to 300 km he highest visitor shares ts to trade fair of stay 1,3 d chasing/procurement	2 3. 4 9 1. 3 4 1. 3 4 4 1. 3 4 4 2 2 1. 3 4 4 2 2 3 4 4 2 2 3 4 4 4 2 2 3 4 4 4 2 3 4 4 4 4
up to 50 km more than 50 km more than 100 km over 300 km Countries with th Netherlands Czech Republic Austria Frequency of visi Previous event Earlier events First visit Average length c Influence on puro decisions Decisively	up to 100 km up to 300 km he highest visitor shares ts to trade fair of stay 1,3 d chasing/procurement	2 3. 4 9 1 3 4 1 3 4 1 3 4 1 3 4 1 2 1
up to 50 km more than 50 km more than 100 km countries with th Netherlands Czech Republic Austria Frequency of visi Previous event Earlier events First visit Average length c Influence on purc decisions Decisively Collectively In an advisory cap	up to 100 km up to 300 km he highest visitor shares ts to trade fair of stay 1,3 d chasing/procurement	2 3. 4 9 1. 9 2. 3 3 4

Area of responsibility Management	% 39
Research/development/design	2
Manufacturing, production, quality control	9
Buying/procurement	3
Finance/accounting, controlling	
Information and communication technology	1
Personnel administration, administration	1
Sales	15
Marketing, advertising, PR	19
Logistics: storage, material management,	
transport	
Maintenance/repairs	
Other area	-
Student	
Other not gainfully employed	
Position in the company/organisation	%
Entrepreneur, co-owner, freelancer	4
Managing director, board member,	
head of an authority etc.	12
Area manager, works manager, plant manage	
branch manager, head of public office	
Department head, group head, team leader	14
Other salaried staff, civil servant,	
skilled worker	1(
Lecturer, teacher	
Trainee	
Other position Student	1
Other not gainfully employed	
Economic sector	9
Advertising	5
Publishing/printing	
Media (print, broadcast media)	ġ
Service	1
Wholesale trade	(
Retail trade	4
Information-/Communication Industry Clothing industry	1
Automobile industry	1
Automobile industry Authority/public services	1
Other sectors	1
Student	1
Other not gainfully employed	
Size of company/organisation:	
Number of employees	%
1- 4 33 500 - 999	- 3

Number of	employ	yees	%
1- 4	33	500 - 999	3
5-9	14	1 000 and more	5
10- 49	24	Student	3
50-199	12	Other not gainfully	
200- 499	5	employed	1
Conducted	by: Wi	ssler & Partner, Basel	

Private visitors' profile

95%	Entrepreneur, co-owr Managing director, b
99	head of an authority Area manager, works branch manager, hea
1	Department head, gr
1	Other salaried staff,
1	skilled worker
1	Lecturer, teacher
	Trainee
1.1	Other position
a 1	Student
aı	Housewife/man
- T	
	Old-age pensioner
1.1	Other not gainfully e
1.1	Berlin and a data
	Buying and orderin
	Purchase or order ma
	at the exhibition
1	yes
0/	no
%	maybe
	Follow-up business
	Intend to buy at late
3	yes
0/	no
	maybe
	Conducted by: Pho
26	
%	
35	
65	
%	
17	
29	
14	
16	
12	
7	
	81 11 5 3 % 41 39 51 26 % 35 65 % 17 29 14 16

mpany/organisation % ner, freelancer 6 board member. 1 etc. s manager, plant manager, ad of public office 2 roup head, team leader 7 civil servant, 31 2 8 5 20 4 12 employed 2 % ng capacity hade or intended 65 13 22 % ter date 20 31 49 oneResearch KG. Hamburg

visitors (number of entries)	30 113
Proportion of trade visitors	91%
Germany (total)	97
of which	
Nielsen 1 89 Nielsen 4	
Bremen 2 Bavaria	
Hamburg 22 Nielsen 5+6	9
Lower Saxony 29 Berlin	1
Schleswig-Holstein 36 Brandenburg	1
Nielsen 2 1 Mecklenburg- North Rhine-Westph, 1 West Pommer	
<u>Nielsen 3a</u> - Saxony-Anhalt Hesse - Nielsen 7	1
Hesse - <u>Nielsen 7</u> Rhineland-Palatinate - Saxony	1
Saarland - Thuringia	
Nielsen 3b -	
Baden-Württemb	
Foreign (total)	3
of which	
EU	52
Other countries	48
Distance to home	%
up to 50 km	38
more than 50 km up to 100 km	22
more than 100 km up to 300 km	33
over 300 km	7
Frequency of visits to trade fair	%
Previous event	40
Earlier events	36
First visit	42
Average length of stay 1	,2 days
Influence on purchasing/procurement	
decisions	%
Decisively	22
Collectively	34
In an advisory capacity	19
No Student	21
	1
Other not gainfully employed	

GET Nord — Hamburg

38 779

Area of responsibility

Trade visitors' profile

Visitors (number of entries)

Management Research/development/design Manufacturing, production, quality control Buying/procurement Finance/accounting, controlling Information and communication technology Personnel administration, administration Sales Marketing, advertising, PR Logistics: storage, material management, transport Maintenance/repairs Other area Student Other not gainfully employed Position in the company/organisation Entrepreneur, co-owner, freelancer Managing director, board member, head of an authority etc. Area manager, works manager, plant manager, branch manager, head of public office Department head, group head, team leader 13 Other salaried staff, civil servant, skilled worker Lecturer, teacher Trainee Other position Student Other not gainfully employed **Economic sector** Skilled trades company (incl. commercial part/office) Trade (retail and wholesale trade) Engineer's and planning office Industrial company Energy suppliers, energy systems Service companies Public institutions, authorities, local construction authorities University, vocational-, polytechnic school, college Architect's office Municipal utility (public services, water supply companies) Housing business, property management Facility management Developers, construction companies and building restoration companies Hospitals, social institutions Other sectors Student Other not gainfully employed

Size of company/organisation:

Number of	emplo	yees	%
1- 4	23	500 - 999	3
5- 9	18	1 000 and more	8
10- 49	24	Student	3
50-199	13	Other not gainfully	
200-499	7	employed	1
Conducted forschung		lszus Messe-Markt- Dortmund	

hanseboot

Private visitors' profile

%

22

10

3

Q

1

31

12

3

1

%

22

3

4

26

2

24

2

3

%

56

6

5

5

5

4

3

3

2

1

Visitors (number o			
Proportion of priva	ite vi	sitors	87%
Germany (total) of which			96
Nielsen 1	82	Nielsen 4	1
Bremen	2	Bavaria	1
Hamburg	26	Nielsen 5+6	10
Lower Saxony	24	Berlin	2
Schleswig-Holstein	30	Brandenburg	1
Nielsen 2	3	Mecklenburg-	
North Rhine-Westph		West Pommer	
<u>Nielsen 3a</u>	2	Saxony-Anhalt	t 1
Hesse	2	Nielsen 7	-
Rhineland-Palatinate	-	Saxony	-
Saarland		Thuringia	-
<u>Nielsen 3b</u>	1		
Baden-Württemb.	1		
Foreign (total)			4
Distance to home			%
up to 50 km			44
more than 50 km up	to 1	100 km	16
			10
more than 100 km ι	ip to	300 km	
more than 100 km ı over 300 km	ip to	300 km	28
over 300 km	ip to	300 km	28 13
over 300 km Frequency of visits	ip to	300 km	28 13 %
over 300 km Frequency of visits Previous event	ip to	300 km	28 13 % 41
over 300 km Frequency of visits Previous event Earlier events	ip to	300 km	28 13 % 41 65
over 300 km Frequency of visits Previous event	ip to	300 km	28 13 % 41 65
over 300 km Frequency of visits Previous event Earlier events First visit Sex	ip to	300 km	28 13 % 41 65 24
over 300 km Frequency of visits Previous event Earlier events First visit Sex Male	ip to	300 km	28 13 % 41 65 24 % 72
over 300 km Frequency of visits Previous event Earlier events First visit Sex	ip to	300 km	28 13 % 41 65 24 % 72
over 300 km Frequency of visits Previous event Earlier events First visit Sex Male	ip to	300 km	28 13 % 41 65 24 % 72 28 %
over 300 km Frequency of visits Previous event Earlier events First visit Sex Male Female	ip to	300 km	28 13 % 41 65 24 % 72 28 % 14
over 300 km Frequency of visits Previous event Earlier events First visit Sex Male Female Size of household 1 person 2 persons	ip to	300 km	28 13 % 41 65 24 % 72 28 % 14 49
over 300 km Frequency of visits Previous event Earlier events First visit Sex Male Female Size of household 1 person	ip to	300 km	28 13 % 41 65 24 % 72 28 % 14 49 14
over 300 km Frequency of visits Previous event Earlier events First visit Sex Male Female Size of household 1 person 2 persons 3 persons 4 persons	ip to	300 km	28 13 % 41 65 24 % 72 28 % 14 49 9 %
over 300 km Frequency of visits Previous event Earlier events First visit Sex Male Female Size of household 1 person 2 persons 3 persons	ip to	300 km	28 13 % 41 65 24 % 72 28 % 14 14 49 9 14
over 300 km Frequency of visits Previous event Earlier events First visit Sex Male Female Size of household 1 person 2 persons 3 persons 4 persons and more	ip to	300 km	28 13 % 41 65 24 % 72 28 % 14 49 14 17 6
over 300 km Frequency of visits Previous event Earlier events First visit Sex Male Fremale Size of household 1 person 2 persons 3 persons 4 persons 5 persons and more Age	ip to	300 km	28 13 % 41 65 24 % 72 28 % 49 14 14 17 6 %
over 300 km Frequency of visits Previous event Earlier events First visit Sex Male Female Size of household 1 person 2 persons 3 persons 4 persons 5 persons and more Age up to 20 years	to t	300 km	28 13 41 65 24 % 72 28 % 14 14 17 6 % 7 7 7 7 7 7 7 7 7
over 300 km Frequency of visits Previous event Earlier events First visit Sex Male Female Size of household 1 person 2 persons 3 persons 4 persons 5 persons and more Age up to 20 years over 20 up to 30 ye.	to to	300 km	28 13 % 41 65 24 % 72 28 % 14 49 14 17 7 6 % 7 11
over 300 km Frequency of visits Previous event Earlier events First visit Sex Male Female Size of household 1 person 2 persons 3 persons 4 persons 5 persons and more Age up to 20 years over 20 up to 30 yee voer 30 up to 40 yee	to to	300 km	28 13 % 41 65 24 % 72 28 % 14 14 17 6 % 7 14 12
over 300 km Frequency of visits Previous event Earlier events First visit Sex Male Female Size of household 1 person 2 persons 3 persons 4 persons 5 persons and more Age up to 20 years over 20 up to 30 ye; aver 30 up to 30 ye; byer 30 up to 50 ye;	to to	300 km	28 13 % 41 65 24 % 72 28 % 14 49 14 17 7 6 % 7 11
over 300 km Frequency of visits Previous event Earlier events First visit Sex Male Female Size of household 1 person 2 persons 3 persons 4 persons 5 persons and more Age up to 20 years over 20 up to 30 yee voer 30 up to 40 yee	to t	300 km	28 13 % 41 65 24 % 72 28 % 14 49 14 17 6 % 71 11 12 25

Private visitors' profile

Position in the company/organisation	% 17	Visitors (number of entries) 4	5 608
Entrepreneur, co-owner, freelancer Managing director, board member, head of an authority etc.	3	Proportion of private visitors	92 %
Area manager, works manager, plant manage branch tead, group head, team leader Other salaried staff, civil servant, skilled worker Lecturer, teacher Trainee Other position Student Housewife/man Old-age pensioner Other not gainfully employed	-	Germany (total) of which 95 Nielsen 4 Nielsen 1 95 Bavaria Bremen 2 Bavaria Hamburg 30 Nielsen 5+6 Lower Saxony 21 Berlin Schleswig-Holstein 42 Brandenburg North Rhine-Westph. 1 West Pommeran Nielsen 3a 1 Saxony-Anhalt Hesse 1 Nielsen 7 Rhineland-Palatinate - Saxony	99 1 2 - - - -
Buying and ordering capacity Purchase or order made or intended at the exhibition	%	Saarland - Thuringia <u>Nielsen 3b</u> - Baden-Württemb	
yes	48	Foreign (total)	1
no maybe	21 32	Distance to home up to 50 km	% 56
Follow-up business Intend to buy at later date yes	% 31	more than 50 km up to 100 km more than 100 km up to 300 km over 300 km	23 16 5
no maybe Conducted by: Gelszus Messe-Markt- forschung GmbH, Dortmund	18 51	Frequency of visits to trade fair 2012 2010 Earlier events First visit	% 48 37 30 33
		Sex Male Female	% 12 88
		Size of household 1 person 2 persons 3 persons 4 persons 5 persons and more	% 9 25 24 30 12
		Age up to 20 years over 20 up to 30 years over 30 up to 40 years over 40 up to 50 years over 50 up to 60 years over 60 up to 70 years over 70 years	% 45 25 12 14 3 1

Position in the company/organisation	%
Entrepreneur, co-owner, freelancer	4
Managing director, board member,	4
head of an authority etc.	1
Area manager, works manager, plant manager	
branch manager, head of public office	'í 1
Department head, group head, team leader	3
Other salaried staff, civil servant,	5
skilled worker	26
Lecturer, teacher	20
Trainee	13
Other position	4
Student	42
Housewife/man	2
Old-age pensioner	1
Other not gainfully employed	1
Production and conduction constraints	
Buying and ordering capacity Purchase or order made or intended at the exhibition	%
Ves	78
no	8
maybe	14
Follow-up business	%
Intend to buy at later date	
yes	29
no	22
maybe	49
Conducted by: PhoneResearch KG, Hambu	urg

NORTEC —> Hamburg

Trade visitors' profile

Proportion of trade	visi	itors	90%
Germany (total)			97
of which			
Nielsen 1	86	Nielsen 4	
Bremen	4	Bavaria	
Hamburg	33	Nielsen 5+6	7
Lower Saxony	15	Berlin	1
Schleswig-Holstein	34	Brandenburg	
Nielsen 2	5	Mecklenburg-	
North Rhine-Westph.		West Pomme	
Nielsen 3a	1	Saxony-Anha	lt 1
Hesse Rhineland-Palatinate	1	Nielsen 7	
Saarland	- 7	Saxony	
Nielsen 3b	1	Thuringia	
Baden-Württemb.	1		
bauen-wurttenin.	<u> </u>		
Foreign (total)			3
of which			
EU			56
Other euro	opea	n countries	11
Other cou	ntrie	S	33
Distance to home			%
up to 50 km			
			56
	to	100 km	56
more than 50 km up			56 18 15
more than 50 km up more than 100 km u			18 15
more than 50 km up more than 100 km u over 300 km	p to	300 km	18 15 11
more than 50 km up more than 100 km u over 300 km	p to	300 km	18 15 11 %
more than 50 km up more than 100 km u over 300 km Frequency of visits	p to	300 km	18 15 11 %
more than 50 km up more than 100 km u over 300 km Frequency of visits Previous event	p to	300 km	18 15
more than 50 km up more than 100 km u over 300 km Frequency of visits Previous event Earlier events First visit	p to to t	300 km rade fair	18 15 11 % 27 30
more than 50 km up more than 100 km u over 300 km Frequency of visits Previous event Earlier events	p to to t stay	300 km rade fair	18 15 11 9/ 27 30 5/ 1,1 days
more than 50 km up more than 100 km u over 300 km Frequency of visits Previous event Earlier events First visit Average length of s	p to to t stay	300 km rade fair	18 19 11 % 27 30 54 1,1 day s
more than 50 km up more than 100 km u over 300 km Frequency of visits Previous event Earlier events First visit Average length of Influence on purcha	p to to t stay	300 km rade fair	18 19 11 11 11 22 30 54 54 1,1 days
more than 50 km up more than 100 km u over 300 km Frequency of visits Previous event Earlier events First visit Average length of s Influence on purcha decisions Decisively Collectively	p to to t stay	300 km rade fair	18 19 11 11 22 30 54 54 1,1 day t t
more than 50 km up more than 100 km u over 300 km Frequency of visits Previous event Earlier events First visit Average length of st Influence on purcha decisions Decisively Collectively In an advisory capaci	p to to t stay	300 km rade fair	18 19 27 33 54 1,1 day: t 1,1 day: t 22 23
more than 50 km up more than 100 km u over 300 km Frequency of visits Previous event Earlier events First visit Average length of s Influence on purcha decisions	p to to t stay	300 km rade fair	18 19 27 33 54 1,1 day: t 1,1 day: t 22 23
more than 50 km up more than 100 km u over 300 km Frequency of visits Previous event Earlier events First visit Average length of st Influence on purcha decisions Decisively Collectively In an advisory capaci	p to to t stay asing	300 km rade fair g/procurement	18 15 11 9/ 27 30 5/ 1,1 days

Area of responsibility	%
Management	14
Research/development/design	11
Manufacturing, production, quality control	32
Buying/procurement	4
Finance/accounting, controlling	1
Information and communication technology	1
Personnel administration, administration	2
Sales	10
Marketing, advertising, PR	2
Logistics: storage, material management, transport	1
Maintenance/repairs	5
Other area	8
Student	8
Other not gainfully employed	1
Position in the company/organisation	%
Entrepreneur, co-owner, freelancer	10
Managing director, board member,	_
head of an authority etc.	5
Area manager, works manager, plant manage	
branch manager, head of public office	7
Department head, group head, team leader Other salaried staff, civil servant,	17
skilled worker	26
Lecturer, teacher	20
Trainee	21
Other position	- 3
Student	8
Other not gainfully employed	1
Economic sector	%
Industry Skilled trades	46
Trade	9
Service company	9
Vocational school/polytechnic/university	4
Public authority/administration	2
Other sectors	6
Student	8
Other not gainfully employed	1
Size of company/organisation:	
Number of employees	%
1- 4 6 500 - 999	4
5-991 000 and more	14
10- 49 21 Student	8
EQ 100 2C Other act asinfully	

Conducted by: PhoneResearch KG, Hamburg

Other not gainfully

employed

26

11

50-199

200- 499

REISEN HAMBURG — Hamburg

Private visitors' profile

Visitors (number o	f ent	ries)	75 327
Proportion of priva	te v	isitors	93%
Germany (total) of which			99
Nielsen 1	98	Nielsen 4	
Bremen	1	Bavaria	
Hamburg	47	Nielsen 5+6	1
Lower Saxony	16	Berlin	
Schleswig-Holstein	34	Brandenburg	-
Nielsen 2	-	Mecklenburg-	
North Rhine-Westph		West Pommera	ania 1
<u>Nielsen 3a</u>	-	Saxony-Anhalt	-
Hesse	-	Nielsen 7	
Rhineland-Palatinate		Saxony	
Saarland	-	Thuringia	
<u>Nielsen 3b</u> Baden-Württemb.			
Baden-wurttemb.	- 1		
Foreign (total)			1
Distance to home			%
ıp to 50 km			72
more than 50 km up			18
more than 100 km ι	ip to	300 km	7
over 300 km			3
requency of visits	to t	rade fair	%
Previous event			31
Earlier events			55
First visit			32
Sex			%
Male			49
Female			51
Size of household			%
1 person			17
2 persons			53
3 persons			15
4 persons			12
5 persons and more			3
Age			%
up to 20 years			7
over 20 up to 30 yea			14
over 30 up to 40 yea			11
over 40 up to 50 yea			22
over 50 up to 60 yea			18
over 60 up to 70 yea	ars		21
over 70 years			8

osition in the company/organisation % ntrepreneur, co-owner, freelancer 7 Aanaging director, board member, ead of an authority etc. 1 rea manager, works manager, plant manager, ranch manager, head of public office 3 epartment head, group head, team leader 6 ther salaried staff, civil servant, 34 killed worker ecturer, teacher 3 rainee 3 ther position 5 tudent 8 ousewife/man 3 Id-age pensioner 27 ther not gainfully employed 1 uying and ordering capacity % urchase or order made or intended the exhibition 23 es 40 0 37 naybe ollow-up business % ntend to buy at later date es 7 47 0 46 naybe onducted by: PhoneResearch KG, Hamburg

Distance to home up to 50 km	% 23 9
more than 50 km up to 100 km more than 100 km up to 300 km over 300 km	17 51
Countries with the highest visitor share	es %
Netherlands	13
Denmark	11
United Kingdom	7 5 5
Italy	5
Poland	5
Frequency of visits to trade fair	%
Previous event	41
Earlier events	41
First visit	41
Average length of stay 1,7	7 days
Influence on purchasing/procurement	
decisions	%
Decisively	21
Collectively	33
In an advisory capacity	21
No	14
Student	9

Other not gainfully employed

SMM -----> Hamburg

Trade visitors' profile

Visitors (number of entries) 48	3 709	Area of
Proportion of trade visitors	95%	Managen Research
Germany (total)	58	Manufact Buying/pr
of which		Finance/a
Nielsen 1 77 Nielsen 4	3	Informati
Bremen 6 Bavaria	3	Personne
Hamburg 29 <u>Nielsen 5+6</u>	10	Sales
Lower Saxony 20 Berlin	2	Marketin
Schleswig-Holstein 22 Brandenburg		Logistics:
Nielsen 2 6 Mecklenburg-	- 7	transport
North Rhine-Westph. 6 West Pommerani		Maintena
Nielsen 3a 2 Saxony-Anhalt	1	Other are
Hesse 1 <u>Nielsen 7</u> Rhineland-Palatinate 1 Saxony		Seafaring
		Student
Saarland - Thuringia		Other not
Nielsen 3b 2 Baden-Württemb. 2		Position
Badell-Wulttellip. 2		Entrepren
Foreign (total) of which	42	Managing head of a
EU	66	Area mar
Other european countries	12	branch m
North America	5	Departme
South and Central America	4	Other sal
Asia	10	skilled w
Australia	2	Lecturer,
Other countries	1	Trainee
Distance to home	%	Other po: Student
up to 50 km	23	Other not
more than 50 km up to 100 km	9	•
more than 100 km up to 300 km	17	Economi
over 300 km	51	Shipping
		Shipbuild
Countries with the highest visitor share	s %	Electronic
Netherlands	13	Machine
Denmark	11	Engineer'
United Kingdom	7	Ship outf
Italy	5	Offshore
Poland	5	metal pro
		Ship brok
Frequency of visits to trade fair	%	Port, forv
Previous event	41	Classifica
Earlier events	41	Research,
First visit	41	Coast gu
Assessment to the first second at 2		Authority
Average length of stay 1,7	days	Other sec
Influence on purchasing/procurement		Student Other not
decisions	%	other no
Decisively	21	Size of c
Collectively	33	Number
Collectively	22	Numper

2

responsibility nent 24 n/development/design 14 turing, production, quality control rocurement accounting, controlling ion and communication technology el administration, administration 15 ng, advertising, PR storage, material management, ance/repairs ea g and navigation ot gainfully employed in the company/organisation 13 neur, co-owner, freelancer ng director, board member, an authority etc. 10 nager, works manager, plant manager, nanager, head of public office 11 ent head, group head, team leader 24 laried staff, civil servant, /orker 26 teacher sition ot gainfully employed ic sector and shipping companies 16 ling industry, shipyard industry 13 ics, electrical industry 10 and plant construction 10 r's office fitters oduction and processing ker rwarder, transport, logistics ation company , science, university vocational school ard, maritime defence y/public services ctors ot gainfully employed company/organisation:

Number of		yees
1- 4	9	500 - 999
5-9	6	1 000 and more
10- 49	20	Student
50-199	17	Other not gainfully
200- 499	11	employed

Conducted by: Gelszus Messe-Marktforschung GmbH, Dortmund

ABF

%

5

6

3

2

2

5

3

8

9

2

%

1

3

3

9

2

%

7

6

4

3

2

10

9

2

%

6

21

9

2

Private visitors' profile

Visitors (number of	ent	ries) 1	14 867	
Proportion of private visitors 98%				
Germany (total) of which			100	
Nielsen 1	95	Nielsen 4		
Bremen	1	Bavaria		
Hamburg	-	Nielsen 5+6	2	
Lower Saxony	94	Berlin	-	
Schleswig-Holstein	-	Brandenburg	-	
Nielsen 2	3	Mecklenburg-		
North Rhine-Westph.	3	West Pommera	inia -	
<u>Nielsen 3a</u>	-	Saxony-Anhalt	1	
Hesse	- 7	Nielsen 7	-	
Rhineland-Palatinate	- 7	Saxony	-	
Saarland	- 7	Thuringia	-	
Nielsen 3b	- 7			
Baden-Württemb.				
Distance to home			%	
up to 50 km			68	
more than 50 km up	to 1	100 km	24	
more than 100 km u			7	
over 300 km			1	
Frequency of visits	to t	rade fair	%	
Previous event			41	
Earlier events			61	
First visit			17	
Sex			%	
Male			41	
Female			59	
Size of household			%	
1 person			12	
2 persons			55	
3 persons			14	
4 persons 5 persons and more			13 5	
preisons and more			2	
Age			%	
up to 20 years			4	
over 20 up to 30 yea	rs		9	
over 30 up to 40 yea	rs		9	
over Joup to 40 yea			23	
over 40 up to 50 yea	rs			
over 40 up to 50 yea over 50 up to 60 yea	rs		27	
over 40 up to 50 yea	rs		27 19 9	



ALTENPFLEGE ------> Hannover

Trade visitors' profile

Position in the company/organisation Entrepreneur, co-owner, freelancer	%	Visitors (number of entries) 2	8 09
Managing director, board member, head of an authority etc.	5	Proportion of trade visitors	99
Area manager, works manager, plant manage branch manager, head of public office		Germany (total) of which	9
Department head, group head, team leader	8	Nielsen 1 59 Nielsen 4	
Other salaried staff, civil servant,	0	Bremen 1 Bavaria	
skilled worker	31	Hamburg 3 Nielsen 5+6	
Lecturer, teacher	2	Lower Saxony 50 Berlin	
Trainee	2	Schleswig-Holstein 6 Brandenburg	
Other position	7	Nielsen 2 21 Mecklenburg-	
Student	5	North Rhine-Westph. 21 West Pommerar	nia
Housewife/man	4	Nielsen 3a 7 Saxony-Anhalt	
Old-age pensioner	29	Hesse 4 Nielsen 7	
Other not gainfully employed	4	Rhineland-Palatinate 2 Saxony	
		Saarland - Thuringia	
Buying and ordering capacity	%	Nielsen 3b 1	
Purchase or order made or intended at the exhibition		Baden-Württemb. 1	
yes	66	Foreign (total)	
no	10	of which	
maybe	25	EU	
e di su di su di su di	0/	Other countries	
Follow-up business	%	Distance to home	
Intend to buy at later date	22	Distance to home	
yes	23 20	up to 50 km	1
no	20 57	more than 50 km up to 100 km more than 100 km up to 300 km	
maybe Conducted by: Gelszus Messe-Markt-	57	over 300 km	
forschung GmbH, Dortmund		Frequency of visits to trade fair Previous event Earlier events First visit	1
		Average length of stay 1,1	l da
		Influence on purchasing/procurement	
		decisions	
		Decisively	
		Collectively	1
		In an advisory capacity	1
		No	2
		Student	
		Other not gainfully employed	
		Area of responsibility Management	
		Research/development/design	
		Manufacturing, production, quality control	
		Buying/procurement	
		Finance/accounting, controlling	
		Information and communication technolog Personnel administration, administration	y
		Sales	
		Marketing, advertising, PR	
		Logistics: storage, material management,	
		transport	
		Maintenance/repairs	
		Management of a home	
		Nursing service	

Care, supervision

Therapy

28 094	Kitchen/household Organisation, planning, work scheduling
99 %	Other area Student
99	Other not gainfully employed
2	Position in the company/organisation
2 5 8	Entrepreneur, co-owner, freelancer Managing director, board member, home
<u>5</u> 82	director etc.
g 1	Chief administrator
g . q-	Household manager
ierania 2	Kitchen manager
alt 4	Other salaried staff, civil servant with
3	managerial responsibility
1	Head of nursing service
1	Ward sister
	Salaried staff, civil servant
	Geriatric nurse, nurse/male nurse
1	Assistant geriatric nurse, nurse
1	Lecturer, teacher Skilled domestic worker
77	Trainee
23	Other position
23	Student
%	Other not gainfully employed
22	
20	Economic sector
42	Old peoples' home
17	Nursing home
0/	Day care/short-term nursing facilities
%	Facility for the disabled
8 50	Social ward
41	Out-patient nursing services Hospital
	Rehabilitation clinic
1,1 days	Welfare association
· · ·	Sponsor
nt	Public authority
%	School, educational institution
13	Old peoples' home
31	Shared residence
26	Therapeutic facility
21 8	Medical supplies retailer
° 1	Industrial producer (Interior) architect/decorator
1	Other sectors
%	Student
9	Other not gainfully employed
1	
ntrol 1	Size of company/organisation:
2	Number of employees
1	1- 4 4 500 - 999

1-	4	4	500 - 999
5-	9	4	1 000 and more
	49	23	Student
50-	199	28	Other not gainfully
200-	499	11	employed

CeBIT —> Hannover

Trade visitors' profile

%

%

%

Student

Other not gainfully employed

Proportion of trade visitors	91%
Germany (total) of which	76
Nielsen 1 39 Nielsen 4	8
Bremen 2 Bavaria	6
	10
	10
	1
semesting noisten s standensarg	
	ania 1
Hesse 8 <u>Nielsen 7</u>	4
Rhineland-Palatinate 2 Saxony	2
Saarland - Thuringia	4
Nielsen 3b 7	
Baden-Württemb. 7	
Foreign (total) of which	24
EU	64
Other european countries	12
Africa	3
North America	2
South and Central America	3
Middle East	-
South-, East-, Central Asia	ģ
Australia	1
Distance to home	%
up to 50 km	13
more than 50 km up to 100 km	7
more than 100 km up to 300 km	32
	49
over 300 km	45
over 300 km	
over 300 km Countries with the highest visitor sha	ares %
over 300 km Countries with the highest visitor sha Netherlands	ares %
over 300 km Countries with the highest visitor sha Netherlands Poland	ares % 12 8
over 300 km Countries with the highest visitor sha Netherlands Poland Belgium	ares % 12 8
over 300 km Countries with the highest visitor sha Netherlands Poland Belgium Austria	ares % 12 8 6
over 300 km Countries with the highest visitor sha Netherlands Poland Belgium Austria United Kingdom	ares % 12 8 6 9
over 300 km Countries with the highest visitor sha Netherlands Poland Belgium Austria United Kingdom Frequency of visits to trade fair	ares % 12 8 6 5 9%
over 300 km Countries with the highest visitor sha Netherlands Poland Belgium Austria United Kingdom Frequency of visits to trade fair Previous event	ares % 12 8 6 6 5 7 8 8 8 8 8 8 8 8 8 8 8 8 8 8 8 8 8 8
over 300 km Countries with the highest visitor sha Netherlands Poland Belgium Austria United Kingdom Frequency of visits to trade fair Previous event Earlier events	ares % 12 8 6 6 6 9 7 3 9 6 6 6 6 6 6 6 6 6 6 6 6 6 6 6 6 6 6
over 300 km Countries with the highest visitor sha Netherlands Poland Belgium Austria United Kingdom Frequency of visits to trade fair Previous event	ares % 12 8 6 6 5 7 8 8 8 8 8 8 8 8 8 8 8 8 8 8 8 8 8 8
over 300 km Countries with the highest visitor sha Netherlands Poland Belgium Austria United Kingdom Frequency of visits to trade fair Previous event Earlier events First visit	ares % 12 8 6 6 6 9 7 3 9 6 6 6 6 6 6 6 6 6 6 6 6 6 6 6 6 6 6
over 300 km Countries with the highest visitor sha Netherlands Poland Belgium Austria United Kingdom Frequency of visits to trade fair Previous event Earlier events First visit	ares % 12 8 6 6 5 32 32 1,5 days
over 300 km Countries with the highest visitor sha Netherlands Poland Belgium Austria United Kingdom Frequency of visits to trade fair Previous event Earlier events First visit Average length of stay 1 Influence on purchasing/procurement decisions	ares % 12 8 6 6 5 7 8 8 8 8 8 9 8 1,5 days
over 300 km Countries with the highest visitor sha Netherlands Poland Belgium Austria United Kingdom Frequency of visits to trade fair Previous event Earlier events First visit Average length of stay Influence on purchasing/procurement decisions Decisively	ares % 12 8 6 6 5 32 32 1,5 days
over 300 km Countries with the highest visitor sha Netherlands Poland Belgium Austria United Kingdom Frequency of visits to trade fair Previous event Earlier events First visit Average length of stay 1 Influence on purchasing/procurement decisions	ares % 12 8 6 6 5 7 8 8 8 8 8 9 8 1,5 days
over 300 km Countries with the highest visitor sha Netherlands Poland Belgium Austria United Kingdom Frequency of visits to trade fair Previous event Earlier events First visit Average length of stay Influence on purchasing/procurement decisions Decisively	ares % 12 8 6 6 5 7 7 8 7 8 7 7 8 7 8 7 8 7 8 7 8 7 8 7

Area of responsibility	%
Management	12
Research/development/design	7
Manufacturing, production, quality control	2 2
Buying/procurement Finance/accounting, controlling	2
Information and communication technology	з 35
Personnel administration, administration	2
Sales	8
Marketing, advertising, PR	4
Logistics: storage, material management,	
transport	1
Maintenance/repairs	25
Other area Student	5 15
Other not gainfully employed	2
Position in the company/organisation	%
Entrepreneur, co-owner, freelancer	16
Managing director, board member,	
head of an authority etc.	10
Area manager, works manager, plant manage	r, 7
branch manager, head of public office Department head, group head, team leader	15
Other salaried staff, civil servant,	15
skilled worker	28
Lecturer, teacher	2
Trainee	5
Other position	2
Student	15
Other not gainfully employed	2
Economic sector	%
Hardware manufacturer	6
Software and IT systems specialists	19
Trade	10
Company and freelancer services Power industry	27 3
Manufacturing sector	8
Authority/public services	12
Skilled trades	2
Building trade	2
Traffic and logistic	3
Media industry	4
Travel and tourism	1
Banking, finance and insurance	4 3
Health system and medical systems Other sectors	3 1
Student	15
Other not gainfully employed	2
5	

Size of co Number o		rganisation: vees
1- 4	13	500 - 999
5-9	7	1 000 and more
10- 49	15	Student
50-199	15	Other not gainfully
200-499	7	employed
Conducted	d by: Wi	ssler & Partner, Basel

%

Trade visitors' profile

Proportion of trade visitors 9	8 % F
Germany (total)	69 I
of which	- US
Nielsen 1 44 Nielsen 4	8 1
Bremen 2 Bavaria	8 F
Hamburg 8 Nielsen 5+6	6 5
Lower Saxony 31 Berlin	2
Schleswig-Holstein 3 Brandenburg	1 l
Nielsen 2 22 Mecklenburg-	t
North Rhine-Westph. 22 West Pommerania	
Nielsen 3a 9 Saxony-Anhalt	2 0
Hesse 6 <u>Nielsen 7</u> Rhineland-Palatinate 3 Saxony	4 9
Saarland - Falatinate - Thuringia	3 (1 -
Nielsen 3b 7	
Baden-Württemb. 7	
	— i
Foreign (total)	31
of which	1
EU	63 k
Other european countries	11 [
Africa	5 (
North America	4 s 4 l
South and Central America Middle East	
South-, East-, Central Asia	4 1 7 (
Australia	2 9
Distance to home	% -
up to 50 km	10 I
more than 50 km up to 100 km	10 F
more than 100 km up to 300 km	31 F
over 300 km	49 I
Countries with the highest visitor shares	% F
Netherlands	7 1
United Kingdom	6 F
taly	6 E
Poland	5 5
Austria	5 1
Frequency of visits to trade fair	%
Previous event	% / 32 (
Earlier events	28
First visit	57 (
Average length of stay 1,5 d	
nfluence on purchasing/procurement decisions	%
Decisively	% 24
Collectively	30
n an advisory capacity	23
No	16

Area of responsibility	9 1
Management	1
Research/development/design	1
Manufacturing, production, quality control Buying/procurement	
Finance/accounting, controlling Information and communication technology	
Personnel administration, administration	
Sales	1
Marketing, advertising, PR	1
Logistics: storage, material management,	
transport	3
Maintenance/repairs	
Other area	
Student	
Other not gainfully employed	
Position in the company/organisation	9
Entrepreneur, co-owner, freelancer	
Managing director, board member, head of an authority etc.	1
Area manager, works manager, plant manage branch manager, head of public office	r, 1
Department head, group head, team leader	2
Other salaried staff, civil servant,	2
skilled worker	3
Lecturer, teacher	1
Trainee	
Other position	
Student	
Other not gainfully employed	
Economic sector	9
Power industry	
Power industry Primary and production industry	1
Power industry Primary and production industry Investment goods industry	1 2
Power industry Primary and production industry	1 2
Power industry Primary and production industry Investment goods industry Consumer goods industry	1 2
Power industry Primary and production industry Investment goods industry Consumer goods industry Food and luxury industry	1 2
Power industry Primary and production industry Investment goods industry Consumer goods industry Food and luxury industry Timber industry Port operations, port cargo handling systems Building trade	1
Power industry Primary and production industry Investment goods industry Consumer goods industry Food and luxury industry Timber industry Port operations, port cargo handling systems Building trade Skilled trades	1
Power industry Primary and production industry Investment goods industry Consumer goods industry Food and luxury industry Timber industry Port operations, port cargo handling systems Building trade	1
Power industry Primary and production industry Investment goods industry Consumer goods industry Food and luxury industry Timber industry Port operations, port cargo handling systems Building trade Skilled trades	1 2 1
Power industry Primary and production industry Investment goods industry Consumer goods industry Food and luxury industry Timber industry Port operations, port cargo handling systems Building trade Skilled trades Trade Service Authority/public services	1 2 1 2
Power industry Primary and production industry Investment goods industry Consumer goods industry Food and luxury industry Timber industry Port operations, port cargo handling systems Building trade Skilled trades Trade Service Authority/public services Other sectors	1 2 1 2
Power industry Primary and production industry Investment goods industry Consumer goods industry Food and luxury industry Timber industry Port operations, port cargo handling systems Building trade Skilled trades Trade Service Authority/public services Other sectors Student	1 2 1 2
Power industry Primary and production industry Investment goods industry Consumer goods industry Food and luxury industry Timber industry Port operations, port cargo handling systems Building trade Skilled trades Trade Service Authority/public services Other sectors	1 2 1 2
Power industry Primary and production industry Investment goods industry Consumer goods industry Food and luxury industry Timber industry Port operations, port cargo handling systems Building trade Skilled trades Trade Service Authority/public services Other sectors Student Other not gainfully employed	1 2 1 2
Power industry Primary and production industry Investment goods industry Consumer goods industry Food and luxury industry Timber industry Port operations, port cargo handling systems Building trade Skilled trades Trade Service Authority/public services Other sectors Student	1 2 1 2
Power industry Primary and production industry Investment goods industry Consumer goods industry Food and luxury industry Timber industry Port operations, port cargo handling systems Building trade Skilled trades Trade Service Authority/public services Other sectors Student Other not gainfully employed Size of company/organisation:	1 2 1 2
Power industry Primary and production industry Investment goods industry Consumer goods industry Food and luxury industry Timber industry Port operations, port cargo handling systems Building trade Skilled trades Trade Service Authority/public services Other sectors Student Other not gainfully employed Size of company/organisation: Number of employees	1 2 1 2
Power industry Primary and production industry Investment goods industry Consumer goods industry Food and luxury industry Timber industry Port operations, port cargo handling systems Building trade Skilled trades Trade Service Authority/public services Other sectors Student Other not gainfully employed Size of company/organisation: Number of employees 1- 4 6 500 - 999 5- 9 5 1 000 and more 10- 49 15 Student	9 1 2 1 2 9 2
Power industry Primary and production industry Primary and production industry Investment goods industry Consumer goods industry Food and luxury industry Timber industry Port operations, port cargo handling systems Building trade Skilled trades Trade Service Authority/public services Other sectors Student Other not gainfully employed Size of company/organisation: Number of employees 1 - 4 6 500 - 999 5 - 9 5 1 000 and more	1 2 1 2 9 2
Power industry Primary and production industry Investment goods industry Consumer goods industry Food and luxury industry Timber industry Port operations, port cargo handling systems Building trade Skilled trades Trade Service Authority/public services Other sectors Student Other not gainfully employed Size of company/organisation: Number of employees 1 - 4 6 500 - 999 5 - 9 5 1 000 and more 10 - 49 15 Student	1 2 1 2 9 2

Trade visitors' profile

	44 573
Proportion of trade visitors	93%
Germany (total) of which	42
Nielsen 1 37 Nielsen 4	9
Bremen 3 Bavaria	9
Hamburg 4 Nielsen 5+6	7
Lower Saxony 27 Berlin	2
Schleswig-Holstein 3 Brandenburg	2
Nielsen 2 23 Mecklenburg	
North Rhine-Westph. 23 West Pomme	rania 1
Nielsen 3a 12 Saxony-Anha	lt 2
Hesse 8 Nielsen 7	5
Rhineland-Palatinate 4 Saxony	4
Saarland - Thuringia	1
Nielsen 3b 8	
Baden-Württemb. 8	
Foreign (total)	58
of which EU	51
Other european countries	16
Africa	4
North America	6
South and Central America	4
Middle East	5
South-, East-, Central Asia	13
Australia	2
Distance to home	%
up to 50 km	5
more than 50 km up to 100 km	4
more than 100 km up to 300 km	18
over 300 km	73
Countries with the highest visitor sh United Kingdom	ares %
Turkey	8
	0
Netherlands	7
Netherlands	
Netherlands India Belgium	7 6 5
Nethérlands India Belgium Frequency of visits to trade fair	6 5
Netherlands India Belgium Frequency of visits to trade fair Previous event	6 5 % 47
Nethérlands India Belgium Frequency of visits to trade fair Previous event Earlier events	6 5 % 47 63
Netherlands India Belgium Frequency of visits to trade fair Previous event	6 5 % 47
Nethérlands India Belgium Frequency of visits to trade fair Previous event Earlier events	6 5 % 47 63
Nethérlands India Belgium Frequency of visits to trade fair Previous event Earlier events First visit Average length of stay Influence on purchasing/procuremen	6 5 47 63 30 1,9 days t
Nethérlands India Belgium Frequency of visits to trade fair Previous event Earlier events First visit Average length of stay Influence on purchasing/procuremen decisions	6 5 47 63 30 1,9 days t
Nethérlands India Belgium Frequency of visits to trade fair Previous event Earlier events First visit Average length of stay Influence on purchasing/procuremen decisions Decisively	6 5 47 63 30 1,9 days t \$3
Nethérlands India Belgium Frequency of visits to trade fair Previous event Earlier events First visit Average length of stay Influence on purchasing/procuremen decisions Decisively Collectively	6 5 47 63 30 1,9 days t % 53 23
Netherlands India Belgium Frequency of visits to trade fair Previous event Earlier events First visit Average length of stay Influence on purchasing/procuremen decisions Decisively Collectively In an advisory capacity	6 5 47 63 30 1,9 days t % 533 23 23 14
Nethérlands India Belgium Frequency of visits to trade fair Previous event Earlier events First visit Average length of stay Influence on purchasing/procuremen decisions Decisively Collectively In an advisory capacity No	6 5 47 63 30 1,9 days t % 53 233 14 8
Netherlands India Belgium Frequency of visits to trade fair Previous event Earlier events First visit Average length of stay Influence on purchasing/procuremen decisions Decisively Collectively In an advisory capacity	6 5 47 63 30 1,9 days t % 533 23 23 14

Area of responsibility	9
Management	3
Research/development/design	
Manufacturing, production, quality control	
Buying/procurement	9
Finance/accounting, controlling	
Information and communication technology	
Personnel administration, administration	
Sales	2
Marketing, advertising, PR	4
Logistics: storage, material management,	
transport	
Maintenance/repairs	
Other area	
Student	
Other not gainfully employed	
Position in the company/organisation	9
Entrepreneur, co-owner, freelancer	3
Managing director, board member,	
head of an authority etc.	2
Area manager, works manager, plant manage	r,
branch manager, head of public office	
Department head, group head, team leader	1
Other salaried staff, civil servant,	
skilled worker	1
Lecturer, teacher	
Trainee	
Other position	
Student Other not gainfully employed	
Economic sector	%
Furnishing/furniture stores	
Department stores, mail order, DIY stores	
Timber trade	1
Other Specialist retail trade	1
Wholesale trade	2
Interior decorator	
Parquet and floor layer	1
Painter Other skilled trades	
Architect's/interior designer's, Contract furnishers	
Facility management	
Logistics and transportation	
Other service	
Industry	2
Research/teaching	2
Press, media	
Other sectors	
Student	
Other not gainfully employed	
Size of company/organisation: Number of employees	9
1- 4 22 500 - 999	7
5- 9 15 1 000 and more	
10- 49 27 Student	
50 100 17 Other not gainfully	

50-199 7 Other not gainfully 200-499 employed

Conducted by: Wissler & Partner, Basel

EnergyDecentral

Trade visitors' profile

9	tors	visi	portion of trade
			many (total)
			vhich
4	Nielsen 4	44	lsen 1
_	Bavaria	-	men
5+6	Nielsen 5-	-	nburg
	Berlin	38	/er Saxony
iburg	Brandenbu	6	leswig-Holstein
iburg-	Mecklenbu	15	lsen Ž
ommerania	West Pom	15	th Rhine-Westph.
Anhalt	Saxony-An	9	lsen 3a
7	Nielsen 7	6	se
	Saxony	3	neland-Palatinate
a	Thuringia		rland
		7	lsen 3b
		7	len-Württemb.
			eign (total) which
			EU
es	n countries		Other cou
	5	imes	Other cou
			tance to home
			to 50 km
			re than 50 km up
	300 km	p to	re than 100 km u
			r 300 km
r share	st visitor s	ghe	r 300 km Intry with the h
r share	st visitor s	ghe	
			intry with the h herlands
			untry with the h
			untry with the h herlands quency of visits
			Intry with the h herlands quency of visits vious event
		to ti	intry with the h herlands quency of visits vious event ier events
1,4 d	rade fair	to ti stay	Intry with the h herlands quency of visits vious event ier events t visit
1,4 d	rade fair	to ti stay	untry with the h herlands quency of visits vious event ier events t visit erage length of
1,4 d	rade fair	to ti stay	untry with the h herlands quency of visits vious event ier events t visit erage length of uence on purcha
1,4 d	rade fair	to ti stay	untry with the h herlands quency of visits vious event ier events t visit erage length of uence on purcha isions
1,4 d	rade fair	to ti stay	untry with the h herlands quency of visits vious event ier events t visit erage length of uence on purcha isions isively
1,4 d	rade fair	to ti stay	untry with the h herlands quency of visits vious event ier events t visit erage length of uence on purcha isions isively ectively
1,4 d	rade fair J/procurem	to tr stay sing	untry with the h herlands quency of visits vious event ier events t visit erage length of uence on purcha isions isively ectively



EuroBLECH ------> Hannover

59 252

98%

Trade visitors' profile

Area of res		lity	%	Visitors (number of entries)
Managemer Research/de		ant/design	52 5	Proportion of trade visitors
		duction, quality control	5	
Buying/proci			3	Germany (total)
Finance/acco			1	of which
		mmunication technology	1	Nielsen 1 32 Niels
		ation, administration	2	Bremen 1 Bava
Sales			6	Hamburg 2 Niels
Marketing, a	advertisi	ing, PR	2	Lower Saxony 26 Berli
Logistics: st	orage, r	naterial management,		Schleswig-Holstein 3 Bran
transport		3	1	Nielsen 2 27 Mecl
Maintenance	e/repairs	5	7	North Rhine-Westph. 27 West
Other area			11	Nielsen 3a 9 Saxo
Student			5	Hesse 6 Niels
Other not g	ainfully	employed	1	Rhineland-Palatinate 4 Saxo
	-			Saarland - Thur
Position in	the cor	npany/organisation	%	Nielsen 3b 10
		ner, freelancer	47	Baden-Württemb. 10
		board member,		
head of an	authorit	y etc.	13	Foreign (total)
Area manag	er, work	s manager, plant manage		of which
		ead of public office	4	EU
		group head, team leader	5	Other european cou
		civil servant,		North America
skilled work			11	South and Central A
Lecturer, tea	acher		1	Middle East
Trainee			7	South-, East-, Centra
Other positi	on		6	Australia
Student			5	Other countries
Other not g	ainfully	employed	1	Distance to home
Economic s	octor		%	Distance to home up to 50 km
Agricultural		c company	64	more than 50 km up to 100 kr
		ial equipment hire	04	more than 100 km up to 300 k
companies	muusu	iai equipitient fille	5	over 300 km
Industry			6	
Trade/sales			2	Countries with the highest v
Engineer's a	nd plan	ning office	2	Netherlands
Local utilitie	inu pian		2	Austria
Other servic		ly suppliers	5	Switzerland
University/co		olytechnic	1	Poland
Other sector		styteenne	7	Sweden
Student			5	
Other not g	ainfully	employed	1	Frequency of visits to trade
	,	- F. W.		Previous event
Size of con	npany/o	rganisation:		Earlier events
Number of	employ	/ees	%	First visit
1- 4	51	500 - 999	1	
5-9	10	1 000 and more	4	Average length of stay
10- 49	11	Student	5	
50-199	7	Other not gainfully		Influence on purchasing/proc
200-499	2	employed	1	decisions
		N/A	8	Decisively
				Collectively

Conducted by: Wissler & Partner, Basel

Germany	(total)			62
of which Nielsen 1		32	Nielsen 4	10
Bremen		1	Bavaria	10
lamburg		2	Nielsen 5+6	6
ower Sa	onv	26	Berlin	2
	-Holstein		Brandenburg	1
ielsen 2		27	Mecklenburg-	
	ne-Westph.	27	West Pommerania	- i
ielsen 3	a'	9	Saxony-Anhalt	2
esse	_	6	Nielsen 7	6
hineland	-Palatinate	4	Saxony	3
aarland		-	Thuringia	3
lielsen 3		10		
aden-Wi	irttemb.	10		
oreign (total)			38
f which				
	EU			62
			n countries	14
	North Ame			5
			tral America	4
	Middle Eas		Contract Auto	4
		st-,	Central Asia	7
	Australia Other coun	trio	-	2
	Other Coun	the	5	2
	to home			%
p to 50				8
	1 50 km up			6
	n 100 km up	o to	300 km	27
/er 300	кт			59
		nigh	est visitor shares	
letherlan	ds			7
ustria				6
witzerlar	d			6
oland				5
weden				5
requenc	y of visits	to t	rade fair	%
revious e				37
arlier eve	ents			41
rst visit				48
verage	length of s	tay	1,6 (days
fluence	on purcha	sinc	/procurement	
lecisions				%
ecisively				30
ollective	v			30
	, isory capaci ⁻	ty		21
0	· · · · ·	1		15
tudent				4
ther net	an infully or	nnla		4

Other	not	gainfully	employed	
-------	-----	-----------	----------	--

1

Area of responsibility	%
Management	18 16
Research/development/design Manufacturing, production, quality control	35
Buying/procurement	- S. (
Finance/accounting, controlling	1
Information and communication technology	1
Personnel administration, administration	
Sales	11
Marketing, advertising, PR	1
Logistics: storage, material management,	
transport	1
Maintenance/repairs	4
Other area Student	2
Other not gainfully employed	1
Position in the company/organisation	%
Entrepreneur, co-owner, freelancer	12
Managing director, board member,	
head of an authority etc.	14
Area manager, works manager, plant manag	er, 15
branch manager, head of public office Department head, group head, team leader	
Other salaried staff, civil servant,	12
skilled worker	29
Lecturer, teacher	- 1
Trainee	- 5
Other position	
Student	4
Other not gainfully employed	1
Economic sector	%
Industry	76
Wholesale/foreign trade	
Retail trade	1
Skilled trades	11
Service	7
Authority/public services	1
University/college/polytechnic	1
Other sectors	1
Student	4
Other not gainfully employed	1
Size of company/organisation:	
Number of employees	%
1-46500-999	- 7

1-	4	6 500 - 999
5-	9	7 1 000 and more
10-	49 2	1 Student
50-1	99 2	6 Other not gainfully
200-4	99 1 ₁	4 employed
Condu	cted by:	Wissler & Partner, Basel

17

4

1

EuroTier with EnergyDecentral —> Hannover

Trade visitors' profile

Visitors (number of entries) 156	566
Proportion of trade visitors	94%
Germany (total)	81
of which	
Nielsen 1 38 Nielsen 4	14
Bremen - Bavaria	14
Hamburg 1 <u>Nielsen 5+6</u>	7
Lower Saxony 30 Berlin	
Schleswig-Holstein 7 Brandenburg	2
Nielsen 2 18 Mecklenburg-	
North Rhine-Westph. 18 West Pommerania	
Nielsen 3a 11 Saxony-Anhalt	3 5 3
Hesse 7 <u>Nielsen 7</u>	5
Rhineland-Palatinate 4 Saxony	3
Saarland - Thuringia	2
Nielsen 3b 8	
Baden-Württemb. 8	
Foreign (total)	19
of which EU	64
Other european countries	16
Africa	4
North America	4
South and Central America	5
Middle East	3
	5
South-, East-, Central Asia Australia	1
Distance to home	%
up to 50 km	8
more than 50 km up to 100 km	9
more than 100 km up to 300 km	35
over 300 km	48
Countries with the highest visitor shares	%
Netherlands	12
Austria	8
Poland	5
Switzerland	4
United Kingdom	4
Frequency of visits to trade fair	%
Previous event	54
Earlier events	52
First visit	27
Average length of stay 1,4 o	lays
Influence on purchasing/procurement	
decisions	%
Decisively	36
Collectively	25
In an advisory capacity	20
No	14
Student	4
Other not gainfully employed	1
outer not guintary employed	1

Area of responsibility	%
Management	49
Research/development/design	5
Manufacturing, production, quality control	7
Buying/procurement	3
Finance/accounting, controlling	1
Information and communication technology	1
Personnel administration, administration	2
Sales	8
Marketing, advertising, PR	2
Logistics: storage, material management,	
transport	1
Maintenance/repairs	4
Other area	13
Student	4
Other not gainfully employed	1
Position in the company/organisation	%
Entrepreneur, co-owner, freelancer	48
Managing director, board member,	
head of an authority etc.	11
Area manager, works manager, plant manage	r,
branch manager, head of public office	· 4
Department head, group head, team leader	4
Other salaried staff, civil servant,	
skilled worker	14
Lecturer, teacher	2
Trainee	7
Other position	5
Student	4
Other not gainfully employed	1
Economic sector	%
Agricultural business, company	64
Contractors, industrial equipment hire	04
companies	4
Industry	9
Trade/sales	4
Veterinary surgeon	2
Other service	6
University/college/polytechnic	2
Other sectors	5
Student	4
Other not gainfully employed	1
Size of company/organisation:	
Number of employees	%
1- 4 50 500 - 999	1

1	500 - 999	50	4	1-
5	1 000 and more	8	9	5-
4	Student	12	49	10-
	Other not gainfully	7	199	50-
1	employed	3	499	200-
9	Ň/A			

Conducted by: Wissler & Partner, Basel

Trade visitors' profile

Visitors (number of entries) 17	
Proportion of trade visitors	93%
Germany (total)	75
of which	75
Nielsen 1 41 Nielsen 4	8
Bremen 2 Bavaria	8
Hamburg 5 Nielsen 5+6	9
Lower Saxony 30 Berlin	4
Schleswig-Holstein 3 Brandenburg	1
Nielsen 2 23 Mecklenburg-	
North Rhine-Westph. 23 West Pommeran	
Nielsen 3a 8 Saxony-Anhalt	2
Hesse 6 <u>Nielsen 7</u>	5
Rhineland-Palatinate 2 Saxony Saarland - Thuringia	3 2
Nielsen 3b 8	2
Baden-Württemb. 8	
outer muttering. U	
Foreign (total)	25
of which	
EU	57
Other european countries	12
Africa	3
North America	3
South and Central America	6
Middle East South-, East-, Central Asia	3 16
Australia	1
Distance to home	%
Distance to home up to 50 km	% 13
more than 50 km up to 100 km	9
more than 100 km up to 300 km	30
over 300 km	48
Countries with the highest visitor share	s %
Netherlands	14
China (PR)	7
Poland	4
France	4
Belgium	4
Frequency of visits to trade fair	%
Previous event	34
Earlier events	51
First visit	41
Assessment of stars 4.5	
	days
Influence on purchasing/procurement	
decisions	%
Decisively	21
Collectively	25
In an advisory capacity	18
No	11
Student Other not gainfully employed	22 3
oner not gaintuny employed	د

Area of responsibility Management	% 1(
Research/development/design	2
Manufacturing, production, quality control	12
Buying/procurement	4
Finance/accounting, controlling	
Information and communication technology	/
Personnel administration, administration Sales	
Marketing, advertising, PR	
Logistics: storage, material management,	
transport	
Maintenance/repairs	
Other area	
Student	2
Other not gainfully employed	
Position in the company/organisation	9
Entrepreneur, co-owner, freelancer	1
Managing director, board member,	
head of an authority etc. Area manager, works manager, plant manager	
branch manager, head of public office	yer,
Department head, group head, team leade	
Other salaried staff, civil servant,	
skilled worker	2
Lecturer, teacher	
Trainee Student	2
Other not gainfully employed	2
Economic sector	9
Power industry Environmental management	1
Raw materials and production goods indust	
Investment goods industry	2
Other processing industry	
Building trade	
Skilled trades	
Trade	
Telecommunication	1
Company and freelancer services Authority/public services	
Research institutes, industrial research	
Investor, financing	
Other sectors	
Student	2
Other not gainfully employed	
Size of company/organisation:	
Number of employees	9
number of employees	
1-47500-999	
1- 4 7 500 - 999 5- 9 4 1 000 and more	
1- 4 7 500 - 999 59 4 1 000 and more 10- 49 14 Student	
1- 4 7 500 - 999 5- 9 4 1 000 and more	1 2:

ucted by: Wissler & Partner, Basel

Digital Factory —> Hannover Messe

Trade visitors' profile

Proportion of trade v	visitors 9	5%
Germany (total) of which		74
	10 Nielsen 4	-
Bremen	3 Bavaria	-
Hamburg	5 Nielsen 5+6	10
	28 Berlin	2
	4 Brandenburg	-
	22 Mecklenburg-	1
North Rhine-Westph. 2		1
Nielsen 3a	6 Saxony-Anhalt	3
Hesse	5 Nielsen 7	2
Rhineland-Palatinate	1 Saxony	2
Saarland	- Thuringia	-
	11	
	11	
Foreign (total)		26
of which EU		51
	ean countries	14
	Central America	8
	t-, Central Asia	21
Other count		6
Distance to home		%
up to 50 km		10
more than 50 km up t		10
more than 100 km up	to 300 km	30
over 300 km		49
Countries with the hi	ighest visitor shares	%
Netherlands		12
China (PR)		10
Turkey		5
Frequency of visits to	o trade fair	%
Previous event		33
Earlier events		47
First visit		45
Average length of st	ay 1,6 da	ays
Influence on purchas	ing/procurement	
decisions		%
		20
Decisively		24
Collectively		
	y	18
Collectively	y	18
Collectively In an advisory capacity		

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

Management	11
Research/development/design	21
Manufacturing, production, quality control	12
Buying/procurement	3
Finance/accounting, controlling	1
Information and communication technology	6
Personnel administration, administration	1
Sales	5 3
Marketing, advertising, PR	3
Logistics: storage, material management,	1
transport Maintenance/repairs	3
Other area	4
Student	27
Other not gainfully employed	3
other not guintary employed	
Position in the company/organisation	%
Entrepreneur, co-owner, freelancer	11
Managing director, board member,	
head of an authority etc.	9
Area manager, works manager, plant manager	
branch manager, head of public office	7
Department head, group head, team leader	13
Other salaried staff, civil servant,	~ 7
skilled worker	27
Lecturer, teacher Trainee	2
Student	27
Other not gainfully employed	3
other not gainfully employed	5
Economic sector	%
Power industry	9
Environmental management	2
Raw materials and production goods industr	
Investment goods industry	26
Other processing industry	5
Building trade	5 3 1
Skilled trades	
Trade	4
Telecommunication	3
Company and freelancer services	14
Authority/public services Research institutes, industrial research	3 5
Research Institutes, Industrial research Investor, financing	5
investor, inidicing	

Other sectors

1- 4

5-9

10- 49

50-199

200-499

Other not gainfully employed

Number of employees

Size of company/organisation:

6

3

13

14

10

Conducted by: Wissler & Partner, Basel

Student

Area of responsibility

Energy

%

11 21

1 27

3

%

4

21

27

3

500 - 999

Student

employed

1 000 and more

Other not gainfully

Trade visitors' profile

Visitors (number of	ent	ries)	89 682*)
Proportion of trade	visi	tors	94%
Germany (total) of which			73
Nielsen 1	40	Nielsen 4	9
Bremen	3	Bavaria	g
Hamburg	6	Nielsen 5+6	5 10
Lower Saxony	27	Berlin	4
Schleswig-Holstein	4	Brandenburg	a 2
Nielsen 2	22		
North Rhine-Westph.	22	West Pomm	
Nielsen 3a	8	Saxony-Anh	alt 3
Hesse	6	Nielsen 7	5
Rhineland-Palatinate	2	Saxony	3
Saarland	-	Thuringia	2
Nielsen 3b	7		
Baden-Württemb.	7		
Foreign (total)			27
of which EU			54
Other euro	pea	n countries	15
Africa	÷		3
South and	Cen	tral America	6
Middle East	st		3
		Central Asia	16
Other cour	ntrie	S	3
Distance to home			%
up to 50 km			11
	to 1	100 km	7
more than 50 km up more than 100 km u	p to	300 km	32
over 300 km			50
Countries with the	hiah	est visitor s	hares %
Netherlands			13
China (PR)			
United Kingdom			4
Furkey			4
Switzerland			4
Frequency of visits	to t	rade fair	%
Previous event			34
Earlier events			51
First visit			41
Average length of s	stay		1,6 days
Influence on purcha	sing	/procureme	
decisions			%
Decisively			22
Collectively			24
n an advisory capaci	ity		16
No			10
Student Other not gainfully e			25 4

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

6



Industrial Automation ----- Hannover Messe

123 813*)

96%

Trade visitors' profile

Area of responsibility	% 12	Visitors (number of e	ntries)
Management Research/development/design	18	Proportion of trade v	isitors
Manufacturing, production, quality control Buying/procurement	9 3	Germany (total)	
Finance/accounting, controlling	2	of which	
Information and communication technology	2	Nielsen 1 3	9 Niels
Personnel administration, administration	2		3 Bava
Sales	10	Hamburg	4 Niels
Marketing, advertising, PR	3		9 Berli
Logistics: storage, material management,			3 Bran
transport	1	Nielsen 2 2	
Maintenance/repairs	4	North Rhine-Westph. 24	4 West
Other area	6		8 Saxo
Student	25		5 Niels
Other not gainfully employed	4	Rhineland-Palatinate	
other not gaintany employed	-		- Thuri
Position in the company/organisation	%	Nielsen 3b 1	
Entrepreneur, co-owner, freelancer	10	Baden-Württemb. 1	
Managing director, board member,		saden martenio. T	~
head of an authority etc.	10	Foreign (total)	
Area manager, works manager, plant manager		of which	
branch manager, head of public office	7	EU	
Department head, group head, team leader	15	Other europe	an cou
Other salaried staff, civil servant,	15	Africa	Sun cou
skilled worker	26	North Ameri	C 2
Lecturer, teacher	20	South and C	
Trainee	2	Middle East	
Student	25	South-, East-	Contra
Other not gainfully employed	25 4	Australia	, centra
Economic sector	%	Distance to home	
Power industry	30	up to 50 km	
Environmental management	4	more than 50 km up to	100 kr
Raw materials and production goods industry		more than 100 km up to	
Investment goods industry	16	over 300 km	10 300 1
Other processing industry	3		
Building trade	3	Countries with the hi	nhast v
Skilled trades	2	Netherlands	gilest v
Trade	4	China (PR)	
Telecommunication	3	Poland	
Company and freelancer services	10	Belgium	
	5	India	
Authority/public services	4	mula	
Research institutes, industrial research		Execution of visits to	trada
Investor, financing	1 1	Frequency of visits to Previous event	uaue
Other sectors	25	Earlier events	
Student Other not gainfully employed	25 4	First visit	
Size of company/organisation:		Average length of sta	ay
Number of employees	%	Influence on nurchasi	nalarar
1- 4 7 500 - 999	6	Influence on purchasi	iig/proc

Number of	employ	yees	%
1- 4	7	500 - 999	6
5-9	5	1 000 and more	16
10- 49	15	Student	25
50-199	14	Other not gainfully	
200-499	9	employed	4
Conducted	by: Wi	ssler & Partner, Basel	

Germany (total) of which			72
Nielsen 1	39	Nielsen 4	8
Bremen	3		8
Hamburg	4	Nielsen 5+6	8
Lower Saxony	29		4
Schleswig-Holstein	3		1
Nielsen 2	24	Mecklenburg-	
North Rhine-Westph	. 24	West Pommera	
<u>Nielsen 3a</u>	8	Saxony-Anhalt	2
Hesse	5	Nielsen 7	5
Rhineland-Palatinate		Saxony	3
Saarland	-	Thuringia	2
<u>Nielsen 3b</u> Baden-Württemb.	10 10		
Foreign (total)	10		28
of which			20
EU			53
	opea	n countries	12
Africa			2
North Am			4
		ntral America	6
Middle Ea		Central Asia	4 18
Australia	ast-,	Central Asia	18
Distance to home			%
in to 50 km			11
more than 50 km up more than 100 km u	to to	100 km	10
more than 100 km i	up to	300 km	28
over 300 km			51
Countries with the	high	est visitor sha	res %
Netherlands			11
China (PR)			9
Poland			4
Belgium			4
India			4
Frequency of visits	to t	rade fair	%
Previous event			33
Earlier events			50
First visit			42
Average length of	stay	1	,6 days
	asin	g/procurement	
Influence on purch	asing		%
decisions	asing		
decisions Decisively	using		21
decisions Decisively Collectively			21 26
decisions Decisively Collectively In an advisory capae			21 26 18
decisions Decisively Collectively In an advisory capao No			21 26 18 10
decisions Decisively Collectively In an advisory capae	city		21 26 18

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

Area of responsibility Management Research/development/design Manufacturing, production, quality control Buying/procurement Finance/accounting, controlling Information and communication technology Personnel administration, administration Sales Marketing, advertising, PR Logistics: storage, material management, transport Maintenance/repairs Other area Student	% 10 22 14 3 1 4 1 8 3 1 5 4 23
Other not gainfully employed	2
Position in the company/organisation Entrepreneur, co-owner, freelancer Managing director, board member,	% 10
head of an authority etc.	8
Area manager, works manager, plant manager branch manager, head of public office	r, 8
Department head, group head, team leader Other salaried staff, civil servant,	17
skilled worker	27
Lecturer, teacher	2
Trainee	3
Student Other not gainfully employed	23
Economic sector	%
Power industry	12
Environmental management Raw materials and production goods industry	2
Investment goods industry	31
Other processing industry	5
Building trade	5 3 3 5 2
Skilled trades	3
Trade	5
Telecommunication Company and freelancer services	10
Authority/public services	3
Research institutes, industrial research	5
Investor, financing	1
Other sectors	1
Student	23
Other not gainfully employed	2
Size of company/organisation:	
Size of company/organisation: Number of employees	%
1- 4 5 500 - 999	6
5-941000 and more	19
10- /9 1/ Student	23

			rganisation:	
Numb	er of	f employ	rees	%
1-	4	5	500 - 999	6
5-	9	4	1 000 and more	19
10-	49	14	Student	23
50-	199	16	Other not gainfully	
200-	499	11	employed	2
Cond	ucted	by: Wie	ssler & Partner, Basel	

IndustrialGreenTec ----- Hannover Messe

Trade visitors' profile

Proportion of trade visitors Germany (total)	
Germany (total)	94%
of which	72
Nielsen 1 40 Nielsen 4	9
Bremen 3 Bavaria	g
Hamburg 6 Nielsen 5+6	8
Lower Saxony 26 Berlin	2
Schleswig-Holstein 5 Brandenburg	1
Nielsen 2 21 Mecklenburg-	
North Rhine-Westph. 21 West Pommera	
Nielsen 3a 9 Saxony-Anhalt	4
Hesse 7 <u>Nielsen 7</u>	5
Rhineland-Palatinate 2 Saxony	3
Saarland - Thuringia Nielsen 3b 9	2
Baden-Württemb. 9	
Foreign (total) of which	28
EU	55
Other european countries	10
South and Central America	6
South-, East-, Central Asia Other countries	24 5
Distance to home	%
up to 50 km	9
more than 50 km up to 100 km	9
more than 100 km up to 300 km over 300 km	31 51
Countries with the highest visitor shar	
China (PR)	13
Netherlands	10
Frequency of visits to trade fair	10
Frequency of visits to trade fair Previous event	%
Frequency of visits to trade fair Previous event Earlier events	% 32 44
Frequency of visits to trade fair Previous event Earlier events First visit	% 32 44 46
Frequency of visits to trade fair Previous event Earlier events First visit Average length of stay 1,	% 32 44
Frequency of visits to trade fair Previous event Earlier events First visit Average length of stay 1, Influence on purchasing/procurement	% 32 44 46 7 days
Frequency of visits to trade fair Previous event Earlier events First visit Average length of stay 1, Influence on purchasing/procurement decisions	% 32 44 46 7 days
Frequency of visits to trade fair Previous event Earlier events First visit Average length of stay 1, Influence on purchasing/procurement decisions Decisively	% 32 44 46 7 days % 19
Frequency of visits to trade fair Previous event Earlier events First visit Average length of stay 1, Influence on purchasing/procurement decisions	% 32 44 46 7 days
Frequency of visits to trade fair Previous event Earlier events First visit Average length of stay 1, Influence on purchasing/procurement decisions Decisively Collectively In an advisory capacity No	% 32 44 46 7 days 7 days 19 24 15 9
Frequency of visits to trade fair Previous event Earlier events First visit Average length of stay 1, Influence on purchasing/procurement decisions Decisively Collectively In an advisory capacity	% 32 44 46 7 days 7 days 19 24 15

Area of responsibility Management Research/development/design Manufacturing, production, quality control Buying/procurement Finance/accounting, controlling Information and communication technology Personnel administration, administration Sales Marketing, advertising, PR Logistics: storage, material management, transport Maintenance/repairs Other area Student Other not gainfully employed	% 12 17 10 3 1 2 3 3 1 4 5 29 4
Position in the company/organisation Entrepreneur, co-owner, freelancer Managing director, board member, head of an authority etc. Area manager, works manager, plant manager branch manager, head of public office Department head, group head, team leader Other salaried staff, civil servant, skilled worker Lecturer, teacher Trainee Student Other not gainfully employed	% 10 9 11 26 11 29 29 4
Economic sector Power industry Environmental management Raw materials and production goods industry Investment goods industry Other processing industry Building trade Skilled trades Trade Telecommunication Company and freelancer services Authority/public services Research institutes, industrial research Investor, financing Other sectors Student Other not gainfully employed	% 15 12 18 35 22 13 4 6 1 1 29 4
Size of company/organisation: Number of employees	%

Size of company/organisation:				
Number of	employ	ees	%	
1- 4	7	500 - 999	7	
5-9	4	1 000 and more	16	
10- 49	14	Student	29	
50-199	13	Other not gainfully		
200- 499	7	employed	4	

Conducted by: Wissler & Partner, Basel

Industrial Supply ----- Hannover Messe

Trade visitors' profile

Description of social estates as	96%	Manager
Proportion of trade visitors	96%	Research Manufact
Germany (total)	66	Buying/pi
of which		Finance/a
Nielsen 1 34 Nielsen 4	9	Informati
Bremen 2 Bavaria	9	Personne
Hamburg 4 Nielsen 5+6	8	Sales
Lower Saxony 23 Berlin	3	Marketin
Schleswig-Holstein 4 Brandenburg	g 1	Logistics
Nielsen 2 25 Mecklenburg		transport
North Rhine-Westph. 25 West Pomm		Maintena
Nielsen 3a 7 Saxony-Anh		Other are
Hesse 6 Nielsen 7	6	Student
Rhineland-Palatinate 1 Saxony	4	Other no
Saarland - Thuringia	2	
Nielsen 3b 10		Position
Baden-Württemb. 10		Entreprei
		Managin
Foreign (total)	34	head of
of which		Area mai
EU	56	branch m
Other european countries	14	Departm
South and Central America	5	Other sal
South-, East-, Central Asia	18	skilled w
Other countries	8	Lecturer,
Plates and have	0/	Trainee
Distance to home	%	Student
up to 50 km	8	Other no
more than 50 km up to 100 km	7	
more than 100 km up to 300 km	27	Economi
over 300 km	58	Power in
Companies with the bightest wisiters a	hares %	Environm
Countries with the highest visitor s	nares % 14	Raw mat
Netherlands	8	Investme
China (PR)	o 5	Other pro
Turkey Poland	5	Building
Austria	э 4	Skilled tr Trade
Austria	4	
Frequency of visits to trade fair	%	Telecomr
Previous event	35	Company
Earlier events	49	Authority
First visit	49	Research
	42	Investor, Other se
Average length of stay	1,7 days	Student
Influence on purchasing/procureme	nt	Other no
decisions	%	Size of o
Decisively	27	Number
Collectively	28	1-
In an advisory capacity	16	5-
No	8	10- 4
	8 19	50-19

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

Area of responsibility	%
Management	11
Research/development/design	21
Manufacturing, production, quality control	13
Buying/procurement	10
Finance/accounting, controlling	1
Information and communication technology	4
Personnel administration, administration Sales	10
	- 10
Marketing, advertising, PR Logistics: storage, material management,	
transport	1
Maintenance/repairs	
Other area	
Student	19
Other not gainfully employed	
Position in the company/organisation	%
Entrepreneur, co-owner, freelancer	1(
Managing director, board member,	
head of an authority etc.	1
Area manager, works manager, plant manage	
branch manager, head of public office	1(
Department head, group head, team leader	1
Other salaried staff, civil servant,	
skilled worker	28
Lecturer, teacher	
Trainee	19
Student Other not gainfully employed	
Economic sector	%
Power industry	12
Environmental management	- 2
Raw materials and production goods industry	
Investment goods industry	30
Other processing industry	4
Building trade	4
Skilled trades	-
Trade	9
Telecommunication	1
Company and freelancer services	10
Authority/public services	4
Research institutes, industrial research	6
Investor, financing Other sectors	
Student	19
Other not gainfully employed	
Size of company/organisation:	
Number of employees	%
1-46500-999	
5-9 5 1 000 and more	16

Conducted by: Wissler & Partner, Basel

Student

employed

Other not gainfully

MobiliTec — Hannover Messe

Trade visitors' profile

		4%
of which Nielsen 1 39		
Nielsen 1 39		77
	Nielsen 4	9
Bremen 2	Bavaria	9
Hamburg 3	Nielsen 5+6	10
Lower Saxony 30	Berlin	3
	Brandenburg	2
	Mecklenburg-	
	West Pommerania	2
	Saxony-Anhalt	4
	Nielsen 7	6
	Saxony Thuringia	2
Nielsen 3b 7	munnyia	2
Baden-Württemb. 7		
Foreign (total) of which		23
EU		60
Other european		11
South-, East-, C Other countries	entral Asia	20
Other countries		
Distance to home		%
up to 50 km		14
more than 50 km up to 10		8
more than 100 km up to 3 over 300 km	300 km	30 48
over 300 km		48
Countries with the highe	est visitor shares	%
Netherlands		14
China (PR)		9
Frequency of visits to tra	ade fair	%
Previous event		33
Earlier events		46
First visit		45
Average length of stay	1,7 d	ays
Influence on purchasing/	procurement	
decisions		%
Decisively		15
Collectively		22
In an advisory capacity No		16
No Student		32
Other not gainfully employ	red	32
other not gaintuny employ	cu	

Area of responsibility	%
Management	9
Research/development/design	19
Manufacturing, production, quality control Buying/procurement	2
Finance/accounting, controlling	1
Information and communication technology	3
Personnel administration, administration	1
Sales	Ę
Marketing, advertising, PR	
Logistics: storage, material management,	~
transport	1
Maintenance/repairs	3
Other area	-
Student	32
Other not gainfully employed	3
Position in the company/organisation	%
Entrepreneur, co-owner, freelancer	8
Managing director, board member,	
head of an authority etc.	8
Area manager, works manager, plant manager	
branch manager, head of public office	1
Department head, group head, team leader Other salaried staff, civil servant,	14
skilled worker	27
Lecturer, teacher	3
Trainee	4
Student	32
Other not gainfully employed	3
Economic sector	%
Power industry	16
Environmental management Raw materials and production goods industry	
Investment goods industry	20
Other processing industry	20
Building trade	-
Skilled trades	- 2
Trade	2
Telecommunication	1
Company and freelancer services	12
Authority/public services	6
Research institutes, industrial research	5
Investor, financing	
Other sectors	1
Student	32
Other not gainfully employed	3
Size of company/organisation:	
Number of employees	%

Size of company/organisation: Number of employees				
1- 4	7	500 - 999		
5-9	3	1 000 and more		
10- 49	13	Student		
50-199	12	Other not gainfully		
200- 499	7	employed		

Conducted by: Wissler & Partner, Basel

Research & Technology

Trade visitors' profile

% 5 18

/isitors (number of	entries)	47 366*)
Proportion of trade	visitors	94%
Germany (total) of which		77
	41 Nielser	14 7
Bremen	3 Bavaria	
lamburg	6 Nielser	
ower Saxony	28 Berlin	4
Schleswig-Holstein	4 Brande	nbura 1
Vielsen Ž	23 Meckle	
North Rhine-Westph.	23 West P	ommerania 2
Vielsen 3a	7 Saxony	-Anhalt 2
lesse	5 Nielser	
Rhineland-Palatinate	2 Saxony	· 3
Saarland	- Thuring	jia 2
<u>Vielsen 3b</u>	8	
Baden-Württemb.	8	
Foreign (total) of which		23
EU		59
Other euro	pean counti	ries 14
South and	Central Am	erica 5
South-, Eas	st-, Central	Asia 15
Other cour	tries	6
Distance to home		%
ip to 50 km		12
nore than 50 km up	to 100 km	9
nore than 100 km up	to 300 km	30
over 300 km		49
Countries with the I	nighest visi	tor shares %
Vetherlands		13
China (PR)		8
Belgium		5
Switzerland		5
Poland		4
requency of visits	to trade fa	ir %
Previous event		31
arlier events		49
irst visit		44
Average length of s	tay	1,5 days
nfluence on purcha	sing/procur	ement
lecisions		%
Decisively		17
Collectively		23
n an advisory capaci	ty	16
No		8
Student		31
Other not gainfully er		4

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



infa -----> Hannover

Private visitors' profile

Area of responsibility	%	Visitors (number of entries)
Management Research/development/design	28	Proportion of private visitors
Manufacturing, production, quality control Buying/procurement	9 2	Germany (total)
Finance/accounting, controlling	1	of which
Information and communication technology	2	Nielsen 1 93 Nielsen
Personnel administration, administration	1	Bremen - Bavaria
Sales	4	Hamburg - Nielsen
Marketing, advertising, PR	2	Lower Saxony 92 Berlin
ogistics: storage, material management,		Schleswig-Holstein 1 Brander
ransport	1	Nielsen 2 4 Meckler
Maintenance/repairs	3	North Rhine-Westph. 4 West Po
Other area	4	Nielsen 3a 1 Saxony-
Student	31	Hesse - Nielsen
Other not gainfully employed	4	Rhineland-Palatinate - Saxony
5		Saarland - Thuringi
Position in the company/organisation	%	Nielsen 3b -
Entrepreneur, co-owner, freelancer	9	Baden-Württemb
Managing director, board member,		
head of an authority etc.	6	Distance to home
Area manager, works manager, plant manage	er.	up to 50 km
branch manager, head of public office	6	more than 50 km up to 100 km
Department head, group head, team leader	14	more than 100 km up to 300 km
Other salaried staff, civil servant,		over 300 km
skilled worker	25	
ecturer, teacher	3	Frequency of visits to trade fair
rainee	2	Previous event
Student	31	Earlier events
Other not gainfully employed	4	First visit
Economic sector	%	Sex
Power industry	11	Male
Environmental management	3	Female
Primary and production industry	11	
nvestment goods industry	23	Size of household
Other processing industry	3	1 person
Building trade	2	2 persons
Skilled trades	1	3 persons
Trade	3	4 persons
Telecommunication	2	5 persons and more
Company and freelancer services	9	
Authority/public services	5	Age
Research institutes, industrial research	9	up to 20 years
Investor, financing	1	over 20 up to 30 years
Other sectors	1	over 30 up to 40 years
Student	31	over 40 up to 50 years
Other not gainfully employed	4	over 50 up to 60 years over 60 up to 70 years
ize of company/organisation:		over 70 years
Number of employees	0/	·

of coi	mpany/org	ganisation:	
er o	f employe	es	%
4	6	500 - 999	5
9	4	1 000 and more	18
49	9	Student	31
199	13	Other not gainfully	
499	9	employed	4
	er o 4 9 49 199	er of employe 4 6 9 4 49 9 199 13	9 4 1 000 and more 49 9 Student 199 13 Other not gainfully

Conducted by: Wissler & Partner, Basel

ber of ent	ries)	191 803	Posi
f private v	isitors	98 %	Entre Man
tal)		100	heac Area
93	Nielsen 4		bran Depa
-	Bavaria	-	Othe
-	Nielsen 5+6	2	skille
92	Berlin		Lect
stein 1	Brandenburg	-	Trair
4 Vestph. 4	Mecklenburg West Pomme		Othe Stud
1 vestpii.	Saxony-Anha		Hous
1	Nielsen 7	1	Old-
atinate -	Saxony	1	Othe
-	Thuringia	1	
-			Buyi
mb			Purc
		%	at th
nome		66	yes no
km up to	100 km	22	may
0 km up to	300 km	11	indy
		2	Follo Inter
visits to t	rade fair	%	yes
t	ruue run	41	no
		66	may
		16	Con
		%	fors
		23	
		77	
ehold		%	
		15	
		47	
		17	
l more		15 7	
more		· · ·	
		%	
S		4	
30 years		14	
40 years		13	
50 years		23 23	
60 years 70 years		23 16	
TO years		10	

8

ition in the company/organisation	%
epreneur, co-owner, freelancer Jaging director, board member,	7
d of an authority etc.	1
manager, works manager, plant manage	
ich manager, head of public office artment head, group head, team leader	2 7
er salaried staff, civil servant,	'
ed worker	35
urer, teacher	3
nee er position	1 7
lent	6
sewife/man	7
age pensioner	21
er not gainfully employed	3
ing and ordering capacity hase or order made or intended re exhibition	%
ie exhibition	85
	3
be	12
ow-up business	%
nd to buy at later date	24
	21 25
be	55
ducted by: Gelszus Messe-Markt- chung GmbH, Dortmund	
chang chibh, borthand	

Private visitors' profile

Visitors (number of e	ntries)	89 007
Proportion of private	visitors	93 %
Germany (total)		99
of which	D. Nielson 4	1
Nielsen 1 8		1
	1 Bavaria 1 Nielsen 5+6	1
	1 <u>Nielsen 5+6</u> 8 Berlin	5 1
	2 Brandenburg	1
	7 Mecklenburg-	
	7 West Pommer	rania 1
	5 Saxony-Anhal	
	5 Nielsen 7	1
Rhineland-Palatinate	- Saxony	1
Saarland	- Thuringia	1
Nielsen 3b	-	
Baden-Württemb.	-	
Foreign (total)		1
Distance to home		%
up to 50 km		35
more than 50 km up to	o 100 km	32
more than 100 km up		30
over 300 km		3
Frequency of visits to	trade fair	%
Previous event		44
Earlier events		60
First visit		19
Sex		%
Male		39
Female		61
Size of household		%
1 person		12
2 persons		36
3 persons		21
4 persons		21
5 persons and more		11
Age		%
up to 20 years		19
over 20 up to 30 years		22
over 30 up to 40 years		14
over 40 up to 50 years		21
over 50 up to 60 years		16
over 60 up to 70 years		7
over 70 vears		2

2

over 70 years

Position in the company/organisation	%
Entrepreneur, co-owner, freelancer	12
Managing director, board member,	
head of an authority etc.	2
	_
Area manager, works manager, plant manage	
branch manager, head of public office	2
Department head, group head, team leader	7
Other salaried staff, civil servant,	
skilled worker	30
Lecturer, teacher	2
Trainee	6
Other position	6
Student	19
Housewife/man	3
Old-age pensioner	3 9
	4
Other not gainfully employed	4
Buying and ordering capacity	%
Purchase or order made or intended	70
at the exhibition	
yes	90
no	3 7
maybe	7
Follow-up business	%
Intend to buy at later date	
yes	39
no	22
maybe	40
-	
Conducted by: Gelszus Messe-Markt- forschung GmbH, Dortmund	

Trade visitors' profile

		-	10 724
Proportion of trade	e vis	itors	82%
Germany (total) of which			79
Nielsen 1	42	Nielsen 4	8
Bremen	1	Bavaria	8
Hamburg	5	Nielsen 5+6	10
Lower Saxony	35		4
Schleswig-Holstein	2		2
Nielsen 2	22		-
North Rhine-Westph			
Nielsen 3a	7		
Hesse	5	Nielsen 7	6
Rhineland-Palatinate Saarland	e 1 -	Saxony Thuringia	4
Nielsen 3b	5	Thuringia	3
Baden-Württemb.	5		
Foreign (total) of which			21
EU			46
	opea	n countries	17
South-, E	ast	Central Asia	23
Other cou	intrie	S	14
Distance to home			%
up to 50 km			19
more than 50 km u	o to	100 km	7
more than 100 km i	up to	300 km	30
			45
over 300 km			
Frequency of visits	to t	rade fair	%
Frequency of visits Previous event	to t	rade fair	% 25
Frequency of visits Previous event Earlier events	to t	rade fair	% 25 26
Frequency of visits Previous event Earlier events First visit			% 25 26 64
Frequency of visits Previous event Earlier events			% 25 26
Frequency of visits Previous event Earlier events First visit Average length of Influence on purch	stay		% 25 26 64 1,2 days t
Frequency of visits Previous event Earlier events First visit Average length of Influence on purch decisions	stay		% 25 26 64 1,2 days t
Frequency of visits Previous event Earlier events First visit Average length of Influence on purch decisions Decisively	stay		% 25 26 64 1,2 days t
Frequency of visits Previous event Earlier events First visit Average length of Influence on purch decisions Decisively Collectively	stay asing		% 25 26 64 1,2 days t % 36 30
Frequency of visits Previous event Earlier events First visit Average length of Influence on purch decisions Decisively Collectively In an advisory capaa	stay asing		% 25 26 64 1,2 days t 1 % 36 30 18
Frequency of visits Previous event Earlier events First visit Average length of Influence on purch decisions Decisively Collectively	stay asing		% 25 26 64 1,2 days t % 36 30

Area of responsibility	%
Management	12
Research/development/design	9 7
Manufacturing, production, quality control Buying/procurement	6
Finance/accounting, controlling	1
Information and communication technology	11
Personnel administration, administration	2
Sales	19
Marketing, advertising, PR	34
Logistics: storage, material management,	
transport	- 7
Maintenance/repairs Other area	5
Student	4
Other not gainfully employed	1
Position in the company/organisation	%
Entrepreneur, co-owner, freelancer	16
Managing director, board member,	12
head of an authority etc. Area manager, works manager, plant manage	
branch manager, head of public office	'' 7
Department head, group head, team leader	22
Other salaried staff, civil servant,	
skilled worker	35
Lecturer, teacher	2
Trainee	3
Other position Student	4
Other not gainfully employed	1
Economic sector	%
Authority/public services	10
Marketing, advertising and PR	18
Insurance and finance sector Hotel, catering trade	3
Other service	20
Power industry	8
Trade	13
Skilled trades	5
Investment goods industry	9
Other processing industries	20
Traffic and logistic	5
Other sectors Student	3 4
Other not gainfully employed	4
other not gaintuny employed	
Size of company/organisation:	
Number of employees	%
1- 4 14 500 - 999	8
5-981000 and more 10-4921 Student	11 4
FO 100 21 Other pet gainfully	4

Conducted	by:	Wissler	&	Partner,	Basel

50-199

200-499

employed

Other not gainfully

Trade visitors' profile

Proportion of trade	vis	tors 6	58 %
Germany (total)			82
of which	00	Alfalacia A	
Nielsen 1	82 2	Nielsen 4	-
Bremen	6	Bavaria	
Hamburg		Nielsen 5+6	
Lower Saxony	11	Berlin	
Schleswig-Holstein	63 6	Brandenburg	
Nielsen 2		Mecklenburg-	
North Rhine-Westph.	6	West Pommerania	ĺ
Nielsen 3a	- 7	Saxony-Anhalt	
Hesse	- 7	Nielsen 7	
Rhineland-Palatinate Saarland	- 7	Saxony	
Nielsen 3b	-	Thuringia	
Baden-Württemberg	4 4		
Foreign (total)			18
of which EU			7
North Ame	arica		
Middle Ea			
		Central Asia	10
Other cour			
Distance to home			9
up to 50 km			3
more than 50 km up	to	100 km	16
more than 100 km u			16
over 300 km			3
Countries with the	higł	est visitor shares	%
Denmark	-		3
Switzerland			12
Poland			- 1
Sweden			
India			1
Frequency of visits	to e	xhibition	%
Previous event			4
Earlier events			3
First visit			3
Average length of s			lay

	on purchasing/procurement
decisions	
Decisively	
Collectively	
In an advis	ory capacity
No	

Management Research/development/design Manufacturing, production, quality control Buying/procurement Finance/accounting, controlling Information and communication technology Personnel administration, administration Sales Marketing, advertising, PR Logistics: storage, material management,	3
transport Maintenance/repairs	
Other area	1
Position in the company/organisation Entrepreneur, co-owner, freelancer Managing director, board member,	3
head of an authority etc. Area manager, works manager, plant manager branch manager, head of public office Department head, group head, team leader	1 ',
Other salaried staff, civil servant, skilled worker Lecturer, teacher Trainee	1
Other position Student Other not gainfully employed	
Economic sector Banking, finance and insurance Building industry, architecture, planning,	9
project management Biogas, biomass Biofuels	1
Block heating works Geothermics, heat pumps, solar heating, wood	
Tradesmen, technical services Association, institution Agriculture	1
Media, press, publishing Solar power Other service	1
Small wind installations, wind industry Supplier	1
Other	1

Area of responsibility

Num	per of	employees		%
1-	4	30	200 - 499	3
5-	9	14	500 - 999	1
10-	49	28	1 000 and more	
50-	199	15		

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

Nord Gastro und Hotel (2012)

Trade visitors' profile

% 35

Visitors (number of	f ent	ries)	4 593	
Proportion of trade visitors			100%	
Germany (total)			100	
of which Nielsen 1	00	Nielsen 4		
Bremen	99 -		-	
Hamburg	2	barana	-	
Lower Saxony	1			
Schleswig-Holstein		Brandenburg		
Nielsen 2	- 50	Mecklenburg-		
North Rhine-Westph.		West Pommera	nia .	
Nielsen 3a	· .	Saxony-Anhalt	-	
Hesse	-			
Rhineland-Palatinate		Saxony		
Saarland	-	Thuringia	-	
Nielsen 3b	-			
Baden-Württemberg	-			
Distance to home			%	
up to 50 km			69	
more than 50 km up	to '	100 km	23	
more than 100 km u	ip to	300 km	7	
over 300 km			2	
Frequency of visits	to t	rade fair	%	
Previous event			50	
Earlier events			54	
First visit			27	
Average length of	stay	1,	1 days	
Influence on purcha	asing	g/procurement		
decisions			%	
Decisively			37	
Collectively			27	
In an advisory capac	ity		26 10	
No				

Area of responsibility Management Research/development/design Manufacturing, production, quality control Buying/procurement Finance/accounting, controlling Information and communication technology Organisation, personnel, administration Sales Marketing, advertising, PR Logistics: storage, material management, transport Maintenance/repairs Other area

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

Economic sector

Communal catering Butcher, baker, confectioner etc.
Hotel
Restaurants, cafés
Bars, pubs
Other sectors

Size of company/organisation:

		employees		%
1-	4	28	200 - 499	4
5-	9	23	500 - 999	2
10- 4	49	35	1 000 and more	-
50-1	99	9		

Conducted by: Messe Husum HWG mbH & Co. KG, Husum

IT-TRANS (2012) —> Karlsruhe

Trade visitors' profile

%

41

1

Λ

2

3 18

2

2

7

%

45

2

4 5

31

2

6

3

2

%

16

4

13

40

10 15

19

Visitors (number of	ent	ries) 2	151
Proportion of trade	visi	tors	97%
Germany (total) of which			45
Nielsen 1	6	Nielsen 4	5
Bremen	1	Bavaria	1
Hamburg	-	Nielsen 5+6	4
Lower Saxony	5	Berlin	4
Schleswig-Holstein	-	Brandenburg	
Nielsen 2	14	Mecklenburg-	
North Rhine-Westph.		West Pommerani	a
Nielsen 3a	26	Saxony-Anhalt	
Hesse	21	Nielsen 7	
Rhineland-Palatinate	5	Saxony	(
Saarland	-	Thuringia	
Nielsen 3b	38 38		
Baden-Württemberg	38		
Foreign (total) of which			5
EU			7
Other euro	pea	n countries	12
Other cour	ntrie	s	1
Distance to home			9
up to 50 km			1(
more than 50 km up			
more than 100 km u	p to	300 km	10
over 300 km			6
Countries with the	high	est visitor shares	
France			1
Sweden			1
Frequency of visits	to t	rade fair	%
2011			14
2008			10
First visit			8
Average length of s	stay	1,7	day
Influence on purcha	sing	J/procurement	
decisions			%
Decisively			2!
Collectively			33
In an advisory capaci	ity		29
No Student			
Other not gainfully e	mnl	wood	
other not gainfully e	mpic	lyeu	

Area of responsibility	%
Management	12
Research/development/design	16
Manufacturing, production, quality control	2
Buying/procurement	3
Finance/accounting, controlling	1
Information and communication technology	28
Organisation, personnel, administration	1
Sales	14
Marketing, advertising, PR	7
Logistics: storage, material management,	
transport	2
Maintenance/repairs	1
Other area	10
Student	2
Other not gainfully employed	1
5 5 1 5	
Position in the company/organisation	%
Entrepreneur, co-owner, freelancer	8
Managing director, board member,	
head of an authority etc.	15
Area manager, works manager, plant manage	
branch manager, head of public office	17
Department head, group head, team leader	28
Other salaried staff, civil servant,	
skilled worker	25
Lecturer, teacher	1
Trainee	
Other position	3
Student	2
Other not gainfully employed	1
Economic sector	%
Traffic - Street	25
Traffic - Rail	22
Traffic - Air	1
IT, software, hardware	21
Authority/public services	5
Manufacturer/Industry	4
Trade/sales	1
Educational facility	1
Research/teaching	3
Consultancy	5
Service	4
Publishers, media	
Other sectors	1 5 2
Student	
Other not gainfully employed	1
Cine of communications	
Size of company/organisation: Number of employees	%
1- 4 5 500 - 999	8
5- 9 10 1 000 and more	33
10-49 19 Student	2
EQ 100 12 Other pet gainfully	2

1- 4	2	500 - 999
5-9	10	1 000 and more
10- 49	19	Student
50-199	12	Other not gainfully
200-499	11	employed
Conducted	by: Ge	lszus Messe-Markt-

1

forschung GmbH, Dortmund

Trade visitors' profile

Proportion of trade visitors	99 %
Germany (total)	9;
of which	5.
Nielsen 1 8 Nielse	n 4 1
Bremen - Bavar	ia 1!
	<u>n 5+6</u>
Lower Saxony 4 Berlin	
	enburg
	enburg- Pommerania
	Pommerania y-Anhalt
Hesse 11 Nielse	
Rhineland-Palatinate 7 Saxon	
Saarland 1 Thurir	
Nielsen 3b 43	5
Baden-Württemb. 43	
Foreign (total)	;
of which FU	5
Other european coun	-
Other countries	
Distance to home	9
up to 50 km	20
more than 50 km up to 100 km	1
more than 100 km up to 300 kr	n 30
over 300 km	
	3:
	3: sitor shares %
Countries with the highest vis	3. sitor shares %
Countries with the highest vis Switzerland Austria Frequency of visits to trade fi	3: sitor shares % 4 24 air %
Countries with the highest vis Switzerland Austria Frequency of visits to trade fa Previous event	3: itor shares 9 4 24 air 9 19
Countries with the highest vis Switzerland Austria Frequency of visits to trade fa Previous event Earlier events	3: itor shares 9 4 24 24 11 3: 3: 4 4 24 24 24 24 24 24 24 24
Countries with the highest vis Switzerland Austria Frequency of visits to trade fa Previous event	3: sitor shares % 4 24 air %
Countries with the highest vis Switzerland Austria Frequency of visits to trade fa Previous event Earlier events	3: itor shares 9 4 24 24 11 3: 3: 4 4 24 24 24 24 24 24 24 24
Countries with the highest vis Switzerland Austria Frequency of visits to trade fa Previous event Earlier events First visit Average length of stay Influence on purchasing/procu	3. itor shares 9 4 2. air 9 1. 3. 6 1,3 day rement
Countries with the highest vis Switzerland Austria Frequency of visits to trade fa Previous event Earlier events First visit Average length of stay Influence on purchasing/procu	3 iitor shares 9 4 2 iitor 9 11 3 6 1,3 day rement 9
Countries with the highest vis Switzerland Austria Frequency of visits to trade for Previous event Earlier events First visit Average length of stay Influence on purchasing/procu decisions Decisively	3 iitor shares 9 4 2 iir 9 11 3 6 1,3 day rement 9 1
Countries with the highest vis Switzerland Austria Frequency of visits to trade for Previous event Earlier events First visit Average length of stay Influence on purchasing/procu decisions Decisively Collectively	3. itor shares 9 4 2. air 9 1. 3. 6 1,3 day rement 9 1. 3. 4 2. 4 2. 4 2. 4 2. 4 2. 4 2. 4 4 2. 4 4 2. 4 4 2. 4 4 2. 4 4 2. 4 4 2. 4 4 2. 4 4 4 2. 4 4 4 2. 4 4 4 2. 4 4 4 2. 4 4 4 4 4 4 4 4 4 4 4 4 4
Countries with the highest vis Switzerland Austria Frequency of visits to trade fa Previous event Earlier events First visit Average length of stay Influence on purchasing/procu decisions Decisively Collectively In an advisory capacity	3 itor shares 9 4 2 air 9 1 3 6 1,3 day rement 9 1 3 2 2 3 4 2 1 3 3 6 1 3 2 2 4 2 1 3 3 6 1 3 2 4 2 1 3 3 6 1 3 3 6 1 3 1 3 6 1 3 1 3 1 3 1 1 3 1 1 3 1 1 3 1 1 3 1 1 3 1 1 3 1 1 3 1 1 3 1 1 1 1 1 1 1 1 1 1 1 1 1
Countries with the highest vis Switzerland Austria Frequency of visits to trade for Previous event Earlier events First visit Average length of stay Influence on purchasing/procu decisions Decisively Collectively	3. itor shares 9 4 2. air 9 1. 3. 6 1,3 day rement 9 1. 3. 4 2. 4 2. 4 2. 4 2. 4 2. 4 2. 4 4 2. 4 4 2. 4 4 2. 4 4 2. 4 4 2. 4 4 2. 4 4 2. 4 4 4 2. 4 4 4 2. 4 4 4 2. 4 4 4 2. 4 4 4 4 4 4 4 4 4 4 4 4 4

Area of responsibility	%
Management Research/development/design Manufacturing, production, quality control Buying/procurement	9 5 2 1
Finance/accounting, controlling Information and communication technology Personnel administration, administration	- 8 7 5
Sales Marketing, advertising, PR	5 6
Logistics: storage, material management, transport Maintenance/repairs	- 1
Other area Training/further training Student	7 44 5
Other not gainfully employed	2
Position in the company/organisation Entrepreneur, co-owner, freelancer	% 14
Managing director, board member, head of an authority etc. Area manager, works manager, plant manage	3 !r,
branch manager, head of public office Department head, group head, team leader Other salaried staff, civil servant,	6 20
skilled worker Lecturer, teacher	27 19
Trainee Other position	1 3
Student Other not gainfully employed	5 2
Economic sector Educational facility	% 22
Research/teaching	7
Public authority/administration Industry	3 12
Trade/sales	4
Banks, insurance companies Transport, tourism, hotel sector	6 2
Medicine	3 1
Association Publishing house	3
Consulting	6
IT, software Training	8 3
Multimedia	3 6 5 5
Service Other sectors	6
Student	
Other not gainfully employed	2
Size of company/organisation: Number of employees	%
1-49 500-999	6
5- 9 5 1 000 and more	22

Number of	emplo	
1- 4	9	500 - 999
5- 9	5	1 000 and more
10- 49	14	Student
50-199	18	Other not gainfully
200- 499	9	employed

forschung GmbH, Dortmund

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2

TIERisch gut -----> Karlsruhe

Private visitors' profile

Visitors (number of entries) 33	091
Proportion of private visitors	97 %
Germany (total)	98
of which	
Nielsen 1 1 Nielsen 4	1
Bremen - Bavaria	1
Hamburg - Nielsen 5+6	
Lower Saxony - Berlin	
Schleswig-Holstein - Brandenburg	
Nielsen 2 1 Mecklenburg-	
North Rhine-Westph. 1 West Pommerani	a -
Nielsen 3a 14 Saxony-Anhalt	- -
Hesse 1 Nielsen 7	
Rhineland-Palatinate 12 Saxony	
Saarland 1 Thuringia	
Nielsen 3b 84	
Baden-Württemb. 84	
saden-wurttemp. 84	
Foreign (total)	2
Foreign (total)	2
of which	70
EU Other countries	70
Other countries	30
Counter with the birthast visitor share	0/
Country with the highest visitor share	%
France	50
Distance to home	%
up to 50 km	71
more than 50 km up to 100 km	15
more than 100 km up to 300 km	12
over 300 km	3
Frequency of visits to trade fair	%
Previous event	39
Earlier events	25
First visit	54
õex 🖉	%
Male	28
Female	72
cinale	
Size of household	%
1 person	12
2 persons	43
3 persons	19
4 persons	18
5 persons and more	.0
- Factor and more	
Age	%
up to 20 years	5
over 20 up to 30 years	21
	19
over 30 up to 40 years	19
	32
over 30 up to 40 years over 40 up to 50 years	
over 30 up to 40 years	32

Position in the company/organisation	%
Entrepreneur, co-owner, freelancer	7
Managing director, board member,	
head of an authority etc. Area manager, works manager, plant mana	1
branch manager, head of public office	yer, 2
Department head, group head, team leade	
Other salaried staff, civil servant.	
skilled worker	46
Lecturer, teacher	3
Trainee	4
Other position	6
Student Housewife/man	7
Old-age pensioner	6
Other not gainfully employed	3
Buying and ordering capacity Purchase or order made or intended at the exhibition	%
yes	72
no	13
maybe	16
Follow-up business	%
Intend to buy at later date	39
yes no	19
maybe	42
Conducted by: Wissler & Partner, Basel	

Private visitors' profile

Proportion of private v	visitors 10	0%
Germany (total) of which		100
Nielsen 1 -	Nielsen 4	94
Bremen -	Bavaria	94
Hamburg -	Nielsen 5+6	
Lower Saxony -	Berlin	
Schleswig-Holstein - Nielsen 2 1	Brandenburg Mecklenburg-	
North Rhine-Westph. 1		
Nielsen 3a -	Saxony-Anhalt	
Hesse -	Nielsen 7	
Rhineland-Palatinate -	Saxony	
Saarland -	Thuringia	
Nielsen 3b 5	, in the second s	
Baden-Württemberg 5		
Distance to home		9
up to 50 km		8
more than 50 km up to		1
more than 100 km up to	300 km	
over 300 km		
Frequency of visits to	exhibition	9
Previous event		5
Earlier events		8
First visit		
Sex		9
Male		۹ 5
		۹ 5
Male		9
Male Female Size of household 1 person		9 5 4 9 1
Male Female Size of household 1 person 2 persons		9 5 4 9 1 3
Male Female Size of household 1 person 2 persons 3 persons		9 5 4 9 1 3 1
Male Female Size of household 1 person 2 persons 3 persons 4 persons		9 5 4 9 1 3 1
Male Female Size of household 1 person 2 persons 3 persons		9 5 4 9 1 3 1
Male Female Size of household 1 person 2 persons 3 persons 4 persons 5 persons and more Age		9 5 4 9 1 3 1 1 1
Male Female Size of household 1 person 2 persons 3 persons 5 persons and more Age up to 20 years		9 5 4 1 3 1 1 1 1 1 1
Male Female Size of household 1 person 2 persons 3 persons 4 persons 5 persons and more Age up to 20 years over 20 up to 30 years		9 5 4 1 3 1 1 1 1 1 1 1 1 1 1 1
Male Female Size of household 1 person 2 persons 3 persons 4 persons 5 persons and more Age up to 20 years over 20 up to 30 years over 30 up to 40 years		9 5 4 9 1 3 1 1 1 1 1 1 1 1 1 1 1
Male Female Size of household 1 person 2 persons 3 persons 4 persons 5 persons and more Age up to 20 years over 20 up to 30 years over 30 up to 40 years over 40 up to 50 years		9 5 4 9 1 3 1 1 1 1 1 1 1 1 1 1 1 2
Male Female Size of household 1 person 2 persons 3 persons 4 persons 5 persons and more Age up to 20 years over 20 up to 30 years over 30 up to 40 years		9 5 4 9 1 3 1 1 1 1 1 1 1 1 1 1 1

		Irac
Position in the company/organisation Entrepreneur, co-owner, freelancer	%	Visito
Managing director, board member, head of an authority etc.	-	Propo
Area manager, works manager, plant manage	er,	Germ
branch manager, head of public office	-	of wh
Department head, group head, team leader	1	Nielse
Other salaried staff, civil servant,		Breme
skilled worker	50	Hamb
Lecturer, teacher	3	Lowe
Other position	1	Schles
Trainee	2	Nielse
Farmer	4	North
Student	4	Nielse
Housewife/man	8	Hesse
Old-age pensioner	21	Rhine
Other not gainfully employed	1	Saarla
5 7 1 7		Nielse
Buying and ordering capacity Purchase or order made or intended	%	Bader
at the exhibition		Forei
yes	60	of wh
no	16	
maybe	23	
•		
Follow-up business	%	
Intend to buy at later date		Dista
yes	26	up to
no	28	more
maybe	46	more
Conducted by: Messe- und Congressberat Dirr, Neu Wulmstorf	ung	over
		Coun Nethe
		Frequ
		Previo
		Earlie
		First v
		Avera
		Influe decisi Decisi Collec In an No

CFC – **Children's Fashion**

Trade visitors' profile

Proportion of trade visitors	94%
Germany (total) f which	74
Vielsen 1 11 Nielsen 4	. 7
Bremen 1 Bavaria	7
lamburg 1 Nielsen 5	+6 5
ower Saxony 9 Berlin	3
chleswig-Holstein - Brandenb	urg -
<u>Vielsen 2</u> 59 Mecklenb	
North Rhine-Westph. 59 West Pon	
Vielsen 3a 13 Saxony-A	
lesse 9 <u>Nielsen 7</u>	
Rhineland-Palatinate 3 Saxony	1
aarland 1 Thuringia	1
<u>Vielsen 3b</u> 3	
Baden-Württemb. 3	
F oreign (total) of which	26
EU	64
Other european countries	23
Other countries	13
Distance to home	%
in to 50 km	21
ip to 50 km nore than 50 km up to 100 km	
nore than 50 km up to 100 km	14
	14 33
nore than 50 km up to 100 km nore than 100 km up to 300 km over 300 km	14 33 32
nore than 50 km up to 100 km nore than 100 km up to 300 km	14 33 32 share %
nore than 50 km up to 100 km nore than 100 km up to 300 km over 300 km Country with the highest visitor Jetherlands	14 33 32 share % 23
nore than 50 km up to 100 km nore than 100 km up to 300 km over 300 km Country with the highest visitor letherlands Frequency of visits to trade fair	14 33 32 share % 23 %
nore than 50 km up to 100 km nore than 100 km up to 300 km wer 300 km Country with the highest visitor letherlands Frequency of visits to trade fair Previous event	share % 23 % 34
nore than 50 km up to 100 km nore than 100 km up to 300 km vver 300 km Country with the highest visitor s letherlands requency of visits to trade fair revious event arilier events	14 33 32 share % 23 % 34 28
nore than 50 km up to 100 km nore than 100 km up to 300 km wer 300 km Country with the highest visitor letherlands Frequency of visits to trade fair Previous event	14 33 32 share % 23 % 34 28
nore than 50 km up to 100 km nore than 100 km up to 300 km yver 300 km Country with the highest visitor Netherlands Frequency of visits to trade fair frevious event arilier events	21 14 33 22 share % 23 % 34 28 58 1,3 days
nore than 50 km up to 100 km nore than 100 km up to 300 km over 300 km Country with the highest visitor letherlands Frequency of visits to trade fair frevious event arilier events irist visit	14 33 32 share % 23 % 34 28 58 1,3 days
nore than 50 km up to 100 km nore than 100 km up to 300 km ver 300 km Country with the highest visitor setherlands requency of visits to trade fair revious event sarlier events irst visit Average length of stay Influence on purchasing/procuren lecisions	14 33 32 share % 23 % 34 28 58 1,3 days nent
nore than 50 km up to 100 km nore than 100 km up to 300 km ver 300 km Country with the highest visitor letherlands requency of visits to trade fair Previous event aralier events irst visit Average length of stay Influence on purchasing/procuren lecisions becisively	14 33 32 share % 23 % 34 28 58 1,3 days nent %
nore than 50 km up to 100 km nore than 100 km up to 300 km over 300 km Country with the highest visitor letherlands requency of visits to trade fair revious event arlier events irist visit Average length of stay Influence on purchasing/procuren lecisions Decisively Collectively	14 33 32 share % 23 % 34 28 58 1,3 days nent % 58 20
nore than 50 km up to 100 km nore than 100 km up to 300 km ver 300 km Country with the highest visitor letherlands requency of visits to trade fair Previous event aralier events irst visit Average length of stay Influence on purchasing/procuren lecisions becisively	14 33 32 share % 23 % 34 28 58 1,3 days nent % 58
nore than 50 km up to 100 km nore than 100 km up to 300 km over 300 km Country with the highest visitor letherlands requency of visits to trade fair revious event arlier events irist visit Average length of stay Influence on purchasing/procuren lecisions Decisively Collectively	14 33 32 share % 23 % 34 28 58 1,3 days nent % 58 20
nore than 50 km up to 100 km nore than 100 km up to 300 km over 300 km Country with the highest visitor irequency of visits to trade fair revious event sarlier events irist visit Average length of stay Influence on purchasing/procurent lecisions Decisively collectively n an advisory capacity	14 33 32 share % 23 % 34 28 58 1,3 days nent % 58 20 0 11

Trade visitors' profile

Area of responsibility	%	Visitors (n
Management Research/development/design	37 3	Proportion
Manufacturing, production, quality control	3	Порогног
Buying/procurement	29	Germany
Finance/accounting, controlling	-	of which
Information and communication technology	1	Nielsen 1
Personnel administration, administration	-	Bremen
Sales	18	Hamburg
Marketing, advertising, PR	3	Lower Saxo
Logistics: storage, material management,		Schleswig-I
transport	1	Nielsen 2
Maintenance/repairs	-	North Rhin
Other area	3 3	Nielsen 3a
Student	3 1	Hesse Rhineland-I
Other not gainfully employed		Saarland
Position in the company/organisation	%	Nielsen 3b
Entrepreneur, co-owner, freelancer	61	Baden-Wür
Managing director, board member,	01	Dauen-wu
head of an authority etc.	5	Foreign (t
Area manager, works manager, plant manage		of which
branch manager, head of public office	7	
Department head, group head, team leader	11	
Other salaried staff, civil servant,		
skilled worker	7	
Lecturer, teacher		Distance t
Trainee	1	up to 50 k
Other position	4	more than
Student	3	more than
Other not gainfully employed	1	over 300 k
Economic sector	%	Countries
Manufacturer/Industry	14	Belgium
Children's fashion, shoe and toy markets	9	Netherland
Children's fashion, shoe and toy specialist	24	Austria
stores	34	Fraguance
Textile and department stores	12	Frequency Browieus
Textile, shoe and game discounter	1 10	Previous ev Earlier ever
Online shop, sender Other retail	8	First visit
Commercial agent	2	FIIST VISIT
Import/export	4	Average le
Media, press, publishing	3	Average in
Student	3	Influence
Other not gainfully employed	1	decisions
Juniun employed		Decisively
Size of company/organisation:		Collectively
Number of employees	%	In an advis
1- 4 44 500 - 999	5	No
	_	Cr. J. J.

%	5	employ	iber of	Numb
5	500 - 999	44	- 4	1-
5	1 000 and more	10	- 9	5-
3	Student	18	- 49	10-
	ther not gainfully	7	- 199	50-
1	employed	7	- 499	200-

Conducted by: factx Gesellschaft für Marktund Sozialforschung, Köln

Visitors (number of entries)	47 57
Proportion of trade visitors	97 %
Germany (total)	8
of which	
Nielsen 1 13 Nielsen 4	
Bremen 1 Bavaria	
Hamburg - <u>Nielsen 5+6</u>	
Lower Saxony 11 Berlin	
Schleswig-Holstein 1 Brandenburg	
Nielsen 2 39 Mecklenburg-	
North Rhine-Westph. 39 West Pommera	
Nielsen 3a 24 Saxony-Anhalt	
Hesse 11 Nielsen 7	
Rhineland-Palatinate 12 Saxony	
Saarland 1 Thuringia	
Nielsen 3b 9	
Baden-Württemb. 9	
Foreign (total) of which	1
et which EU	7
Other european countries	1
Other countries	
Distance to home	9
up to 50 km	1
more than 50 km up to 100 km	1
more than 100 km up to 300 km	3
over 300 km	3
Countries with the highest visitor shar	es %
Belgium	2
Netherlands	
Austria	
Frequency of visits to trade fair	9
	2
Previous event	3
Earlier events	4
Earlier events First visit	
Earlier events First visit Average length of stay 1, Influence on purchasing/procurement	3 day
Earlier events First visit Average length of stay 1, Influence on purchasing/procurement decisions	3 day
Earlier events First visit Average length of stay 1, Influence on purchasing/procurement decisions Decisively	3 day
Earlier events First visit Average length of stay 1, Influence on purchasing/procurement decisions Decisively Collectively	3 day 9 2 3
Earlier events First visit Average length of stay 1, Influence on purchasing/procurement decisions Decisively Collectively In an advisory capacity	3 day 9 2 3 2
Earlier events First visit Average length of stay 1, Influence on purchasing/procurement decisions Decisively Collectively In an advisory capacity No	3 day 2 3 2 1
Earlier events First visit Average length of stay 1, Influence on purchasing/procurement decisions Decisively Collectively In an advisory capacity	9 2 3 2 1

Area of responsibility	%
Management	32
Research/development/design	4
Manufacturing, production, quality control	15
Buying/procurement	4
Finance/accounting, controlling	1
Information and communication technology	1
Personnel administration, administration	1
Sales	11 3
Marketing, advertising, PR	3
Logistics: storage, material management,	1
transport Maintenance/repairs	8
Other area	14
Student	3
Other not gainfully employed	1
Position in the company/organisation	%
Entrepreneur, co-owner, freelancer	32
Managing director, board member,	
head of an authority etc.	5
Area manager, works manager, plant manage	er,
branch manager, head of public office	4
Department head, group head, team leader	8
Foreman, master craftsman	7
Other salaried staff, civil servant,	
skilled worker	24
Lecturer, teacher	2 12
Trainee Other position	2
Other position Student	3
Other not gainfully employed	1
Economic sector	%
Industry	9
Skilled trades	68
Retail trade/building materials trade	5
Wholesale/foreign trade	6
Architect	3
Other service	2
Authority/public services	1
Teaching (polytechnic/university/college)	1
Research	1
Other sectors	1
Student Other net gainfully employed	3 1
Other not gainfully employed	
Size of company/organisation:	%
Number of employees 1- 4 26 500 - 999	% 2
5- 9 26 1 000 and more	2 5
10- 49 28 Student	3
50- 199 8 Other not gainfully	5

Conducted by: Gelszus Messe-Marktforschung GmbH, Dortmund

employed

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dmexco (2013) ----- Köln

Trade visitors' profile

Proportion of trade visi Germany (total) of which Nielsen 1 12 Bremen - Hamburg 8 Lower Saxony 3 Schleswig-Holstein 1 Nielsen 2 41 North Rhine-Westph. 41 Nielsen 3a 12 Hesse 9 Rhineland-Palatinate 2 Saarland 1 Nielsen 3b 8 Baden-Württemberg 8 Foreign (total) of which EU Other European North America Other countries Distance to home up to 50 km more than 50 km up to 1 more than 50 km up to 1	tors 10 <u>Nielsen 4</u> Bavaria <u>Nielsen 5+6</u> Berlin Brandenburg Mecklenburg- West Pommeranit Saxony-Anhalt <u>Nielsen 7</u> Saxony Thuringia	81 15 15 10 2 2
of which <u>Nielsen 1</u> 12 Bremen - Hamburg 8 Lower Saxony 3 Schleswig-Holstein 1 <u>Nielsen 2</u> 41 <u>North Rhine-Westph. 41</u> <u>Nielsen 3a</u> 12 Hesse 9 Rhineland-Palatinate 2 Saarland 1 <u>Nielsen 3b</u> 8 Baden-Württemberg 8 Foreign (total) of which <u>EU</u> Other European North America Other countries Distance to home up to 50 km more than 50 km up to 1 more than 100 km up to	Bavaria <u>Nielsen 5+6</u> Berlin Brandenburg Mecklenburg- West Pommerania Saxony-Anhalt <u>Nielsen 7</u> Saxony	
Nielsen 1 12 Bremen - Hamburg 8 Lower Saxony 3 Schleswig-Holstein 1 Nielsen 2 41 North Rhine-Westph. 41 Nielsen 3a 12 Hesse 9 Rhineland-Palatinate 2 Saarland 1 Nielsen 3b 8 Baden-Württemberg 8 Foreign (total) 0 of which EU Other European North America Other countries 0 Distance to home up to 50 km more than 50 km up to 1 more than 100 km up to 1	Bavaria <u>Nielsen 5+6</u> Berlin Brandenburg Mecklenburg- West Pommerania Saxony-Anhalt <u>Nielsen 7</u> Saxony	15 10 9
Bremen Hamburg 8 Lower Saxony 3 Schleswig-Holstein 1 Nielsen 2 41 North Rhine-Westph. 41 Nielsen 3a 12 Hesse 9 Rhineland-Palatinate 2 Saarland 1 Nielsen 3b 8 Baden-Württemberg 8 Foreign (total) of which EU Other European North America Other countries Distance to home up to 50 km more than 50 km up to 1 more than 100 km up to 1	Bavaria <u>Nielsen 5+6</u> Berlin Brandenburg Mecklenburg- West Pommerania Saxony-Anhalt <u>Nielsen 7</u> Saxony	10
Lower Saxony 3 Schleswig-Holstein 1 <u>Nielsen 2</u> 41 North Rhine-Westph. 41 <u>Nielsen 3a</u> 12 Hesse 9 Rhineland-Palatinate 2 Saarland 1 <u>Nielsen 3b</u> 8 Baden-Württemberg 8 Foreign (total) of which EU Other European North America Other countries Distance to home up to 50 km up to 1 more than 50 km up to 1	Berlin Brandenburg Mecklenburg- West Pommerania Saxony-Anhalt <u>Nielsen 7</u> Saxony	
Schleswig-Holstein 1 <u>Nielsen 2</u> 41 North Rhine-Westph. 41 <u>Nielsen 3a</u> 12 Hesse 9 Rhineland-Palatinate 2 Saarland 1 <u>Nielsen 3b</u> 8 Baden-Württemberg 8 Foreign (total) of which EU Other European North America Other countries Distance to home up to 50 km more than 50 km up to 1 more than 100 km up to 1	Berlin Brandenburg Mecklenburg- West Pommerania Saxony-Anhalt <u>Nielsen 7</u> Saxony	
Nielsen Ž 41 North Rhine-Westph. 41 North Rhine-Westph. 41 Nielsen 3a 12 Hesse 9 Rhineland-Palatinate 2 Saarland 1 Nielsen 3b 8 Baden-Württemberg 8 Foreign (total) ofther European North America Other countries Distance to home up to 50 km more than 50 km up to 1 more than 50 km up to 1	Mecklenburg- West Pommerania Saxony-Anhalt <u>Nielsen 7</u> Saxony	
North Rhine-Westph. 41 <u>Nielsen 3a</u> 12 Hesse 9 Rhineland-Palatinate 2 Saarland 1 <u>Nielsen 3b</u> 8 Baden-Württemberg 8 Foreign (total) of which EU Other European North America Other countries Distance to home up to 50 km more than 50 km up to 1 more than 50 km up to 1	West Pommerania Saxony-Anhalt <u>Nielsen 7</u> Saxony	
Nielsen 3a 12 Hesse 9 Rhineland-Palatinate 2 Saarland 1 Nielsen 3b 8 Baden-Württemberg 8 Foreign (total) 8 of which EU Other European North America Other countries 0 Distance to home up to 50 km more than 50 km up to 1 more than 100 km up to 1	Saxony-Anhalt Nielsen 7 Saxony	
Hesse 9 Rhineland-Palatinate 2 Saarland 1 Nielsen 3b 8 Baden-Württemberg 8 Foreign (total) of which EU Other European North America Other countries Distance to home up to 50 km more than 50 km up to 1 more than 100 km up to 1	Nielsen 7 Saxony	2
Rhineland-Palatinate 2 Saarland 1 Nielsen 3b 8 Baden-Württemberg 8 Foreign (total) of which EU Other European North America Other countries Distance to home up to 50 km up to 1 more than 50 km up to 1	Saxony	2
Saarland 1 <u>Nielsen 3b</u> 8 Baden-Württemberg 8 Foreign (total) of which EU Other European North America Other countries Distance to home up to 50 km more than 50 km up to 1 more than 100 km up to		
Nielsen 3b 8 Baden-Württemberg 8 Foreign (total) of which EU Other European North America Other countries Distance to home up to 50 km more than 50 km up to 1 more than 100 km up to	Thuringia	19
Baden-Württemberg 8 Foreign (total) of which EU Other European North America Other countries Distance to home up to 50 km more than 50 km up to 1 more than 100 km up to		19
Foreign (total) of which EU Other European North America Other countries Distance to home up to 50 km more than 50 km up to 1 more than 100 km up to		19
of which EU Other Europear North America Other countries Distance to home up to 50 km more than 50 km up to 1 more than 100 km up to		19
EU Other Europea North America Other countries Distance to home up to 50 km more than 50 km up to 1 more than 100 km up to		
Other European North America Other countries Distance to home up to 50 km more than 50 km up to 1 more than 100 km up to		65
North America Other countries Distance to home up to 50 km more than 50 km up to 1 more than 100 km up to	n countries	11
Other countries Distance to home up to 50 km more than 50 km up to 1 more than 100 km up to		10
up to 50 km more than 50 km up to 1 more than 100 km up to		13
up to 50 km more than 50 km up to 1 more than 100 km up to		%
more than 50 km up to 1 more than 100 km up to		24
more than 100 km up to	00 km	-8
200 lum	300 km	17
over 300 KM		52
Countries with the high	est visitor shares	%
United Kingdom		17
Netherlands		11
USA		9
Austria		8
France		8
Frequency of visits to e	xhibition	%
Previous event		34
Earlier events		30
First visit		59
Average length of stay	1,5 c	lay
Influence on purchasing	ı/procurement	

	-
Influence on purchasing/procurement	
decisions	%
Decisively	24
Collectively	39
In an advisory capacity	24
No	5
Student	7

Area of responsibility	%
Management	17
Research/development/design	1
Manufacturing, production, quality control Buying/procurement	
Finance/accounting, controlling	1
Information and communication technology	7
Personnel administration, administration	
Sales	10
Marketing, advertising, PR	52
Logistics: storage, material management, transport	
Maintenance/repairs	
Other area	3
Student	7
Position in the company/organisation	%
Entrepreneur, co-owner, freelancer	19
Managing director, board member,	
head of an authority etc.	10
Area manager, works manager, plant manage branch manager, head of public office	er, 10
Department head, group head, team leader	20
Other salaried staff, civil servant,	
skilled worker	30
Lecturer, teacher	
Trainee	3
Other position Student	
Economic sector Industry	%
Trade	12
Service	39
Media	29
Authority/public services	1
University, research	1
Association, organisation	1
Other sectors Student	6
Student	
Size of company/organisation:	
Number of employees	%

Nump	er or	employees		%
1-	4	13	200 - 499	10
5-	9	8	500 - 999	4
10-	49	21	1 000 and more	12
50-	199	25	Student	7

Conducted by: Wissler & Partner, Basel

Trade visitors' profile

	15 700
Proportion of trade visitors	49 %
Germany (total) f which	80
Vielsen 1 13 Nielsen 4	11
Bremen 1 Bavaria	11
lamburg 3 Nielsen 5+6	4
ower Saxony 7 Berlin	-
chleswig-Holstein 2 Brandenburg	-
Vielsen 2 42 Mecklenburg-	
North Rhine-Westph. 42 West Pommera	
Vielsen 3a 18 Saxony-Anhalt	-
Hesse 9 <u>Nielsen 7</u> Rhineland-Palatinate 9 Saxony	3
Rhineland-Palatinate 9 Saxony Gaarland 1 Thuringia	-
Vielsen 3b 9	
Baden-Württemb. 9	
oreign (total)	20
of which EU	70
Other european countries	15
Middle East	7
Other countries	8
Distance to home	%
ip to 50 km	21
nore than 50 km up to 100 km	12
nore than 100 km up to 300 km	28
over 300 km	39
Countries with the highest visitor sha	res %
Vetherlands	17
Belgium	
Belgium Austria	10
Belgium Austria Switzerland	10
Belgium Austria	16 10 9 4
Belgium Austria iwitzerland irrance Frequency of visits to trade fair	10 9 4 %
Belgium Austria iwitzerland rance Frequency of visits to trade fair revious event	10 9 4 % 37
Belgium Austria Switzerland rrance Frequency of visits to trade fair revious event Earlier events	10 9 4 % 37 36
Belgium Austria iwitzerland rance Frequency of visits to trade fair revious event	10 9 4 % 37
Belgium Austria Writzerland irance Frequency of visits to trade fair Previous event Carlier events Girst visit	10 9 4 % 37 36
Belgium Austria Writzerland irance Prequency of visits to trade fair Previous event Carlier events Carlier events irist visit Average length of stay 1, nfluence on purchasing/procurement	10 9 4 37 36 39 4 days
Belgium Austria iwitzerland irrequency of visits to trade fair revious event arlier events irrst visit Average length of stay 1, nfluence on purchasing/procurement lecisions	10 9 4 37 36 39 4 days
Belgium Austria iswitzerland irrance irrequency of visits to trade fair irrevious event earlier events irist visit Average length of stay 1, nfluence on purchasing/procurement lecisions becisively	10 9 4 37 36 39 4 days % 24
Belgium Austria witzerland rance Prequency of visits to trade fair Previous event carlier events carlier events rist visit Average length of stay 1, nfluence on purchasing/procurement lecisions Decisively collectively	10 9 4 % 37 36 39 4 days % 24 20
Belgium Austria witzerland rance requency of visits to trade fair revious event arlier events irist visit Average length of stay 1, nfluence on purchasing/procurement lecisions Decisively Collectively n an advisory capacity	10 9 4 % 37 36 39 4 days 4 days % 24 20 19
Belgium Austria witzerland rance Prequency of visits to trade fair Previous event carlier events carlier events rist visit Average length of stay 1, nfluence on purchasing/procurement lecisions Decisively collectively	10 9 4 % 37 36 39 4 days % 24 20

Area of responsibility % 27 Management Research/development/design 4 Manufacturing, production, quality control Buying/procurement Finance/accounting, controlling Information and communication technology Personnel administration, administration Sales Marketing, advertising, PR 3 Logistics: storage, material management, transport Maintenance/repairs Other area 27 Student 15 Other not gainfully employed 6 Position in the company/organisation % Entrepreneur, co-owner, freelancer 29 Managing director, board member, head of an authority etc. 7 Area manager, works manager, plant manager, branch manager, head of public office 7 Department head, group head, team leader 8 Other salaried staff, civil servant, skilled worker 13 Lecturer, teacher 4 Trainee 9 Other position 4 15 Student Other not gainfully employed 6 % Economic sector 33 Fitness studio Physiotherapy 8 Sport club 4 Sports association 4 Health care center 3 Multifunctional system 2 Rehabilitation centre Doctor's practice Sport retail trade 2 Other trade Sporting goods industry 2 Other service 6 Public administration 2 11 Other sectors 15 Student Other not gainfully employed 6 Size of company/organisation: Number of employees % 1- 4 19 500 - 999 2 5- 9 18 8 1 000 and more 10- 49 22 Student 15 50-199 Other not gainfully 9

200-499

3

6

employed

Private visitors' profile

	(number of			115 70
Proporti	on of priva	te v	isitors	51%
Germany of which	/ (total)			93
Nielsen 1	_	8	Nielsen 4	1
Bremen		- 7	Bavaria	
Hamburg		1	Nielsen 5+6	1
Lower Sa		6	Berlin	
	g-Holstein	1	Brandenburg	
Nielsen 2	<u>:</u> ine-Westph.	56 56	Mecklenburg- West Pommer	ania
Nielsen 3		16	Saxony-Anhalt	
Hesse	<u>a</u>	7	Nielsen 7	
	d-Palatinate	7	Saxony	
Saarland		2	Thuringia	
Nielsen 3	Bb	8		
Baden-W		8		
Foreign	(total)			
of which	EU			8
		opea	n countries	1
	Other cou			
Austria	s with the	nigr	est visitor sha	
Belgium Netherlar Switzerla				2 1 1 1
Belgium Netherlar Switzerla	nd			1 1 1
Belgium Netherlar Switzerla Distance	nd to home			1 1 1 9
Belgium Netherlar Switzerla Distance up to 50	nd to home km	to	100 km	1 1 1 9 2
Belgium Netherlar Switzerla Distance up to 50 more tha	nd to home			1 1 1 1 2 2
Belgium Netherlar Switzerla Distance up to 50 more tha	nd to home km n 50 km up n 100 km u			1 1 1 2 2
Belgium Netherlar Switzerla Distance up to 50 more tha over 300 Frequence	nd to home km n 50 km up n 100 km u km cy of visits	p to	300 km	1: 1: 1: 2: 2: 2: 2: 2: 2: 2: 2: 2: 2: 2: 2: 2:
Belgium Netherlar Switzerla Distance up to 50 more tha over 300 Frequence Previous	nd to home km n 50 km up n 100 km u km cy of visits event	p to	300 km	1 1. 1. 2. 2. 2. 9 2.
Belgium Netherlar Switzerla Distance up to 50 more tha more tha over 300 Frequence Previous Earlier ev	nd to home km n 50 km up n 100 km u km cy of visits event rents	p to	300 km	1 1 1 2 2 2 9 2 2 1
Belgium Netherlar Switzerla Distance up to 50 more tha over 300 Frequence Previous	nd to home km n 50 km up n 100 km u km cy of visits event rents	p to	300 km	1 1. 2 2 2 2 9 2 2 1 1 2 1
Belgium Netherlar Switzerla Distance up to 50 more tha over 300 Frequent Previous Earlier ev First visit Sex	nd to home km n 50 km up n 100 km u km cy of visits event rents	p to	300 km	1 1 1 2 2 2 2 9 2 4 6 9 9 9 9 9 9 9 9 9 9 9 9 9 9 9 9 9 9
Belgium Netherlar Switzerla Distance up to 50 more tha more tha over 300 Frequenc Previous Earlier ev First visit Sex Male	nd to home km n 50 km up n 100 km u km cy of visits event rents	p to	300 km	1 1. 1. 2' 2 2 9 2. 1 6 9 6
Belgium Netherlar Switzerla Distance up to 50 more tha over 300 Frequent Previous Earlier ev First visit Sex	nd to home km n 50 km up n 100 km u km cy of visits event rents	p to	300 km	1 1
Belgium Netherlar Switzerla Distance up to 50 more tha over 300 Frequence First visit Sex Male Female Age	nd to home km n 50 km up n 100 km u km cy of visits event event	p to	300 km	1 1 1 2 2 1 2 2 1 6 6 3 3 3
Belgium Netherlar Switzerla Distance up to 50 more tha over 300 Frequenc Previous Earlier ev First visit Sex Male Female Age up to 20	nd to home km n 50 km up n 100 km u km cy of visits event event years	p to	300 km	1 1 1 2 2 2 2 9 2 1 6 3 9 6 3 3
Belgium Netherlar Switzerla Distance up to 50 more tha over 300 Frequenc Previous Earlier ev First visit Sex Male Female Age up to 20 over 200	nd to home km n 50 km up n 100 km u km cy of visits event rents years p to 30 year p to 30 year	p to to t	300 km	1 1 2 2 1 2 2 2 1 6 6 3 3 4
Belgium Netherlar Switzerla Distance up to 500 more tha more tha over 300 Frequence Previous Earlier ev First visit Sex Male Female Age up to 20 over 20 u over 30 u	nd to home km n 50 km up n 100 km u km ty of visits event vevent vevent vevent years p to 30 yeap to 40 yea	to t	300 km	1 1 1 2 2 2 2 9 2 2 1 1 6 3 3 3 3 4 1
Belgium Netherlar Switzerla Distance up to 50 more tha over 300 Frequence Frequence First visit Sex Male Female Age up to 20 over 20 u over 30 u over 30 u	nd to home km n 50 km up n 100 km u km cy of visits event event years p to 30 yea p to 30 yea p to 50 yea	to t rrs rrs rrs	300 km	1 1 1 1 1 1 1 1 1 1 1 1 1 1 1 1 1 1 1
Belgium Netherlar Switzerla Distance up to 50 more tha over 300 Frequenc Previous Earlier ev First visit Sex Male Female Age up to 20 over 20 u over 30 u over 40 u over 40 u	nd to home km n 50 km up n 100 km u km ty of visits event vevent vevent vevent years p to 30 yeap to 40 yea	rs irs irs irs	300 km	1 1 1 2 2 2 2 9 2 2 1 1 6 3 3 3 3 4 1

Entrepreneur, co-owner, freelancer 4 Managing director, board member, head of an authority etc. 2 Area manager, works manager, plant manager, branch manager, head of public office 3 Department head, group head, team leader Other salaried staff, civil servant, skilled worker 24 Lecturer, teacher 2 Trainee 14 Other position 5 Student 32 Other not gainfully employed 2 Other not gainfully employed 2 Buying and ordering capacity % Purchase or order made or intended at the exhibition 8 maybe 20 Follow-up business % Intend to buy at later date 9 yes 33 no 19 maybe 47 Conducted by: Wissler & Partner, Basel	Position in the company/organisation	%
head of an authority etc. 2 Area manager, works manager, plant manager, branch manager, head of public office 3 Department head, group head, team leader 6 Other salaried staff, civil servant, skilled worker 24 Lecturer, teacher 2 Trainee 14 Other position 5 Student 32 Housewife/man 5 Old-age pensioner 2 Other not gainfully employed 2 Buying and ordering capacity % Purchase or order made or intended at the exhibition yes 72 no 8 maybe 20 Follow-up business % Intend to buy at later date yes 33 no 19 maybe 47	intrepreneur, co-owner, freelancer	4
Area manager, work's manager, plant manager, branch manager, head of public office 3 branch manager, head of public office 3 Department head, group head, team leader 6 Other salaried staff, civil servant, skilled worker 24 Lecturer, teacher 2 Trainee 14 Other position 5 Student 32 Housewife/man 5 Old-age pensioner 2 Duter not gainfully employed 2 Buying and ordering capacity % Purchase or order made or intended at the exhibition yes 72 no 8 maybe 20 Follow-up business % no 19 maybe 47		
branch mañager, head of public office 3 Department head, group head, team leader 0 Other salaried staff, civil servant, 3 skilled worker 24 Lecturer, teacher 24 Trainee 14 Other position 55 Student 32 Housewife/man 55 Old-age pensioner 25 Other not gainfully employed 22 Buying and ordering capacity % Purchase or order made or intended at the exhibition yes 72 no 8 maybe 20 Follow-up business % Intend to buy at later date yes 33 no 19 maybe 47		
Department head, group head, team leader 6 Other salaried staff, civil servant, 24 Lecturer, teacher 2 Trainee 14 Other position 5 Student 32 Housewife/man 5 Old-age pensioner 2 Other not gainfully employed 2 Buying and ordering capacity % Purchase or order made or intended 8 at the exhibition 8 waybe 20 Follow-up business % Intend to buy at later date 33 no 19 maybe 47	Area manager, works manager, plant mana	ger,
Other salaried staff, civil servant, skilled worker 24 lecturer, teacher 2 Trainee 14 Other position 5 Student 32 Housewife/man 5 Old-age pensioner 2 Other not gainfully employed 2 Buying and ordering capacity % Purchase or order made or intended at the exhibition yes 72 no 8 maybe 20 Follow-up business % no 19 maybe 47	branch manager, head of public office	
skilled worker 24 Lecturer, teacher 24 Lecturer, teacher 2 Trainee 14 Other position 55 Student 32 Housewife/man 55 Old-age pensioner 22 Other not gainfully employed 22 Buying and ordering capacity % Purchase or order made or intended at the exhibition yes 72 no 88 maybe 20 Follow-up business % Intend to buy at later date yes 33 no 19 maybe 47	Department head, group head, team leade	er 6
Lecturer, teacher 2 Trainee 14 Other position 5 Student 32 Housewife/man 5 Old-age pensioner 2 Other not gainfully employed 2 Buying and ordering capacity % Purchase or order made or intended 4 at the exhibition 8 waybe 20 Follow-up business % Intend to buy at later date 33 no 19 maybe 47		
Trainee 14 Other position 5 Student 32 Housewife/man 5 Old-age pensioner 2 Other not gainfully employed 2 Buying and ordering capacity % Purchase or order made or intended at the exhibition yes 72 no 8 maybe 20 Follow-up business % no 19 maybe 47		
Other position 5 Other position 5 Student 32 Housewife/man 5 Other not gainfully employed 2 Buying and ordering capacity % Purchase or order made or intended at the exhibition % yes 72 no 8 maybe 20 Follow-up business % Intend to buy at later date 33 no 19 maybe 47		
Student 32 Housewife/man 5 Old-age pensioner 2 Other not gainfully employed 2 Buying and ordering capacity % Purchase or order made or intended at the exhibition yes 72 no 8 maybe 20 Follow-up business no % no 19 maybe 47		
Housewife/man 5 Old-age pensioner 2 Other not gainfully employed 2 Buying and ordering capacity % Purchase or order made or intended 4 at the exhibition 72 no 8 maybe 20 Follow-up business % no 14 yes 33 no 19 maybe 47		
Old-age pensioner 2 Other not gainfully employed 2 Buying and ordering capacity % Purchase or order made or intended at the exhibition yes 72 no 8 maybe 20 Follow-up business % Intend to buy at later date yes 33 no 19 maybe 47		
Other not gainfully employed 2 Buying and ordering capacity % Purchase or order made or intended at the exhibition yes % no 8 maybe 20 Follow-up business no % Intend to buy at later date yes 33 no 19 maybe 47		
Buying and ordering capacity % Purchase or order made or intended at the exhibition yes 72 no 8 maybe 20 Follow-up business % Intend to buy at later date yes 33 no 19 maybe 47		
Purchase or order made or intended at the exhibition yes 72 no 8 maybe 20 Follow-up business % Intend to buy at later date yes 33 no 19 maybe 47	Other not gainfully employed	2
at the exhibition yes 72 no 8 maybe 20 Follow-up business % Intend to buy at later date yes 33 no 19 maybe 47		%
yes 72 no 8 maybe 20 Follow-up business % Intend to buy at later date yes 33 no 19 maybe 47		
no 8 maybe 20 Follow-up business % Intend to buy at later date yes 33 no 19 maybe 47		72
maybe 20 Follow-up business % Intend to buy at later date 33 yes 33 no 19 maybe 47		
Follow-up business%Intend to buy at later dateyesyes33no19maybe47		-
Intend to buy at later date yes 33 no 19 maybe 47	пауре	20
yes 33 no 19 maybe 47		%
no 19 maybe 47	ntend to buy at later date	
maybe 47		
Conducted by: Wissler & Partner, Basel	naybe	47
	Conducted by: Wissler & Partner, Basel	

h+h cologne

Trade visitors' profile

Visitors (number of	ent	ries)	14 873
Proportion of trade	visi	tors	96 %
Germany (total)			76
of which Nielsen 1	15	Nielsen 4	10
Bremen	-	Bavaria	10
Hamburg	3	Nielsen 5+6	4
Lower Saxony	8	Berlin	2
Schleswig-Holstein	4	Brandenburg	1
Nielsen 2	44		
North Rhine-Westph.	44	West Pommer	ania 1
Nielsen 3a	12	Saxony-Anhalt	1
Hesse	6	Nielsen 7	3
Rhineland-Palatinate	5	Saxony	2
Saarland	1	Thuringia	1
Nielsen 3b	12		
Baden-Württemb.	12		
Foreign (total) of which			24
EU			66
Other euro	opea	n countries	21
Other cou	ntrie	S	13
Distance to home			%
up to 50 km			15
more than 50 km up	to '	100 km	8
more than 100 km u	p to	300 km	29
over 300 km			48
Countries with the	high	est visitor sha	res %
Netherlands	-		14
Switzerland			13
Belgium			11
Austria			10
Denmark			7
Frequency of visits	to t	rade fair	%
Previous event			55
Earlier events			57
First visit			31
Average length of	stay	1	,5 days
Influence on purcha	asing	g/procurement	
decisions			%
Decisively			62
Collectively			22
n an advisory capac	ity		13
No			2
Student Other not gainfully e			1

imm cologne ----- Köln

11 Nielsen 4

Bavaria

122 009

70%

69

7

7

Trade visitors' profile

Area of responsibility	% 46	Visitors (number of entries)
Management Research/development/design	2	Proportion of trade visitors
Manufacturing, production, quality control Buying/procurement Finance/accounting, controlling Information and communication technology Personnel administration, administration Sales Marketing, advertising, PR Logistics: storage, material management, transport Maintenance/repairs Other area	11 12 1 - 17 3 - 1 6	Germany (total) of which Nielsen 1 11 Niels Bremen - Bava Hamburg 2 Niels Lower Saxony 7 Berli Schleswig-Holstein 2 Bran Nielsen 2 52 Mecl North Rhine-Westph. 52 West Nielsen 3a 13 Saxo
Student Other not gainfully employed	1 1	Hesse 7 <u>Niels</u> Rhineland-Palatinate 6 Saxo
Position in the company/organisation Entrepreneur, co-owner, freelancer	% 74	Saarland 1 Thur <u>Nielsen 3b</u> 11 Baden-Württemb. 11
Managing director, board member, head of an authority etc. Area manager, works manager, plant manag branch manager, head of public office Department head, group head, team leader Other salaried staff, civil servant, skilled worker Lecturer, teacher Trainee Other position	2	Foreign (total) of which EU Other european cou North America Middle East South-, East-, Centra Other countries
Student Other not gainfully employed Economic sector	1 1 %	Distance to home up to 50 km more than 50 km up to 100 kr more than 100 km up to 300 k
Industry Retail trade Wholesale/foreign trade Commercial agent Skilled trades Service Social institution, public institution, school Other sectors	3 63 1 13 5 3 4	over 300 km Countries with the highest v Netherlands Austria Switzerland United Kingdom Italy
Student Other not gainfully employed Size of company/organisation:	1	Frequency of visits to trade Previous event Earlier events
Number of employees 1- 4 72 500 - 999 5- 9 11 1 000 and more 10- 49 7 Student	% 1 1 1	First visit Average length of stay
50-199 6 Other not gainfully 200-499 1 employed Conducted by: facts Gesellschaft für Ma	1	Influence on purchasing/proc decisions Decisively

Conducted by: factx Gesellschaft für Marktund Sozialforschung, Köln

Hamburg				
		2	Nielsen 5+6	4
Lower Saxo	ony	7	Berlin	3
Schleswig-H		2		
Nielsen Ž		52	Mecklenburg-	
North Rhin	e-Westph.	52	West Pommeran	ia -
Nielsen 3a	1.1	13		1
Hesse		7	Nielsen 7	1
Rhineland-F	Palatinate	6	Saxony	1
Saarland		1	Thuringia	
Nielsen 3b		11		
Baden-Wür	ttemb.	11		
Foreign (to	otal)			32
of which I	EU			71
	Other euro	pea	n countries	16
	North Ame			2
1	Middle East	st		2
			Central Asia	5
	Other cour			3
Distance t	o home			%
up to 50 ki	n			17
more than	50 km up	to 1	100 km	10
more than	100 km u	p to	300 km	28
over 300 k	m			45
Countries	with the	high	est visitor share	s %
	r .			16
Netherland	2			10
Netherland: Austria	5			
				13
Austria Switzerland				13 8
Austria				13 8 8
Austria Switzerland United King Italy Frequency	gdom of visits	to t	rade fair	13 8 8 6 %
Austria Switzerland United King Italy Frequency Previous ev	gdom of visits rent	to t	rade fair	13 8 6 % 38
Austria Switzerland United King Italy Frequency	gdom of visits rent	to t	rade fair	13 8 6 % 38
Austria Switzerland United King Italy Frequency Previous ev	gdom of visits rent	to t	rade fair	13 8 6 % 38 49
Austria Switzerland United King Italy Frequency Previous ev Earlier ever	gdom of visits rent nts			13 8 8 8 8 8 8 8 8 8 8 8 8 8 8 8 8 8 8 8
Austria Switzerland United King Italy Frequency Previous ev Earlier ever First visit Average le Influence o	of visits rent nts	stay		13 8 6 38 49 41 days
Austria Switzerland United King Italy Frequency Previous eve Earlier ever First visit Average le Influence of decisions	of visits rent nts	stay	1,7	13 8 8 8 8 8 8 8 8 8 8 9 41 days
Austria Switzerland United King Italy Frequency Previous ev Earlier ever First visit Average le Influence o	of visits rent nts	stay	1,7	13 8 6 38 49 41 days
Austria Switzerland United King Italy Frequency Previous eve Earlier ever First visit Average le Influence of decisions Decisively Collectively	of visits rent its ength of s on purcha	stay	1,7	13 8 8 6 38 49 41 days % 26
Austria Switzerland United King Italy Frequency Previous eve Earlier ever First visit Average le Influence of decisions Decisively	of visits rent its ength of s on purcha	stay	1,7	13 8 8 6 38 49 41 days % 26 24
Austria Switzerland United King Italy Frequency Previous eve Earlier ever First visit Average le Influence of decisions Decisively Collectively	of visits rent its ength of s on purcha	stay	1,7	13 8 8 9 38 49 41 days 6 24 26 24 20
Austria Switzerland United King Italy Frequency Previous eve Earlier ever First visit Average le Influence of decisions Decisively Collectively In an advis	of visits rent its ength of s on purcha	stay	1,7	13 8 8 8 8 8 8 8 8 8 8 9 41 days

Area of responsibility	%
Management	20
Research/development/design	6
Manufacturing, production, quality control	11
Buying/procurement	6
Finance/accounting, controlling	1
Information and communication technology Personnel administration, administration	1
Sales	19
Marketing, advertising, PR	8
Logistics: storage, material management,	
transport	1
Maintenance/repairs	1
Other area	11
Student	14
Other not gainfully employed	1
Position in the company/organisation	%
Entrepreneur, co-owner, freelancer	29
Managing director, board member,	_
head of an authority etc.	7
Area manager, works manager, plant manage	er, 7
branch manager, head of public office Department head, group head, team leader	10
Other salaried staff, civil servant,	10
skilled worker	13
Lecturer, teacher	1
Trainee	14
Other position	4
Student	14
Other not gainfully employed	1
Economic sector	%
Industry	19
Trade	28
Skilled trades	16
Service	14
Authority/public services	1
University, research Other sectors	6
Student	14
Other not gainfully employed	1
Size of company/organisation:	0/
Number of employees 1- 4 22 500 - 999	% 4
5- 9 12 1 000 and more	4 9
10- 49 17 Student	14
50- 199 14 Other not gainfully	
200-499 7 employed	1
Conducted by: factx Gesellschaft für Mar	kt-

INTERNATIONALE EISENWARENMESSE ------ Köln

Trade visitors' profile

Visitors (number of entries)	43 879
Proportion of trade visitors	97 %
Germany (total) of which <u>Nielsen 1</u> 6 <u>Nielsen 4</u>	45 6
Bremen 1 Bavaria	6
Hamburg 1 <u>Nielsen 5+6</u> Lower Saxony 4 Berlin	2
Schleswig-Holstein - Brandenburg	1
Nielsen 2 62 Mecklenburg-	
North Rhine-Westph. 62 West Pomme	
Nielsen 3a 18 Saxony-Anhal	
Hesse 8 <u>Nielsen 7</u> Rhineland-Palatinate 10 Saxony	2
Saarland - Thuringia	1
Nielsen 3b 5	
Baden-Württemb. 5	
Foreign (total) of which	56
EU	58
Other european countries	10
Africa	3
North America South and Central America	5 3
Middle East	5 4
South-, East-, Central Asia	11
Australia	5
Distance to home	%
up to 50 km	15
more than 50 km up to 100 km	12
more than 100 km up to 300 km over 300 km	16 58
Countries with the highest visitor shar United Kingdom	es % 8
Netherlands	7
France	6
Italy	5
Spain	4
Frequency of visits to trade fair	%
Previous event Earlier events	38 47
First visit	47
Average length of stay	1,9 days
Influence on purchasing/procurement	:
decisions	%
Decisively	43
Collectively	30
In an advisory capacity No	14 10
	10
Other not gainfully employed	1

Area of responsibility Management Research/development/design Manufacturing, production, qua Buying/procurement Finance/accounting, controlling Information and communication Personnel administration, admi Sales Marketing, advertising, PR	ality control 2 n technology nistration 2	%045211 16
Logistics: storage, material ma transport Maintenance/repairs Other area Student	nagement,	2 2 3 2
Other not gainfully employed		1
Position in the company/orga Entrepreneur, co-owner, freelar Managing director, board mem	ncer 2	% 8
head of an authority etc.		9
Area manager, works manager, branch manager, head of publi Department head, group head,	c office 1 team leader 1	2 5
Other salaried staff, civil serva skilled worker Lecturer, teacher	1	2 1
Trainee Other position		5 5
Student Other not gainfully employed		2 1
Economic sector Industry Retail trade	3	% 4 6
Wholesale/foreign trade Mail order Skilled trades	3	025
Service Authority/public services		5 5 1
Other sectors Student		32
Other not gainfully employed		1
Size of company/organisation Number of employees	n:	%
1- 4 15		6

/0	Jyees	empid	Number of	
6	500 - 999	15	1- 4	
12	1 000 and more	13	5-9	
2	Student	27	10- 49	
	Other not gainfully	17	50-199	
1	employed	8	200-499	

Conducted by: factx Gesellschaft für Marktund Sozialforschung, Köln

Trade visitors' profile

Visitors (number o	fent	ries)	35 008
Proportion of trade	e vis	itors	95%
Germany (total)			46
of which	16	Nielcon 4	7
Nielsen 1		Nielsen 4	7
Bremen	1	Bavaria	
Hamburg	4	Nielsen 5+6	4
Lower Saxony	7	Berlin	3
Schleswig-Holstein	3	Brandenburg	1
Nielsen 2	53	Mecklenburg	
North Rhine-Westph	. 53	West Pomme	
Nielsen 3a	11	Saxony-Anha	
Hesse	9	Nielsen 7	2
Rhineland-Palatinate		Saxony	-
Saarland	-	Thuringia	2
Nielsen 3b	8		
Baden-Württemb.	8		
Foreign (total) of which			54
EU			61
	opea	n countries	10
Africa			4
North Am	erica		4
		ntral America	5
Middle Ea		in all rancined	7
		Central Asia	6
Australia	лэс,	Central Asia	2
Distance to home			%
up to 50 km			15
more than 50 km up	to to	100 km	6
more than 100 km i	in to	300 km	20
over 300 km	.p .o	500 1.11	59
Countries with the	hial	act visitor d	nares %
Countries with the	nigr	iest visitor sr	iares %
Netherlands Polgium			9
Belgium			9
United Kingdom France			7
			4
Spain			4
Frequency of visits	to t	rade fair	%
Previous event			40
Earlier events			48
First visit			42
Average length of	stay		1,8 days
Influence on purch	asino	g/procuremen	t
decisions			%
Decisively			33
Collectively			29
In an advisory capac	itv		21
No			12
Ctudopt			5

		_
08	Area of responsibility	%
	Management	28
5%	Research/development/design	7
10	Manufacturing, production, quality control	8 11
46	Buying/procurement	1
7	Finance/accounting, controlling Information and communication technology	1
7	Personnel administration, administration	- 1
4	Sales	22
3	Marketing, advertising, PR	11
1	Logistics: storage, material management,	
	transport	1
-	Maintenance/repairs	12
-	Other area	5
2	Student	5
-	Other not gainfully employed	1
2		
	Position in the company/organisation	%
	Entrepreneur, co-owner, freelancer	27
	Managing director, board member,	
54	head of an authority etc.	13
~ ~	Area manager, works manager, plant manage	
61	branch manager, head of public office	11
10	Department head, group head, team leader	16
4	Other salaried staff, civil servant,	10
4	skilled worker	16
5 7	Lecturer, teacher	1 5
6	Trainee Other position	5 5
2	Student	5
2	Other not gainfully employed	1
%	other not gaintany employed	
15	Economic sector	%
6	Industry	31
20	Wholesale/foreign trade	23
59	Retail trade	19
	Skilled trades	3
%	Service	7
10	Catering	4
9	Authority/public services	1
7	University, research	1
7	Other sectors	6
4	Student	5
	Other not gainfully employed	1
%		
40	Size of company/organisation:	~
48	Number of employees	%
42	1- 4 14 500 - 999	6
	5- 9 10 1 000 and more	16
iys	10- 49 19 Student	5
	50- 199 21 Other not gainfully	1
%	200- 499 9 employed	1
70 22	Conducted by: factx Gesellschaft für Mar	kt-

Conducted by: factx Gesellschaft für Markt und Sozialforschung, Köln

5

1

Trade visitors' profile

Germany (total)	9 %
	68
of which Nielsen 1 13 Nielsen 4	14
Bremen 1 Bavaria	14
Hamburg 2 Nielsen 5+6	9
Lower Saxony 7 Berlin	3
Schleswig-Holstein 2 Brandenburg	3
Nielsen 2 37 Mecklenburg-	
North Rhine-Westph. 37 West Pommerania	1
Nielsen 3a 10 Saxony-Anhalt	2
Hesse 4 <u>Nielsen 7</u>	5 5
Rhineland-Palatinate 5 Saxony	
Saarland 1 Thuringia	1
Nielsen 3b 13	
Baden-Württemb. 13	
Foreign (total) of which	32
EU	85
Other european countries	13
Other countries	2
Distance to home	%
up to 50 km	15
more than 50 km up to 100 km	12
more than 100 km up to 300 km	24
over 300 km	50
Countries with the highest visitor shares	%
Netherlands	15
Switzerland	10
Frequency of visits to trade fair	%
Previous event	38
Earlier events	37
First visit	42
Average length of stay 1,3 d	ays
Influence on purchasing/procurement	
decisions	%
Decisively	32
Collectively	29
In an advisory capacity	20
No	15
Student	2
Other not gainfully employed	2

Area of responsibility	%
Management	3
Research/development/design	13
Manufacturing, production, quality control	14
Buying/procurement	(
Finance/accounting, controlling	
Information and communication technology	
Personnel administration, administration	
Sales	10
Marketing, advertising, PR	
Logistics: storage, material management,	
transport	
Maintenance/repairs	
Other area	
Student	
Other not gainfully employed	
Position in the company/organisation	9
Entrepreneur, co-owner, freelancer	2
Managing director, board member,	
head of an authority etc.	1
Area manager, works manager, plant manager	
branch manager, head of public office	1
Department head, group head, team leader	2
Other salaried staff, civil servant,	
skilled worker	2
Lecturer, teacher	
Trainee	
Other position	
Student	
Other not gainfully employed	
Economic sector	9
Insulation company and processor	5
Wholesaler of insulation materials and	
insulation technology	1
Retailer of insulation materials and insulatio	
technology	· ·
Plant constructor,- operator	
Buyer	
Building installations planner	
Energy consultant for industrial companies	
Other sectors	1
Student	
Other not gainfully employed	
Size of company/organisation:	9
Number of employees 1- 4 17 500 - 999	1

Number	of emple	oyees	%
1- 4	4 17	500 - 999	5
5-	9 10	1 000 and more	13
10- 4	9 28	Student	2
50-19	9 13	Other not gainfully	
200-49	9 11	employed	2
Conduct	ed by: W	/issler & Partner, Basel	

Kind + Jugend

Trade visitors' profile

> No Student

Other not gainfully employed

Visitors (number of	entr	ries)	20 173
Proportion of trade	visi	tors	97 %
Germany (total) of which			33
Nielsen 1	14	Nielsen 4	18
Bremen	-	Bavaria	18
Hamburg	4	Nielsen 5+6	5
Lower Saxony	6	Berlin	4
Schleswig-Holstein	4	Brandenburg	1
Nielsen 2	40	Mecklenburg	
North Rhine-Westph.		West Pomme	
Nielsen 3a	11	Saxony-Anha	
Hesse	7	Nielsen 7	2
Rhineland-Palatinate	4	Saxony	1
Saarland	12	Thuringia	1
Nielsen 3b	11	manigia	
Baden-Württemb.	11		
Foreign (total) of which			67
EU			61
Other euro	noar	countries	10
Middle Eas		i countries	4
		Central Asia	18
Other cour			8
Distance to home			%
up to 50 km			8
nore than 50 km up	to 1	00 km	4
nore than 100 km u			12
over 300 km			76
Countries with the	high	est visitor sl	nares %
Jnited Kingdom	-		11
taly			7
Netherlands			7
rance			5
China (PR)			5
Frequency of visits	to tı	ade fair	%
Previous event			34
Earlier events			44
First visit			49
Average length of s	tay		2,2 days
Influence on purcha	sing	/procuremen	ıt
decisions		-	%
Decisively			49
Collectively			24
n an advisory capaci	ty		14
Vo	1		10
itudent			1

1 2

No Student

Other not gainfully employed

ORGATEC -----> Köln

51 095

98%

Trade visitors' profile

Area of responsibility	%	Visitors (number of entries)
Management Research/development/design	39 5	Proportion of trade visitors
Manufacturing, production, quality control	4	
Buying/procurement	14	Germany (total)
Finance/accounting, controlling	1	of which
Information and communication technology	-	Nielsen 1 10 Niels
Personnel administration, administration	-	Bremen - Bava
Sales	18	Hamburg 3 <u>Niels</u>
Marketing, advertising, PR	9	Lower Saxony 7 Berlin
Logistics: storage, material management,		Schleswig-Holstein - Bran
ransport	1	Nielsen 2 38 Mec
Maintenance/repairs		North Rhine-Westph. 38 West
Other area	6	Nielsen 3a 16 Saxo
Student	1	Hesse 12 <u>Niels</u>
Other not gainfully employed	2	Rhineland-Palatinate 3 Saxo
		Saarland 1 Thur
Position in the company/organisation	%	Nielsen 3b 14
Entrepreneur, co-owner, freelancer	42	Baden-Württemb. 14
Managing director, board member,		
head of an authority etc.	17	Foreign (total)
Area manager, works manager, plant manag		of which
branch manager, head of public office	9	EU
Department head, group head, team leader	10	Other european cou
Other salaried staff, civil servant,		Africa
skilled worker	14	North America
Lecturer, teacher		South and Central A
Trainee	2	Middle East
Other position	4	South-, East-, Centra
Student	1	Australia
Other not gainfully employed	2	Plata and a large
Formania anatan	0/	Distance to home
Economic sector	%	up to 50 km
Manufacturer/Industry	17	more than 50 km up to 100 km
Wholesale trade	19	more than 100 km up to 300 l
Specialist retail trade	17	over 300 km
Mail order	1	Constant of the desident of the
Chain store	2	Countries with the highest v
Department store, hypermarket, drug store	2	United Kingdom
Online shop	12	Netherlands
Other retail	3	France
Commercial agent	1 7	Belgium
Import/export		Italy
Service	5	Francisco de chates en encola -
Media, press, publishing	4	Frequency of visits to trade Previous event
Other sectors	7	Earlier events
Student Other net gainfully employed	1 2	First visit
Other not gainfully employed	2	i not VISIt
Size of company/organisation:	0/	Average length of stay
Number of employees	% 4	Influence on purchasing/proc
1- 4 29 500 - 999	4	desisions

4	500 - 999	29	1- 4
8	1 000 and more	19	5-9
1	Student	21	10- 49
	Other not gainfully	9	50-199
2	employed	6	200-499

Conducted by: factx Gesellschaft für Marktund Sozialforschung, Köln

Germany (total) of which	51
Nielsen 1 10 Nielsen 4	14
Bremen - Bavaria	14
Hamburg 3 <u>Nielsen 5+6</u>	5
Lower Saxony 7 Berlin	4
Schleswig-Holstein - Brandenburg Nielsen 2 38 Mecklenburg-	- 7
Nielsen 2 38 Mecklenburg- North Rhine-Westph. 38 West Pommerania	1
Nielsen 3a 16 Saxony-Anhalt	1
Hesse 12 Nielsen 7	3
Rhineland-Palatinate 3 Saxony	3
Saarland 1 Thuringia	-
Nielsen 3b 14	
Baden-Württemb. 14	
Foreign (total) of which	49
EU	58
Other european countries	11
Africa	4
North America South and Central America	5
Middle East	6
South-, East-, Central Asia	11
Australia	3
Distance to home	%
up to 50 km	11
more than 50 km up to 100 km more than 100 km up to 300 km	6 20
over 300 km	63
Countries with the highest visitor shares	%
United Kingdom	10
Netherlands	8
France Belgium	6
Italy	5
Frequency of visits to trade fair	%
Previous event	40
Earlier events First visit	45 44
Average length of stay 1,9 d	ays
Influence on purchasing/procurement decisions	%
Decisively	36
Collectively	29
In an advisory capacity	20
No	10
Student	4
Other not gainfully employed	1

Area of responsibility	%
Management	24
Research/development/design	11
Manufacturing, production, quality control	5 10
Buying/procurement Finance/accounting, controlling	10
Information and communication technology	1
Personnel administration, administration	3
Sales	18
Marketing, advertising, PR	9
Logistics: storage, material management,	
transport	1
Maintenance/repairs	1 13
Other area Student	13
Other not gainfully employed	1
etter ner gunnung employee	
Position in the company/organisation	%
Entrepreneur, co-owner, freelancer	29
Managing director, board member,	
head of an authority etc.	13
Area manager, works manager, plant manag	er, 9
branch manager, head of public office Department head, group head, team leader	
Other salaried staff, civil servant,	19
skilled worker	18
Lecturer, teacher	1
Trainee	3
Other position	4
Student	4
Other not gainfully employed	1
Economic sector	%
Industry	35
Trade	22
Skilled trades	4
	21
Service	2
Service Banking/insurance	2
Service Banking/insurance Authority/public services	5
Service Banking/insurance Authority/public services University research	5
Service Banking/insurance Authority/public services	5
Service Banking/insurance Authority/public services University research Other sectors Student	5 2 6
Service Banking/insurance Authority/public services University research Other sectors Student Other not gainfully employed	5 2 6 4
Service Banking/insurance Authority/public services University research Other sectors Student Other not gainfully employed Size of company/organisation:	5 2 6 4 1
Service Banking/insurance Authority/public services University research Other sectors Student Other not gainfully employed Size of company/organisation: Number of employees	5 2 6 4
Service Banking/insurance Authority/public services University research Other sectors Student Other not gainfully employed Size of company/organisation: Number of employees	5 2 6 4 1
Service Banking/insurance Authority/public services University research Other sectors Student Other not gainfully employed Size of company/organisation: Number of employees 1- 4 18 500 - 999	5 2 6 4 1 %
Service Banking/insurance Authority/public services University research Other sectors Student Other not gainfully employed Size of company/organisation: Number of employees 1- 4 18 500 - 999 5- 9 10 1 000 and more	5 2 6 4 1 % 6 14

Conducted by: factx Gesellschaft für Marktund Sozialforschung, Köln

spoga horse (spring) ----- Köln

Trade visitors' profile

		ries)	4 149
Proportion of trade	vis	itors	91 %
Germany (total) of which			53
Nielsen 1	10	Nielsen 4	12
Bremen	-	Bavaria	12
Hamburg	2	Nielsen 5+6	1
Lower Saxony	7		1
Schleswig-Holstein	1	Brandenburg	1
Nielsen 2	52	Mecklenburg-	
North Rhine-Westph.			ia -
Nielsen 3a	14		
Hesse	7	Nielsen 7	1
Rhineland-Palatinate		Saxony	1
Saarland Nielsen 3b	-	Thuringia	
Baden-Württemb.	9		
Baden-wurttemp.	9		
Foreign (total) of which			47
FU			73
Other euro	opea	n countries	9
Other cou			17
Distance to home			%
up to 50 km			15
more than 50 km up	to '	100 km	8
more than 100 km u	p to	300 km	30
over 300 km	÷		47
Countries with the	higł	nest visitor share	
Netherlands			20
France			14
Belgium			12
			9
United Kingdom			
	to t	rade fair	%
Frequency of visits	to t	rade fair	
	to t	rade fair	47
	to t	rade fair	47 48
Frequency of visits Previous event Earlier events First visit			% 47 48 30 days
Frequency of visits Previous event Earlier events First visit Average length of	stay	1,4	47 48 30
Frequency of visits Previous event Earlier events First visit Average length of Influence on purcha	stay	1,4	47 48 30 days
Frequency of visits Previous event Earlier events First visit Average length of Influence on purcha decisions	stay	1,4	47 48 30 days
Frequency of visits Previous event Earlier events First visit Average length of Influence on purcha decisions Decisively	stay	1,4	47 48 30 days
Frequency of visits Previous event Earlier events First visit Average length of Influence on purcha decisions	stay asing	1,4	47 48 30 days %

Student

Other not gainfully employed

Area of responsibility	%
	39
Management	
Research/development/design	2
Manufacturing, production, quality control	2
Buying/procurement	15
Finance/accounting, controlling	
Information and communication technology	1
Personnel administration, administration	-
Sales	22
Marketing, advertising, PR	8
Logistics: storage, material management,	
transport	
Maintenance/repairs	
	12
Other area	5
Student	4
Other not gainfully employed	1
Position in the company/organisation	%
Entrepreneur, co-owner, freelancer	57
Managing director, board member,	57
	10
head of an authority etc.	13
Area manager, works manager, plant manage	r,
branch manager, head of public office	5
Department head, group head, team leader	7
Other salaried staff, civil servant,	
skilled worker	9
Lecturer, teacher	1
Trainee	1
Other position	3
Student	4
Other not gainfully employed	1
outer not guintary employed	
Economic sector	%
Industry	11
Trade	60
Skilled trades	3
Service	13
Authority/public services	1
	1
University, research	
Other sectors	7
Student	4
Other not gainfully employed	1
Size of company/organization.	
Size of company/organisation:	~
Number of employees	%
1- 4 50 500 - 999	1

- INCOLLER		cilipioye	63	/0
1-	4	50	500 - 999	1
5-	9	14	1 000 and more	3
10-	49	18	Student	4
50-	199	8	Other not gainfully	
200-	499	2	employed	1
Cond	ucted	by: factx	Gesellschaft für Ma	rkt-

und Sozialforschung, Köln

4

1

spoga+gafa/spoga horse (autumn) ----- Köln

Trade visitors' profile

Visitors (number of entries)	38 226	Area of respon Management
Proportion of trade visitors	94 %	Research/develo Manufacturing,
Germany (total)	41	Buying/procurer
of which		Finance/account
Nielsen 1 8 Nielsen 4	8	Information and
Bremen 1 Bavaria	8	Personnel admi
Hamburg 3 <u>Nielsen 5+6</u>	2	Sales
Lower Saxony 3 Berlin	1	Marketing, adv
Schleswig-Holstein 1 Brandenburg	1	Logistics: storage
Nielsen 2 52 Mecklenburg-	nia	transport
North Rhine-Westph. 52 West Pommera Nielsen 3a 18 Saxony-Anhalt		Maintenance/re
Nielsen 3a 18 Saxony-Anhalt Hesse 9 Nielsen 7	- 3	Other area Student
Rhineland-Palatinate 8 Saxony	1	Other not gainf
Saarland 1 Thuringia	2	
Nielsen 3b 10	4	Position in the
Baden-Württemb. 10		Entrepreneur, co
		Managing direct
Foreign (total)	59	head of an aut
of which		Area manager,
EU	58	branch manage
Other european countries	11	Department hea
Africa	3	Other salaried s
North America	5	skilled worker
Middle East	4	Lecturer, teache
South-, East-, Central Asia	14	Trainee
Australia	4	Other position
Other countries	2	Student Other not gainf
Distance to home	%	
up to 50 km	13	Economic sect
more than 50 km up to 100 km	6	Industry
more than 100 km up to 300 km	19	Trade
over 300 km	62	Skilled trades
		Service
Countries with the highest visitor sha		Authority/public
Netherlands	10	University, rese
China (PR)	8 7	Other sectors
Belgium France	7	Student
Poland	4	Other not gainf
, cland		Size of compa
Frequency of visits to trade fair	%	Number of em
Previous event	40	1-42
Earlier events	48	5-91
First visit	40	10-49 2
Average length of stay 1,	,7 days	50- 199 1 200- 499
Influence on purchasing/procurement		Conducted by:
decisions	%	und Sozialfors
Decisively	46	
Collectively	26	
In an advisory canacity	15	

2

1

Area of respons	ibility	% 35
 Management Research/develop 	mont/decian	35
	roduction, quality control	4
Buying/procureme		19
Finance/accountir		1
	communication technology	1
	stration, administration	
Sales		21
Marketing, adver	tising, PR	7
	, material management,	
transport		1
Maintenance/repa	airs	
Other area		5
Student		2
Other not gainful	ly employed	1
Position in the o	company/organisation	%
	owner, freelancer	36
	or, board member,	
head of an autho		19
Area manager, w	orks manager, plant manage	
branch manager,	head of public office	12
	, group head, team leader	13
Other salaried sta	aff, civil servant,	10
skilled worker		10
Lecturer, teacher		1
Trainee Other position		2
Other position Student		2
Other not gainful	ly employed	1
	iy employed	
Economic sector	•	%
Industry		17
Trade		60
Skilled trades		4
Service		10
Authority/public s		1
University, resear	ch	1
Other sectors		5
Student		2
Other not gainful	ly employed	1
Size of company		
Number of emp		%
1-4 24		4
5-914 10-4921		11
10- 49 21 50- 199 19		2
200-499 5		1
Conducted by: 1 und Sozialforsch	actx Gesellschaft für Mar	kt-
una sozianorsci	ang, nom	

Proportion of trade visitors	9 395
Proportion of trade visitors	92 %
Germany (total)	99
of which Nielsen 1 3 Nielsen 4	3
Bremen - Bavaria	3
Hamburg - Nielsen 5+6	-
Lower Saxony - Berlin	<u> </u>
Schleswig-Holstein - Brandenburg	
Nielsen 2 - Mecklenburg	
North Rhine-Westph West Pomm	
Nielsen 3a 1 Saxony-Anha	alt 13
Hesse - Nielsen 7	62
Rhineland-Palatinate - Saxony	50
Saarland - Thuringia	12
Nielsen 3b 1	
Baden-Württemberg 1	
Foreign (total)	1
Distance to home	%
up to 50 km	21
more than 50 km up to 100 km	21
more than 100 km up to 300 km	50
over 300 km	8
Frequency of visits to trade fair	%
Previous event	54
Earlier events	67
First visit	26
Average length of stay	1,1 days
Influence on purchasing/procuremer	
decisions	%
Decisively	44
Collectively	28
In an advisory capacity	19
No	7
	1
Student Other not gainfully employed	
Student Other not gainfully employed	
Other not gainfully employed Area of responsibility	%
Other not gainfully employed Area of responsibility Management	35
Other not gainfully employed Area of responsibility Management Research/development/design	35
Other not gainfully employed Area of responsibility Management Research/development/design Manufacturing, production, quality con	itrol 9
Other not gainfully employed Area of responsibility Management Research/development/design Manufacturing, production, quality con Buying/procurement	itrol 9
Other not gainfully employed Area of responsibility Management Research/development/design Manufacturing, production, quality con Buying/procurement Finance/accounting, controlling	itrol 9
Other not gainfully employed Area of responsibility Management Research/development/design Manufacturing, production, quality con Buying/procurement Finance/accounting, controlling Information and communication technol	itrol 9 14 2 2
Other not gainfully employed Area of responsibility Management Research/development/design Manufacturing, production, quality con Buying/procurement Finance/accounting, controlling Information and communication techno Organisation, personnel, administratior	atrol 9 14 14 2 2 2 2 2 2 2 2 2 2 2 2 2 2 2 2 2
Other not gainfully employed Area of responsibility Management Research/development/design Manufacturing, production, quality con Buying/procurement Finance/accounting, controlling Information and communication techno Organisation, personnel, administratior Sales	itrol 9 14 blogy 1 24
Other not gainfully employed Area of responsibility Management Research/development/design Manufacturing, production, quality con Buying/procurement Finance/accounting, controlling Information and communication techno Organisation, personnel, administratior Sales Marketing, advertising, PR	strol 9 14 plogy 1 24
Other not gainfully employed Area of responsibility Management Research/development/design Manufacturing, production, quality con Buying/procurement Finance/accounting, controlling Information and communication techno Organisation, personnel, administratior Sales Marketing, advertising, PR Logistics: storage, material manageme	strol 9 14 plogy 1 24
Other not gainfully employed Area of responsibility Management Research/development/design Manufacturing, production, quality con Buying/procurement Finance/accounting, controlling Information and communication techno Organisation, personnel, administratior Sales Marketing, advertising, PR	sitrol 9 14 20 24 24 24 24 24 24 24 24 24 24 24 24 24

Student

Other not gainfully employed

Trade visitors' profile

Position in the company/organisation Entrepreneur, co-owner, freelancer Managing director, board member, head of an authority etc. Area manager, works manager, plant manager, branch manager, head of public office Department head, group head, team leader 6 Other salaried staff, civil servant, skilled worker Lecturer, teacher Trainee Other position Student Other not gainfully employed **Economic sector** Retail trade Skilled trades Wholesale/foreign trade Other service Industry Commercial agent Architect, planner, engineer's office, services Interior designer Catering/hotels Authority/public services Other sectors Student Other not gainfully employed Size of company/organisation: Number of employees 500 - 999 1- 4 64 5-9 14 1 000 and more 10- 49 11 Student 50-199 3 Other not gainfully 200-499 3 employed Conducted by: Institut für Marktforschung GmbH, Leipzig

CADEAUX Leipzig (autumn) (2012) -----> Leipzig

denkmal (2012)

Trade visitors' profile

%

61

6

4

13

1

6

2

%

51

34

6

5

5

2

%

3

1

1

	entries)	12 093
Proportion of trade	visitors	5	90 %
Germany (total) of which			90
Nielsen 1		elsen 4	9
Bremen		varia	9
Hamburg		elsen 5+6	
Lower Saxony	7 Be		7
Schleswig-Holstein		andenburg	
Nielsen 2	7 Me	ecklenburg	۰
North Rhine-Westph.		est Pomme	
Nielsen 3a		xony-Anha	
Hesse		elsen 7	45
Rhineland-Palatinate		xony	34
Saarland		uringia	11
Nielsen 3b	5 5		
Baden-Württemberg	С		
Foreign (total) of which			10
EU			85
Other europ	bean co	ountries	11
South-, Eas			4
Distance to home			%
up to 50 km			17
more than 50 km up	to 100	km	12
more than 100 km up	to 300) km	34
over 300 km			37
Countries with the h	iahest	visitor sl	nares %
Poland	5		30
Czech Republic			23
Frequency of visits t	o trade	e fair	%
Previous event			26
Earlier events			32
First visit			57
Average length of s	tay		1,2 days
Influence on purchas	sing/pr	ocuremen	t
			%
decisions			23
decisions Decisively			
Decisively			22
Decisively Collectively	v		22 24
Decisively	у		
Decisively Collectively In an advisory capacit			24

No

Student

In an advisory capacity

Other not gainfully employed

FACHDENTAL Leipzig ------> Leipzig

4 385

97%

100

1

1 33

5

6

. .

22

63

55

8

% 46

25

27

2

%

43

64

22

%

29 33

17

13

6

1

1,0 days

Trade visitors' profile

Area of responsibility	%	Visitors (number of entries)	4 38
Management	21	Durantian of trade visitors	97
Research/development/design Manufacturing, production, quality control	9 10	Proportion of trade visitors	97
Buying/procurement	2	Germany (total)	10
Finance/accounting, controlling	1	of which	
Information and communication technology	1	Nielsen 1 2 Nielsen 4	
Organisation, personnel, administration	3	Bremen - Bavaria	
Sales	3	Hamburg - Nielsen 5+6	
Marketing, advertising, PR	5	Lower Saxony - Berlin	
Logistics: storage, material management,		Schleswig-Holstein - Brandenburg	
transport	1	Nielsen 2 - Mecklenburg-	
Maintenance/repairs	ż	North Rhine-Westph West Pommeral	nia
Other area	25	Nielsen 3a - Saxony-Anhalt	
Student	16	Hesse - Nielsen 7	
Other not gainfully employed	2	Rhineland-Palatinate - Saxony	
other not gainfully employed	2	Nielsen 3b 1 Thuringia	
Position in the company/organisation	%	Saarland 1	
Entrepreneur, co-owner, freelancer	34	Baden-Württemb. 1	
Managing director, board member,	54	baden warttenib.	
head of an authority etc.	2	Distance to home	
Area manager, works manager, plant manage	_	up to 50 km	
branch manager, head of public office	2	more than 50 km up to 100 km	
Department head, group head, team leader	4	more than 100 km up to 300 km	
Other salaried staff, civil servant,	-	over 300 km	
skilled worker	17		
Lecturer, teacher	2	Frequency of visits to trade fair	
Trainee	7	Previous event	4
Other position	14	Earlier events	6
Student	16	First visit	-
Other not gainfully employed	2		
Economic sector	%	Average length of stay 1,0) da
Skilled trades, Building trade	23	Influence on purchasing/procurement	
Architect/engineer's and planning office	17	decisions	
racine calengine ci o una planning office			

	purchasing/procurement
decisions	
Decisively	
Collectively	
In an advisor	v capacity
No	2 1
Student	
	infully employed

11

10

8

3

			npany/organisation	7
			mer, freelancer	34
			board member,	
		authorit		1
			s manager, plant manage	
			ad of public office	1
			roup head, team leader	2
			civil servant,	
skilled				38
Lectur		acher		_1
Traine	-			11
Other		on		4
Stude		-:-£-11		6
Other	not g	aintully	employed	
Econo	mic s	ector		%
Dentis	t's pra	actice,- o	clinic	7
Orthoo				2
Oral a	nd ma	axillofaci	ial surgery	1
Denta	techr	nology la	aboratory	
Denta			-	1
Univer	sity, p	oolytechi	nic, vocational school	1
Servic	e			
Other				1
Cizo o	f.com	ananulo	rganisation:	
		employ		%
1-	4	40	500 - 999	1
	9	37	1 000 and more	
5-		11	Student	(
5- 10-	49			
		2	Other not gainfully	
10-	199	2	Other not gainfully employed	
10- 50-	199	2		

Position in the company/organisation

Private visitors' profile

%

Visitors (number of	entries) 18	32 503
Proportion of private	e visitors	86%
Germany (total)		100
of which	Mit days of	
Nielsen 1 Bremen	- <u>Nielsen 4</u> - Bavaria	
Hamburg	- Nielsen 5+6	26
Lower Saxony	- Berlin	20
Schleswig-Holstein	- Brandenburg	-
Nielsen 2	- Mecklenburg-	4
North Rhine-Westph.	- West Pommera	nia
Nielsen 3a	- Saxony-Anhalt	24
Hesse	- Nielsen 7	73
Rhineland-Palatinate	- Saxony	65
Saarland	- Thuringia	Ĩ
Nielsen 3b	-	
Baden-Württemb.	-	
more than 50 km up		54 3(
more than 50 km up more than 100 km up		% 54 30 15
more than 50 km up more than 100 km up over 300 km	to 300 km	54 30 15
more than 50 km up more than 100 km up over 300 km Frequency of visits t Previous event	to 300 km	54 30 15 1 9 51
more than 50 km up more than 100 km up over 300 km Frequency of visits t Previous event Earlier events	to 300 km	54 30 15 1 1 1 5 1 51 62
more than 50 km up more than 100 km up over 300 km Frequency of visits t Previous event	to 300 km	54 30 15
more than 50 km up more than 100 km up over 300 km Frequency of visits t Previous event Earlier events First visit	to 300 km	54 30 15 1 1 1 5 1 51 62
more than 50 km up more than 100 km up over 300 km Frequency of visits t Previous event Earlier events First visit Sex Male	to 300 km	54 3(1! 5 62 2! 9/ 44
more than 50 km up more than 100 km up over 300 km Frequency of visits t Previous event Earlier events First visit Sex	to 300 km	54 3(1! 51 62 2!
more than 50 km up more than 100 km up over 300 km Frequency of visits t Previous event Earlier events First visit Sex Male Female	to 300 km	54 3(1! 5 62 2! 9/ 44
more than 50 km up more than 100 km up over 300 km Frequency of visits t Previous event Earlier events First visit Sex Male Female Age up to 20 years	to 300 km o trade fair	54 30 1! 55 62 2! % 44 50
more than 50 km up more than 100 km up over 300 km Frequency of visits t Previous event Earlier events First visit Sex Male Female Age up to 20 years over 20 up to 30 year	to 300 km o trade fair	54 30 15 62 25 9% 44 50 9% 9% 9%
Earlier events First visit Sex Male Female Age up to 20 years over 20 up to 30 year over 30 up to 40 year	to 300 km o trade fair	5 3(1) 5 6 2) 6 2) 6 2) 6 2) 9 4 4 5 5 9 4 4 5 1 1 1
more than 50 km up more than 100 km up over 300 km Frequency of visits t Previous event Earlier events First visit Sex Male Female Age up to 20 years over 20 up to 30 year over 30 up to 40 year over 40 up to 50 year	to 300 km o trade fair	5 33 11 5 66 21 9 44 50 9 44 50 9 11 12 24
more than 50 km up more than 100 km up over 300 km Frequency of visits t Previous event Earlier events First visit Sex Male Female Age up to 20 years over 20 up to 30 year over 30 up to 40 year over 40 up to 50 year over 50 up to 60 year	to 300 km o trade fair	\$ 33 33 33 33 33 54 55 56 22 25 66 22 29 % 44 55 56 22 29 % 44 55 56 21 21 7 8 7 8 7 8 7 8 7 8 7 8 7 8 7 8 7 8 7
more than 50 km up more than 100 km up over 300 km Frequency of visits t Previous event Earlier events First visit Sex Male Female Age up to 20 years over 20 up to 30 year over 30 up to 40 year over 40 up to 50 year	to 300 km o trade fair	5 33 11 5 66 21 9 44 50 9 44 50 9 11 12 24

Position in the company/organisation Entrepreneur, co-owner, freelancer	% 6
Managing director, board member, head of an authority etc.	1
Area manager, works manager, plant manage	r,
branch manager, head of public office	2
Department head, group head, team leader Other salaried staff, civil servant,	7
skilled worker	44
Lecturer, teacher	2
Trainee	2 2
Other position	6
Student	10
Housewife/man	2
Old-age pensioner	15
Other not gainfully employed	3
Buying and ordering capacity Purchase or order made or intended at the exhibition	%
Ves	74
no	6
maybe	21
Follow-up business Intend to buy at later date	%
Ves	32
no	12
maybe	56
Conducted by: factx Gesellschaft für Mar und Sozialforschung, Köln	

Shined fidues, Sanang fidue
Architect/engineer's and planning office
Public office, Authority, public services,
foundation
Restorer
Restorer in Skilled trades
Training and further training
Specialist trade
Research and development
Industry
Other service
Other sectors
Student
Other not gainfully employed

Size of company/organisation:

Number of employees					
1- 4	4 37	500 - 999	2		
5- 9	9 11	1 000 and more	5		
10- 49	9 17	Student	16		
50-199	97	Other not gainfully			
200-499	9 4	employed	2		

Conducted by: Institut für Marktforschung GmbH, Leipzig

Leipziger Tierärztekongress ------> Leipzig

Trade visitors' profile

	10 837
Proportion of trade visitors	100%
Germany (total)	94
of which	
Nielsen 1 14 Nielsen 4	10
Bremen - Bavaria	10
Hamburg 1 Nielsen 5+	
Lower Saxony 10 Berlin	7
Schleswig-Holstein 3 Brandenbur	
Nielsen 2 9 Mecklenbur	
North Rhine-Westph. 9 West Pomn	
Nielsen 3a 8 Saxony-Anh	
Hesse 6 <u>Nielsen 7</u>	29
Rhineland-Palatinate 2 Saxony	24
Saarland - Thuringia	5
Nielsen 3b 4	
Baden-Württemb. 4	
Foreign (total) of which	6
EU	68
Other countries	32
Distance to home	%
up to 50 km	16
more than 50 km up to 100 km	7
	,
more than 100 km up to 300 km	31
more than 100 km up to 300 km	
more than 100 km up to 300 km over 300 km Frequency of visits to trade fair	31
more than 100 km up to 300 km over 300 km Frequency of visits to trade fair	31 45
more than 100 km up to 300 km over 300 km Frequency of visits to trade fair Previous event	31 45 %
more than 100 km up to 300 km over 300 km Frequency of visits to trade fair Previous event Earlier events	31 45 % 49
more than 100 km up to 300 km over 300 km Frequency of visits to trade fair Previous event Earlier events First visit	31 45 % 49 45
more than 100 km up to 300 km over 300 km Frequency of visits to trade fair Previous event Earlier events First visit Average length of stay Influence on purchasing/procureme	31 45 % 49 45 37 2,6 days
more than 100 km up to 300 km over 300 km Frequency of visits to trade fair Previous event Earlier events First visit Average length of stay Influence on purchasing/procureme decisions	31 45 % 49 45 37 2,6 days ent
more than 100 km up to 300 km over 300 km Frequency of visits to trade fair Previous event Earlier events First visit Average length of stay Influence on purchasing/procureme decisions Decisively	31 45 % 49 45 37 2,6 days ent % 27
more than 100 km up to 300 km over 300 km Frequency of visits to trade fair Previous event Earlier events First visit Average length of stay Influence on purchasing/procureme decisions Decisively Collectively	31 45 % 49 37 2,6 days 2,6 days 2,6 days 21
more than 100 km up to 300 km over 300 km Frequency of visits to trade fair Previous event Earlier events First visit Average length of stay Influence on purchasing/procureme decisions Decisively Collectively In an advisory capacity	31 45 % 49 45 37 2,6 days int % 27 21 21
more than 100 km up to 300 km over 300 km Frequency of visits to trade fair Previous event Earlier events First visit Average length of stay Influence on purchasing/procureme decisions Decisively Collectively In an advisory capacity No	31 45 % 45 37 2,6 days ent % 27 21 21 21
more than 100 km up to 300 km over 300 km Frequency of visits to trade fair Previous event Earlier events First visit Average length of stay Influence on purchasing/procureme decisions Decisively Collectively In an advisory capacity No Student Other not gainfully employed	31 45 % 49 45 37 2,6 days 2,6 days 2,6 days 27 21 21

Area of responsibility	%
Management	-
Research/development/design	
Manufacturing, production, quality control	
Buying/procurement	
Finance/accounting, controlling	
Information and communication technology	
Personnel administration, administration	
Sales	
Marketing, advertising, PR	- 7
Logistics: storage, material management,	
transport	
Maintenance/repairs	
Practice owner	41
Employee Vet	46
Civil servant Vet	6
Qualified veterinary employee	3
Other job	4
Position in the company/organisation	%
Entrepreneur, co-owner, freelancer	34
Managing director, board member,	
head of an authority etc.	3
Area manager, works manager, plant manage	r,
branch manager, head of public office	1.2
Department head, group head, team leader	4
Other salaried staff, civil servant,	
skilled worker	34
Lecturer, teacher	3
Trainee	1
Other position	3
Student	17
Other not gainfully employed	2
Economic sector	%
Small animal veterinary practice	26
Mixed practice	15
University/college	10
Equine veterinary practice	10
Public veterinary administrative service	7
	- 2

Livestock veterinary practice

Other not gainfully employed

Size of company/organisation: Number of employees 1- 4 32

14

5

Conducted by: FGM GmbH, Leipzig

3

Testing facility, Federal Agency/Institute, Animal Disease Fund, Animal Health Agency/

Other Institutions

Service Industrial company Student

5-9

50-199

200-499

10-49 22

4

17

2

%

2

3

17

2

500 - 999

Student

employed

1 000 and more

Other not gainfully

MIDORA (2013) -----> Leipzig

Trade visitors' profile

Visitors (number of	enu	ries)	1 93
Proportion of trade	visi	tors	92 %
Germany (total) of which			9
Nielsen 1	3	Nielsen 4	
Bremen	1	Bavaria	
Hamburg	1	Nielsen 5+6	3
Lower Saxony	2	Berlin	5
Schleswig-Holstein	ī	Brandenburg	
Nielsen 2	3	Mecklenburg-	
North Rhine-Westph.	3	West Pommera	nia
Nielsen 3a	2	Saxony-Anhalt	1
Hesse	2	Nielsen 7	5
Rhineland-Palatinate	1	Saxony	3
Saarland	-	Thuringia	1
Nielsen 3b	3	5	
Baden-Württemberg	3		
Foreign (total)			
Distance to home			
Distance to home up to 50 km			9 2
Distance to home up to 50 km more than 50 km up			9 2 2
Distance to home up to 50 km more than 50 km up more than 100 km up			9 2 2 4
Distance to home up to 50 km more than 50 km up			9 2 2 4
Distance to home up to 50 km more than 50 km up more than 100 km up over 300 km Frequency of visits	o to	300 km	9 2 2 4 1
Distance to home up to 50 km more than 50 km up more than 100 km up over 300 km Frequency of visits Previous event	o to	300 km	9 2 2 4 1 9 4
Distance to home up to 50 km more than 50 km up more than 100 km up over 300 km Frequency of visits Previous event Earlier events	o to	300 km	9 2 4 1 9 4 6
Distance to home up to 50 km more than 50 km up more than 100 km up over 300 km Frequency of visits Previous event	o to	300 km	9 2 4 1 9 4 6
Distance to home up to 50 km more than 50 km up more than 100 km up over 300 km Frequency of visits Previous event Earlier events	o to to e	300 km xhibition	9 2 2 4 1
Distance to home up to 50 km more than 50 km up more than 100 km up over 300 km Frequency of visits Previous event Earlier events First visit Average length of s Influence on purcha	to to to e	300 km xhibition 1,	9 2 4 1 9 4 6 2 2 2 day
Distance to home up to 50 km more than 50 km up more than 100 km up over 300 km Frequency of visits Previous event Earlier events First visit Average length of s Influence on purcha decisions	to to to e	300 km xhibition 1,	9 2 4 1 9 4 6 2 2 2 day
Distance to home up to 50 km more than 50 km up more than 100 km up over 300 km Frequency of visits Previous event Earlier events First visit Average length of s Influence on purcha decisions Decisively	to to to e	300 km xhibition 1,	9 2 4 1 9 4 6 2 2 2 day 5
Distance to home up to 50 km more than 50 km up more than 100 km up over 300 km Frequency of visits Previous event Earlier events First visit Average length of s Influence on purcha decisions Decisively Collectively	to e	300 km xhibition 1,	9 2 4 1 9 4 6 2 2 day
Distance to home up to 50 km more than 50 km up more than 100 km up over 300 km Frequency of visits Previous event Earlier events First visit Average length of s Influence on purcha decisions Decisively Collectively In an advisory capaci	to e	300 km xhibition 1,	9 2 2 4 4 1 1 9 4 6 2 2 2 day 9 5 2 2 1
Distance to home up to 50 km more than 50 km up more than 100 km up over 300 km Frequency of visits Previous event Earlier events First visit Average length of s Influence on purcha decisions Decisively Collectively In an advisory capaci No	to e	300 km xhibition 1,	9 2 4 1 9 4 6 2 2 2 day 9 5 5 2 1
Distance to home up to 50 km more than 50 km up more than 100 km up over 300 km Frequency of visits Previous event Earlier events First visit Average length of s Influence on purcha decisions Decisively Collectively In an advisory capaci	o to to e stay sing	300 km xhibition 1, /procurement	9 2 2 4 4 1 1 9 4 6 2 2 2 day 9 5 2 2 1

Area of responsibility	%
Management	39
Research/development/design	1
Manufacturing, production, quality control	9
Buying/procurement	14
Finance/accounting, controlling	1
Information and communication technology	1
Personnel administration, administration	1
Sales	25
Marketing, advertising, PR	1
Logistics: storage, material management,	
transport	-
Maintenance/repairs	2
Other area	6
Student	2
Other not gainfully employed	1
Position in the company/organisation	%
Entrepreneur, co-owner, freelancer	71
Managing director, board member,	
head of an authority etc.	5
Area manager, works manager, plant manager	r,
branch manager, head of public office	2
Department head, group head, team leader	2
Other salaried staff, civil servant,	
skilled worker	12
Lecturer, teacher	1
Trainee	3
Other position	2
Student Other not gainfully employed	1
Economic sector	%
Specialist retail trade in watches,	
jewellery etc.	53
Gold and silversmith, design sector	15
Other service	11
Chain, department store, mail order,	-
wholesale	6
Commercial agent	4
Industry	3
Boutique, piercing studio, hair salon,	~
cosmetic studio, drugstore	2
Other sectors	3
Student	2
Other not gainfully employed	1
Size of company/organisation:	
Number of employees	%
1- 4 69 500 - 999	1
5- 9 12 1 000 and more	4
10- 49 8 Student	2
50- 199 2 Other not gainfully	

1

Conducted by: FGM GmbH, Leipzig

200-499

employed

modell-hobby-spiel (2013)

Private visitors' profile

Visitors (number of entries) 108 493		
Proportion of private visitors 97%		
Germany (total)		98
of which Nielsen 1	3 Nielsen 4	2
Bremen	- Bavaria	2
Hamburg	- Nielsen 5	
Lower Saxony	2 Berlin	3
Schleswig-Holstein	- Brandenb	-
Nielsen 2	- Mecklenb	
North Rhine-Westph.	- West Pom	
Nielsen 3a	1 Saxony-A	
Hesse	1 Nielsen 7	68
Rhineland-Palatinate	- Saxony	56
Saarland	- Thuringia	12
Nielsen 3b	-	
Baden-Württemberg	-	
Foreign (total) of which		2
EU		60
Other cour	ntries	40
Distance to be a		%
Distance to home		
up to 50 km	to 100 km	39 26
more than 50 km up		20
more than 100 km ur over 300 km	5 to 300 km	29
Frequency of visits	to exhibition	%
Previous event		44
Earlier events		60
First visit		31
Sex		%
Male		56
Female		44
Size of household		%
1 person		13
2 persons		31
3 persons		24
4 persons		23
5 persons and more		9
Age		%
up to 20 year		23
over 20 up to 30 year	rs	25
over 30 up to 40 year		19
over 40 up to 50 year		17
over 50 up to 60 year		11
over 60 up to 70 yea	rs	4
over 70 years		2

Trade visitors' profile

Position in the company/organisation	%	Visitors (number of entries) 18	868
Entrepreneur, co-owner, freelancer Managing director, board member, head of an authority etc.	5 2	Proportion of trade visitors	93%
Area manager, works manager, plant manage branch manager, head of public office	, 2	Germany (total) of which	60
Department head, group head, team leader	7	Nielsen 1 14 Nielsen 4 Bremen 1 Bavaria	11 11
Other salaried staff, civil servant, skilled worker	37	Hamburg 1 Nielsen 5+6	18
Lecturer, teacher	2	Lower Saxony 10 Berlin	4
Trainee	6	Schleswig-Holstein 3 Brandenburg	5
Other position	8	Nielsen 2 13 Mecklenburg-	
Student	24	North Rhine-Westph. 13 West Pommerania	
Other not gainfully employed	7	Nielsen 3a 8 Saxony-Anhalt	4
Production of conduction control to	0/	Hesse 5 <u>Nielsen 7</u>	26
Buying and ordering capacity Purchase or order made or intended	%	Rhineland-Palatinate 3 Saxony Saarland - Thuringia	17 9
at the exhibition		Nielsen 3b 10	9
Ves	74	Baden-Württemberg 10	
no	6		
maybe	21	Foreign (total) of which	40
Follow-up business	%	EU	54
Intend to buy at later date		Other european countries	19
yes	33	Africa	4
no	15	North America	5 6
maybe	52	South and Central America Middle East	7
Conducted by: FGM GmbH, Leipzig		South-, East-, Central Asia	6
		Australia	1
		Distance to home	%
		up to 50 km more than 50 km up to 100 km	5 6
		more than 100 km up to 300 km	20
		over 300 km	69
		Countries with the highest visitor shares	%
		Czech Republic Austria	7 5
		Belgium	5
		France	5
		Switzerland	5
		Frequency of visits to trade fair	%
		Previous event Earlier events	44 41
		First visit	41
		Average length of stay 1,8 d	lays
		Influence on purchasing/procurement	
		decisions	%
		Decisively Collectively	23 33
		In an advisory capacity	23
		No	14
		Student	6
		Other net asinfully employed	1

Other not gainfully employed

Area of responsibility	%
Management	2
Research/development/design	3
Manufacturing, production, quality control Buying/procurement	3
Finance/accounting, controlling	
Information and communication technology	
Organisation, personnel, administration	
Sales	1
Marketing, advertising, PR	
Logistics: storage, material management,	
transport Maintenance/repairs	
Other area	1
Student	
Other not gainfully employed	
Position in the company/organisation Entrepreneur, co-owner, freelancer	9 1
Managing director, board member,	1
head of an authority etc.	
Area manager, works manager, plant manager	ier,
branch manager, head of public office	1
Department head, group head, team leader	r 1
Other salaried staff, civil servant,	
skilled worker	2
Lecturer, teacher Trainee	1
Other position	1
Student	
Other not gainfully employed	
Economic sector	9
Orthopaedic companies	5
Sanitary specialist trade	
University/academy/specialist school	
Orthopaedic shoe companies	
Rehabilitation systems companies	
Hospital Therapeutical practice	
Social services	
Medical technical specialised trade	
Practice	
Vocational school/technical college	
Association, society, self-help group	
Prophylaxis and rehabilitation facilities	
Other sectors Student	
Other not gainfully employed	
Size of company/organisation:	
Number of employees	9

1-	4	10	500 - 999
5-	9	13	1 000 and more
10-	49	32	Student
50- 1	99	19	Other not gainfully
200- 4	199	9	employed

GmbH, Leipzig

Rheinland-Pfalz-Ausstellung (2012) ------> Mainz

Private visitors' profile

Visitors (number of	entries)	70 549
Proportion of private	e visitors	94 %
Germany (total) of which		100
Nielsen 1	- Nielsen 4	
Bremen	- Bavaria	
Hamburg	- Nielsen 5+6	
Lower Saxony	- Berlin	
Schleswig-Holstein	- Brandenburg	
Nielsen 2	 Mecklenburg- 	
North Rhine-Westph.	- West Pommer	
	98 Saxony-Anhal	t -
	20 Nielsen 7	
Rhineland-Palatinate Saarland	78 Saxony	-
Nielsen 3b	- Thuringia 1	
Baden-Württemberg	1	
Distance to bound		%
Distance to home up to 50 km		86
more than 50 km up	to 100 km	12
more than 100 km up		2
over 300 km	10 500 km	
2011 2010 2009 Earlier events First visit		50 45 38 49 13
Sex		%
Male		41
Female		59
Size of household		%
1 person		9
2 persons		43
3 persons		22 19
4 persons 5 persons and more		7
Age		%
up to 20 years	c	6 14
over zo up to 50 year	5	14
over 30 up to 40 year		
over 20 up to 30 year over 30 up to 40 year over 40 up to 50 year	s s	25
over 40 up to 50 year	S	
over 30 up to 40 year over 40 up to 50 year over 50 up to 60 year over 60 up to 70 year	S S	25 25 13

Position in the company/organisation	%
Entrepreneur, co-owner, freelancer	8
Managing director, board member,	
head of an authority etc.	2
Area manager, works manager, plant manage	r,
branch manager, head of public office	4
Department head, group head, team leader	9
Other salaried staff, civil servant,	
skilled worker	37
Lecturer, teacher	3
Trainee	2
Other position	3 2 6 8
Student	8
Housewife/man	5
Old-age pensioner	15
Other not gainfully employed	2
Buying and ordering capacity	%
Purchase or order made or intended at the exhibition	
ves	73
no	5
maybe	22
maybe	~~
Follow-up business	%
Intend to buy at later date	
yes	31
no	15
maybe	55
Conducted by: Gelszus Messe-Markt-	
forschung GmbH, Dortmund	

analytica ----- München

Trade visitors' profile

visitors (number of entries) 35	384
Proportion of trade visitors 9	9 %
Germany (total) f which	65
lielsen 1 4 Nielsen 4	59
remen - Bavaria	59
lamburg 1 Nielsen 5+6	5
ower Saxony 2 Berlin	3
chleswig-Holstein 1 Brandenburg	1
lielsen 2 7 Mecklenburg-	
Iorth Rhine-Westph. 7 West Pommerania	
lielsen 3a 8 Saxony-Anhalt	1
lesse 4 <u>Nielsen 7</u>	4
thineland-Palatinate 3 Saxony	3
aarland - Thuringia	1
lielsen 3b 14	
aden-Württemb. 14	
oreign (total) f which	35
EU	56
Other european countries	18
Africa	3 12
South-, East-, Central Asia Other countries	11
other countries	
Distance to home	%
p to 50 km	22
nore than 50 km up to 100 km	7
nore than 100 km up to 300 km	19
ver 300 km	51
Countries with the highest visitor shares	%
lustria	14
witzerland	9
Inited Kingdom	6
requency of visits to trade fair	%
revious event	36
arlier events	36
	50
irst visit	21/6
Irst visit Iverage length of stay 1,5 d	ays
verage length of stay 1,5 d	ĺ
vverage length of stay 1,5 d nfluence on purchasing/procurement lecisions	%
werage length of stay 1,5 d nfluence on purchasing/procurement lecisions becisively	° 18
verage length of stay 1,5 d nfluence on purchasing/procurement lecisions becisively ollectively	% 18 33
werage length of stay 1,5 d nfluence on purchasing/procurement lecisions becisively iollectively an advisory capacity	% 18 33 25
werage length of stay 1,5 d nfluence on purchasing/procurement lecisions vecisively iollectively a an advisory capacity lo	% 18 33 25 11
werage length of stay 1,5 d nfluence on purchasing/procurement tecisions tecisively ollectively an advisory capacity	% 18 33 25

Area of responsibility % Management 9 Research/development/design 40 Manufacturing, production, quality control 13 Buying/procurement 2 Finance/accounting, controlling Information and communication technology 1 Personnel administration, administration 11 Sales Marketing, advertising, PR 2 Logistics: storage, material management, transport Maintenance/repairs 2 Other area 8 Product management Student 11 Other not gainfully employed 2 Position in the company/organisation % Entrepreneur, co-owner, freelancer 6 Managing director, board member, head of an authority etc. 8 Head of central department, division manager, authorised signatory 5 Departmental manager, group manager, team leader, head of laboratory 19 Head of the institute, tenured professor or similar Project manager with personal and budget responsibility 6 Other salaried staff, civil servant, 27 skilled worker Lecturer, teacher 11 Trainee 2 Other position 3 Student 11 Other not gainfully employed 2 Economic sector % User of instrumental analytics 28 Manufacturer of instrumental analytics 9 10 Dealer in instrumental analytics Service/consulting in connection with instrumental analytics 6 Industrial research and development 14 13 University Research & Development Other types of research and development 4 Authority/public services 5 Student 11 Other not gainfully employed 2 Size of company/organisation: Number of employees % 500 - 999 5 1- 4 6 5-9 1 000 and more 25 6 10- 49 20 Student 11 50-199 15 Other not gainfully 200-499 10 2 employed

Conducted by: TNS Infratest Wirtschaftsforschung, München

.

Trade visitors' profile

Proportion of t		
	rade visitors 9	8%
Germany (total)	69
of which	D. Mislaw 4	
Nielsen 1	3 <u>Nielsen 4</u>	57
Bremen	- Bavaria	57
Hamburg	1 Nielsen 5+6	4
Lower Saxony	2 Berlin	1
Schleswig-Holste	ein 1 Brandenburg	
Nielsen 2	5 Mecklenburg-	
North Rhine-We		
Nielsen 3a	8 Saxony-Anhalt	
Hesse	4 <u>Nielsen 7</u>	5
Rhineland-Palati		
Saarland	1 Thuringia	4
Nielsen 3b Baden-Württemk	19 Derg 19	
Foreign (total) of which		3'
EU		6
	r european countries	1
	countries	1
Distance to ho	me	9
up to 50 km		1
more than 50 ki	m up to 100 km	
more than 100	km up to 300 km	2
over 300 km		4
Countries with	the highest visitor shares	9
Austria		1
Italy		13
Czech Republic		
Frequency of v	isits to trade fair	%
Previous event		2
Earlier events		1
First visit		6
Average length	n of stay 1,3 d	lay
	urchasing/procurement	
Influence on pu		%
decisions		
decisions Decisively		
decisions Decisively Collectively		3
decisions Decisively Collectively In an advisory c	apacity	20 31 23
decisions Decisively Collectively In an advisory c No	apacity	3 2: 1:
decisions Decisively Collectively In an advisory c		3

Management	% 27
Management	20
Research/development/design	18
Manufacturing, production, quality control	
Buying/procurement	1
Finance/accounting, controlling	1
Information and communication technology	1
Organisation, personnel, administration	1
Sales	6
Marketing, advertising, PR	2
Logistics: storage, material management,	
transport	
Maintenance/repairs	5
Other area	3
Student	13
Other not gainfully employed	1
Position in the company/organisation	%
Entrepreneur, co-owner, freelancer	9
Managing director, board member,	
head of an authority etc.	8
Area manager, works manager, plant manage	r,
branch manager, head of public office	5
Department head, group head, team leader	21
Foreman, master craftsman	5
Other salaried staff, civil servant,	
skilled worker	28
Lecturer, teacher	5
Trainee	5
Other position	2
Student	13
Other not gainfully employed	1
Economic sector	%
Automobile manufacture, OEM and supplier	30
Construction industry	2
Chemical industry	2
Electrical engineering/electronics industry	15
Food and beverage idustry	2
Timber processing industry	1
Information-/Communication Industry	2
Plastics and rubber industry	3
Logistics	1
Aerospace industry	3
Acrospace muusuy	د 16
Motolworking inductor	
Metalworking industry	1
Paper and printing industry	
Paper and printing industry Pharmaceuticals, cosmetics, medical	~
Paper and printing industry Pharmaceuticals, cosmetics, medical technology	3
Paper and printing industry Pharmaceuticals, cosmetics, medical technology Packaging industry	2
Paper and printing industry Pharmaceuticals, cosmetics, medical technology Packaging industry Trade	2
Paper and printing industry Pharmaceuticals, cosmetics, medical technology Packaging industry Trade Research	2 1 5
Paper and printing industry Pharmaceuticals, cosmetics, medical technology Packaging industry Trade Research Other sectors	2 1 5 13
Paper and printing industry Pharmaceuticals, cosmetics, medical technology Packaging industry Trade Research	2 1 5

Size of company/organisation:

Number of		ees	%
1- 4	6	500 - 999	7
5-9	3	1 000 and more	29
10- 49	12	Student	13
50-199	16	Other not gainfully	
200-499	13	employed	1
Construction of	1	and the second state of the second	

Conducted by: TNS Infratest, München

electronica

Trade visitors' profile

Visitors (number of e	entr	ies)	73 189
Proportion of trade	visit	tors	98 %
Germany (total) of which			50
Nielsen 1	5	Nielsen 4	52
Bremen	1	Bavaria	52
Hamburg	2	Nielsen 5+6	5
Lower Saxony	2	Berlin	3
Schleswig-Holstein	1	Brandenburg	2
Nielsen 2	6	Mecklenburg-	_
North Rhine-Westph.	6	West Pommera	nia -
Nielsen 3a	5	Saxony-Anhalt	
Hesse	4	Nielsen 7	4
Rhineland-Palatinate	1	Saxony	3
Saarland	-	Thuringia	-
	23 23	-	
	25		
Foreign (total) of which			50
EU			66
Other europ		countries	17
North Ame			4
South-, Eas	t-, (entral Asia	8
Other count	tries		5
Distance to home			%
up to 50 km			12
more than 50 km up t	to 1	00 km	6
more than 100 km up			20
over 300 km			61
Countries with the h	iah	est visitor sha	res %
Italy			14
Austria			10
France			6
United Kingdom			6
Switzerland			6
Frequency of visits t	o tr	ade fair	%
Previous event			32
Earlier events			34
First visit			53
Average length of st	tay	1,	6 days
Influence on purchas	sing	/procurement	
decisions Decisively			%
Decisively			20
Collectively			32
In an advisory capacit	у		24
No Student			9 14
Other not gainfully em	nla	vod	14



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Private visitors' profile

Area of responsibility	%	Visitors (number of entries)
Management Research/development/design	44	Proportion of private visitors
Manufacturing, production, quality control Buying/procurement Finance/accounting, controlling Information and communication technology Personnel administration, administration Sales Marketing, advertising, PR Logistics: storage, material management, transport Maintenance/repairs Other area Consulting Student Other not gainfully employed	8 7 - 2 - 7 3 1 1 2 2 14 1	Germany (total) of which Nielsen 1 Nielsen 4 Bremen Bavaria Hamburg Nielsen 5+6 Lower Saxony Berlin Schleswig-Holstein Brandenburg Nielsen 2 Mecklenburg North Rhine-Westph. West Pomm Nielsen 3a Saxony-Anha Hesse Nielsen 7 Saraland Thuringia
Position in the company/organisation Entrepreneur, co-owner, freelancer	% 11	Nielsen 3b 1 Baden-Württemb. 1
Managing director, board member, head of an authority etc. Area manager, works manager, plant manage branch manager, head of public office Department head, group head, team leader Project manager with personal and budget responsibility	7	Foreign (total) of which EU Other countries Country with the highest visitor sha Austria
Other salaried staff, civil servant, skilled worker	30	Distance to home
Lecturer, teacher Trainee Other position Student	3 5 1 14	up to 50 km more than 50 km up to 100 km more than 100 km up to 300 km over 300 km
Other not gainfully employed Economic sector Application, use of electronic components, assembly group sub-systems Manufacture of electronic components	1 % 19	Frequency of visits to trade fair Previous event Earlier events First visit
Manufacture of electronic components Manufacture of electronic assembly groups, sub-systems Trade in electronic components, assembly	13 21	Sex Male Female
groups, sub-systems Service Research and development Teaching and training Other sectors Student Other not gainfully employed	8 9 12 2 - 14 1	Size of household 1 person 2 persons 3 persons 4 persons 5 persons and more
Size of company/organisation: Number of employees 1-912 500-999 10-4915 1000 and more 50-19917 Student 200-499 10 Other not gainfully employed	% 9 22 14 1	Age up to 20 years over 20 up to 30 years over 30 up to 40 years over 40 up to 50 years over 50 up to 60 years over 60 up to 70 years over 70 years

iies)	115 007	
isitors	87 %	Entrepreneur, c Managing direc head of an aut
	98	Area manager,
Nielcon 4	97	branch manage
Nielsen 4	97	Department he
Bavaria	97	Other salaried
Nielsen 5+6		skilled worker
Berlin	-	Lecturer, teach
Brandenburg	-	Trainee
Mecklenburg-		Other position
West Pommer	rania -	Student
Saxony-Anhal		Housewife/man
Nielsen 7	1	Old-age pensio
Saxony		Other not gain
Thuringia		
		Buying and or Purchase or ore at the exhibitio
	2	yes
	05	no
_	95	maybe
S	5	e . II
an atatna atau		Follow-up bus
st visitor shar		Intend to buy a
	83	yes
	0/	no
	%	maybe
	64	Conducted by:
100 km	23	forschung, Mü
300 km	12	
	2	
rade fair	%	
	42	
	55	
	35	
	%	
	48	
	52	
	%	
	22	
	45	
	13	
	14	
	6	
	%	
	7	
	21	
	15	
	21	
	19	

1

4

113 687

Managing director, board member, head of an authority etc. 1 Area manager, works manager, plant manager, branch manager, head of public office 2 Department head, group head, team leader 11 Other salaried staff, civil servant, skilled worker 36
branch mañager, head of public office 2 Department head, group head, team leader 11 Other salaried staff, civil servant, skilled worker 36
Department head, group head, team leader 11 Other salaried staff, civil servant, skilled worker 36
Other salaried staff, civil servant, skilled worker 36
skilled worker 36
Lecturer, teacher 4
Trainee 3
Other position 5
Student 10
Housewife/man 3
Old-age pensioner 15
Other not gainfully employed 1
Buying and ordering capacity % Purchase or order made or intended at the exhibition
yes 32
no 32
maybe 37
Follow-up business %
Intend to buy at later date
ves 30
no 14
maybe 57
Conducted by: TNS Infratest Wirtschafts- forschung, München

IFAT -----> München

Trade visitors' profile

Visitors (number of e	entries) 135 2	200
Proportion of trade v	visitors 9	8%
Germany (total)		5
of which	C. Mislaw A	
Nielsen 1	6 <u>Nielsen 4</u>	42
Bremen	1 Bavaria	42
Hamburg	1 Nielsen 5+6	
Lower Saxony	4 Berlin	
Schleswig-Holstein	1 Brandenburg	
	10 Mecklenburg-	
North Rhine-Westph. 1		
	17 Saxony-Anhalt	1
Hesse	9 <u>Nielsen 7</u>	
Rhineland-Palatinate	6 Saxony	
Saarland	2 Thuringia	
	15	
Baden-Württemb. 1	15	
Foreign (total)		4
of which EU		6
Other europ	bean countries	1
Africa		
North Amer	rica	
	Central America	
Middle East		
	t-, Central Asia	
Distance to home		%
up to 50 km		
more than 50 km up t	:o 100 km	
more than 100 km up	to 300 km	2
over 300 km		6
Countries with the h	ighest visitor shares	9
Austria		1
Italy		
Switzerland		
Denmark		4
Czech Republic		
Frequency of visits to	o trade fair	9
Previous event		3
Earlier events		3
First visit		5
Average length of st	ay 1,9 da	ay
Influence on purchas	ing/procurement	
decisions		%
Decisively		2
Collectively		2

Collectively

No

Student

In an advisory capacity

Area of responsibility	%
Management Research/development/design	15
Manufacturing, production, quality co	
Buying/procurement	4
Finance/accounting, controlling	1
Information and communication tech	
Organisation, personnel, administrati	
Sales Marketing, advertising, PR	8
Logistics: storage, material managen	
transport	1
Maintenance/repairs	6
Other area	5
Application/process engineering	7
Environmental protection Student	15 14
Student	14
Position in the company/organisat	
Entrepreneur, co-owner, freelancer	11
Managing director, board member, head of an authority etc.	ç
Area manager, works manager, plant	
branch manager, head of public offic	te 10
Department head, group head, team	leader 17
Foreman, master craftsman	6
Other salaried staff, civil servant,	25
skilled worker Lecturer, teacher	25
Trainee	2
Other position	2
Student	14
Economic sector	%
Industry, manufacturing sector	21
Municipal supplying and disposal cor Private supplying and disposal comp	mpanies 28 anies
and operators	g
Engineer's consultant's office	12
Other service	5
Trade	4
Authority/public services Universities and polytechnics, science	, 3
and research	:
Association	- 1
Other sectors	
Student	14
Size of company/organisation:	
Number of employees	%
1- 4 11 200 -	
F 0 10 F00	000

Numl	ber of	employees		%
1-	4	11	200 - 499	9
5-	9	10	500 - 999	
10-	49	22	1 000 and more	12
50-	199	15	Student	14

forschung, München

30 24 10

14

6

Trade visitors' profile

Germany (total) Nielsen 1 9 Nielsen 4 Nielsen 1 9 Nielsen 4 3 Jaremen - Bavaria - Hamburg 2 Nielsen 5+6 - Jower Saxony 4 Berlin - Schleswig-Holstein 3 Brandenburg - Jielsen 2 11 Mecklenburg- - Vorth Rhine-Westph. 11 West Pommerania - Vielsen 3a 9 Saxony-Anhalt - Jesse 4 Nielsen 7 - Anineland-Palatinate 5 Saxony - Saaden-Württemberg 25 - - Soaden-Württemberg 25 - - Foreign (total) - EU - - Other countries - - - - Distance to home - - - - - 107 the 50 km 50 km - - - -	2 2 - 32 81 12 7
of which Vielsen 1 9 Nielsen 4 Bremen - Bavaria Hamburg 2 Nielsen 5+6 Sover Saxony 4 Berlin Sichleswig-Holstein 3 Brandenburg Vielsen 2 11 Mecklenburg- Vorth Rhine-Westph. 11 West Pommerania Vielsen 3a 9 Saxony-Anhalt Hesse 4 Nielsen 7 Saarland 1 Thuringia Saden-Württemberg 25 Foreign (total) of which EU Other European countries Other countries Distance to home up to 50 km more than 50 km up to 100 km	39 39 4 2 1 - - 2 2 2 - - 32 81 12 7
of which Vielsen 1 9 Nielsen 4 Bremen - Bavaria Hamburg 2 Nielsen 5+6 Sover Saxony 4 Berlin Sichleswig-Holstein 3 Brandenburg Vielsen 2 11 Mecklenburg- Vorth Rhine-Westph. 11 West Pommerania Vielsen 3a 9 Saxony-Anhalt Hesse 4 Nielsen 7 Saarland 1 Thuringia Saden-Württemberg 25 Foreign (total) of which EU Other European countries Other countries Distance to home up to 50 km more than 50 km up to 100 km	39 39 4 2 1 - - 2 2 2 - - 32 81 12 7
Nielsen 1 9 Nielsen 4 Bremen - Bavaria Jamburg 2 Nielsen 5+6 Jower Saxony 4 Berlin Jower Saxony 11 Mecklenburg- Jorth Rhine-Westph. 11 Wecklenburg- Vorth Rhine-Westph. 11 Wecklenburg- Vorth Rhine-Westph. 11 West Pommerania Vielsen 3a 9 Saxony-Anhalt Hesse 4 Nielsen 7 Athineland-Palatinate 5 Saxony Saaden-Württemberg 25 Saden-Württemberg Soden-Württemberg 25 Soversen Other European countries Other countries Distance to home up to 50 km Nore than 50 km up to 100 km	39 4 2 1 - 2 2 2 - 32 32 81 12 7
Baremen - Bavaria Hamburg 2 Nielsen 5+6 ower Saxony 4 Berlin owers Saxony 3 Brandenburg Vielsen 2 11 Mecklenburg- Vorth Rhine-Westph. 11 West Pommerania Vielsen 3a 9 Saxony-Anhalt tesse 4 Nielsen 7 Khineland-Palatinate 5 Saxony Saarland 1 Thuringia Vielsen 3b 25 25 Foreign (total) 5 5 of which EU Other European countries Distance to home up to 50 km 100 km	39 4 2 1 - 2 2 2 - 32 32 81 12 7
Hamburg 2 Nielsen 5+6 ower Saxony 4 Berlin Schleswig-Holstein 3 Brandenburg North Rhine-Westph. 11 Mecklenburg- North Rhine-Westph. 11 West Pommerania Nielsen 3a 9 Saxony-Anhalt Hesse 4 <u>Nielsen 7</u> Saxony 25 Saden-Württemberg 25 Foreign (total) of which EU Other European countries Other countries	4 2 1 - 2 2 2 - - 32 32 81 12 7
ower Saxony 4 Berlin ichleswig-Holstein 3 Brandenburg vielsen 2 11 Mecklenburg- vorth Rhine-Westph. 11 West Pommerania vielsen 3a 9 Saxony-Anhalt Hesse 4 Nielsen 7 Nineland-Palatinate 5 Saxony jaarland 1 Thuringia vielsen 3b 25 Saxony Saden-Württemberg 25 Satony Foreign (total) other European countries Other European countries Other European sountries Distance to home 100 km	2 1 - 2 2 2 2 - - - - - 2 2 2 - - - - -
Schleswig-Holstein 3 Brandenburg Vielsen 2 11 Mecklenburg- Vorth Rhine-Westph. 11 West Pommerania Vielsen 3a 9 Saxony-Anhalt Hesse 4 <u>Nielsen 7</u> Nhineland-Palatinate 5 Saxony Saarland 1 Thuringia Vielsen 3b 25 Baden-Württemberg 25 Foreign (total) of which EU Other European countries Other countries Distance to home up to 50 km more than 50 km up to 100 km	1 - 2 2 - - - 32 32 81 12 7
Vielsen Ž 11 Mecklenburg- Worth Rhine-Westph. 11 West Pommerania Vielsen 3a 9 Saxony-Anhalt Jesse 4 Nielsen 7 Khineland-Palatinate 5 Saxony Saarland 1 Thuringia Vielsen 3b 25 Saden-Württemberg 25 Foreign (total) 5 of which EU Other European countries Other countries Distance to home up to 50 km more than 50 km up to 100 km	a - 2 2 2 - - - - - - - - - - - - - - - -
North Rhine-Westph. 11 West Pommerania Vielsen 3a 9 Saxony-Anhalt Hesse 4 Nielsen 7 Nineland-Palatinate 5 Saxony saarland 1 Thuringia Vielsen 3b 25 Saden-Württemberg 25 Foreign (total) of which EU Other European countries Other countries Distance to home up to 50 km more than 50 km up to 100 km	2 2 - 32 81 12 7
Vielsen 3a 9 Saxony-Anhalt Hesse 4 <u>Nielsen 7</u> Shineland-Palatinate 5 Saxony saarland 1 Thuringia Vielsen 3b 25 Baden-Württemberg 25 Foreign (total) 25 of which EU Other European countries Other countries Distance to home up to 50 km more than 50 km up to 100 km	2 2 - 32 81 12 7
Hesse 4 <u>Nielsen 7</u> Shineland-Palatinate 5 Saxony Saarland 1 Thuringia <u>Vielsen 3b</u> 25 Baden-Württemberg 25 Foreign (total) of which EU Other European countries Other countries Distance to home up to 50 km more than 50 km up to 100 km	2 - 32 81 12 7
Rhineland-Palatinate 5 Saxony saarland 1 Thuringia Vielsen 3b 25 Saden-Württemberg 25 Foreign (total) of which EU Other European countries Other countries Distance to home up to 50 km more than 50 km up to 100 km	2 - 32 81 12 7
Saarland 1 Thuringia Vielsen 3b 25 Saden-Württemberg 25 Foreign (total) of which EU Other European countries Other countries Distance to home up to 50 km nore than 50 km up to 100 km	32 81 12 7
Vielsen 3b 25 Baden-Württemberg 25 Foreign (total) of which EU Other European countries Other countries Distance to home up to 50 km more than 50 km up to 100 km	81 12 7
Baden-Württemberg 25 Foreign (total) of which EU Other European countries Other countries Distance to home up to 50 km more than 50 km up to 100 km	81 12 7
Foreign (total) f which EU Other European countries Other countries Distance to home up to 50 km more than 50 km up to 100 km	81 12 7
of which EU Other European countries Other countries Distance to home up to 50 km more than 50 km up to 100 km	81 12 7
of which EU Other European countries Other countries Distance to home up to 50 km more than 50 km up to 100 km	81 12 7
EU Other European countries Other countries Distance to home up to 50 km more than 50 km up to 100 km	12 7
Other European countries Other countries Distance to home up to 50 km nore than 50 km up to 100 km	12 7
Other countries Distance to home up to 50 km nore than 50 km up to 100 km	7
Distance to home up to 50 km more than 50 km up to 100 km	-
up to 50 km nore than 50 km up to 100 km	
up to 50 km nore than 50 km up to 100 km	%
nore than 50 km up to 100 km	13
	6
nore than 100 km up to 300 km	23
over 300 km	57
Countries with the highest visitor shares	%
Austria	25
Vetherlands	7
taly	7
Switzerland	7
Jnited Kingdom	6
Frequency of visits to exhibition	%
2012	55
2011	52
arlier events	49
First visit	24
Average length of stay 1,7 d	

Area of responsibility	%
Management	35
Research/development/design	1
Manufacturing, production, quality control	6 6
Buying/procurement Finance/accounting, controlling	2
Information and communication technology	-
Personnel administration, administration	-
Sales	15
Marketing, advertising, PR	4
Logistics: storage, material management,	
transport Maintenance/repairs	1
Other area	7
Product development/design	14
Student	6
Other not gainfully employed	1
Position in the company/organisation	%
Entrepreneur, co-owner, freelancer	53
Managing director, board member,	_
head of an authority etc.	5
Area manager, works manager, plant manage	r, 3
branch manager, head of public office Department head, group head, team leader	5
Foreman, master craftsman	3
Other salaried staff, civil servant,	
skilled worker	13
Lecturer, teacher	1
Trainee	7
Other position Student	2 6
Other not gainfully employed	1
Economic sector	%
Classical retail trade in fashion jewellery,	
watches and jewellery	28
Trend shop with lifestyle jewellery and watche	
Other retail Department store	7
Wholesale and foreign trade in fashion	4
jewellery, watches and gemstones	5
Other wholesale trade	2
Commercial agent	1
Mail order business, TV/Internet-shopping	1
Gold/silversmith without retail outlet	15
Watchmaker without retail outlet	1 5
Producer Supplying company belonging to the sector	с 1
Designer	7
Gallery	2
Polytechnics	2
Other sectors	6
Student	6
Other not gainfully employed	1
Size of company/organisation:	•
Number of employees	%
1- 4 53 500 - 999 5- 9 18 1 000 and more	2 3
10- 49 11 Student	6
EQ 100 4 Other net gainfully	<u> </u>

10- 49		Student
50-199	4	Other not gainfully
200- 499	3	employed
Conducted	by: Gels	zus Messe-Markt-

conducted by: Gelszus Messe-Marktforschung GmbH, Dortmund

INTERFORST -----> München

Trade visitors' profile

Proportion of trade	visitors	78 %
Germany (total)		8
of which	2 Nielsen 4	-
Nielsen 1	3 <u>Nielsen 4</u> - Bavaria	5
Bremen		5
Hamburg	- Nielsen 5+6	
Lower Saxony	2 Berlin	
Schleswig-Holstein Nielsen 2	 Brandenburg Mecklenburg- 	
North Rhine-Westph.		ania
Nielsen 3a	9 Saxony-Anhalt	ania
Hesse	4 <u>Nielsen 7</u>	
Rhineland-Palatinate	4 Saxony	
Saarland	1 Thuringia	
Nielsen 3b	22	
Baden-Württemb.	22	
Foreign (total)		1
of which		-
EU		7
	opean countries	1
Other cou	ntries	
Distance to home		9
up to 50 km		1
more than 50 km up		1
more than 100 km u	p to 300 km	3
over 300 km		4
Countries with the	highest visitor sha	
Austria		3
Switzerland		1
Italy		
Frequency of visits Previous event	to trade fair	9 4
Earlier events		4
First visit		3 4
Average length of	stay 1	,3 day
Influence on purcha	asing/procurement	
decisions		9
Decisively		3
Collectively		2
	ity	1
In an advisory capac		1
In an advisory capac No		
In an advisory capac		

Area of responsibility Management	3
Research/development/design Manufacturing, production, quality control	2
Buying/procurement	
Finance/accounting, controlling	
Information and communication technology Personnel administration, administration	
Sales	
Marketing, advertising, PR	
Logistics: storage, material management,	
transport	
Maintenance/repairs	
Other area Student	1
Other not gainfully employed	
Position in the company/organisation	
Entrepreneur, co-owner, freelancer	2
Managing director, board member, head of an authority etc.	
Area manager, works manager, plant manage	r
branch manager, head of public office	,
Department head, group head, team leader	
Other management positions with	
personnel/budget responsibility	
Foreman, master craftsman Other salaried staff, civil servant,	
skilled worker	2
Lecturer, teacher	1
Trainee	
Other position	
Student	
Other not gainfully employed	
Economic sector State forest	1
Other public forest	1
Private forest	
(Farmer and other private forest)	2
Forestry sub-contractor	1
Nursery/landscape gardening	
Forestry college/specialist school	
Forestry machine manufacturer Sawmill industry	
Other sectors	
Wood power (Operator, manufacturers,	
processing, dealers)	
Timber trade	
Wood transport	
Other service	
Other sectors Student	1
Other not gainfully employed	

Size of company/organisation:

JIZE UI CO	mpany/or	yamsation.	
Number of	of employe	ees	%
1- 4	40	500 - 999	3
5-9	11	1 000 and more	8
10- 49	17	Student	8
50-199	8	Other not gainfully	
200-499	3	employed	2
Conducte	d by: TNS	Infratest Wirtschafts-	

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INTERNATIONALE

Trade visitors' profile

- 5

%

%

Visitors (number of	entries)	128 918
Proportion of trade	visitors	31%
Germany (total) of which		95
Nielsen 1	1 Nielsen 4	95
Bremen	- Bavaria	95
Hamburg	- Nielsen 5-	<u>+6</u> -
Lower Saxony	1 Berlin	
Schleswig-Holstein	- Brandenbu	ırg -
Nielsen 2	 Mecklenbu 	ırg-
North Rhine-Westph.	 West Pom 	
Nielsen 3a	1 Saxony-An	
Hesse	- Nielsen 7	1
Rhineland-Palatinate	1 Saxony	
Saarland	 Thuringia 	
Nielsen 3b	2	
Baden-Württemb.	2	
Foreign (total) of which		5
EU		79
Other cour	ntries	21
Distance to home		%
up to 50 km		46
more than 50 km up	to 100 km	24
more than 100 km u		22
over 300 km		8
Country with the hi	ghest visitor s	hare %
Austria		39
Frequency of visits	to trade fair	%
Previous event		31
Earlier events		41
First visit		40
Average length of s	stay	1,1 days
Influence on purcha	sing/procurem	ent
decisions		%
Decisively		20
Collectively		19
the second schedule second schedule	ty	15
No		22
In an advisory capaci No Student Other not gainfully en		22 19 5

HANDWERKSMESSE ------ München

%

43 7

2

2

3 19

5

Position in the company/organisation Entrepreneur, co-owner, freelancer % 21 Anaging director, board member, head of an authority etc. 2 Area manager, works manager, plant manager, branch manager, head of public office 2 Department head, group head, team leader 4 Foreman, master craftsman 12 Other salaried staff, civil servant, skilled worker 14 Lecturer, teacher 2 Trainee 15 Other position 4 Student 19 Other not gainfully employed 5

Economic sector
Skilled trades
Industry
Producer/manufacturer
Retail and wholesale trade
Horticulture and landscape gardening
Architect/interior designer
Florists
Service sector
Public authority
Polytechnic, college
Health service
Financial services
Other sectors
Student
Other not gainfully employed

Size of company/organisation:

Number of		/ees	%
1- 4	22	500 - 999	4
5-9	13	1 000 and more	8
10- 49	17	Student	19
50-199	8	Other not gainfully	
200-499	5	employed	5

Visitors (number of	entries) 12	8 918
Proportion of privat	e visitors	69 %
Germany (total) of which		99
Nielsen 1	- Nielsen 4	98
Bremen	- Bavaria	98
Hamburg	- Nielsen 5+6	
Lower Saxony Schleswig-Holstein	 Berlin Brandenburg 	
Nielsen 2	- Mecklenburg-	
North Rhine-Westph.	- West Pommeran	ia
Nielsen 3a	- Saxony-Anhalt	
Hesse	- Nielsen 7	
Rhineland-Palatinate	- Saxony	
Saarland	- Thuringia	
Nielsen 3b	1	
Baden-Württemb.	1	
Foreign (total) of which		1
EU		67
Other cour	itries	33
Country with the hi Austria	ghest visitor share	% 56
Distance to home		%
up to 50 km		62
more than 50 km up	to 100 km	2
more than 100 km up		14
over 300 km		2
Frequency of visits	to trade fair	%
Previous event		39
Earlier events		5
First visit		25
Sex		%
Male		39
Female		6
Size of household		%
1 person		1!
2 persons		50
3 persons		13
4 persons 5 persons and more		1!
Age		%
up to 20 years		1
over 20 up to 30 year over 30 up to 40 year		12
over boup to 40 year	5	1
over 40 up to 50 vea		
over 40 up to 50 year		2
over 40 up to 50 year over 50 up to 60 year over 60 up to 70 year	rs	

Private visitors' profile

Position in the company/organisation	%
Entrepreneur, co-owner, freelancer	6
Managing director, board member,	
head of an authority etc.	1
Area manager, works manager, plant manag	
branch manager, head of public office	2
Department head, group head, team leader	7
Foreman, master craftsman	3
Other salaried staff, civil servant,	
skilled worker	28
Lecturer, teacher	2
Trainee	2 5 7
Other position	5
Student	7
Housewife/man	28
Old-age pensioner	
Other not gainfully employed	2
Buying and ordering capacity Purchase or order made or intended at the exhibition	%
yes	61
no	13
maybe	27
Follow-up business Intend to buy at later date	%
ves	24
no	25
maybe	51
Conducted by: Gelszus Messe-Markt- forschung GmbH, Dortmund	

BIOFACH	+ VIVANESS	
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Trade visitors' profile

Visitors (number of entries)	42 445
Proportion of trade visitors	94 %
Germany (total)	57
of which Nielsen 1 8 Nielsen 4	49
Bremen - Bavaria	49
Hamburg 2 <u>Nielsen 5+6</u>	49
Lower Saxony 4 Berlin	2
Schleswig-Holstein 1 Brandenburg	1
Nielsen 2 6 Mecklenburg-	
North Rhine-Westph. 6 West Pomme	
Nielsen 3a 10 Saxony-Anhal	t 1
Hesse 7 Nielsen 7	6
Rhineland-Palatinate 3 Saxony	5
Saarland - Thuringia	2
Nielsen 3b 17	
Baden-Württemb. 17	
Foreign (total) of which	43
EU	74
Other european countries	10
North America	3
South and Central America	3
South-, East-, Central Asia	7
Other countries	4
Distance to home	%
up to 50 km	11
more than 50 km up to 100 km	7
more than 100 km up to 300 km	26
over 300 km	56
Countries with the highest visitor sh	
Austria	9
Italy	9
France	8
Spain	7
Netherlands	6
Frequency of visits to trade fair	%
Previous event	31
Earlier events	43
First visit	44
Average length of stay	1,6 days
Influence on purchasing/procurement	
decisions	%
	38
Decisively	
Collectively	
Collectively In an advisory capacity	14
Collectively In an advisory capacity No	14 10
Collectively In an advisory capacity	25 14 10 11 2

Area of responsibility	%
Management	27
Research/development/design	27
Manufacturing, production, quality control	9
	10
Buying/procurement	
Finance/accounting, controlling	2
Information and communication technology	1
Personnel administration, administration	1
Sales	17
Marketing, advertising, PR	5
Logistics: storage, material management,	
transport	2
Maintenance/repairs	1
Other area	8
Student	11
Other not gainfully employed	2
Position in the company/organisation	%
Entrepreneur, co-owner, freelancer	37
Managing director, board member,	
head of an authority etc.	7
Area manager, works manager, plant manage	
branch manager, head of public office	ʻ′ 9
Department head, group head, team leader	10
Other salaried staff, civil servant,	10
skilled worker	16
Lecturer, teacher	3
Trainee	3
	4
Other position	11
Student	
Other not gainfully employed	2
Economic sector	%
Retail trade	24
Wholesale, import, export	20
Manufacturers	16
Agriculture and fisheries	7
Service	16
Other sectors	5
Student	11
Other not gainfully employed	2
Size of company/organisation:	
Number of employees	%
1- 4 29 500 - 999	3
5- 9 15 1 000 and more	6
10 10 10 Ctudent	11

Number of	emplo	yees	%
1- 4	29	500 - 999	3
5-9	15	1 000 and more	6
10- 49	19	Student	11
50-199	12	Other not gainfully	
200- 499	5	employed	2
Conducted	hy: Ge	Iszus Mosso-Markt-	

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

BrauBeviale ----- Nürnberg

Trade visitors' profile

	4%
	-
iermany (total) f which	65
lielsen 1 7 Nielsen 4	51
remen - Bavaria	51
incisen s vo	5
chleswig-Holstein 1 Brandenburg	1
lielsen 2 5 Mecklenburg- Iorth Rhine-Westph. 5 West Pommerania	1
lielsen 3a 13 Saxony-Anhalt lesse 6 Nielsen 7	1
	4
	2
aarland - Thuringia	2
lielsen 3b 14	
aden-Württemb. 14	
anaine (tatal)	20
oreign (total) f which	36
EU	62
	22
Other european countries	4
South and Central America	
South-, East-, Central Asia Other countries	4
Other countries	0
Distance to home	%
p to 50 km	70
nore than 50 km up to 100 km	10
hore than 100 km up to 300 km	34
ver 300 km	49
	49
ountries with the highest visitor shares	%
zech Republic	10
witzerland	9
aly	7
ustria	6
letherlands	5
requency of visits to trade fair	%
revious event	37
arlier events	43
irst visit	46
verage length of stay 1,5 d	ays
werage length of stay 1,5 u	
nfluence on purchasing/procurement	%
nfluence on purchasing/procurement lecisions	% 29
nfluence on purchasing/procurement lecisions lecisively	29
nfluence on purchasing/procurement ecisions lecisively ollectively	29 31
nfluence on purchasing/procurement ecisions ecisively ollectively n an advisory capacity	29 31 17
nfluence on purchasing/procurement ecisions lecisively ollectively	29 31

00	Area of responsibility	%
	Management	21
%	Research/development/design	8
	Manufacturing, production, quality control	26
65	Buying/procurement	4
51	Finance/accounting, controlling Information and communication technology	2
51	Personnel administration, administration	1
5	Sales	12
1	Marketing, advertising, PR	2
1	Logistics: storage, material management,	
	transport	2
1	Maintenance/repairs	6
1	Other area	4
6	Student	10
4	Other not gainfully employed	2
2	Desition in the company/organization	%
	Position in the company/organisation Entrepreneur, co-owner, freelancer	25
	Managing director, board member,	25
36	head of an authority etc.	6
	Area manager, works manager, plant manage	
62	branch manager, head of public office	13
22	Department head, group head, team leader	18
4	Other salaried staff, civil servant,	
4	skilled worker	17
8	Lecturer, teacher	1
0/	Trainee	5
%	Other position	4 10
7 10	Student Other not gainfully employed	2
34		2
49	Economic sector	%
	Industry	57
%	Trade	9
10	Service	14
9	Agriculture	4
7	Other sectors	5
6	Student	10
5	Other not gainfully employed	2
%	Size of company/organisation:	
37	Number of employees	%
43	1- 4 18 500 - 999	5
46	5- 9 8 1 000 and more	13
	10- 49 19 Student	10
ys	50- 199 18 Other not gainfully	~
_	200- 499 8 employed	2
%	Conducted by: Gelszus Messe-Markt-	
29	forschung GmbH, Dortmund	

Chillventa -----> Nürnberg

Trade visitors' profile

		585
Proportion of trade visi	tors 9	9%
Germany (total) of which		53
Nielsen 1 7	Nielsen 4	33
Bremen 1	Bavaria	33
Hamburg 1	Nielsen 5+6	7
Lower Saxony 4	Berlin	2
Schleswig-Holstein 1	Brandenburg	2
Nielsen 2 11	Mecklenburg-	
North Rhine-Westph. 11 Nielsen 3a 14	West Pommerania	
Nielsen 3a 14 Hesse 9	Saxony-Anhalt Nielsen 7	2
Rhineland-Palatinate 5	Saxony	5
Saarland 1	Thuringia	5
Nielsen 3b 22	manngia	-
Baden-Württemb. 22		
Foreign (total)		47
EU		62
Other europear	n countries	14
South and Cen	tral America	5
Middle East		4
South-, East-, (Central Asia	9
Other countries	5	6
Distance to home		%
up to 50 km	00.1	5
more than 50 km up to 1 more than 100 km up to		- 4
over 300 km	300 KM	29 63
Countries with the high taly	est visitor shares	%
Austria		é
Netherlands		6
Czech Republic		5
Switzerland		5
Frequency of visits to t	rade fair	%
Previous event		35
Earlier events		34
		42
First visit		

Influence on purchasing/procurement	
decisions	%
Decisively	34
Collectively	29
In an advisory capacity	21
No	12
Student	3
Other not gainfully employed	2

Management	19
Research/development/design	16
Manufacturing, production, quality control	10
Buying/procurement	5
Finance/accounting, controlling	1
Information and communication technology	
Personnel administration, administration	1
Sales	15
Marketing, advertising, PR	1
Logistics: storage, material management,	
transport	1
Maintenance/repairs	19
Other area	8
Student	3
Other not gainfully employed	2
Position in the company/organisation	%
Entrepreneur, co-owner, freelancer	23
Managing director, board member,	
head of an authority etc.	10
Area manager, works manager, plant manage	r,
branch manager, head of public office	14
Department head, group head, team leader	17
Other salaried staff, civil servant,	
skilled worker	20
Lecturer, teacher	1
Trainee	8
Other position	3
Student	3
Other not gainfully employed	2
Economic sector	%
Specialist refrigeration company	44
Specialist air-conditioning company	11
Thermal pump specialists	3
Specialist sanitary, heating, air-conditioning	2
Electrical specialist firms	1
Facility management	3
Specialist trade	2
Plant operator	2
Manufacturers	14
Architect	1
Specialist planner (Technical building	
equipment)	4
Other sectors	8
Student	3

Area of responsibility

1-	4	14	500 - 999	4
5-	9	12	1 000 and more	14
10-	49	25	Student	3
50-1	99	16	Other not gainfully	
200-4	99	9	employed	2

Other not gainfully employed

CO-REACH

Trade visitors' profile

2

		ries)	5 778
Proportion of trade	vis	tors	100%
Germany (total) of which			94
Nielsen 1	7	Nielsen 4	54
Bremen	-	Bavaria	54
Hamburg	3	Nielsen 5+6	3
Lower Saxony	2	Berlin	2
Schleswig-Holstein	1	Brandenburg	-
Nielsen 2	9		
North Rhine-Westph			
Nielsen 3a	9		
Hesse	7	Nielsen 7	3
Rhineland-Palatinate	2	Saxony	2
Saarland	- 7	Thuringia	1
Nielsen 3b	16		
Baden-Württemb.	16		
Foreign (total) of which			6
EU			73
Other eur	opea	n countries	27
Distance to home			%
up to 50 km			19
more than 50 km up	to	100 km	14
more than 100 km i	p to	300 km	40
over 300 km	÷		26
Frequency of visits	to t	rade fair	%
			34
Previous event			44
Previous event Earlier events			44 45
Previous event Earlier events First visit Average length of	stay		
Previous event Earlier events First visit Average length of			45 I ,2 days
Previous event Earlier events First visit Average length of Influence on purch decisions			45 I,2 days
Previous event Earlier events First visit Average length of Influence on purch decisions Decisively			45 I,2 days %
Previous event Earlier events First visit Average length of Influence on purch decisions Decisively Collectively	asing		45 I ,2 days % 22
Previous event Earlier events First visit Average length of Influence on purch decisions Decisively Collectively In an advisory capac	asing		45 1,2 days % 22 39 23
Previous event Earlier events First visit Average length of Influence on purch decisions Decisively Collectively In an advisory capac No	asing		45 1,2 days 22 39 23 10
Previous event Earlier events First visit	asing	J/procurement	45 1,2 days % 22 39 23

forschung GmbH, Dortmund

Conducted by: Gelszus Messe-Markt-

embedded world -----> Nürnberg

34

21

11

13

1

Trade visitors' profile

Area of responsibility	%	Visitors (number of entries) 26
Management Research/development/design	11 1	Proportion of trade visitors
Manufacturing, production, quality control Bujing/procurement Finance/accounting, controlling Information and communication technology Personnel administration, administration Sales Marketing, advertising, PR Logistics: storage, material management, transport Maintenance/repairs Other area Student Other not gainfully employed	6 4 1 4 1 5 49 1 - 3 5 1	Germany (total) of which Nielsen 1 5 Bremen - Hamburg 1 Lower Saxony 4 Berlin 5 Schleswig-Holstein 1 Brieden 2 7 Mecklenburg 7 Nielsen 3a 11 Saxony-Anhalt 8 Hesse 8 Saxony 8 Neidsen 7 Rhineland-Palatinate 2 Saxony
Position in the company/organisation Entrepreneur, co-owner, freelancer	% 13	Saarland - Thuringia <u>Nielsen 3b</u> 24 Baden-Württemb. 24
Managing director, board member, head of an authority etc. Area manager, works manager, plant manage branch manager, head of public office Department head, group head, team leader Other salaried staff, civil servant, skilled worker Self-employed businessman	11 22 40 1	Foreign (total) of which EU Other european countries North America South-, East-, Central Asia Other countries
Trainee Other position Student Other not gainfully employed	2 2 5 1	Distance to home up to 50 km more than 50 km up to 100 km more than 100 km up to 300 km
Economic sector	%	over 300 km
Industry Trade Media, press, publishing Service Public administration Teaching, research Other sectors Student	14 20 21 32 2 1 5 5	Countries with the highest visitor shares Austria Czech Republic Italy Switzerland France
Student Other not gainfully employed	5	Frequency of visits to trade fair
Size of company/organisation: Number of employees 1- 4 11 500 - 999	%	Previous event Earlier events First visit
5- 9 4 1 000 and more	° 24	Average length of stay 1,4 d
10- 49 19 Student 50- 199 17 Other not gainfully 200- 499 11 employed	5 1	Influence on purchasing/procurement decisions Decisively

of stay chasing/procurement Decisively Collectively In an advisory capacity No Student Other not gainfully employed

26	714	Area of responsibility	%
	8%	Management Research/development/design	7 57
5	0 70	Manufacturing, production, quality control	2
	67	Buying/procurement	2
	07	Finance/accounting, controlling	2
	44	Information and communication technology	6
	44	Personnel administration, administration	1
5	2	Sales	6
2	2	Marketing, advertising, PR	3
g g-	-	Logistics: storage, material management, transport	_
erania		Maintenance/repairs	2
alt	-	Other area	2
	8	Student	13
	4	Other not gainfully employed	1
	4		
		Position in the company/organisation	%
		Entrepreneur, co-owner, freelancer	13
		Managing director, board member,	
	33	head of an authority etc.	5
		Area manager, works manager, plant manage	er,
	72	branch manager, head of public office	4
	16	Department head, group head, team leader	19
	5	Other salaried staff, civil servant,	
	6	skilled worker	37
	2	Lecturer, teacher	3
	0/	Trainee	1
	%	Other position	4
	9	Student	13
	7	Other not gainfully employed	1
	39	E	0/
	45	Economic sector	%
hares	%	Industry	62 3
nares	⁷⁰ 10	Wholesale trade Retail trade	3 1
	10	Service	11
	9	Public administration	1
	9	Teaching, research	7
	7	Other sectors	3
	<u> </u>	Student	13
	%	Other not gainfully employed	1
	34	enployed	
	43	Size of company/organisation:	
	41	Number of employees	%
		1- 4 8 500 - 999	8
1,4 d	avs	5-9 4 1 000 and more	26
.,		10- 49 15 Student	13
		EQ 100 10 Other act actafully	

50-199 16 Other not gainfully % 200-499 9 21 Conducted by: Gelszus Messe-Markt-

forschung GmbH, Dortmund

Enforce Tac ----> Nürnberg

Trade visitors' profile

1

employed

Proportion of trad	e vis	itors 1	009
Germany (total)			7
of which			
Nielsen 1	13		3
Bremen	1		3
Hamburg	3		1
Lower Saxony	8	Berlin	
Schleswig-Holstein Nielsen 2	2 5	Brandenburg Mecklenburg-	
North Rhine-Westph			a
Nielsen 3a	1. 17		2
Hesse	13		
Rhineland-Palatinate			
Saarland	1	Thuringia	
Nielsen 3b	11	J.	
Baden-Württemb.	11		
Foreign (total)			2
of which			
EU			5
		n countries	2
Other co	untrie	S	2
Distance to home			¢
up to 50 km			
up to 50 km more than 50 km u	p to	100 km	1
up to 50 km more than 50 km u more than 100 km	p to up to	100 km 300 km	1
up to 50 km more than 50 km u	p to up to	100 km 300 km	1
up to 50 km more than 50 km u more than 100 km over 300 km F requency of visit s	up to	300 km	1 3 5
up to 50 km more than 50 km u more than 100 km over 300 km F requency of visits Previous event	up to	300 km	1 3 5 3
up to 50 km more than 50 km u more than 100 km over 300 km Frequency of visits Previous event Earlier events	up to	300 km	1 3 5 3 2
up to 50 km more than 50 km u more than 100 km over 300 km F requency of visits Previous event	up to	300 km	1 3 5 3
up to 50 km more than 50 km u more than 100 km over 300 km Frequency of visits Previous event Earlier events	up to	300 km rrade fair	1 3 5 3 2 6
up to 50 km more than 50 km u more than 100 km over 300 km Frequency of visits Previous event Earlier events First visit Average length of influence on purch	s to t	300 km rade fair 1,3 (1 3 5 2 6 day
up to 50 km more than 50 km u more than 100 km voer 300 km Frequency of visitt Previous event Earlier events First visit Average length of Influence on purch Jecisions	s to t	300 km rade fair 1,3 (1 3 5 2 6 day
up to 50 km more than 50 km u more than 100 km voer 300 km Frequency of visits Previous event Earlier events First visit Average length of Influence on purch Jecisively	s to t	300 km rade fair 1,3 (1 3 5 2 6 day
up to 50 km more than 50 km u more than 100 km over 300 km Frequency of visits Previous event Earlier events First visit Average length of Influence on purch decisions Decisively Collectively	s to t stay	300 km rade fair 1,3 (1 3 5 3 2 6 day 2 2 2
up to 50 km more than 50 km u more than 100 km over 300 km Frequency of visite Previous event Earlier events First visit Average length of Influence on purch decisions Decisively Collectively n an advisory capa	s to t stay	300 km rade fair 1,3 (1 3 5 2 6 day
up to 50 km more than 50 km u more than 100 km over 300 km Frequency of visits Previous event Earlier events First visit Average length of Influence on purch decisions Decisively Collectively	s to t stay	300 km rade fair 1,3 (

Area of responsibility	%
Management	5
Research/development/design Manufacturing, production, quality control	7
Buying/procurement	10
Finance/accounting, controlling	-
Information and communication technology	3
Personnel administration, administration	2
Sales	9
Marketing, advertising, PR	4
Logistics: storage, material management,	
transport Maintenance (renairs	4
Maintenance/repairs Other area	8
	0
Agency management	3
Training	25
Utilisation	12
Student	2
Position in the company/organisation	%
Entrepreneur, co-owner, freelancer	9
Managing director, board member,	
head of an authority etc.	9
Area manager, works manager, plant manage	
branch manager, head of public office	8
Department head, group head, team leader Other salaried staff, civil servant,	18
skilled worker	32
Lecturer, teacher	10
Trainee	2
Other position	11
Student	2
	0/
Economic sector Police	% 32
Justice	2
Armed forces, troops	37
Customs	5
Other Specialist authorities, -facilities	22
Student	2
Cine of communications	
Size of company/organisation: Number of employees	%
1- 4 10 200 - 499	8
5-9 5 500 - 999	6
10- 49 10 1 000 and more	50
50- 199 9 Student	2
So 155 Student	

Conducted by: Gelszus Messe-Marktforschung GmbH, Dortmund

EUROGUSS -----> Nürnberg

Trade visitors' profile

Proportion of trade	e vis	itors	99 %
Germany (total) of which			71
lielsen 1	4	Nielsen 4	38
Bremen	1	Bavaria	38
lamburg	1	Nielsen 5+6	53
ower Saxony	2	Berlin	- 1
chleswig-Holstein	1		
lielsen 2	14	Mecklenbur	
Jorth Rhine-Westph.		West Pomm	
lielsen 3a	8	Saxony-Anh	
lesse	5	Nielsen 7	8
Rhineland-Palatinate		Saxony	5
aarland	1	Thuringia	3
lielsen 3b	26		
aden-Württemb.	26		
oreign (total) f which			29
EU			75
	onea	n countries	13
		Central Asia	8
Other cou			5
istance to home			%
p to 50 km			11
ore than 50 km up	to '	100 km	6
ore than 100 km u			36
ver 300 km	1		46
ountries with the	hiał	nest visitor s	hares %
taly			16
Zzech Republic			11
ustria			10
oland			8
requency of visits	to t	rade fair	%
revious event			32
arlier events			31
irst visit			55
verage length of	stay		1,3 days
nfluence on purch	asino	a/procureme	nt
lecisions			%
Decisively			21
ollectively			41
ollectively an advisory capac lo	ity		41 23 12

Area of responsibility % Management 13 Research/development/design 20 Manufacturing, production, guality control 26 Buying/procurement 15 Finance/accounting, controlling 1 Information and communication technology Personnel administration, administration 14 Sales Marketing, advertising, PR 1 Logistics: storage, material management, transport Maintenance/repairs Δ Other area 4 Student 3 Position in the company/organisation % 11 Entrepreneur, co-owner, freelancer Managing director, board member, head of an authority etc. 6 Area manager, works manager, plant manager, 10 branch manager, head of public office Department head, group head, team leader 31 Other salaried staff, civil servant, skilled worker 32 Lecturer, teacher 1 Trainee 3 Other position 3 Student 3 % Economic sector Industry 85 Wholesale trade 2 Import/export Service Teaching, research Other sectors Student 3 Size of company/organisation: Number of employees % 200 - 499 15 1- 4 5 5-9 500 - 999 11 4 10- 49 12 1 000 and more 33 17 3 50-199 Student

Conducted by: Gelszus Messe-Marktforschung GmbH, Dortmund

3

decisions	%
Decisively	3
Collectively	2
In an advisory capacity	18
No	14
Student	4
Other not gainfully employed	

*) individual number of visitors not available, combined with HOLZ-HANDWERK (108 967 visitors in total)

visitors (number of entries))	Area or responsibility	
Proportion of trade visitors	95%	Management Research/development/design	
	33 70	Manufacturing, production, quality control	
Germany (total)	74	Buying/procurement	
of which		Finance/accounting, controlling	
Nielsen 1 6 Nielsen 4	36	Information and communication technology	
Bremen - Bavaria	36	Personnel administration, administration	
Hamburg 1 Nielsen 5+6	4	Sales	
Lower Saxony 4 Berlin	1	Marketing, advertising, PR	
Schleswig-Holstein 1 Brandenburg	1	Logistics: storage, material management,	
Nielsen 2 11 Mecklenburg-	1.1	transport	
North Rhine-Westph. 11 West Pommerania	a 1	Maintenance/repairs	
Nielsen 3a 15 Saxony-Anhalt	2	Other area	
Hesse 7 Nielsen 7	9	Student	
Rhineland-Palatinate 7 Saxony	5	Other not gainfully employed	
Saarland 2 Thuringia	4	other not guintary employed	
Nielsen 3b 19		Position in the company/organisation	
Baden-Württemb. 19		Entrepreneur, co-owner, freelancer	
		Managing director, board member,	
Foreign (total)	26	head of an authority etc.	
of which		Area manager, works manager, plant manager	er
EU	65	branch manager, head of public office	,
Other european countries	17	Department head, group head, team leader	
South and Central America	5	Other salaried staff, civil servant,	
South-, East-, Central Asia	6	skilled worker	
Other countries	8	Lecturer, teacher	
		Trainee	
Distance to home	%	Other position	
up to 50 km	6	Student	
more than 50 km up to 100 km	9	Other not gainfully employed	
more than 100 km up to 300 km	35	· · · · · · · · · · · · · · · · · · ·	
over 300 km	50	Economic sector	
		Industry	
Countries with the highest visitor shares	%	Skilled trades	
Italy	10	Retail trade/building materials trade	
France	8	Wholesale/foreign trade	
Poland	8	Architect	
Austria	6	Other service	
Russia	5	Authority/public services	
		Teaching (polytechnic/university/college)	
Frequency of visits to trade fair	%	Research	
Previous event	43	Other sectors	

Area of responsibility

fensterbau/frontale -----> Nürnberg

*)

47

35

1,4 days

Student

Trade visitors' profile

Visitors (number of entries)

Average length of stay

Earlier events

First visit

Size of company/organisation: Number of employees 1- 4 27 500 - 999 5-9 15 1 000 and more 10- 49 23 Student Other not gainfully 50-199 16 200-499 5 employed Conducted by: Gelszus Messe-Markt-

Other not gainfully employed

forschung GmbH, Dortmund

FeuerTRUTZ

Trade visitors' profile

%

Λ

%

2

7

4

Visitors (number of	ent	ries)	5 116
Proportion of trade	vis	itors	99 %
Germany (total) of which			95
Nielsen 1	6	Nielsen 4	52
Bremen	-	Bavaria	52
Hamburg	1	Nielsen 5+6	3
Lower Saxony	3	Berlin	1
Schleswig-Holstein	2	Brandenburg	2
Nielsen Ž	7	Mecklenburg-	
North Rhine-Westph.	7	West Pommera	ania -
Nielsen 3a	12	Saxony-Anhalt	1
Hesse	5	Nielsen 7	5
Rhineland-Palatinate	5	Saxony	4
Saarland	2	Thuringia	2
Nielsen 3b	15		
Baden-Württemb.	15		
Foreign (total) of which			5
EU			84
Other cou	ntrie	s	16
Distance to home			%
up to 50 km			17
more than 50 km up	to	100 km	g
more than 100 km u			46
over 300 km			29
Frequency of visits	to t	rade fair	%
Previous event			26
Earlier events			24
First visit			64
Average length of	stay	1	,3 days
Influence on purcha	asing	g/procurement	
decisions			%
Decisively			29
Collectively			30
In an advisory capac	ity		24
No Student			15

Student

Student

GaLaBau -----> Nürnberg

66 563

97%

Trade visitors' profile

Area of responsibility	% 20	Visitors (number of entries)
Management Research/development/design	20	Proportion of trade visitors
Manufacturing, production, quality control	7	
Buying/procurement	3	Germany (total)
Finance/accounting, controlling	1	of which
Information and communication technology	2	Nielsen 1 9 Niels
Personnel administration, administration	3	Bremen - Bava
Sales	11	Hamburg 1 <u>Niels</u>
Marketing, advertising, PR	1	Lower Saxony 6 Berlin
Logistics: storage, material management,		Schleswig-Holstein 2 Bran
transport	1	Nielsen 2 14 Meck
Maintenance/repairs	18	North Rhine-Westph. 14 West
Other area	25	Nielsen 3a 12 Saxo
Student	1	Hesse 6 Niels
		Rhineland-Palatinate 5 Saxo
Position in the company/organisation	%	Saarland 1 Thuri
Entrepreneur, co-owner, freelancer	25	Nielsen 3b 20
Managing director, board member,		Baden-Württemb. 20
head of an authority etc.	6	
Area manager, works manager, plant manage		Foreign (total)
branch manager, head of public office	10	of which
Department head, group head, team leader	19	EU
Other salaried staff, civil servant,	25	Other european cou
skilled worker	35	Other countries
Lecturer, teacher	1	Distance to home
Trainee	3	Distance to home up to 50 km
Other position Student	3 1	more than 50 km up to 100 kr
Student	1	more than 100 km up to 300 k
Economic sector	%	over 300 km
Technical planner, surveyor	19	
Architect, construction engineer, general	19	Frequency of visits to trade
contractor	11	Previous event
Government agency representatives,		Earlier events
fire protection authorities	11	First visit
Facility manager, operator for special		Those visite
constructions	3	Average length of stay
Fire prevention officer	15	
Construction company	2	Influence on purchasing/proc
Workman (drywall builder, carpenter,	-	decisions
insulation installer, metal worker, roofer)	6	Decisively
Installer (electrician, fire alarms, extinguishin		Collectively
and ventilation systems)	9 6	In an advisory capacity
Provider of fire protection products, service	15	No
Professional and factory firefighters	3	Student
Insurance company	1	Other not gainfully employed
Other sectors	ż	
	- 1	

1

Size of	company	/organisation:
---------	---------	----------------

		employees		%
1-	4	22	200 - 499	10
5-	9	10	500 - 999	6
10-	49	19	1 000 and more	22
50-1	99	9	Student	1

Conducted by: Gelszus Messe-Marktforschung GmbH, Dortmund

Germany (total)			92
of which	0	Nielese 4	25
<u>lielsen 1</u> Bremen	9	Nielsen 4 Bavaria	35 35
lamburg	1		55 4
ower Saxony	6	<u>Nielsen 5+6</u> Berlin	4
chleswig-Holstein	2	Brandenburg	2
lielsen 2	14	Mecklenburg-	2
Jorth Rhine-Westph.		West Pommerania	1
lielsen 3a	12	Saxony-Anhalt	1
lesse	6	Nielsen 7	ż
thineland-Palatinate	5	Saxony	4
aarland	1	Thuringia	3
lielsen 3b	20	munigiu	5
aden-Württemb.	20		
	20		
oreign (total) If which			8
EU			72
Other euro	pear	n countries	15
Other cour	htries	5	14
Distance to home			%
ip to 50 km			7
nore than 50 km up			10
nore than 100 km u	p to	300 km	41
over 300 km			42
requency of visits	to ti	rade fair	%
revious event			44
arlier events			44
irst visit			38
Average length of s	stay	1,3 d	lays
nfluence on purcha	sing	/procurement	
lecisions	-		%
Decisively			30
Collectively			29
n an advisory capac	ity		17
10			18
tudent			5
Other not gainfully e	mplo	yed	1

Area of responsibility	%
Management	28
Research/development/design	2
Manufacturing, production, quality control	11
Buying/procurement	4
Finance/accounting, controlling Information and communication technology	1
Personnel administration, administration	1
Sales	ż
Marketing, advertising, PR	1
Logistics: storage, material management,	
transport	2
Maintenance/repairs	11
Other area	25
Student	5
Other not gainfully employed	1
Position in the company/organisation	%
Entrepreneur, co-owner, freelancer	31
Managing director, board member,	
head of an authority etc.	5
Area manager, works manager, plant manage	r.
branch manager, head of public office	7
Department head, group head, team leader	15
Other salaried staff, civil servant,	
skilled worker	20
Lecturer, teacher	1
Trainee	13
Other position	3
Student	5
Other not gainfully employed	1
Economic sector	%
Green area /outdoor area construction	
companies	36
Other construction companies	10
Architect	2
Specialist planner	2
Leisure facility operators	1
Cemetery management and maintenance	4
Private sector clients	4
Specialist authorities, public sector clients Golf course construction, maintenance and	10
	2
management Suppliers of motorised equipment and	2
agricultural machinery	7
Other sectors	17
Student	5
Other not gainfully employed	1
Size of company/organisation:	
Size of company/organisation: Number of employees	%
1- 4 24 500 - 999	2

N	uml	per of	employ	ees
	1-	4	24	500 - 999
	5-	9	18	1 000 and more
	10-	49	30	Student
	50-	199	11	Other not gainfully
2	200-	499	5	employed
C	ond	ucted	by: Gel	szus Messe-Markt-

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forschung GmbH, Dortmund

Trade visitors' profile

Visitors (number of			*
Proportion of trade	visi	tors	90 %
Germany (total)			9
of which	2	Mieleen 4	4
Nielsen 1	3	Nielsen 4	4
Bremen	-	Bavaria	
Hamburg	2	<u>Nielsen 5+6</u> Berlin	
Lower Saxony Schleswig-Holstein	2	Brandenburg	
Nielsen 2	5	Mecklenburg-	
North Rhine-Westph.	5	West Pommera	nia
Nielsen 3a	12	Saxony-Anhalt	inia
Hesse	7	Nielsen 7	
Rhineland-Palatinate	5	Saxony	
Saarland	-	Thuringia	
Nielsen 3b	25	maningia	
Baden-Württemberg	25		
Foreign (total)			1
of which EU			5
	pea	n countries	1
Other cour			3
Distance to home			9
up to 50 km			1
more than 50 km up	to 1	100 km	1
more than 100 km up	o to	300 km	4
over 300 km			3
Country with the hi	ghe	st visitor share	
Austria			1
Frequency of visits	to t	rade fair	4
Earlier events			4
First visit			3
Average length of s	tay	1,	2 day
Influence on purcha	sing	g/procurement	
decisions			0
Decisively			3
Collectively			2
In an advisory capaci	ty		1
No			2
Student Other not gainfully er			

combined with fensterbau/frontale (108 967 visitors in total)

Area of responsibility	%
Management	23
Research/development/design	4
	35
Manufacturing, production, quality control	
Buying/procurement	3
Finance/accounting, controlling	1
Information and communication technology	1
Organisation, personnel, administration	1
Sales	8
Marketing, advertising, PR	1
Logistics: storage, material management,	
transport	1
Maintenance/repairs	3
Other area	10
Student	7
Other not gainfully employed	1
other not gainfully employed	
Position in the company/organisation	%
Entrepreneur, co-owner, freelancer	31
Managing director, board member,	51
head of an authority etc.	4
Area manager, works manager, plant manage	
branch manager, head of public office	5
Department head, group head, team leader	9
Other salaried staff, civil servant,	
skilled worker	14
Lecturer, teacher	4
Trainee	23
Other position	2
Student	7
Other not gainfully employed	1
other not guintary employed	<u> </u>
Economic sector	%
Industry	11
Skilled trades	66
Retail trade/building materials trade	1
Wholesale/foreign trade	3
Architect	2
Interior designer	1
Other service	3
Authority/public services	3
Teaching (polytechnic/university/college)	2
Research	2
Other sectors	3 2 1 3 2 2 2 7
Student	7
Other not gainfully employed	1

Other not gainfully employed

Size of company/organisation: Number of employees

JIZE OF COM	ipany/c	nyamsauon.	
Number of	emplo	yees	%
1- 4	30	500 - 999	2
5-9	18	1 000 and more	6
10- 49	20	Student	7
50-199	10	Other not gainfully	
200- 499	5	employed	1
Conducted	hv: Ge	Iszus Messe-Markt-	

forschung GmbH, Dortmund

IFH/Intherm ----- Nürnberg

Trade visitors' profile

Proportion of trade	vis	itors	96 %
Germany (total) of which			98
Nielsen 1	-	Nielsen 4	60
Bremen	-	Bavaria	60
Hamburg	-	Nielsen 5+6	1
Lower Saxony	-	Berlin	-
Schleswig-Holstein	-	Brandenburg	-
Nielsen 2	-	Mecklenburg	
North Rhine-Westph.		West Pomme	
Nielsen 3a	3		
Hesse	2	Nielsen 7	10
Rhineland-Palatinate		Janony	5
Saarland		Thuringia	5
Nielsen 3b	26		
Baden-Württemb.	26		
Foreign (total) of which			2
EU			57
Other cou	ntrie	S	43
Distance to home			%
up to 50 km			15
up to 50 km more than 50 km up	to	100 km	15 20
more than 50 km up	to p to	100 km 300 km	
	to p to	100 km 300 km	20
more than 50 km up more than 100 km u over 300 km Frequency of visits	p to	300 km	20 56 9
more than 50 km up more than 100 km u over 300 km Frequency of visits Previous event	p to	300 km	20 56 9 % 45
more than 50 km up more than 100 km u over 300 km Frequency of visits Previous event Earlier events	p to	300 km	20 56 9 % 45 46
more than 50 km up more than 100 km u over 300 km Frequency of visits Previous event	p to	300 km	20 56 9 % 45
more than 50 km up more than 100 km u over 300 km Frequency of visits Previous event Earlier events	p to to t	300 km rade fair	20 56 9 % 45 46
more than 50 km up more than 100 km u over 300 km Frequency of visits Previous event Earlier events First visit Average length of Influence on purcha	p to to t stay	300 km	20 56 9 45 46 34 1,1 days
more than 50 km up more than 100 km u over 300 km Frequency of visits Previous event Earlier events First visit Average length of Influence on purcha decisions	p to to t stay	300 km	20 56 9 45 46 34 1,1 days
more than 50 km up more than 100 km u over 300 km Frequency of visits Previous event Earlier events First visit Average length of Influence on purcha decisions Decisively	p to to t stay	300 km	20 56 9 45 46 34 1,1 days t t % 26
more than 50 km up more than 100 km u over 300 km Frequency of visits Previous event Earlier events First visit Average length of Influence on purcha decisions Decisively Collectively	p to to t stay	300 km	20 56 9 % 45 46 34 1,1 days t t % 26 29
more than 50 km up more than 100 km u over 300 km Frequency of visits Previous event Earlier events First visit Average length of Influence on purcha decisions Decisively Collectively In an advisory capac	p to to t stay	300 km	20 56 9 45 46 34 1,1 days t \$ 26 29 21
more than 50 km up more than 100 km u over 300 km Frequency of visits Previous event Earlier events First visit Average length of Influence on purch decisions Decisively Collectively In an advisory capac No	p to to t stay	300 km	20 56 9 45 46 34 1,1 days t t % 26 29 21 20
more than 50 km up more than 100 km u over 300 km Frequency of visits Previous event Earlier events First visit Average length of Influence on purcha decisions Decisively Collectively In an advisory capac	p to to t stay asing	300 km rade fair g/procuremen	20 56 9 45 46 34 1,1 days t \$ 26 29 21

Area of responsibility	%
Management	19
Research/development/design	2 10
Manufacturing, production, quality control Buying/procurement	3
Finance/accounting, controlling	1
Information and communication technology	
Personnel administration, administration	1
Sales	11
Marketing, advertising, PR	1
Logistics: storage, material management,	
transport	
Maintenance/repairs	14
Other area	3 29
Field-assembly work, after-sales service Student	29 4
Other not gainfully employed	4
Position in the company/organisation	%
Entrepreneur, co-owner, freelancer	25
Managing director, board member,	
head of an authority etc.	3
Area manager, works manager, plant manager	
branch manager, head of public office	4
Department head, group head, team leade	
Foreman, master craftsman	11
Other salaried staff, civil servant, skilled worker	28
Lecturer, teacher	1
Trainee	14
Other position	1
Student	4
Other not gainfully employed	1
Economic sector	%
Skilled trades	66
Industry	6
Wholesale/foreign trade	9
Engineering, planning office, architects	5
Energy consulting	1
Housing industry	1 4
Service sector	4
Polytechnic, college Public authority	2
Other sectors	
Student	4
Other not gainfully employed	1
Size of company/organisation:	
Size of company/organisation: Number of employees	%
1- 4 29 500 - 999	% 2
5- 9 19 1 000 and more	7
10- 49 23 Student	4
50-199 9 Other not gainfully	1

50-199 9 7 Other not gainfully 200-499 employed Conducted by: Gelszus Messe-Marktforschung GmbH, Dortmund

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Interzoo -----> Nürnberg

Trade visitors' profile

Visitors (number o	of entr	ies)	37 367
Proportion of trac	le visit	ors	96 %
Germany (total)			37
of which	12	Nielese 4	40
Nielsen 1	12	Nielsen 4	42
Bremen		Bavaria	42
Hamburg		Nielsen 5+6	4
Lower Saxony	5	Berlin	1
Schleswig-Holstein		Brandenburg	1
Nielsen 2	12	Mecklenburg-	
North Rhine-Westp		West Pommer	
Nielsen 3a		Saxony-Anhalt	2
Hesse		Nielsen 7	
Rhineland-Palatinat		Saxony	3
Saarland	- 10	Thuringia	4
Nielsen 3b	10		
Baden-Württemb.	10		
Foreign (total) of which			63
EU			59
Other eu	iropean	countries	12
Africa			2
North A	merica		5
South ar	nd Cent	tral America	3
Middle E			3
		Central Asia	15
Australia	1		2
Distance to home			%
up to 50 km			6
more than 50 km u			3
more than 100 km	up to 3	300 km	19
over 300 km			73
Countries with the Italy	e <mark>high</mark> e	est visitor sha	res %
France			é
Spain			5
Netherlands			
Austria			2
Frequency of visit	s to tr	ade fair	%
Previous event			40
Earlier events			46
First visit			40
Average length of	f stay	2	,1 days
Influence on purch	hasing/	/procurement	
decisions			%
Decisively			55
Collectively			27
In an advisory capa	acity		12
No			4

Student Other not gainfully employed

Area of responsibility Management	% 37
Research/development/design	3
Manufacturing, production, quality control	4
Buying/procurement	12
Finance/accounting, controlling	1
Information and communication technology	1
Personnel administration, administration	1
Sales	29
Marketing, advertising, PR	4
Logistics: storage, material management,	
transport	1
Maintenance/repairs	1
Other area	4
Student	1
Other not gainfully employed	1
Position in the company/organisation	%
Entrepreneur, co-owner, freelancer	52
Managing director, board member,	
head of an authority etc.	12
Area manager, works manager, plant manage	
branch manager, head of public office	9
Department head, group head, team leader Other salaried staff, civil servant,	9
skilled worker	10
Lecturer, teacher	
Trainee	1
Other position	3
Student	1
Other not gainfully employed	1
Economic sector	%
Industry	12
Skilled trades	4
Retail trade	43
Wholesale/foreign trade	27
Service	7
Authority/public services	1
Other sectors	4
Student	1
Other not gainfully employed	1
Size of company/organisation:	
Number of employees	%
1- 4 39 500 - 999	2

500 - 999	39	1- 4
1 000 and more	15	5-9
Student	20	10- 49
Other not gainfully	10	50-199
employed	5	200- 499

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

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it-sa

% 2 5

1 1

Trade visitors' profile

isitors (number of	ent	ries)	7 390
Proportion of trade	vis	tors	98 %
Germany (total) of which			96
Vielsen 1	3	Nielsen 4	60
Bremen	-	Bavaria	60
Hamburg	1	Nielsen 5+6	6
ower Saxony	1	Berlin	2
Schleswig-Holstein Nielsen 2	1 6	Brandenburg Mecklenburg	. 1
North Rhine-Westph.	6	Mecklenburg West Pomme	rania 1
Vielsen 3a	10		
lesse	7	Nielsen 7	5
Rhineland-Palatinate	2	Saxony	
Saarland	1	Thuringia	3
Vielsen 3b	11	J	
Baden-Württemb.	11		
Foreign (total) of which			4
EU			53
Other cou	ntrie	S	47
Distance to home			%
up to 50 km			28
more than 50 km up			10
more than 100 km u	p to	300 km	38
over 300 km			25
Frequency of visits	to t	rade fair	%
Previous event			32
arlier events			34
First visit			54
Average length of	stay		1,2 days
nfluence on purcha	asing	J/procuremen	
decisions			%
Decisively			22
Collectively			28
n an advisory capac	ity		28
No			13
Student			7
Other not gainfully e			2

Perimeter Protection ----- Nürnberg

2 236

100%

85

38

38

10

3

4

1

2

9

4

6

15

87

13

.

%

8

10

35

48

%

29

21

66

%

37

33 17

10

1

1

8

Conducted by: Wissler & Partner, Basel

200-499

1,1 days

Trade visitors' profile

Area of responsibility	%	Visitors (number of entries)	2 23
Management Research/development/design	8		100
Manufacturing, production, quality control	-	Proportion of trade visitors	100
Buying/procurement	1	Germany (total) of which	8
Finance/accounting, controlling Information and communication technology	58	Nielsen 1 7 Nielsen 4	-
Personnel administration, administration	1	Bremen - Bavaria	
Sales	4	Hamburg 2 <u>Nielsen 5+6</u>	1
Marketing, advertising, PR	1	Lower Saxony 4 Berlin	
Logistics: storage, material management,		Schleswig-Holstein 1 Brandenburg	
transport	1	Nielsen 2 13 Mecklenburg-	
Maintenance/repairs	3	North Rhine-Westph. 13 West Pommera	nia
Other area	8		
Student	7	Hesse 4 <u>Nielsen 7</u>	
Other not gainfully employed	2	Rhineland-Palatinate 4 Saxony	
		Saarland 2 Thuringia	
Position in the company/organisation	%	Nielsen 3b 14	
Entrepreneur, co-owner, freelancer	7	Baden-Württemb. 14	
Managing director, board member,	3	Fausting (tatal)	
head of an authority etc. Area manager, works manager, plant manage		Foreign (total) of which	
branch manager, head of public office	er, 5	EU	\$
Department head, group head, team leader		Other european countries	1
Other salaried staff, civil servant,	25	Other countries	
skilled worker	35	other countries	
Lecturer, teacher	1	Distance to home	
Trainee	11	up to 50 km	
Other position	3	more than 50 km up to 100 km	1
Student	7	more than 100 km up to 300 km	3
Other not gainfully employed	2	over 300 km	4
Economic sector	%	Frequency of visits to trade fair	
Industry	20	Previous event	2
Trade	3	Earlier events	2
Police	2	First visit	6
Public authority	11		
Banks, saving banks	3	Average length of stay 1,	1 day
Insurance	2		
Engineer's consultant's office	2	Influence on purchasing/procurement	
Information services	24		
Telecommunication	5	Decisively	-
Management consultancy	2	Collectively In an advisory capacity	
Health service	3		1
Education and schools Research	4	Student	
Association	2	Other not gainfully employed	
Other sectors	7	other not gaintuny employed	
Student	7		
Other not gainfully employed	2		
other not gaintuny employed	2		

%

8

39 7 2

Size	of	company	/organisation:

Number of	employ	ees
1- 4	7	500 - 999
5-9	5	1 000 and more
10- 49	8	Student
50-199	12	Other not gainfully
200-499	12	employed

Conducted by: Gelszus Messe-Marktforschung GmbH, Dortmund

Area of responsibility	9
Management	3
Research/development/design	1
Manufacturing, production, quality control	
Buying/procurement	
Finance/accounting, controlling	
Information and communication technology	
Personnel administration, administration	
Sales	2
Marketing, advertising, PR	
Logistics: storage, material management,	
transport Maintenance (renairs	
Maintenance/repairs Other area	1
Student	. t.
Other not gainfully employed	
etter net gannany employed	
Position in the company/organisation	9
Entrepreneur, co-owner, freelancer	3
Managing director, board member,	
head of an authority etc.	1
Area manager, works manager, plant manage	er,
branch manager, head of public office	
Department head, group head, team leader	1
Other salaried staff, civil servant,	2
skilled worker	2
Lecturer, teacher Trainee	
Other position	
Student	
Other not gainfully employed	
Economic sector	9
Industry	1
Manufacturers	1
Skilled trades	2
Retail trade	
Wholesale/foreign trade	
Import/export	1
Service	1
Public authority/administration	1
Other sectors	
Student Other net grinfully employed	
Other not gainfully employed	
Size of company/organisation:	
Number of employees	9
1- 4 16 500 - 999	1
5- 9 16 1 000 and more	1
10- 49 27 Student	
50- 199 16 Other not gainfully	

Trade visitors' profile

% 36

5

5

6

2

4

-

26

1

1

3

11

1

1

%

34

9

9

17

25

1

1

3

1

1

%

19

12

29

5

8

2

11

10

3

1

1

%

5

10

1

1

employed

Proportion of trade	vis	itors	99%
Germany (total)			66
of which Nielsen 1	10	Nielsen 4	31
Bremen	10	Bavaria	31
Hamburg	1	Nielsen 5+6	2
Lower Saxony	6	Berlin	1
Schleswig-Holstein	1	Brandenburg	1
Nielsen 2	12	Mecklenburg-	
North Rhine-Westph.		West Pommerania	a .
Nielsen 3a	15	Saxony-Anhalt	2
Hesse	10	Nielsen 7	5
Rhineland-Palatinate	5	Saxony	4
Saarland	-	Thuringia	2
Nielsen 3b	23	-	
Baden-Württemb.	23		
Foreign (total) of which			34
EU			65
		n countries	23
		Central Asia	6
Other cour	ntrie	S	5
Distance to home			%
up to 50 km			
more than 50 km up	to	100 km	6
more than 50 km up more than 100 km u	to p to	100 km 300 km	5 6 34
	to p to	100 km 300 km	5 6 34
more than 50 km up more than 100 km u over 300 km Countries with the	p to	300 km	55 34
more than 50 km up more than 100 km u over 300 km Countries with the Switzerland	p to	300 km	55 6 34 55 55
more than 50 km up more than 100 km u over 300 km Countries with the Switzerland Italy	p to	300 km	34 34 55 ; %
more than 50 km up more than 100 km u over 300 km Countries with the Switzerland Italy Austria	p to	300 km	55 34 55 16
more than 50 km up more than 100 km u over 300 km Countries with the Switzerland Italy Austria France	p to	300 km	55 34 55 16 9 7
more than 50 km up more than 100 km u over 300 km Countries with the Switzerland Italy Austria	p to	300 km	55 34 55 16 9 7
more than 50 km up more than 100 km u over 300 km Countries with the Switzerland Italy Austria France Belgium Frequency of visits	p to higł	300 km	55 34 55 16 5 7 5
more than 50 km up more than 100 km u over 300 km Countries with the Switzerland Italy Austria France Belgium Frequency of visits Previous event	p to higł	300 km	55 6 34 55 55 16 5 7 5 7 5 7 7 5 7 7 5 7 7 5 7 7 5 7 7 5 7 7 5 7 7 7 5 5
more than 50 km up more than 100 km u over 300 km Countries with the Switzerland Italy Austria France Belgium Frequency of visits Previous event Earlier events	p to higł	300 km	55 66 34 55 55 16 55 77 55 77 55 77 55 77 55 77 55 77 55 77 55 77 55 77 55 77 55 77 55
more than 50 km up more than 100 km u over 300 km Countries with the Switzerland Italy Austria France Belgium Frequency of visits Previous event	p to higł	300 km	55 66 34 55 55 16 55 77 55 77 55 77 55 77 55 77 55 77 55 77 55 77 55 77 55 77 55 77 55
more than 50 km up more than 100 km u over 300 km Countries with the Switzerland Italy Austria France Belgium Frequency of visits Previous event Earlier events	p to higł to t	300 km nest visitor shares rade fair	34 55 6 34 55 16 9 7 5
more than 50 km up more than 100 km u over 300 km Countries with the Switzerland Italy Austria France Belgium Frequency of visits Previous event Earlier events First visit Average length of s Influence on purcha	p to high to t	300 km nest visitor shares rade fair 1,3	55 6 34 55 5 5 7 5 5 6 9% 29 36 52 8 4 ays
more than 50 km up more than 100 km u over 300 km Countries with the Switzerland Italy Austria France Belgium Frequency of visits Previous event Earlier events First visit Average length of s Influence on purcha decisions	p to high to t	300 km nest visitor shares rade fair 1,3	6 6 34 55 5 5 7 7 5 5 6 9% 29 36 52 8 6 52 8 6 8 9%
more than 50 km up more than 100 km u over 300 km Countries with the Switzerland Italy Austria France Belgium Frequency of visits Previous event Earlier events First visit Average length of st Influence on purcha decisions Decisively	p to high to t	300 km nest visitor shares rade fair 1,3	55 6 34 55 55 55 55 6 9% 29 36 52 6 4 ays 9% 23 6 52 6 4 29 36 52 6 52 52 52 55 52 55 52 55 55 55 55 55 55
more than 50 km up more than 100 km u over 300 km Countries with the Switzerland Italy Austria France Belgium Frequency of visits Previous event Earlier events First visit Average length of s Influence on purcha decisions Decisively Collectively	p to high to t stay	300 km nest visitor shares rade fair 1,3	55 6 34 55 55 55 52 6 52 6 52 6 6 52 6 6 52 6 6 52 6 6 52 6 7 7 7 5 5 5 5 5 5 5 5 5 5 5 5 5 5 5 5
more than 50 km up more than 100 km u over 300 km Countries with the Switzerland Italy Austria France Belgium Frequency of visits Previous event Earlier events First visit Average length of st Influence on purcha decisions Decisively	p to high to t stay	300 km nest visitor shares rade fair 1,3	55 6 34 55 55 55 55 6 9% 29 36 52 6 4 ays 9% 23 6 52 6 4 29 36 52 6 52 52 52 55 52 55 52 55 55 55 55 55 55

Research/development/design Manufacturing, production, quality control Buying/procurement Finance/accounting, controlling Information and communication technology Personnel administration, administration	% 12 25 21 4 - 1 13 2
transport Maintenance/repairs Other area Student	1 8 7 6
Managing director, board member, head of an authority etc. Area manager, works manager, plant manager, branch manager, head of public office Department head, group head, team leader Other salaried staff, civil servant,	% 11 5 15 29 27 1 2 3 6
Economic sector Industry Skilled trades Retail trade Wholesale/foreign trade Engineer's and planning office Service companies (total) Teaching (polytechnic/university/college) Research Other sectors Student Size of company/organisation:	% 70 2 1 2 5 6 1 3 6

Size of company/organisation:					
Number o	f employ	ees	%		
1- 4	7	200 - 499	12		
5-9	3	500 - 999	8		
10- 49	16	1 000 and more	28		
50-199	21	Student	6		

Conducted	by:	Gelsz	us M	lesse-N	larkt-
forschung	Gmb	H, Do	rtmu	nd	

SENSOR+TEST ------> Nürnberg

Trade visitors' profile

Visitors (number of	ent	ries)	7 983
Proportion of trade	visi	tors	99 %
Germany (total) of which			78
Nielsen 1	4	Nielsen 4	41
Bremen	-	Bavaria	41
Hamburg	1	Nielsen 5+6	4
Lower Saxony		Berlin	1
Schleswig-Holstein Nielsen 2	1 8	Brandenburg Mecklenburg-	2
North Rhine-Westph.	8	West Pommerar	nia -
Nielsen 3a	13	Saxony-Anhalt	1
Hesse	9	Nielsen 7	9
Rhineland-Palatinate	3	Saxony	4
Saarland	2	Thuringia	5
Nielsen 3b	21	-	
Baden-Württemb.	21		
Foreign (total) of which			22
EU			65
Other euro	pea	n countries	13
South-, Ea	st	Central Asia	14
Other cour	ntrie	5	9
Distance to home			%
up to 50 km			10
more than 50 km up	to 1	00 km	
more than 100 km up	o to	300 km	43
over 300 km			40
Countries with the l	hiah	est visitor shar	es %
Czech Republic		Cot visitor situr	13
Austria			9
France			9
Frequency of visits	to t	rade fair	%
Previous event			24
Earlier events			24
First visit			52
Average length of s	tay	1,2	2 days
Influence on purcha	sing	/procurement	
decisions			%
Decisively			23
Collectively			38
In an advisory capaci	ty		19
No			6 12

983	Area of responsibility	%
	Management	10
9%	Research/development/design	47
	Manufacturing, production, quality control	6
78	Buying/procurement	2
	Finance/accounting, controlling	1
41	Information and communication technology	1
41	Sales	-
4	Personnel administration, administration	12
1	Marketing, advertising, PR	3
2	Logistics: storage, material management,	
	transport Maintanansa/kanaira	2
1	Maintenance/repairs	
1 9	Other area Student	3 13
9 4		13
5	Other not gainfully employed	
5	Position in the company/organization	%
	Position in the company/organisation Entrepreneur, co-owner, freelancer	13
	Managing director, board member,	15
22	head of an authority etc.	5
22	Area manager, works manager, plant manage	
65	branch manager, head of public office	5
13	Department head, group head, team leader	22
14	Other salaried staff, civil servant,	22
9	skilled worker	35
	Lecturer, teacher	3
%	Trainee	1
10	Other position	3
8	Student	13
43	Other not gainfully employed	1
40		
	Economic sector	%
%	Industry	59
13	Wholesale trade	3
9	Import/export	1
9	Service	10
	Public administration	1
%	Teaching, research	10
24	Other sectors	3
25	Student	13
52	Other not gainfully employed	1
ays	Size of company/organisation:	
	Number of employees	%
	1- 4 9 500 - 999	5
%	5-951000 and more	31
23	10- 49 14 Student	13
38	50-199 13 Other not gainfully	
19	200- 499 10 employed	1
6	Conducted by: Gelszus Messe-Markt-	
13	forschung GmbH, Dortmund	
1		

Spielwarenmesse[®] ----- Nürnberg

Trade visitors' profile

No

Student Other not gainfully employed

Visitors (number of	entries)	75 348
Proportion of trade	visitors	81%
Germany (total) of which		54
Nielsen 1	6 Nielsen 4	54
Bremen	1 Bavaria	54
Hamburg		4
	1 <u>Nielsen 5+6</u> 4 Berlin	2
Lower Saxony	i bernin	2
Schleswig-Holstein		
Nielsen 2	7 Mecklenburg	
North Rhine-Westph.	7 West Pomme	
Nielsen 3a	9 Saxony-Anha	
Hesse	6 Nielsen 7	6
Rhineland-Palatinate	3 Saxony	3
Saarland	 Thuringia 	3
Nielsen 3b	14	
Baden-Württemb.	14	
Foreign (total) of which		46
EU		63
	pean countries	15
Africa	peur countries	2
North Ame	arica	4
	Central America	3
Middle East		4
	st-, Central Asia	9
Australia	st-, Central Asia	1
Distance to home		%
up to 50 km		14
more than 50 km up	to 100 km	6
more than 100 km u		24
over 300 km		57
Countries with the France	highest visitor sh	9
Italy		7
Switzerland		6
Netherlands		5
Czech Republic		5
Frequency of visits	to trade fair	%
Previous event		40
Earlier events		53
First visit		34
Average length of s	itay	1,9 days
Influence on purcha	sing/procuremen	t
decisions		- %
Decisively		48
Collectively		27
In an advisory capaci	tv	15
in an advisory capaci	·7	7

Area of responsibility	%
Management	29
Research/development/design	5
Manufacturing, production, quality control	4
Buying/procurement	13
Finance/accounting, controlling	1
Information and communication technology	2
Personnel administration, administration	1
Sales	25
Marketing, advertising, PR	6
Logistics: storage, material management,	
transport	2
Maintenance/repairs	1
Other area	8
Student	2
Other not gainfully employed	2
Position in the company/organisation	%
Entrepreneur, co-owner, freelancer	45
Managing director, board member,	
head of an authority etc.	11
Area manager, works manager, plant manage	r,
branch manager, head of public office	[′] 7
Department head, group head, team leader	11
Other salaried staff, civil servant,	
skilled worker	15
Lecturer, teacher	2
Trainee	2
Other position	4
Student	2
Other not gainfully employed	2
Economic sector	%
Wholesale/foreign trade	17
Retail trade/specialist trade	41
Department store/mail order	4
Skilled trades	4
Services, professions, institutions	11
Media (press, radio, television)	4
Industry	8
Authority/public services	3
Other sectors	5
Student	3 5 2
Other not gainfully employed	2
Size of company/organisation: Number of employees	%
1- 4 41 500 - 999	3
5- 9 13 1 000 and more	10
	10

Number of	employ	lees	%
1- 4	41	500 - 999	3
5- 9	13	1 000 and more	10
10- 49	16	Student	2
50-199	9	Other not gainfully	
200- 499	4	employed	2

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

Werkstätten:Messe

Trade visitors' profile

Visitors (number of	ciiu	icsy	21 190
Proportion of trade	visit	tors	55%
Germany (total) of which			98
Nielsen 1	8	Nielsen 4	62
Bremen	-	Bavaria	62
	1	Nielsen 5+6	4
Hamburg	6	Berlin	4
Lower Saxony Schleswig-Holstein	2		1
Nielsen 2	5	Brandenburg Mecklenburg-	
North Rhine-Westph.	5	West Pomme	rania 1
Nielsen 3a	9		
Hesse	9 6	Saxony-Anhal Nielsen 7	ι I 5
Rhineland-Palatinate	ю З	Saxony	2
Saarland	-	Thuringia	3
Nielsen 3b	8	munngia	2
Baden-Württemb.	о 8		
Foreign (total)			2
of which FU			57
Other cour	tries		43
Distance to home			%
up to 50 km			38
more than 50 km up	to 1	00 km	12
more than 100 km up			28
over 300 km			22
Frequency of visits	to tr	ade fair	%
Previous event			39
Earlier events			50
First visit			37
Average length of s	tay		1,2 days
Influence on purcha	sing	/procurement	
decisions			%
Decisively			15
Collectively	.		26
n an advisory capaci	ιy		21
No			28
Student			3
Other not gainfully er	TIDIO	ven	8

Student

Other not gainfully employed

Area of responsibility
Management
Facility manager
Services manager
Production manager
Manufacturing, production, quality control
Buying/procurement
Finance/accounting, controlling
Personnel administration, administration
Sales
Marketing, advertising, PR
Other area
Student
Other not gainfully employed

Position in the company/organisation	%
Entrepreneur, co-owner, freelancer	6
Managing director, board member,	
head of an authority etc.	5
Area manager, works manager, plant manager	· ·
branch manager, head of public office	11
Department head, group head, team leader	23
Other salaried staff, civil servant,	
skilled worker	23
Lecturer, teacher	5
Trainee	5
Other position	11
Student	3
Other not gainfully employed	8

Size of company/organisation:

		Jiganisadon.	
Number of	emplo	yees	%
1- 4	5	500 - 999	14
5-9	3	1 000 and more	14
10- 49	11	Student	3
50-199	21	Other not gainfully	
200-499	22	employed	8

Private visitors' profile

%

Δ

% 46

q

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

over 60 up to 70 years

over 70 years

	entries) 21 1	190
Proportion of private	e visitors 4	5%
Germany (total)	1	100
of which	A 101 A	~
Nielsen 1	1 <u>Nielsen 4</u>	95
Bremen	- Bavaria	95
Hamburg Lower Saxony	- <u>Nielsen 5+6</u> - Berlin	1
Schleswig-Holstein	- Brandenburg	
Nielsen 2	- Mecklenburg-	
North Rhine-Westph.	- West Pommerania	
Nielsen 3a	1 Saxony-Anhalt	
Hesse	1 Nielsen 7	
Rhineland-Palatinate	1 Saxony	
Saarland	- Thuringia	
Nielsen 3b	2	
Baden-Württemb	2	
over 300 km		- 1
Frequency of visits t	o trade fair	%
Previous event	o trade fair	% 46
Previous event Earlier events	o trade fair	% 46 46
Previous event	o trade fair	% 46 46
Previous event Earlier events First visit Sex	o trade fair	% 40 37
Previous event Earlier events First visit Sex Male	o trade fair	% 46 37 % 27
Previous event Earlier events First visit Sex	o trade fair	% 46 37 % 27
Previous event Earlier events First visit Sex Male Female Size of household	o trade fair	% 46 37 27 73
Previous event Earlier events First visit Sex Male Female Size of household 1 person	o trade fair	% 46 46 37 73 73 % 20
Previous event Earlier events First visit Sex Male Female Size of household 1 person 2 persons	o trade fair	% 46 46 37 73 % 27 73
Previous event Earlier events First visit Sex Male Female Size of household 1 person 2 persons 3 persons	o trade fair	% 46 37 73 % 27 73 % 20 47 18
Previous event Earlier events First visit Sex Male Female Size of household 1 person 2 persons 3 persons 4 persons	o trade fair	% 46 37 73 % 20 4° 18 14
Previous event Earlier events First visit Sex Male Female Size of household 1 person 2 persons 3 persons	o trade fair	% 46 37 73 % 20 4° 18 14
Previous event Earlier events First visit Sex Male Female Size of household 1 person 2 persons 3 persons 3 persons 5 persons and more Age	o trade fair	% 46 46 37 73 73 73 73 73 73 73 73 73 73 73 73
Previous event Earlier events First visit Sex Male Female Size of household 1 person 2 persons 3 persons 4 persons 5 persons and more Age up to 20 years		% 46 46 37 73 73 73 73 73 73 73 73 73 73 73 73
Previous event Earlier events First visit Sex Male Female Size of household 1 person 2 persons 3 persons 3 persons 5 persons and more Age	5	% 40 37

	_
Position in the company/organisation	%
Entrepreneur, co-owner, freelancer	4
Managing director, board member,	
head of an authority etc.	-
Area manager, works manager, plant manage	
branch manager, head of public office	1
Department head, group head, team leader	4
Other salaried staff, civil servant, skilled worker	33
Lecturer, teacher	33 4
Trainee	2
Other position	7
Student	3
Housewife/man	9
Old-age pensioner	31
Other not gainfully employed	2
Buying and ordering capacity	%
Purchase or order made or intended	
at the exhibition	
yes	72
no	7
maybe	21
Follow-up business	%
Intend to buy at later date	
yes	24
no	17
maybe	58
Conducted by: Gelszus Messe-Markt-	
forschung GmbH, Dortmund	

Badische Weinmesse ------> Offenburg

Private visitors' profile

n at the tax the	
Proportion of private visitors	89%
Germany (total)	97
of which	
Nielsen 1 1 Nielsen 4	
Bremen - Bavaria	
Hamburg - <u>Nielsen 5+6</u> Lower Saxony 1 Berlin	
Schleswig-Holstein - Brandenburg	
Nielsen 2 1 Mecklenburg	
North Rhine-Westph. 1 West Pomme	
Nielsen 3a 2 Saxony-Anha	
Hesse 1 Nielsen 7	
Rhineland-Palatinate - Saxony	
Saarland - Thuringia	
Nielsen 3b 96	
Baden-Württemb. 96	
Foreign (total)	1
Distance to home	%
up to 50 km	72
more than 50 km up to 100 km	16
more than 100 km up to 300 km	10
over 300 km	2
Frequency of visits to trade fair	%
Previous event	
Earlier events	22 46
Earlier events First visit	46
First visit Sex	46 33 %
First visit Sex Male	46 33 % 58
First visit Sex	46 33 % 58
First visit Sex Male Female Size of household	46 33 % 58 42
First visit Sex Male Female Size of household 1 person	46 33 % 58 42 % 17
First visit Sex Male Female Size of household 1 person 2 persons	46 33 % 58 42 % 17 38
First visit Sex Male Female Size of household 1 person 2 persons 3 persons	46 33 % 58 42 % 17 38 20
First visit Sex Male Female Size of household 1 person 2 persons 3 persons 4 persons	46 33 % 58 42 % 17 38 20 21
First visit Sex Male Female Size of household 1 person 2 persons 3 persons	46 33 % 58 42 % 17 38 20 21
First visit Sex Male Female Size of household 1 person 2 persons 3 persons 4 persons 5 persons and more Age	46 33 % 58 42 % 17 38 20 21 24
First visit Sex Male Female Size of household 1 person 2 persons 3 persons 4 persons 5 persons and more Age up to 20 years	46 33 % 58 42 % 17 38 20 21 21 4 %
First visit Sex Male Female Size of household 1 person 2 persons 3 persons 4 persons 5 persons and more Age up to 20 years over 20 up to 30 years	46 33 % 58 42 % 17 38 20 21 21 22 21 22 21 22 22 22 22 22 22 22
First visit Sex Male Female Size of household 1 person 2 persons 3 persons 4 persons 5 persons and more Age up to 20 years over 20 up to 30 years over 30 up to 40 years	46 33 58 42 % 17 38 20 21 21 2 21 21 21 21 21 21 21 21 21 21 2
First visit Sex Male Female Size of household 1 person 2 persons 3 persons 4 persons 5 persons and more Age up to 20 years over 20 up to 30 years over 30 up to 40 years over 40 up to 50 years	46 33 % 58 42 42 21 21 22 21 2 21 2 21 38 20 21 2 21 31 8 8 22 23 31 8
First visit Sex Male Female Size of household 1 person 2 persons 3 persons 4 persons 5 persons and more Age up to 20 years over 20 up to 30 years over 30 up to 40 years over 40 up to 50 years over 50 up to 60 years	46 33 % 58 42 % 17 38 20 21 21 22 21 3 38 22 22 22 22 22 22
First visit Sex Male Female Size of household 1 person 2 persons 3 persons 4 persons 5 persons and more Age up to 20 years over 20 up to 30 years over 30 up to 40 years over 40 up to 50 years	46 33 % 58 42 42 21 21 22 21 2 21 2 21 38 20 21 2 21 31 8 8 22 23 31 8

Position in the company/organisation	%
Entrepreneur, co-owner, freelancer	14
Managing director, board member,	
head of an authority etc.	6
Area manager, works manager, plant manage	r.
branch manager, head of public office	[′] 5
Department head, group head, team leader	10
Other salaried staff, civil servant,	
skilled worker	31
Lecturer, teacher	
Trainee	5
Other position	5 5 7 7
Student	4
Housewife/man	'
	10
Old-age pensioner	10
Other not gainfully employed	
Buying and ordering capacity	%
Purchase or order made or intended	/0
at the exhibition	
Ves	41
no	37
	22
maybe	22
Follow-up business	%
Intend to buy at later date	/0
yes	52
no	13
	36
maybe	30
Conducted by: Messe Offenburg-Ortenau	
GmbH, Offenburg	

OBERRHEIN MESSE (2013) — Offenburg

Private visitors' profile

Visitors (number of entries) 73	3 367 Posit	
Proportion of private visitors	100% Mana head	
Germany (total)	94 Area	
of which	bran	ch
Nielsen 1 - Nielsen 4	- Depa	art
Bremen - Bavaria	- Othe	r :
Hamburg - Nielsen 5+6	- skille	d
Lower Saxony - Berlin	- Lectu	ire
Schleswig-Holstein - Brandenburg	- Train	ee
Nielsen 2 - Mecklenburg-	Othe	r j
North Rhine-Westph West Pommeran	ia - Stude	en
Nielsen 3a 1 Saxony-Anhalt	- Hous	
Hesse 1 <u>Nielsen 7</u>	- Old-a	ag
Rhineland-Palatinate - Saxony	- Othe	٢ı
Saarland - Thuringia		
Nielsen 3b 98	Buyi	ng
Baden-Württemberg 98	Purch	ha
	— at th	е
Foreign (total)	6 yes	
of which	no	
EU	98 may	be
Other countries	2	
Country with the highest visitor share		
Country with the highest visitor share France		a
France	98 yes no	
Distance to home	% mayb	~~
up to 50 km	04	
more than 50 km up to 100 km	10 Cond	
more than 100 km up to 300 km	2 Gmb	οH,
over 300 km	ī	
Frequency of visits to exhibition	%	
Previous event	66	
Earlier events	28	
First visit	6	
Sex	%	
Male	47	
Female	53	
Size of household	%	
1 person	9	
2 persons	43	
3 persons	18	
4 persons	20	
5 persons and more	10	
470	%	
Age		
	6 16	
up to 20 years	10	
over 20 up to 30 years	14	
over 20 up to 30 years over 30 up to 40 years	14 21	
over 20 up to 30 years over 30 up to 40 years over 40 up to 50 years	21	
over 20 up to 30 years over 30 up to 40 years over 40 up to 50 years over 50 up to 60 years over 60 up to 70 years		

n the company/organisation % eur, co-owner, freelancer 10 director, board member, n authority etc. 2 ager, works manager, plant manager, mager, head of public office 2 nt head, group head, team leader 6 ried staff, civil servant, 37 rker eacher 3 3 ition 5 7 /man 4 ensioner 20 gainfully employed 1 % nd ordering capacity or order made or intended ibition 67 18 15 business % buy at later date 24 32 44 d by: Messe Offenburg-Ortenau ffenbura

Droportion of trade visitors	98%
Proportion of trade visitors	90%
Germany (total) of which	85
Nielsen 1 1 Nielsen 4	14
Bremen - Bavaria	14
Hamburg - Nielsen 5+6	1
Lower Saxony - Berlin	
Schleswig-Holstein - Brandenburg	
Nielsen 2 3 Mecklenburg-	
North Rhine-Westph. 3 West Pomme	
Nielsen 3a 6 Saxony-Anha	lt -
Hesse 3 Nielsen 7	3
Rhineland-Palatinate 2 Saxony	-
Saarland 1 Thuringia	-
Nielsen 3b 72	
Baden-Württemb. 72	
Foreign (total) of which	15
EU	51
Other european countries	23
South-, East-, Central Asia	18
Other countries	7
Distance to home	%
up to 50 km	29
more than 50 km up to 100 km	23
more than 100 km up to 300 km	26
over 300 km	22
Countries with the highest visitor sh	ares %
Austria	20
Switzerland	14
France	6
China (PR)	6
Italy	5
Frequency of visits to trade fair	%
Previous event	41
Earlier events	27
First visit	43
Average length of stay	1,3 days
Influence on purchasing/procurement	
decisions	%
Decisively	17
Collectively	31
In an advisory capacity	23
No	20
Student	8
Other not gainfully employed	1

AMB ----> Stuttgart

Trade visitors' profile

%

12

17

36

3

10

2

3

4

8

1

%

11

4

9

19

7

27

2

9

2

8

1

%

76

13

7

5

6

2

%

9

21

8

500 - 999

Student

employed

1 000 and more

Other not gainfully

Conducted by: Landesmesse Stuttgart GmbH,

Area of responsibility

Buying/procurement

Maintenance/repairs

Research/development/design

Finance/accounting, controlling

Marketing, advertising, PR

Other not gainfully employed

head of an authority etc.

Foreman, master craftsman

Other not gainfully employed

University, polytechnic, vocational school

Size of company/organisation:

6

5

18

17

14

Number of employees

skilled worker

Other position

Trainee

Student

Lecturer, teacher

Economic sector Industry

Training/consulting

Skilled trades

1- 4

5- 9

10- 49

50-199

200-499

Stuttgart

Service

Trade

Other

Other salaried staff, civil servant,

Manufacturing, production, quality control

Information and communication technology

Personnel administration, administration

Logistics: storage, material management,

Position in the company/organisation

branch manager, head of public office Department head, group head, team leader

Area manager, works manager, plant manager,

Entrepreneur, co-owner, freelancer

Managing director, board member,

Management

Sales

transport

Other area

Student

CMT

Private visitors' profile Visitors (number of entries) 239 994 Proportion of private visitors 88% 99 Germany (total) of which Nielsen 1 - Nielsen 4 6 Bremen - Bavaria 6 Hamburg - Nielsen 5+6 Lower Saxony - Berlin Schleswig-Holstein - Brandenburg Nielsen Ž Mecklenburg-North Rhine-Westph. - West Pommerania Nielsen 3a 3 Saxony-Anhalt Hesse - Nielsen 7 Rhineland-Palatinate - Saxony Saarland Thuringia Nielsen 3b 91 Baden-Württemb. 91 Foreign (total) 1 of which FU 43 Other european countries 52 Other countries 5 Country with the highest visitor share % Switzerland 48 % Distance to home 57 up to 50 km more than 50 km up to 100 km 26 more than 100 km up to 300 km 15 over 300 km 1 Frequency of visits to trade fair % Previous event 40 52 Earlier events First visit 26 % Sex Male 52 Female 48 % Size of household 14 1 person 2 persons 52 14 3 persons 4 persons 14 5 persons and more 5 % Age 5 up to 20 years over 20 up to 30 years 8 over 30 up to 40 years 9 23 over 40 up to 50 years over 50 up to 60 years 27 over 60 up to 70 years 22 over 70 years 6



didacta -----> Stuttgart

Trade visitors' profile

Position in the company/organisation	%	Visitors (num
Entrepreneur, co-owner, freelancer Managing director, board member,	9	Proportion of
head of an authority etc. Area manager, works manager, plant manag branch manager, head of public office	3	Germany (tot of which
Department head, group head, team leader Other salaried staff, civil servant,	10	Nielsen 1 Bremen
skilled worker	32	Hamburg
Lecturer, teacher	3	Lower Saxony
Trainee	1	Schleswig-Hol
Other position	4	Nielsen 2
Student	3	North Rhine-V
Housewife/man	4	Nielsen 3a
Old-age pensioner	25	Hesse
Other not gainfully employed	3	Rhineland-Pala
Dention and and advantage associates	%	Saarland Nielsen 3b
Buying and ordering capacity Purchase or order made or intended at the exhibition	%	Baden-Württer
Ves	41	Foreign (tota
no	33	of which
maybe	26	EU Oth
Follow-up business	%	Distance to h
Intend to buy at later date	35	
yes no	35 17	up to 50 km more than 50
maybe	48	more than 10
Conducted by: Landesmesse Stuttgart Gr		over 300 km
Stuttgart		Frequency of
		Previous even
		Earlier events
		First visit
		Average leng
		Influence on

Visitors (number of	ent	ries) 8	8 395
Proportion of trade	visi	itors	98 %
Germany (total)			99
of which			
Nielsen 1	2	Nielsen 4	12
Bremen	1	Bavaria	12
Hamburg	- 7	Nielsen 5+6	3
Lower Saxony	- 7	Berlin	
Schleswig-Holstein	-	Brandenburg	
Nielsen 2	3	Mecklenburg-	
North Rhine-Westph.	3	West Pommerar	าเล
Nielsen 3a	13	Saxony-Anhalt	
Hesse	6	Nielsen 7	1
Rhineland-Palatinate	6	Saxony	
Saarland	2	Thuringia	
Nielsen 3b	66		
Baden-Württemb.	66		
Foreign (total) of which			1
EU			72
Other cour	ntrie	s	28
Distance to home			%
up to 50 km			33
more than 50 km up			20
more than 100 km u	p to	300 km	34
over 300 km			13
Frequency of visits	to t	rade fair	%
Previous event			4
Earlier events			18
First visit			42
Average length of s	stay	1,1	l day
Influence on purcha	sind	n/procurement	
decisions			%
Decisively			1
Collectively			3
In an advisory capaci	tv		2
No	.,		15
Student			ġ
Other States of the states of	1.1		

Decisively
Collectively
In an advisory capacity
No
Student
Other not gainfully employed

Position in the company/organisation Entrepreneur, co-owner, freelancer Managing director, board member,	% 6
head of an authority etc.	2
Area manager, works manager, plant manage	r,
branch manager, head of public office	1
Department head, group head, team leader	12
Other salaried staff, civil servant,	
skilled worker	17
Lecturer, teacher	41
Trainee Other position	6 4
Other position Student	4 9
Other not gainfully employed	1
Economic sector	%
General education system	43
Authority/public services	7
Vocational education system	14
Services, training, consulting	5 7
Adult education	7
Trade	1
Skilled trades	1
Higher education system	2
Industry University, research	2
Association, organisation, institution	4
Printed products, specialist literature	2
Administration	1 2 3 4 3 3 1 22
Preschool, kindergarten	22
Further education	5 5
Other	5
Size of company/organisation:	
Number of employees 1- 4 7 500 - 999	% 5
1- 4 7 500 - 999	5

5- 9 10- 49

50-199

200-499

Stuttgart

1

10

32

23

6

2

Trade visitors' profile

1 000 and more

Other not gainfully

Conducted by: Landesmesse Stuttgart GmbH,

Student

employed

7

9

1

Proportion of trade	vis	itors	96%
Germany (total)			99
of which			
Nielsen 1	- 7	Nielsen 4	5
Bremen	-	Bavaria	5
Hamburg	- 7	Nielsen 5+6	
Lower Saxony	-	Berlin	
Schleswig-Holstein		Brandenburg	
Nielsen 2	1	Mecklenburg-	
North Rhine-Westph.		West Pommera	nia
Nielsen 3a	5		
Hesse	1	Nielsen 7	
Rhineland-Palatinate	4		
Saarland		Thuringia	
Nielsen 3b	88		
Baden-Württemb.	88		
Foreign (total)			1
Distance to home			%
up to 50 km			44
more than 50 km up	to	100 km	25
more than 100 km u	p to	300 km	27
	p to	300 km	27
more than 100 km u over 300 km Frequency of visits			
over 300 km Frequency of visits			% 43
over 300 km Frequency of visits Previous event			% 43
over 300 km			3
over 300 km Frequency of visits Previous event Earlier events	to t	rade fair	% 43 51
over 300 km Frequency of visits Previous event Earlier events First visit Average length of s Influence on purcha	to t stay	rade fair 1,	9/ 43 51 24
over 300 km Frequency of visits Previous event Earlier events First visit Average length of s Influence on purcha decisions	to t stay	rade fair 1,	41 5' 24 1 day:
over 300 km Frequency of visits Previous event Earlier events First visit Average length of s Influence on purcha decisions	to t stay	rade fair 1,	41 5' 24 1 day:
over 300 km Frequency of visits Previous event Earlier events First visit	to t stay	rade fair 1,	43 51 24 1 days %
over 300 km Frequency of visits Previous event Earlier events First visit Average length of st Influence on purcha decisions Decisively	to t stay	rade fair 1,	43 51 24 1 days % 27 38
over 300 km Frequency of visits Previous event Earlier events First visit Average length of s Influence on purcha decisions Decisively Collectively	to t stay	rade fair 1,	9/ 43 51 24

Other not gainfully employed

Position in the company/organisation	%
Entrepreneur, co-owner, freelancer	34
Managing director, board member,	
head of an authority etc.	3
Area manager, works manager, plant ma	nager,
branch manager, head of public office	1
Department head, group head, team lea Other salaried staff, civil servant,	ider 8
skilled worker	34
Lecturer, teacher	1
Trainee	7
Other position	4
Student	6
Other not gainfully employed	2
Economic sector	%
Dentist's practice,- clinic	69
Orthodontics	6
Oral and maxillofacial surgery	2
Dental technology laboratory	12
Dental trade	4
University, polytechnic, vocational schoo	4
Other	6
Training/consulting	1
Service	3

%	oyees	employ	mber of	Nu
1	500 - 999	18	1- 4	
2	1 000 and more	40	5- 9	
6	Student	25	0- 49	1
	Other not gainfully	5	0- 199	5
2	employed	2	0- 499	20

Conducted by: Landesmesse Stuttgart GmbH, Stuttgart

interbad -----> Stuttgart

Trade visitors' profile

Visitors (number of entries) 14	784	Position in the company/organisation	%
Proportion of trade visitors	94%	Entrepreneur, co-owner, freelancer Managing director, board member,	22
Germany (total) of which Nielsen 1 6 Bremen - Hamburg - Hamburg - Kielsen 5+6 Lower Saxony 5 Berlin Schleswig-Holstein 1 Brandenburg- Nielsen 2 8 Mecklenburg- North Rhine-Westph. 8 Hesse 7 Rhineland-Palatinate 5 Saxony 5 Saden-Württemb. 45	70 21 21 3 - - 4 - 4	head of an authority etc. Area manager, works manager, plant managel branch manager, head of public office Department head, group head, team leader Other salaried staff, civil servant, skilled worker Lecturer, teacher Trainee Other position Student Other not gainfully employed Economic sector Industry Skilled trades Trade	14 r, 16 15 25 4 2 1 1 21 14 15
Foreign (total) of which EU Other european countries Other countries	30 63 32 5	Public authority/public administratin/ municipality Training/consulting Other service University, polytechnic, vocational school Other	34 3 14 3 8
Distance to home up to 50 km more than 50 km up to 100 km more than 100 km up to 300 km over 300 km Countries with the highest visitor shares Switzerland Austria United Kingdom Italy Russia	% 16 10 29 45 19 10 7 5 5	Size of company/organisation: Number of employees 1-418500 and more 10-4932 Student 50-19922 Other not gainfully 200-4996 employed Conducted by: Landesmesse Stuttgart Gml Stuttgart	% 2 4 1 1 bH ,
Frequency of visits to trade fair Previous event Earlier events First visit	% 39 33 42		
Average length of stay 1,4 d Influence on purchasing/procurement decisions Decisively Collectively In an advisory capacity No Student Other not gainfully employed	% 32 34 25 8 1 1		

Trade visitors' profile

Visitors (number of	ent	ries) 88	696
Proportion of trade	visi	tors 9	95%
Germany (total) of which			98
Nielsen 1	1	Nielsen 4	13
Bremen	-	Bavaria	13
Hamburg	-	Nielsen 5+6	1
Lower Saxony	-	Berlin	
Schleswig-Holstein	-	Brandenburg	
Nielsen 2	1	Mecklenburg-	
North Rhine-Westph.		West Pommerania	
Nielsen 3a	11	Saxony-Anhalt	
Hesse	4	Nielsen 7	
Rhineland-Palatinate	5	Saxony	
Saarland	1	Thuringia	
Nielsen 3b	73		
Baden-Württemb.	73		
Foreign (total) of which			1
EU			58
Other euro	pea	n countries	4
Other cour	ntrie	5	2
Distance to home			%
up to 50 km			34
more than 50 km up			2
more than 100 km u	p to	300 km	34
over 300 km			
Countries with the	high	est visitor shares	%
Switzerland			36
Italy			19
Frequency of visits	to t	rade fair	%
			4
Previous event			4
Previous event Earlier events			
			3
Earlier events	stay	1,2 d	3!
Earlier events First visit Average length of s	-		3
Earlier events First visit	-		3 lay
Earlier events First visit Average length of s Influence on purcha	-		3! lay %
Earlier events First visit Average length of s Influence on purcha decisions Decisively Collectively	ising		3 lay %
Earlier events First visit Average length of s Influence on purcha decisions Decisively	ising		3: lay 2: 3(2:
Earlier events First visit Average length of s Influence on purcha decisions Decisively Collectively	ising		3: lay: 21 30 22
Earlier events First visit Average length of s Influence on purcha decisions Decisively Collectively In an advisory capaci	ity	/procurement	3!

Area of responsibility Management Personnel administration, administration Sales and marketing, customer relationship management, banquets reception Housekeeping Food & beverage management, purchasing Kitchen Påtisserie, confectionery Wine waiter, bar Service, restaurant House and buildings technology Other area Student Other not gainfully employed	9 2 1
Position in the company/organisation Entrepreneur, co-owner, freelancer Managing director, board member, head of an authority etc. Area manager, works manager, plant manage branch manager, head of public office Department head, group head, team leader Other salaried staff, civil servant, skilled worker Lecturer, teacher Trainee Other position Student Other not gainfully employed	
Economic sector Hotel, guest houses Catering, restaurant Franchise restaurant Canteens, cafeteria operators, home and hospital caterers Ice cream parlours Baker's/confectioner's Planning/architecture/interior furnishings Discotheques, bars, trend gastronomy, scene catering Fast food, snacks, petrol stations Food, drinks trade, trade chain Colleges, universities, institutes Food industry/non-food industry Café, coffee shop Service and consulting Other	9 2 4 1

Size of company/organisation:

Number of	emplo	yees	%
1- 4	22	500 - 999	2
5- 9	19	1 000 and more	5
10- 49	28	Student	3
50-199	14	Other not gainfully	
200- 499	5	employed	2

Conducted by: Landesmesse Stuttgart GmbH, Stuttgart

Invest

% 28 7

%

%

Λ

Trade visitors' profile

Visitors (number of	еп	ries)	10 368
Proportion of trade	vis	itors	53%
Germany (total) of which			95
Nielsen 1	3	Nielsen 4	16
Bremen	-	Bavaria	16
Hamburg	1	Nielsen 5+6	1
Lower Saxony	2	Berlin	-
Schleswig-Holstein	-	Brandenburg	-
Nielsen Ž	4	Mecklenburg-	
North Rhine-Westph.	4		ania -
Nielsen 3a	8	Saxony-Anhalt	-
Hesse	5	Nielsen 7	1
Rhineland-Palatinate	3	Saxony	-
Saarland	-	Thuringia	
Nielsen 3b	67	-	
Baden-Württemb.	67		
Foreign (total) of which			5
EU			
		n countries	- 59
Other cou		n countries	59 41
Other cou	ntrie	S	41
Distance to home			%
up to 50 km			43
more than 50 km up	to	100 km	15
more than 100 km u	p to	300 km	28
over 300 km			14
Country with the h	ighe	st visitor share	
Switzerland			59
Frequency of visits	to t	rade fair	%
Previous event			34
Earlier events			47
First visit			36
Average length of	stay	1	,1 days
Influence on purcha	sing	g/procurement	
decisions			%
Decisively			26
Collectively			19
	itu		20
in an advisory capac	ity		
	ity		15
n an advisory capac			15 13 7



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

Economic sector
Industry
Trade
Bank
Insurance
Financial services
Other service
Public authority
Training/consulting
University, technical college,
vocational college
Specialist media
Other

Size of company/organisation:

Number of		yees	%
1 - 4	24	500 - 999	4
5-9	6	1 000 and more	19
10- 49	10	Student	13
50-199	9	Other not gainfully	
200-499	7	employed	7

Proportion of private visitors Germany (total) of which Nielsen 1 Nielsen 4 Bremen Bavaria Hamburg Nielsen 5+6 Lower Saxony Berlin Schleswig-Holstein Brandenburg Nielsen 2 3 Mecklenburg- North Rhine-Westph. Nielsen 3a 8 Savony-Anhalt Hesse Hesse 2 Nielsen 3b 74 Baden-Württemb. 74 Foreign (total) Distance to home Up to 50 km more than 50 km up to 100 km more than 50 km up to 300 km ver 300 km Frequency of visits to trade fair Previous event Earlier events First visit	- 2 - -
of which <u>Nielsen 1</u> 1 <u>Nielsen 4</u> Bremen - Bavaria Hamburg - <u>Nielsen 5+6</u> Lower Saxony - Berlin Schleswig-Holstein - Brandenburg Nielsen 2 3 Mecklenburg- North Rhine-Westph. 3 West Pommerania <u>Nielsen 3a</u> 8 Saxony-Anhalt Hesse 2 <u>Nielsen 7</u> Rhineland-Palatinate 5 Saxony Saarland 1 Thuringia <u>Nielsen 3b</u> 74 Baden-Württemb. 74 Foreign (total) Distance to home up to 50 km more than 50 km up to 100 km more than 100 km up to 300 km over 300 km Frequency of visits to trade fair Previous event Earlier events First visit	13 13 - - 2 2 -
Nielsen 1 1 Nielsen 4 Bremen - Bavaria Hamburg - Nielsen 5+6 Lower Saxony - Berlin Schleswig-Holstein - Brandenburg Nielsen 2 3 Mecklenburg- North Rhine-Westph. 3 Wecklenburg- North Rhine-Westph. 3 Wecklenburg- Nielsen 3a 8 Saxony-Anhalt Hesse 2 Nielsen 7 Rhineland-Palatinate 5 Saxony Saarland 1 Thuringia Nielsen 3b 74 Baden-Württemb. 74 Foreign (total)	13 - - 2 - -
Bremen - Bavaria Hamburg - Nielsen 5+6 Lower Saxony - Berlin Schleswig-Holstein - Brandenburg Nielsen 2 3 Mecklenburg- North Rhine-Westph. 3 West Pommerania Nielsen 3a 8 Saxony-Anhalt Hesse 2 Nielsen 7 Saarland 1 Thuringia Nielsen 3b 74 Baden-Württemb. 74 Foreign (total) - Distance to home vol 000 km up to 50 km vol 000 km wore 300 km - Frequency of visits to trade fair Previous event Earlier events Earlier events First visit	13 - - 2 - -
Hamburg - <u>Nielsen 5+6</u> Lower Saxony - Berlin Schleswig-Holstein - Brandenburg <u>Nielsen 2</u> 3 Mecklenburg- North Rhine-Westph. 3 West Pommerania <u>Nielsen 3a</u> 8 Saxony-Anhalt Hesse 2 <u>Nielsen 7</u> Rhineland-Palatinate 5 Saxony Saarland 1 Thuringia <u>Nielsen 3b</u> 74 Baden-Württemb. 74 Foreign (total) Distance to home up to 50 km more than 100 km up to 300 km over 300 km Frequency of visits to trade fair Previous event Earlier events First visit	2 1
Lower Saxony - Berlin Schleswig-Holstein - Brandenburg Nielsen 2 3 Mecklenburg- North Rhine-Westph. 3 West Pommerania Nielsen 3a 8 Saxony-Anhalt Hesse 2 Nielsen 7 Rhineland-Palatinate 5 Saxony Saarland 1 Thuringia Nielsen 3b 74 Baden-Württemb. 74 Foreign (total) Distance to home up to 50 km more than 100 km up to 100 km more than 100 km up to 300 km over 300 km Frequency of visits to trade fair Previous event Earlier events First visit	- 2 - -
Schleswig-Holstein - Brandenburg Nielsen 2 3 Mecklenburg- North Rhine-Westph. 3 West Pommerania Nielsen 3a 8 Saxony-Anhalt Hesse 2 Nielsen 7 Saarland 1 Thuringia Nielsen 3b 74 Baden-Württemb. 74 Foreign (total)	- 2 - -
Nielsen Ž 3 Mecklenburg- North Rhine-Westph. 3 West Pommerania Nielsen 3a 8 Saxony-Anhalt Hesse 2 Nielsen 7 Rhineland-Palatinate 5 Saxony Saarland 1 Thuringia Nielsen 3b 74 Baden-Württemb. 74 Foreign (total) 74 Distance to home up to 50 km more than 50 km up to 100 km out 300 km over 300 km 7 Frequency of visits to trade fair Previous event Earlier events First visit	- 2 - -
North Rhine-Westph. 3 West Pommerania Nielsen 3a 8 Saxony-Anhalt Hesse 2 Nielsen 7 Rhineland-Palatinate 5 Saxony Saarland 1 Thuringia Nielsen 3b 74 Baden-Württemb. 74 Foreign (total) 1 Distance to home up to 50 km more than 50 km up to 100 km nore than 100 km up to 300 km over 300 km 1 Frequency of visits to trade fair Previous event Earlier events First visit	- 2 - -
Nielsen 3a 8 Saxony-Anhalt Hesse 2 Nielsen 7 Rhineland-Palatinate 5 Saxony Saarland 1 Thuringia Nielsen 3b 74 Baden-Württemb. 74 Foreign (total) Image: Comparison of the state o	- 2 - -
Hesse 2 Nielsen 7 Rhineland-Palatinate 5 Saxony Saarland 1 Thuringia Nielsen 3b 74 Baden-Württemb. 74 Foreign (total) Distance to home up to 50 km more than 50 km up to 100 km more than 100 km up to 300 km over 300 km Frequency of visits to trade fair Previous event Earlier events First visit	2 - - 1
Rhineland-Palatinate 5 Saxony Saarland 1 Thuringia Nielsen 3b 74 Baden-Württemb. 74 Distance to home up to 50 km more than 50 km up to 100 km more than 100 km up to 300 km over 300 km Frequency of visits to trade fair Previous event Earlier events First visit	1
Saarland 1 Thuringia <u>Nielsen 3b</u> 74 Baden-Württemb. 74 Foreign (total) Distance to home up to 50 km more than 50 km up to 100 km more than 100 km up to 300 km over 300 km Frequency of visits to trade fair Previous event Earlier events First visit	
Nielsen 3b 74 Baden-Württemb. 74 Foreign (total) Distance to home up to 50 km more than 50 km up to 100 km more than 100 km up to 300 km over 300 km Frequency of visits to trade fair Previous event Earlier events First visit	
Baden-Württemb. 74 Foreign (total) Distance to home up to 50 km more than 50 km up to 100 km more than 100 km up to 300 km over 300 km Frequency of visits to trade fair Previous event Earlier events First visit	
Distance to home up to 50 km more than 50 km up to 100 km more than 100 km up to 300 km over 300 km Frequency of visits to trade fair Previous event Earlier events First visit	
up to 50 km more than 50 km up to 100 km more than 100 km up to 300 km over 300 km Frequency of visits to trade fair Previous event Earlier events First visit	0/
more than 50 km up to 100 km more than 100 km up to 300 km over 300 km Frequency of visits to trade fair Previous event Earlier events First visit	%
more than 100 km up to 300 km over 300 km Frequency of visits to trade fair Previous event Earlier events First visit	51
over 300 km Frequency of visits to trade fair Previous event Earlier events First visit	17
Frequency of visits to trade fair Previous event Earlier events First visit	24
Previous event Earlier events First visit	9
Earlier events First visit	%
First visit	44
	61
Cox	25
	%
Male	85
Female	15
Size of household	%
1 person	31
2 persons	41
3 persons	14
4 persons	9
5 persons and more	5
Age	%
up to 20 years	4
over 20 up to 30 years	-
over 30 up to 40 years over 40 up to 50 years	
over 40 up to 50 years over 50 up to 60 years	10
over 60 up to 70 years	21
over 70 years	

Private visitors' profile

%

31

5

19

2

5

3

13

7

% 10

6 31

9

15

12

3

2

8

3

11

	%
Position in the company/organisation Entrepreneur, co-owner, freelancer	12
Managing director, board member,	12
head of an authority etc.	1
Area manager, works manager, plant ma	
branch manager, head of public office	3
Department head, group head, team lea	
Other salaried staff. civil servant.	
skilled worker	31
Lecturer, teacher	3
Trainee	2
Other position	6
Student	4
Housewife/man	2
Old-age pensioner	23
Other not gainfully employed	5
Buying and ordering capacity Purchase or order made or intended at the exhibition	%
yes	38
no	31
maybe	31
Follow-up business	%
Intend to buy at later date	34
Intend to buy at later date yes	
	21
yes	21 45

IT & Business / DMS EXPO / CRM-expo ------ Stuttgart

Trade visitors' profile

	8 564
Proportion of trade visitors	99%
Germany (total)	9 1
of which Nielsen 1 5 Nielsen 4	15
Nielsen 1 5 Nielsen 4 Bremen - Bavaria	15
Hamburg - <u>Nielsen 5+6</u>	2
Lower Saxony - Berlin Schleswig-Holstein - Brandenburg	
Nielsen 3a 8 Saxony-Anha	
Hesse 4 <u>Nielsen 7</u>	
Rhineland-Palatinate 3 Saxony	
Saarland 1 Thuringia	
Nielsen 3b 61	
Baden-Württemb. 61	
Foreign (total) of which	9
FU	55
Other european countries	3
Other countries	10
Distance to home	%
up to 50 km	33
more than 50 km up to 100 km	13
more than 100 km up to 300 km	3
	31
more than 100 km up to 300 km	31 22
more than 100 km up to 300 km over 300 km	31 22 ares %
more than 100 km up to 300 km over 300 km Countries with the highest visitor sh	31 22 ares % 30
more than 100 km up to 300 km over 300 km Countries with the highest visitor sh Switzerland Austria	31 22 ares % 30 21
more than 100 km up to 300 km over 300 km Countries with the highest visitor sh Switzerland Austria Frequency of visits to trade fair	3 22 ares % 3(2
more than 100 km up to 300 km over 300 km Countries with the highest visitor sh Switzerland Austria Frequency of visits to trade fair Previous event	3 22 ares % 3(2 2
more than 100 km up to 300 km over 300 km Countries with the highest visitor sh Switzerland Austria Frequency of visits to trade fair Previous event Earlier events	31 22 ares % 30 21 % 25 33
more than 100 km up to 300 km over 300 km Countries with the highest visitor sh Switzerland Austria Frequency of visits to trade fair Previous event	31 22 ares % 30 21 % 25 33
more than 100 km up to 300 km over 300 km Countries with the highest visitor sh Switzerland Austria Frequency of visits to trade fair Previous event Earlier events First visit	31 22 ares % 30 21 %
more than 100 km up to 300 km over 300 km Countries with the highest visitor sh Switzerland Austria Frequency of visits to trade fair Previous event Earlier events First visit Average length of stay Influence on purchasing/procuremen	3 22 ares % 30 2 2 % 2 5 5 7 1,2 day: t
more than 100 km up to 300 km over 300 km Countries with the highest visitor sh Switzerland Austria Frequency of visits to trade fair Previous event Earlier events First visit Average length of stay Influence on purchasing/procuremen decisions	3 22 3 3 2 2 3 3 5 4 1,2 days t
more than 100 km up to 300 km over 300 km Countries with the highest visitor sh Switzerland Austria Frequency of visits to trade fair Previous event Earlier events First visit Average length of stay Influence on purchasing/procuremen decisions Decisively	3 22 ares % 3(2 2 % 2 3 3 5 4 1,2 days t %
more than 100 km up to 300 km over 300 km Countries with the highest visitor sh Switzerland Austria Frequency of visits to trade fair Previous event Earlier events First visit Average length of stay Influence on purchasing/procuremen decisions Decisively Collectively	3 22 2 2 2 2 2 2 2 2 2 2 2 2 2 2 2 2 2
more than 100 km up to 300 km over 300 km Countries with the highest visitor sh Switzerland Austria Frequency of visits to trade fair Previous event Earlier events First visit Average length of stay Influence on purchasing/procuremen decisions Decisively Collectively In an advisory capacity	3 22 3 3 2 2 3 3 5 4 1,2 days t t 2 3 3 2 2 2 3 3 5 4 1,2 days
more than 100 km up to 300 km over 300 km Countries with the highest visitor sh Switzerland Austria Frequency of visits to trade fair Previous event Earlier events First visit Average length of stay Influence on purchasing/procuremen decisions Decisively Collectively	3 22 2 2 2 2 2 2 2 2 2 2 2 2 2 2 2 2 2
more than 100 km up to 300 km over 300 km Countries with the highest visitor sh Switzerland Austria Frequency of visits to trade fair Previous event Earlier events First visit Average length of stay Influence on purchasing/procuremen decisions Decisively Collectively In an advisory capacity	31 22 ares % 30 21 % 25 32 54 54

Area of responsibility	%
Management	15
Research/development/design	5
Manufacturing, production, quality control	
Buying/procurement	
Finance/accounting, controlling	
Information and communication technology Personnel administration, administration	32
	-
Sales	15
Marketing, advertising, PR	6
Logistics: storage, material management,	
transport	1
Maintenance/repairs	1
Other area	3
Student	5
Other not gainfully employed	1
Desision in the communication	
Position in the company/organisation	%
Entrepreneur, co-owner, freelancer	18
Managing director, board member,	
head of an authority etc.	8
Area manager, works manager, plant manage	er,
branch manager, head of public office	12
Department head, group head, team leader	27
Other salaried staff, civil servant,	24
skilled worker	20
Lecturer, teacher	4
Trainee	4
Other position	2
Student	
Other not gainfully employed	
Economic sector	%
Industry	26
Trade	1
Skilled trades	;
Service	4
Training/consulting	4
	-
Authority, public services	
Authority, public services University, polytechnic, vocational school	
Authority, public services	
Authority, public services University, polytechnic, vocational school Other	
Authority, public services University, polytechnic, vocational school Other Size of company/organisation:	9
Authority, public services University, polytechnic, vocational school Other Size of company/organisation: Number of employees	%
Authority, public services University, polytechnic, vocational school Other Size of company/organisation: Number of employees 1- 4 13 500 - 999	%
Authority, public services University, polytechnic, vocational school Other Size of company/organisation: Number of employees 1- 4 13 500 - 999 5- 9 7 1 000 and more	% 8 18
Authority, public services University, polytechnic, vocational school Other Size of company/organisation: Number of employees 1- 4 13 500 - 999 5- 9 7 1 000 and more 10- 49 16 Student	% 8 18
Authority, public services University, polytechnic, vocational school Other Size of company/organisation: Number of employees 1- 4 13 500 - 999 5- 9 7 1 000 and more	% 8 18

Conducted by: Landesmesse Stuttgart GmbH, Stuttgart

LASYS -----> Stuttgart

Trade visitors' profile

isitors (number of	enτ	ries)	5 490
roportion of trade	visi	tors	99 %
ermany (total)			78
f which			
ielsen 1	4	Nielsen 4	23
remen	- 7	Bavaria	23
amburg	1	Nielsen 5+6	3
ower Saxony	3	Berlin	
chleswig-Holstein	- 7	Brandenburg	
ielsen 2	8	Mecklenburg-	
orth Rhine-Westph.		West Pommerar	nia -
<u>ielsen 3a</u>	8	Saxony-Anhalt	
esse	3	Nielsen 7	6
hineland-Palatinate	3	Saxony	3
aarland	2	Thuringia	4
ielsen 3b	48		
aden-Württemb.	48		
oreign (total) f which			22
EU			54
Other euro	pea	n countries	35
Other cour			11
istance to home			%
p to 50 km			19
ore than 50 km up	to 1	00 km	12
ore than 100 km u			32
ver 300 km		500 1111	37
ountries with the	hiah	est visitor shar	es %
witzerland	ingi	cot visitor silar	20
rance			14
aly			11
urkey			10
requency of visits	to t	rade fair	%
revious event			18
arlier events			14
irst visit			73
verage length of s	tay	1,2	2 days
	-		- 1
nfluence on purcha ecisions	sing	procurement	%
ecisively			23
ollectively			39
an advisory capaci	tv		24
0	-7		8
			-
tudent			6

Management12Research/development/design46Manufacturing, production, quality control18Buying/procurement2Finance/accounting, controlling-Information and communication technology-Personnel administration, administration-Sales11Marketing, advertising, PR2Logistics: storage, material management,transporttransport-Maintenance/repairs-Other area1Student6Other not gainfully employed1Position in the company/organisation%Entrepreneur, co-owner, freelancer12Managing director, board member,9head of an authority etc.9Department head, group head, team leader22Other salaried staff, civil servant,skilled workerskilled worker38Lecturer, teacher1Trainee-Other not gainfully employed1Economic sector%Industry81Trade5Service10Training/consulting3University, polytechnic, vocational school9Other5Size of company/organisation:%Number of employees%1- 4810- 4917Student650- 1991610- 49911employed1Conducted by: Landesmesse Stuttgart GmbH,Stuttgart)	Area of responsibility	%
Manufacturing, production, quality control 18 Buying/procurement 2 Finance/accounting, controlling - Information and communication technology - Personnel administration, administration - Sales 11 Marketing, advertising, PR 2 Logistics: storage, material management, - transport - Maintenance/repairs - Other area 1 Student 6 Other not gainfully employed 1 Position in the company/organisation % Entrepreneur, co-owner, freelancer 12 Managing director, board member, - head of an authority etc. 9 Area manager, works manager, plant manager, branch manager, head of public office branch manager, head of public office 9 Department head, group head, team leader 22 Other solaried staff, civil servant, skilled worker skilled worker 18 Lecturer, teacher 1 Trainee - Other not gainfully employed 1 <	-		
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Position in the company/organisation % Entrepreneur, co-owner, freelancer 12 Managing director, board member, head of an authority etc. 9 Area manager, works manager, plant manager, branch manager, head of public office 9 Department head, group head, team leader 22 Other salaried staff, civil servant, skilled worker 38 Lecturer, teacher 1 1 Trainee - - Other position 4 5 Student 6 0 Other not gainfully employed 1 Economic sector % Industry 81 Trade 5 Service 10 Training/consulting 3 University, polytechnic, vocational school 9 Other 5 Size of company/organisation: Number of employees Number of employees % 1- 4 8 500 - 999 5- 9 6 1000 and more 28 10- 49 17 Student 6 50- 199 16			
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Department head, group head, team leader 22 Other salaried staff, civil servant, skilled worker skilled worker 38 Lecturer, teacher 1 Trainee - Other position 4 Student 6 Other not gainfully employed 1 Economic sector % Industry 81 Trade 5 Service 10 Training/consulting 3 University, polytechnic, vocational school 9 Other 5 Size of company/organisation: Number of employees No 1- 4 500 - 999 5- 9 6 1000 and more 28 10- 49 17 Student 6 50- 19 16 Other not gainfully 200- 499 11 Conducted by: Landesmesse Stuttgart GmbH, 200-499: 11 200+499 1		Area manager, works manager, plant manager	er,
Other salaried staff, civil servant, skilled worker 38 Lecturer, teacher 1 Trainee - Other position 4 Student 6 Other not gainfully employed 1 Economic sector % Industry 81 Trade 5 Service 10 Training/consulting 3 University, polytechnic, vocational school 9 Other 5 Size of company/organisation: Number of employees Number of enployees % 1- 4 500 - 99 5- 9 6 1000 and more 20- 49 17 Student 6 50- 199 16 Other not gainfully 200- 499 11 employed Conducted by: Landesmesse Stuttgart GmbH,		branch manager, head of public office	9
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Lecturer, teacher 1 Trainee - Other position 4 Student 6 Other not gainfully employed 1 Economic sector % Industry 81 Trade 5 Service 10 Training/consulting 3 University, polytechnic, vocational school 9 Other 5 Size of company/organisation: Number of employees Number of employees % 1- 4 500 - 999 5- 9 6 1000 and more 20- 49 17 Student 6 50- 19 16 Other not gainfully 200- 499 11 employed 1 Conducted by: Landesmesse Stuttgart GmbH, 200- 499: 11 Employed 1			
Trainee - Other position 4 Student 6 Other not gainfully employed 1 Economic sector % Industry 81 Trade 5 Service 10 Training/consulting 3 University, polytechnic, vocational school 9 Other 5 Size of company/organisation: Number of employees Number of employees % 1- 4 8 500 - 999 5- 9 6 1000 and more 28 10- 49 17 Student 6 50- 199 16 Other not gainfully 200- 499 11 employed 1 Conducted by: Landesmesse Stuttgart GmbH, 1 Conducted by: Landesmesse Stuttgart GmbH, 1			
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Economic sector % Industry 81 Trade 5 Service 10 Training/consulting 3 University, polytechnic, vocational school 9 Other 5 Size of company/organisation: Number of employees Number of employees % 1- 4 8 500 - 999 7 5- 9 6 1000 and more 28 10- 49 17 Student 6 50- 190 16 Other not gainfully 200- 499 1 employed 1 Conducted by: Landesmesse Stuttgart GmbH, Conducted by: Landesmesse Stuttgart GmbH, Conducted by: Landesmesse Stuttgart GmbH,			
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Trade 5 Service 10 Training/consulting 3 University, polytechnic, vocational school 9 Other 5 Size of company/organisation: 5 Number of employees % 1 - 4 8 500 - 999 7 5 - 9 6 1000 and more 28 10 - 49 17 Student 6 50 - 199 16 Other not gainfully 200- 499 11 employed 1 Conducted by: Landesmesse Stuttgart GmbH, 10 10 10 10 10		Economic sector	%
Service 10 Training/consulting 3 University, polytechnic, vocational school 9 Other 5 Size of company/organisation: Number of employees Number of employees % 1- 4 8 500 - 999 7 5- 9 6 1000 and more 28 10- 49 17 Student 6 50- 199 16 Other not gainfully 200- 499 11 employed 1 Conducted by: Landesmesse Stuttgart GmbH, 10 10 10 10 10		Industry	81
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University, polytechnic, vocational school 9 Other 5 Size of company/organisation: Number of employees % 1 - 4 8 500 - 999 7 5 - 9 6 1 000 and more 28 10 - 49 17 Student 6 50 - 199 16 Other not gainfully 200 - 499 11 employed 1 Conducted by: Landesmesse Stuttgart GmbH,			
Other 5 Size of company/organisation: Number of employees % 1- 4 8 500 - 999 7 5- 9 6 1000 and more 28 10- 49 17 Student 6 50- 199 16 Other not gainfully 200- 499 11 employed 1 Conducted by: Landesmesse Stuttgart GmbH,			
Size of company/organisation: Number of employees % 1- 4 8 500 - 999 7 5- 9 6 1000 and more 28 10- 49 17 Student 6 50- 199 16 Other not gainfully 200- 499 11 employed 1 Conducted by: Landesmesse Stuttgart GmbH,			
Number of employees % 1- 4 8 500 - 999 7 5- 9 6 1000 and more 28 10- 49 17 Student 6 50- 199 16 Other not gainfully 200- 499 11 employed 1 Conducted by: Landesmesse Stuttgart GmbH,		Other	5
Number of employees % 1- 4 8 500 - 999 7 5- 9 6 1000 and more 28 10- 49 17 Student 6 50- 199 16 Other not gainfully 200- 499 11 employed 1 Conducted by: Landesmesse Stuttgart GmbH,		Cine of communications	
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5- 9 6 1 000 and more 28 10- 49 17 Student 6 50- 199 16 Other not gainfully 200- 499 11 employed 1 Conducted by: Landesmesse Stuttgart GmbH,			
10- 49 17 Student 6 50- 199 16 Other not gainfully 200- 499 11 employed 1 Conducted by: Landesmesse Stuttgart GmbH,			
50- 199 16 Other not gainfully 200- 499 11 employed 1 Conducted by: Landesmesse Stuttgart GmbH,			
200- 499 11 employed 1 Conducted by: Landesmesse Stuttgart GmbH,			0
Conducted by: Landesmesse Stuttgart GmbH,			1
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		Stuttgart	

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Trade visitors' profile

Visitors (number of entries)	32 809
Proportion of trade visitors	99 %
Germany (total)	88
of which	17
Nielsen 1 Bremen 7 <u>Nielsen 4</u> - Bavaria	17 17
Hamburg 2 Nielsen 5+6	
Lower Saxony 4 Berlin	د <u>ا</u>
Schleswig-Holstein 1 Brandenburg	
Nielsen 2 12 Mecklenburg	
North Rhine-Westph. 12 West Pomm	
Nielsen 3a 11 Saxony-Anha	alt 1
Hesse 5 Nielsen 7	3
Rhineland-Palatinate 5 Saxony	2
Saarland 1 Thuringia	1
Nielsen 3b 47 Baden-Württemb. 47	
Baden-Wurttemb. 47	
Foreign (total) of which	12
EU	64
Other european countries	22
Other countries	14
Distance to home	%
up to 50 km	24
more than 50 km up to 100 km	15
more than 100 km up to 300 km	27
over 300 km	34
Countries with the highest visitor s	hares %
Austria	20
Switzerland	17
Frequency of visits to trade fair	%
Previous event	35
Earlier events	38
First visit	45
	-
Average length of stay	1,2 days
Influence on purchasing/procurement	
decisions	%
Decisively Collectively	20 38
In an advisory capacity	26
No	20

Student

Area of responsibility	%
Management	15
Research/development/design	6
Manufacturing, production, quality control	8
Buying/procurement	6
Finance/accounting, controlling	1
Information and communication technology	5
Personnel administration, administration	1
Sales	10
Marketing, advertising, PR Logistics: storage, material management,	2
transport	32
Maintenance/repairs	4
Other area	6
Student	6
Position in the company/organisation	%
Entrepreneur, co-owner, freelancer	10
Managing director, board member,	
head of an authority etc.	5
Area manager, works manager, plant manage	er,
branch manager, head of public office	19
Department head, group head, team leader	32
Other salaried staff, civil servant,	
skilled worker	21
Lecturer, teacher	2
Trainee	4
Other position	2
Student	6
Economic sector	%
Industry	54
Wholesale trade	10
Retail trade	3
Skilled trades	2
Freight forwarders, transport companies	2
Other service	12
Association, organisation	1
Public authority	1
University/college/polytechnic	1
Other sectors	6
Student	6

		npany/orgar	lisation:	
Numb	oer of	employees		%
1-	4	5	200 - 499	19
5-	9	3	500 - 999	11
10-	49	9	1 000 and more	28
50-	199	19	Student	6

Conducted by: Wissler & Partner, Basel

MEDIZIN/TheraPro

Trade visitors' profile

isitors (number of	ent	ries)	8 862
Proportion of trade	vis	itors	98 %
Germany (total)			97
of which Nielsen 1	1	Nielsen 4	18
Bremen		Bavaria	10
Hamburg	- 2	Nielsen 5+6	10
Lower Saxony	1	Berlin	
Schleswig-Holstein			
Vielsen 2	-2	Brandenburg Mecklenburg	
<u>Vieisen z</u> North Rhine-Westph.		West Pomme	
<u>Vielsen 3a</u>	6 3		π -
Hesse Rhineland-Palatinate			
Saarland Palatinate	1	Saxony Thuringia	
Vielsen 3b	72	munngia	
Raden-Württemb	72		
saden-wurttemp.	12		
Foreign (total)			3
Distance to home			%
up to 50 km			38
more than 50 km up			21
more than 100 km u	p to	300 km	29
over 300 km			12
Frequency of visits	to t	rade fair	%
Previous event			24
Earlier events			18
First visit			65
Average length of s	stay		1,3 days
nfluence on purcha decisions	sing	g/procuremen	t %
Decisively			29
Collectively			25
n an advisory capaci	ity		21
n an auvisory capac			
No			14
			14 9 1



O&S —> Stuttgart

Trade visitors' profile

Position in the company/organisation	%	Visitors (number of entries) 6 44	40*)
Entrepreneur, co-owner, freelancer Managing director, board member,	39	Proportion of trade visitors	99%
head of an authority etc. Area manager, works manager, plant manager branch manager, head of public office Department head, group head, team leader Other salaried staff, civil servant, skilled worker Lecturer, teacher Trainee Other position Student Other not gainfully employed Economic sector Practice	3 2 9 22 3 9 4 9 1 % 58	Germany (total) of which Nielsen 1 3 Bremen - Hamburg - Hamburg - Kielsen 5+6 - Lower Saxony 3 Berlin - Schleswig-Holstein - North Rhine-Westph. 14 Hesse 5 Nielsen 3a 10 Saxony-Anhalt - Hesse 5 Sakeland-Palatinate 4 Saxony -	78 17 17 2 2 - - 5 3 2
Hospital/clinic Medical care centre	11 1	Nielsen 3b 50 Baden-Württemb. 50	
Rehabilitation facilities Nursing home	7 2	Foreign (total)	22
Medical laboratory/institute Emergency services organisations	1 1	of which EU	67
Association Industry Trade	1 2 2	Other european countries Other countries	19 13
Public authorities/Health service Service Training/consulting University, polytechnic, vocational school Other	2 3 5 2 14 5	Distance to home up to 50 km more than 50 km up to 100 km more than 100 km up to 300 km over 300 km	% 19 14 31 37
Size of company/organisation: Number of employees 1- 4 30 500 - 999 5- 9 20 1 000 and more	%	Countries with the highest visitor shares Switzerland Austria	% 15 12
5-9 20 1000 and more 10-49 16 Student 50-199 9 Other not gainfully 200-499 5 employed Conducted by: Landesmesse Stuttgart Gm	8 9 1 IbH,	Frequency of visits to trade fair Previous event Earlier events First visit	% 24 18 67
Stuttgart		Average length of stay 1,2 c	lays
		Influence on purchasing/procurement decisions Decisively Collectively In an advisory capacity No Student Other not gainfully employed	% 21 43 21 9 4 12

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

Area of responsibility Management Research/development/design Manufacturing, production, quality control Buying/procurement Finance/accounting, controlling Information and communication technology Personnel administration, administration Sales	% 18 22 21 6 1 - 1 5
Marketing, advertising, PR Logistics: storage, material management, transport Maintenance/repairs	1
Other area Planning/work preparation Process engineering, environmental protection Student Other not gainfully employed	4 2 3 4 1
	%
Position in the company/organisation Entrepreneur, co-owner, freelancer	15
Managing director, board member, head of an authority etc.	6
Area manager, works manager, plant manager	
branch manager, head of public office Department head, group head, team leader	18 27
Other salaried staff, civil servant, skilled worker	26
Lecturer, teacher	1
Trainee Other position	-3
Student	4
Other not gainfully employed	1
Economic sector Industry Trade	% 76 7
Service	11
Training/consulting University, polytechnic, vocational school	1
Other sectors	2
Student Other not gainfully employed	4 1
Size of company/organisation:	_
Number of employees 1- 4 7 500 - 999	% 10
1- 4 7 500 - 999 5- 9 3 1 000 and more	25
10- 49 17 Student	4
50- 199 20 Other not gainfully 200- 499 13 employed	1
Conducted by: Gelszus Messe-Markt-	

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

parts2clean -----> Stuttgart

Trade visitors' profile

Proportion of trade visitors	99%
· · · · · · · · · · · · · · · · · · ·	
Germany (total) of which	79
Nielsen 1 4 Nielsen 4	15
Bremen - Bavaria	15
Hamburg 1 Nielsen 5+6	2
Lower Saxony 3 Berlin	2
Schleswig-Holstein 1 Brandenburg	
Nielsen 2 10 Mecklenburg-	
North Rhine-Westph. 10 West Pomme	
Nielsen 3a 12 Saxony-Anhal	t - 5 3 3
Hesse 6 <u>Nielsen 7</u> Rhineland-Palatinate 4 Saxony	5
Saarland 2 Thuringia	2
Nielsen 3b 53	
Baden-Württemb. 53	
Foreign (total)	21
of which EU	64
Other european countries	20
South-, East-, Central Asia	12
Other countries	5
Distance to home	%
up to 50 km	21
more than 50 km up to 100 km	12
more than 100 km up to 300 km	31
over 300 km	36
Countries with the highest visitor sh	
Switzerland	17
Austria	13
Frequency of visits to trade fair	%
Previous event	20
Earlier events First visit	28 64
	-
Average length of stay	1,2 days
Influence on purchasing/procurement	
decisions	%
decisions Decisively	% 19
decisions Decisively Collectively	% 19 42
decisions Decisively Collectively In an advisory capacity	% 19 42 25
decisions Decisively Collectively	% 19 42

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

Area of responsibility	%
Management	14
Research/development/design	22
Manufacturing, production, quality cont	rol 24
Buying/procurement	5
Finance/accounting, controlling	
Information and communication techno	logy -
Personnel administration, administration	າ້ -
Sales	13
Marketing, advertising, PR	2
Logistics: storage, material managemer	nt,
transport	<u> </u>
Maintenance/repairs	2
Other area	4
Planning/work preparation	4
Process engineering, environmental prot	ection 3
Student	5
Other not gainfully employed	1

Position in the company/organisation	%
Entrepreneur, co-owner, freelancer	11
Managing director, board member,	
head of an authority etc.	6
Area manager, works manager, plant manage	er,
branch manager, head of public office	14
Department head, group head, team leader	28
Other salaried staff, civil servant,	
skilled worker	32
Lecturer, teacher	1
Trainee	-
Other position	3
Student	5
Other not gainfully employed	1
Economic sector	%
Industrial construction	78
Trade	8
Service	11
Training/consulting	1
University nelytechnic vecational school	2

Economic sector Industrial construction	7
Trade	
Service	1
Training/consulting	
University, polytechnic, vocational school	
Other sectors	
Student	
Other not gainfully employed	

9	ees	employ	Number of
	500 - 999	8	1- 4
3	1 000 and more	2	5-9
	Student	12	10- 49
	Other not gainfully	20	50-199
	employed	12	200- 499

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

PFLEGE & REHA -----> Stuttgart

Trade visitors' profile

Visitors (number of	entries)	7 267	Position in Entrepreneur
Proportion of trade	visitors	99 %	Managing di head of an a
Germany (total)		100	Area manage
of which			branch mana
Nielsen 1	 Nielsen 4 	6	Department
Bremen	- Bavaria	6	Other salarie
Hamburg	- Nielsen 5+6		skilled worke
Lower Saxony	- Berlin		Lecturer, tea
Schleswig-Holstein	- Brandenburg	ı -	Trainee
Nielsen 2	1 Mecklenburg		Other position
North Rhine-Westph.	1 West Pomm	, erania -	Student
Nielsen 3a	3 Saxony-Anha	alt -	Other not ga
Hesse	- Nielsen 7	-	
Rhineland-Palatinate	- Saxony		Economic s
Saarland	- Thuringia		Old peoples'
Nielsen 3b	89		Outpatient c
Baden-Württemb.	89		Other service
			Architect's/p
Distance to home		%	Aid for hand
up to 50 km		53	Government
more than 50 km up	to 100 km	23	company
more than 100 km up		21	Trade compa
over 300 km		3	Hospice
			Industry
Frequency of visits	to trade fair	%	Hospital/clini
Previous event		32	Rehabilitatio
Earlier events		33	Medical sup
First visit		44	Residence fo
			Training/con:
Average length of s	tay	1,1 days	University, p
Influence on purcha	sing/procuremer	nt	Union, charit Other
decisions		%	
Decisively		9	Size of com
Collectively		28	Number of
In an advisory capaci	ty	28	1- 4
No	,	28	5-9
Student		5	10-49
Other not gainfully er	mployed	2	50-199
	1 A 11		200-499

Position in the	company/organisation	%			
	-owner, freelancer	4			
Managing director, board member,					
head of an auth		3			
	vorks manager, plant manager				
	, head of public office d, group head, team leader	10 19			
	taff, civil servant,	19			
skilled worker	tan, civil servant,	36			
Lecturer, teache	r	5			
Frainee		9 7			
Other position		7			
Student		5 2			
Other not gainfu	illy employed	2			
Economic secto	or	%			
Old peoples' and	d nursing home	48			
	social care facilities	25			
Other service					
Architect's/planr		1			
	pped people, disabled facility	5			
company	ency, health insurance	1			
Trade companie	s	1			
Hospice	-	2			
Industry		1			
Hospital/clinic		10			
Rehabilitation ce		3			
Medical supplies		1			
Residence for th Training/consulti		2 2 4			
	echnic, vocational school	2 /			
Union, charity, a		2			
Other		4			
c'	the state of the s				
Size of compar Number of em	y/organisation:	%			
	3 500 - 999	6			
	3 1 000 and more	11			
10-49 2		5			
50-199 3					
200-499 1	4 employed	2			

Conducted by: Landesmesse Stuttgart GmbH,

Stuttgart

Visitors (number of	entries) 80	65
Proportion of privat	e visitors (58%
Germany (total) of which		9
Nielsen 1	1 Nielsen 4	14
Bremen	- Bavaria	14
Hamburg	- Nielsen 5+6	
Lower Saxony	- Berlin	
Schleswig-Holstein	- Brandenburg	
Nielsen 2	1 Mecklenburg-	
North Rhine-Westph.	1 West Pommerania	
Nielsen 3a	9 Saxony-Anhalt	
Hesse	4 Nielsen 7	
Rhineland-Palatinate	4 Saxony	
Saarland	1 Thuringia	
	73	
Baden-Württemb.	73	
	15	
Foreign (total) of which		9
EU		6
	pean countries	3
Other coun		
	nighest visitor shares	%
Switzerland		2
France		20
Austria		1
Distance to home		%
up to 50 km		4
more than 50 km up		1
more than 100 km up	o to 300 km	3
over 300 km		10
Frequency of visits	to trade fair	%
Previous event		4
Earlier events		4
First visit		30
Sex		%
Male		1
Female		8
Size of household		%
1 person		1
2 persons		42
3 persons		1
4 persons		1
5 persons and more		
Age		9
up to 20 years		
over 20 up to 30 year	s	
over 30 up to 40 year	s	1
over 40 up to 50 year	s	2
50		

over 50 up to 60 years

over 60 up to 70 years

over 70 years

RETRO CLASSICS —> Stuttgart Private visitors' profile

Trainee

Student

yes

no

yes

no

28

18

6

maybe

Stuttgart

maybe

Position in the company/organisation % Entrepreneur, co-owner, freelancer 16 Managing director, board member, head of an authority etc. 5 Area manager, works manager, plant manager, branch manager, head of public office 3 Department head, group head, team leader 10 Other salaried staff, civil servant, 29 skilled worker Lecturer, teacher 2 2 Other position 5 4 Housewife/man 1 Old-age pensioner 18 Hesse Other not gainfully employed 4 Buying and ordering capacity % Purchase or order made or intended at the exhibition 47 25 28 Follow-up business % Intend to buy at later date 24 27 50 Conducted by: Landesmesse Stuttgart GmbH, Austria Italy

No

Trade visitors' profile Visitors (number of entries) 33 371 Proportion of trade visitors 97% Germany (total) 87 of which 2 Nielsen 4 Nielsen 1 22 Bremen - Bavaria 22 Hamburg - Nielsen 5+6 1 Lower Saxony - Berlin -Schleswig-Holstein - Brandenburg -Nielsen 2 5 Mecklenburg-North Rhine-Westph. 5 West Pommerania -Nielsen 3a 10 Saxony-Anhalt 5 Nielsen 7 2 Rhineland-Palatinate 4 Saxony . Saarland 1 Thuringia 57 Nielsen 3b Baden-Württemb. 57 13 Foreign (total) of which EU 59 Other european countries 33 Other countries 8 % Distance to home up to 50 km 24 more than 50 km up to 100 km 18 more than 100 km up to 300 km 36 22 over 300 km % Countries with the highest visitor shares Switzerland 20 16 7 % Frequency of visits to trade fair Previous event 43 Earlier events 47 33 First visit Average length of stay 1,2 days Influence on purchasing/procurement decisions % Decisively 29 Collectively 26 In an advisory capacity 23 18 Student 3 Other not gainfully employed 1

südback



10- 49

50-199

200-499

Stuttgart

29

18

9

Student

employed

Other not gainfully

Conducted by: Landesmesse Stuttgart GmbH,

3

1

SÜFFA ----> Stuttgart

7 733

96%

95

21

21

.

1

.

5

46

42

12

%

26

25

38

12

%

40

%

43

46

34

%

34 27 20

14

3

2

1,1 days

Trade visitors' profile

Area of responsibility	%	Visitors (number of entries)	7 7
Management	27 3	Proportion of trade visitors	96
Research/development/design Manufacturing, production, quality control	34	Proportion of trade visitors	90
Buying/procurement	5	Germany (total)	
Finance/accounting, controlling	1	of which	
Information and communication technology	1	Nielsen 1 2 Nielsen 4	
Personnel administration, administration	1	Bremen - Bavaria	
Sales	17	Hamburg - Nielsen 5+6	
Marketing, advertising, PR	2	Lower Saxony - Berlin	
Logistics: storage, material management,		Schleswig-Holstein - Brandenburg	
transport	1	Nielsen 2 2 Mecklenburg-	
Maintenance/repairs	1	North Rhine-Westph. 2 West Pommer	ania
Other area	4	Nielsen 3a 11 Saxony-Anhalt	
Student	3	Hesse 5 Nielsen 7	
Other not gainfully employed	1	Rhineland-Palatinate 5 Saxony	
		Saarland - Thuringia	
Position in the company/organisation	%	Nielsen 3b 62	
Entrepreneur, co-owner, freelancer	28	Baden-Württemb. 62	
Entrepreneur, partner, self-employed	6		
Area manager, works manager, plant manage	er.	Foreign (total)	
branch manager, head of public office	9	of which	
Department head, group head, team leader	10	EU	
Foreman, master craftsman	9	Other european countries	
Other salaried staff, civil servant,	-	Other countries	
skilled worker	19		
Lecturer, teacher	1	Distance to home	
Trainee	11	up to 50 km	
Other position	3	more than 50 km up to 100 km	
Student	3	more than 100 km up to 300 km	
Other not gainfully employed	1	over 300 km	
Economic sector	%	Country with the highest visitor shar	e
Pure baking craft	19	Switzerland	
Pure confectioner craft	9		
Baker's/Confectioner's trade	44	Frequency of visits to trade fair	
Bread, cake and pastry industry	11	Previous event	
Other industry	5	Earlier events	
Café, ice cream parlours	6	First visit	
Catering	6		
Hotel	2	Average length of stay 1	I,1 da
Fast food, snacks, petrol stations	2		
Canteen, caterers	2	Influence on purchasing/procurement	
Food, delicatessen, beverages trade	5	decisions	
Service and consulting	6	Decisively	
Colleges, universities, institutes	3	Collectively	
Other sectors	5	In an advisory capacity	
		No	
Size of company/organisation:		Student	
Number of employees	%	Other not gainfully employed	
1- 4 16 500 - 999	4		
5- 9 15 1 000 and more	6		
10- 19 29 Student	2		

Area of responsibility	%
Management	36
Research/development/design	3
Manufacturing, production, quality control	19
Buying/procurement	2
Finance/accounting, controlling	1
Information and communication technology	- 1
Personnel administration, administration	1
Sales	27
Marketing, advertising, PR	2
Logistics: storage, material management,	
transport	1
Maintenance/repairs	
Other area	5
Student	3
Other not gainfully employed	2
Position in the company/organisation	%
Entrepreneur, co-owner, freelancer	40
Managing director, board member,	
head of an authority etc.	4
Area manager, works manager, plant manage	r, _
branch manager, head of public office	7
Department head, group head, team leader	8
Foreman, master craftsman	7
Other salaried staff, civil servant,	4.2
skilled worker	13
Lecturer, teacher	3
Trainee Other position	12
Other position Student	3
Other not gainfully employed	3
Frank Strand Strand	0/
Economic sector Butchers' trade, butchers, butcher's shop	% 73
Most-processing industry	7
Meat-processing industry Supplier to the butchers' trade and industry	7
butchery	2
Large kitchen, communal catering,	-
canteen catering	2
Catering	5
Snack, fast-food, filling station	2
Food, delicatessen, beverages trade	6
Catering/party service	10
Authorities, public facilities, associations	2
Service and consulting	5
Colleges, universities, institutes	2
Other sectors	4
Size of company/organisation:	%
Number of employees 1- 4 15 500 - 999	
1- 4 15 500 - 999 5- 9 18 1 000 and more	1
10- 49 37 Student	2
	5
50- 199 14 Other not gainfully	

1 000 and more	18	5-9	
Student	37	10- 49	
Other not gainfully	14	50-199	
employed	5	200-499	
desmesse Stuttgart Gmb	by: Lan	Conducted	6

2

bH, Stuttgart

TV TecStyle Visions -----> Stuttgart

Trade visitors' profile

Visitors (number of entries) 11 98	33*
Proportion of trade visitors	98%
Germany (total)	84
of which	
Nielsen 1 7 Nielsen 4	19
Bremen 1 Bavaria	19
Hamburg 1 <u>Nielsen 5+6</u>	4
Lower Saxony 4 Berlin	
Schleswig-Holstein 2 Brandenburg	
Nielsen 2 9 Mecklenburg-	
North Rhine-Westph. 9 West Pommerania	
Nielsen 3a 10 Saxony-Anhalt	
Hesse 6 <u>Nielsen 7</u>	6
Rhineland-Palatinate 3 Saxony	4
Saarland 1 Thuringia	2
Nielsen 3b 45	
Baden-Württemb. 45	
Foreign (total)	10
of which	56
Other european countries	4
Other countries	1
other countries	
Distance to home	%
up to 50 km	- 18
more than 50 km up to 100 km	12
more than 100 km up to 300 km	32
over 300 km	38
Countries with the highest visitor shares	%
Austria	32
Austria	33
Switzerland	
Switzerland	
Switzerland Frequency of visits to trade fair	
Switzerland Frequency of visits to trade fair Previous event	43
Switzerland Frequency of visits to trade fair Previous event Earlier events	43
Switzerland Frequency of visits to trade fair Previous event	43
Switzerland Frequency of visits to trade fair Previous event Earlier events	43 29 44
Switzerland Frequency of visits to trade fair Previous event Earlier events First visit Average length of stay I,2 c Influence on purchasing/procurement	43 29 44
Switzerland Frequency of visits to trade fair Previous event Earlier events First visit Average length of stay 1,2 c	43 29 44 lay
Switzerland Frequency of visits to trade fair Previous event Earlier events First visit Average length of stay Influence on purchasing/procurement decisions Decisively	43 29 44 1ay 58
Switzerland Frequency of visits to trade fair Previous event Earlier events First visit Average length of stay I,2 c Influence on purchasing/procurement decisions Decisively Collectively	43 29 44 1ay 58
Switzerland Frequency of visits to trade fair Previous event Earlier events First visit Average length of stay Influence on purchasing/procurement decisions Decisively	43 29 44 1ay 58 21
Switzerland Frequency of visits to trade fair Previous event Earlier events First visit Average length of stay I,2 c Influence on purchasing/procurement decisions Decisively Collectively In an advisory capacity No	43 29 44 1ay 58 21 13
Switzerland Frequency of visits to trade fair Previous event Earlier events First visit Average length of stay 1,2 c Influence on purchasing/procurement decisions Decisively Collectively In an advisory capacity	% 43 29 44 1ay 58 21 13 (0

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

Area of responsibility Management Research/development/design Manufacturing, production, quality control	% 51 3 17 7
Buying/procurement Finance/accounting, controlling Information and communication technology Personnel administration, administration Sales	-
Marketing, advertising, PR Logistics: storage, material management, transport	3
Maintenance/repairs Other area Student	1 5 3
Other not gainfully employed	
Position in the company/organisation Entrepreneur, co-owner, freelancer Managing director, board member,	% 58
head of an authority etc. Area manager, works manager, plant manager	12 r,
branch manager, head of public office Department head, group head, team leader Other salaried staff, civil servant,	4 6
skilled worker Lecturer, teacher	12
Trainee Other position Student	2
Other not gainfully employed	1
Economic sector Trade	% 38
Manufacturer/Industry Service	30 45
University, polytechnic, vocational school Other	4

Size of company/organisation:

Number of	employ	ees	%
1- 4	56	500 - 999	1
5-9	15	1 000 and more	3
10- 49	15	Student	3
50-199	5	Other not gainfully	
200- 499	2	employed	1
			1.11

Conducted by: Landesmesse Stuttgart GmbH, Stuttgart

VISION -----> Stuttgart

Trade visitors' profile

Visitors (number of	entr	ries)	8 671
Proportion of trade	visit	tors	99 %
Germany (total) of which			61
Nielsen 1	4	Nielsen 4	23
Bremen	12	Bavaria	23
Hamburg	1	Nielsen 5+6	3
Lower Saxony	2	Berlin	2
Schleswig-Holstein	1	Brandenburg	
Nielsen 2	6	Mecklenburg-	
North Rhine-Westph.	6	West Pommera	ania -
Nielsen 3a	9	Saxony-Anhalt	1
Hesse	6	Nielsen 7	4
Rhineland-Palatinate	2	Saxony	3
Saarland	1	Thuringia	1
Nielsen 3b	51	5	
Baden-Württemb.	51		
Foreign (total)			39
of which EU			67
Other euro	noor	countrios	12
North Ame		i countries	5
		tral America	3
Middle Eas		ural America	2
		Central Asia	11
Distance to home			%
up to 50 km			15
more than 50 km up			10
more than 100 km up	o to	300 km	27
over 300 km			48
Countries with the hi	ighe	st visitor share	
Italy			12
Austria			10
France			7
Netherlands			7
Switzerland			6
Frequency of visits t	to tr	rade fair	%
Previous event			27
Earlier events			28
First visit			59
Average length of s	tay	1	,3 days
Influence on purcha	sing	/procurement	
decisions	-		%
Decisively			25
Collectively			39
In an advisory capacit	ty		20
No			6

6 8

1

	onsibility	
Management Receased (dou	elopment/design	1
	q, production, quality control	-
Buying/procu		
	unting, controlling	
Information a	and communication technology	
	ministration, administration	
Sales		
	dvertising, PR rage, material management,	
transport	rage, material management,	
Maintenance	repairs	
Other area	repairs	
Student		
Other not ga	infully employed	
Position in t	he company/organisation	
Entrepreneur,	co-owner, freelancer	1
	ector, board member,	
head of an a		
Area manage	r, works manager, plant manage ger, head of public office	er,
	nead, group head, team leader	2
	d staff, civil servant,	1
skilled worke	r	
skilled worke Lecturer, tead		1.1
skilled worke Lecturer, tead Trainee	her	1
skilled worke Lecturer, tead Trainee Other positio	her	3
skilled worke Lecturer, tead Trainee Other positio Student	cher n	101
skilled worke Lecturer, tead Trainee Other positio Student Other not ga	cher n infully employed	
skilled worke Lecturer, teac Trainee Other positio Student Other not ga Economic se	cher n infully employed	
skilled worke Lecturer, teac Trainee Other positio Student Other not ga Economic se Industry	cher n infully employed	
skilled worke Lecturer, teac Trainee Other positio Student Other not ga Economic se Industry Trade	her n infully employed ctor	7
skilled worke Lecturer, teac Trainee Other positio Student Other not ga Economic se Industry	her n infully employed ctor der	-
skilled worke Lecturer, tead Trainee Other positio Student Other not ga Economic se Industry Trade Service provid Training/cons	her n infully employed ctor der	
skilled worke Lecturer, tead Trainee Other positio Student Other not ga Economic se Industry Trade Service provid Training/cons	iher n infully employed ctor der ulting	1
skilled worke Lecturer, teac Trainee Other positio Student Other not ga Economic se Industry Trade Service provio Training/cons University, pc Other	iher n infully employed ctor der ulting	
skilled worke Lecturer, tear Trainee Other positio Student Other not ga Economic se Industry Trade Service provid Training/cons University, po Other Size of comp Number of e	her n infully employed ctor der ulting Jytechnic, vocational school pany/organisation: employees	- - - 1
skilled worke Lecturer, teac Trainee Other positio Student Other not ga Economic se Industry Trade Service provit Training/cons University, po Other Size of comp Number of e 1- 4	ther infully employed ctor der ulting lytechnic, vocational school pany/organisation: employees 8 500 - 999	1
skilled worke Lecturer, teac Trainee Other positio Student Other not ga Economic se Industry Trade Service provio Training/cons University, pc Other Size of comp Number of e 1- 4 5- 9	ther infully employed ctor der ulting olytechnic, vocational school bany/organisation: employees 8 500 - 999 8 1 000 and more	1
skilled worke Lecturer, tead Trainee Other positio Student Other not ga Economic se Industry Trade Service provid Training/cons University, po Other Size of comp Number of e 1 - 4 5 - 9 10 - 49	ther n infully employed ctor der ulting olytechnic, vocational school bany/organisation: employees 8 500 - 999 8 1 000 and more 18 Student	1
skilled worke Lecturer, teac Trainee Other positio Student Other not ga Economic se Industry Trade Service provit Training/cons University, po Other Size of comp Number of e 1- 4 5- 9 10- 49 50- 199	ther infully employed ctor der ulting lytechnic, vocational school pany/organisation: employees 8 500 - 999 8 1 000 and more 18 Student 14 Other not gainfully	3 7 1 1 2
skilled worke Lecturer, teac Trainee Other positio Student Other not ga Economic se Industry Trade Service provit Training/cons University, po Other Size of comp Number of e 1- 4 5- 9 10- 49 50- 199 200- 499	ther n infully employed ctor der ulting olytechnic, vocational school bany/organisation: employees 8 500 - 999 8 1 000 and more 18 Student	

Wetec -----> Stuttgart

Trade visitors' profile

Proportion of trade	vicitors	99%
Proportion of trade	VISILOIS	99%
Germany (total) of which		90
Nielsen 1	4 Nielsen 4	20
Bremen	- Bavaria	20
Hamburg	- Nielsen 5+	6 4
Lower Saxony	2 Berlin	1
Schleswig-Holstein	1 Brandenbu	
Nielsen 2 North Rhine-Westph.	6 Mecklenbu 6 West Pomr	
Nielsen 3a	6 West Pomr 9 Saxony-An	
Hesse	3 Nielsen 7	6
Rhineland-Palatinate	5 Saxony	3
Saarland	- Thuringia	3
Nielsen 3b	51	
Baden-Württemb.	51	
Foreign (total)		10
of which		
EU		52
Other euro Other cour	pean countries	43 5
	unes	2
Distance to home		%
up to 50 km more than 50 km up	to 100 km	22 12
more than 100 km up		35
over 300 km	7 to 500 km	31
		1 0/
Countries with the I Switzerland	highest visitor	shares % 43
Austria		27
Frequency of visits	to trade fair	%
Previous event First visit		39 61
		01
Average length of s	tay	1,1 days
Influence on purcha	sina/procureme	ent
decisions	34	%
Destationalis		48
Decisively Collectively		29
Collectively In an advisory capaci	ty	14
Collectively	ty	

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

Area of responsibility	%	
Management		
Research/development/design	2	
Manufacturing, production, quality control	25	
Buying/procurement	3	
Finance/accounting, controlling	1	
Information and communication technology	1	
Personnel administration, administration	1	
Sales	6	
Marketing, advertising, PR	12	
Logistics: storage, material management,		
transport		
Maintenance/repairs	-	
Other area Student	3	
Student		
Position in the company/organisation	%	
Entrepreneur, co-owner, freelancer	48	
Managing director, board member,		
head of an authority etc.	10	
Area manager, works manager, plant manage		
branch manager, head of public office	5	
Department head, group head, team leader	11	
Other salaried staff, civil servant,		
skilled worker	17	
Lecturer, teacher	2	
Trainee	5	
Other position	1	
Student	1	
Economic sector	%	
Trade	22	
Manufacturer/Industry	31	
Service	58	
University, polytechnic, vocational school	2	
Other	7	
Sine of commons/ownersidentians		
Size of company/organisation: Number of employees	%	
1- 4 44 200 - 499	3	
1- 4 44 200 - 499 5- 9 20 500 - 999	5 1	
5- 9 20 500-999 10- 49 22 1 000 and more	2	
50- 199 7 Student	2	
Student / Student	- I.	

Conducted by: Landesmesse Stuttgart GmbH, Stuttgart



No

Student

Other not gainfully employed

Private visitors' profile

sitors (number of entries)	59 194	Position in the company/organisation Entrepreneur, co-owner, freelancer
roportion of private visitors	95%	Managing director, board member,
roportion of private visitors	3370	head of an authority etc.
Germany (total)	100	Area manager, works manager, plant mana
of which		branch manager, head of public office
Nielsen 1 - Nielsen 4	10	Department head, group head, team lead
Bremen - Bavaria	10	Other salaried staff, civil servant,
Hamburg - Nielsen 5+6		skilled worker
Lower Saxony - Berlin		Lecturer, teacher
Schleswig-Holstein - Brandenburg	-	Trainee
Nielsen 2 - Mecklenburg		Other position
North Rhine-Westph West Pomme		Farmer
Nielsen 3a 89 Saxony-Anha		Student
Hesse 89 Nielsen 7	-	Housewife/man
Rhineland-Palatinate - Saxony	-	Old-age pensioner
Saarland - Thuringia	-	Other not gainfully employed
Nielsen 3b 1		ether het gannang employed
Baden-Württemberg 1		Buying and ordering capacity
		Purchase or order made or intended
Distance to home	%	at the exhibition
up to 50 km	86	Ves
more than 50 km up to 100 km	12	no
more than 100 km up to 300 km	1	maybe
over 300 km	1	
		Follow-up business
Frequency of visits to exhibition	%	Intend to buy at later date
2012	71	yes
2011	72	no
Earlier events	76	maybe
First visit	10	Conducted by: Messe- und Congress-
Sex	%	beratung Dirr, Neu Wulmstorf
Male	42	
Female	58	
Size of household	%	
1 person	10	
2 persons	39	
3 persons	25	
4 persons	17	
5 persons and more	7	
Age	%	
up to 20 years	3	
over 20 up to 30 years	12	
over 30 up to 40 years	16	
over 40 up to 50 years	21	
over 50 up to 60 years	22	
	16	
over 60 up to 70 years	10	

Bayreuth

bbg Betriebsberatungs GmbH

DKM — The Trade Fair for the Finance and Insurance Industry, Dortmund 27.10.-29.10.2015

Berlin

Messe Berlin GmbH

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

• 16.01.-25.01.2015

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

• 04.02.-06.02.2015

ITB Berlin – THE WORLD'S LEADING TRAVEL TRADE SHOW®, Berlin

• 04.03.-08.03.2015

WASSER BERLIN INTERNATIONAL – International Trade Fair & Congress for Water and Wastewater, Berlin

• 24.03.-27.03.2015

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

• 22.09.-25.09.2015

bautec – International Trade Fair for Building and Construction Technology, Berlin

• 16.02.-19.02.2016

InnoTrans – International Trade Fair for Transport Technology – Innovative Components – Vehicles – Systems, Berlin

• 20.09.-23.09.2016

belektro – Trade fair for Electrical Engineering, Electronics and Lighting, Berlin 12.10.-14.10.2016

Bielefeld

Clarion Events Deutschland GmbH

ZOW – International fair for suppliers to the furniture and design industries, Bad Salzuflen 09.02.-12.02.2015

FMB – The Supplier Show for Mechanical Engineering, Bad Salzuflen 04.11.-06.11.2015

Bremen

MESSE BREMEN

WFB Wirtschaftsförderung Bremen GmbH Bremen Classic Motorshow – Classic vehicle fair, Bremen 06.02.-08.02.2015

BOATFIT – boats ... Enjoy their charm – maintain their value, Bremen 27.02.-01.03.2015

HanseLife – Regional consumer goods exhibition, Bremen

12.09.-20.09.2015

ReiseLust – The tourism fair in Bremen, Bremen 06.11.-08.11.2015

fish international – The German Seafood Show, Bremen 14.02.-16.02.2016

Chemnitz

C³ Chemnitzer Veranstaltungszentren GmbH c/o Messe Chemnitz

Baumesse Chemnitz – trade fair of construction, Chemnitz 30.01.-01.02.2015

COMMCAR – Commercial Vehicle Exhibition, Chemnitz 01.10.-04.10.2015

Chemnitz Trade Fairs — Saxon Industry and Technology Trade Fair, IT User Forum, Chemnitz 31.05.-02.06.2016

mtex / LiMA – mtex – Textiles for Vehicle Construction / LIMA – Exhibition for Lightweight Design, Chemnitz 31.05.-02.06.2016

Dortmund

Messe Westfalenhallen Dortmund GmbH

elektrotechnik – Leading Trade Fair for the Electrical and Electronics Industries, Dortmund 18.02.-20.02.2015

InterTabac – International Trade Fair for Tobacco Products and Smoking Accessories, Dortmund 18.09.-20.09.2015

Düsseldorf

Messe Düsseldorf GmbH

boot – Düsseldorf – International Boat Show, Dusseldorf

• 17.01.-25.01.2015

 GDS – Global Destination for Shoes & Accessories (with tag it! by gds – the show for private label in shoes and accessoires, 3.-6.2.2015), Dusseldorf
 04.02.-06.02.2015

EuroCIS – The Leading Trade Fair for Retail Technology, Dusseldorf

• 24.02.-26.02.2015

Energy Storage Europe – Conference and Expo, Dusseldorf 09.03.-11.03.2015

ProWein – International Trade Fair Wines and Spirits, Dusseldorf

• 15.03.-17.03.2015

BEAUTY DÜSSELDORF – Leading International Trade Fair Cosmetics, Nail, Foot, Wellness, Spa (with make-up artist design show – Trade fair for make-up artists), Dusseldorf

• 27.03.-29.03.2015

TOP HAIR INTERNATIONAL – Trend & Fashion Days Düsseldorf – Trade Fair – Show – Congress for the International Hairdressing Industry, Dusseldorf

• 28.03.-29.03.2015

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

- 16.06.-20.06.2015
- METEC International Metallurgical Technology Trade Fair with Congresses, Dusseldorf
- 16.06.-20.06.2015

NEWCAST – International Trade Fair for Precision Castings, Dusseldorf

• 16.06.-20.06.2015

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

• 16.06.-20.06.2015

GDS – Global Destination for Shoes & Accessories (with tag it! by gds – the show for private label in shoes and accessoires), Dusseldorf

• 29.07.-31.07.2015

CARAVAN SALON DÜSSELDORF – The world's largest trade fair for motor homes und caravans, Dusseldorf

• 28.08.-06.09.2015

TourNatur – Hiking and Trekking Exhibition, Dusseldorf • 04.09.-06.09.2015

REHACARE International – International Trade Fair and Congress – Self-determined living, Dusseldorf

• 14.10.-17.10.2015

 A + A - Safety, Security and Health at Work -International Trade Fair with Congress, Dusseldorf
 27.10.-30.10.2015

 MEDICA – World Forum for Medicine – International Trade Fair with Congress with COMPAMED – High tech solutions for medical technologies, Dusseldorf
 16.11.-19.11.2015

- METAV International Exhibition for Metalworking Technologies, Dusseldorf
- 23.02.-27.02.2016

Tube – International Tube and Pipe Trade Fair, Dusseldorf

• 04.04.-08.04.2016

wire – International Wire and Cable Trade Fair, Dusseldorf

• 04.04.-08.04.2016

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

• 31.05.-10.06.2016

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

• 20.09.-23.09.2016

K – The World's No.1 Trade Fair for Plastics and Rubber, Dusseldorf

• 19.10.-26.10.2016

VALVE WORLD EXPO – Biennial Valve World Conference and Exhibition, Dusseldorf 29.11.-01.12.2016 EuroShop – The World's Leading Retail Trade Fair, Dusseldorf

• 05.03.-09.03.2017

interpack – PROCESSES AND PACKAGING – LEADING TRADE FAIR, Dusseldorf

• 04.05.-10.05.2017

Reed Exhibitions Deutschland GmbH

PSI – The Leading European Trade Show of the Promotional Product Industry, Dusseldorf

• 07.01.-09.01.2015

EQUITANA – Equestrian Sports World Fair, Essen
 14.03.-22.03.2015

FIBO – The Leading International Trade Show for Fitness, Wellness and Health, Cologne

• 09.04.-12.04.2015

COMPOSITES EUROPE – European Trade Fair & Forum for Composites, Technology and Applications, Stuttgart +• 22.09.-24.09.2015

HYBRID Expo – Materials, Technology & Components, Stuttgart 22.09.-24.09.2015

viscom düsseldorf – International trade fair for visual communication, Dusseldorf

+• 04.11.-06.11.2015

ISO – International Trade Fair for Industrial Insulation Materials and Technology, Cologne 11.05.-12.05.2016

ALUMINIUM – World Trade Fair & Conference, Dusseldorf

• 29.11.-01.12.2016

Erfurt

Messe Erfurt GmbH

Rapid.Tech — Trade Fair and User's Conference for Rapid Technology with FabCon 3.D, Erfurt 10.06.-11.06.2015

Grüne Tage Thüringen – The agricultural fair, Erfurt 16.09.-18.09.2016

inoga — Trade Fair for the Hotel, Catering and Hospitality Sector with IKA/Culinary Olympics, Erfurt 22.10.-25.10.2016

RAM Regio

Ausstellungs GmbH Erfurt

Thüringen Ausstellung Erfurt – Handicraft and Consumer Goods Exhibition (with Wedding and Celebration Fair), Erfurt 28.02.-08.03.2015

Essen

Messe Essen GmbH IPM ESSEN – The world's leading trade fair for horticulture, Essen 27.01.-30.01.2015

E-world energy & water – International trade fair and congress, Essen 10.02.-12.02.2015

DEUBAUKOM – Trade fair for architecture, housing industry and industrial construction with DCONex (Trade fair + congress for hazardous substances management), InfraTech and acqua alta, Essen 13.01.-16.01.2016

SHK Essen – Trade fair for sanitary, heating, air conditioning and renewable energies, Essen 09.03.-12.03.2016

REIFEN – No 1 in tires and more, Essen 24.05.-27.05.2016

security essen — The World Forum for Security and Fire Prevention, Essen 27.09.-30.09.2016

METPACK – International trade fair for metal packaging, Essen 02.05.-06.05.2017

SCHWEISSEN & SCHNEIDEN – International trade fair joining cutting surfacing, Dusseldorf 25.09.-29.09.2017

Frankfurt/Main

DLG e.V.

- AGRITECHNICA International DLG Exhibition for Agricultural Machinery, Hanover
- 08.11.-14.11.2015

DLG-Feldtage- Meeting point for crop production experts, Hassfurt 14.06.-16.06.2016 EnergyDecentral — International trade fair for innovative energy supply, Hanover 15.11.-18.11.2016

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

• 15.11.-18.11.2016

Messe Frankfurt Exhibition GmbH

Heimtextil – International Trade Fair for Home and Contract Textiles, Frankfurt/Main

• 14.01.-17.01.2015

Nordstil – Hamburg Regional Order Days, Hamburg 17.01.-19.01.2015

Christmasworld – Seasonal Decoration at its best, Frankfurt/Main

• 30.01.-03.02.2015

Creativeworld – International Trade Fair for Hobby, Crafts and Artists' Requisites, Frankfurt/Main 31.01.-03.02.2015

Paperworld – International Trade Fair for Stationery, Office Supplies and Writing Instruments, Frankfurt/Main

• 31.01.-03.02.2015

Ambiente, Frankfurt/Main

• 13.02.-17.02.2015

ISH — The World's Leading Trade Fair. The Bathroom Experience, Building, Energy, Air-Conditioning Technology, Renewable Energies, Frankfurt/Main

- 10.03.-14.03.2015
 - Musikmesse the biggest fair for musical instruments and the music business, Frankfurt/Main
- 15.04.-18.04.2015
 Prolight + Sound Leading international trade fair for the event-technology sector, Frankfurt/Main
- 15.04.-18.04.2015

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

- 04.05.-07.05.2015
- Texprocess Leading International Trade Fair for Processing Textile and Flexible Materials, Frankfurt/Main
- 04.05.-07.05.2015

Nordstil – Hamburg Regional Order Days, Hamburg 25.07.-27.07.2015

Hair & Beauty, Frankfurt/Main 29.08.-30.08.2015

Tendence – International Frankfurt Fair, Frankfurt/Main

• 29.08.-01.09.2015

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

- 13.03.-18.03.2016
- IFFA The No. 1 for the meat industry, Frankfurt/Main • 07.05.-12.05.2016

Texcare International – World Market for Modern Textile Care, Frankfurt/Main

• 11.06.-15.06.2016

Automechanika – The World's Leading Trade Fair for the Automotive Industry, Frankfurt/Main

• 13.09.-17.09.2016

Freiburg

Freiburg Wirtschaft Touristik und Messe GmbH & Co. KG

Intersolar Europe / ees Europe – The World's Leading Exhibition for the Solar Industry / ees Europe – International Exhibition for Batteries, Energy Storage Systems and Innovative Production, Munich

• 10.06.-12.06.2015

INTERBRUSH – International Trade Fair for Machines, Materials and Accessories of the Brush, Paintbrush, Paintroller and Mop Industries, Freiburg

• 27.04.-29.04.2016

Groß-Umstadt

KWF – Kuratorium für Waldarbeit und Forsttechnik GmbH KWF – Expo – International demo fair in the forest, Roding 09.06.-12.06.2016

Registered Events

Hamburg

Hamburg Messe und Congress GmbH

REISEN HAMBURG – The Holiday, Caravaning, Outdoor and Cycling Exhibition, Hamburg 04.02.-08.02.2015

INTERNORGA – International Trade Show for the Hotel, Restaurant, Catering, Baking and Confectionery Industry, Hamburg 13.03.-18.03.2015

hanseboot – Hamburg International Boat Show, Hamburg 31.10.-08.11.2015

NORTEC – The manufacturing trade fair in the North, Hamburg 26.01.-29.01.2016

HansePferd Hamburg – The equestrian trade fair experience, Hamburg 22.04.-24.04.2016

 SMM – the leading international maritime trade fair hamburg, Hamburg
 06.09.-09.09.2016

GET Nord – Trade Fair Electrical Engineering, Sanitation, Heating, Air-Conditioning, Hamburg 17.11.-19.11.2016

Hanover

Deutsche Messe AG

DOMOTEX HANNOVER – The World of Flooring, Hanover

• 17.01.-20.01.2015

didacta – The Education Trade Fair, Hanover + 24.02.-28.02.2015

CeBIT – New Perspectives in IT Business, Hanover
 16.03.-20.03.2015

HANNOVER MESSE – The world's leading trade fair for industrial technology, Hanover

• 13.04.-17.04.2015

ComVac / HANNOVER MESSE — Leading Trade Fair for Compressed Air and Vacuum Technology, Hanover 13.04.-17.04.2015 Digital Factory / HANNOVER MESSE – Leading Trade Fair for Integrated Processes and IT Solutions, Hanover 13.04.-17.04.2015

Energy / HANNOVER MESSE – Leading Trade Fair for Renewable and Conventional Power Generation, Power Supply, Transmission, Distribution and Storage, Hanover

13.04.-17.04.2015

Industrial Automation / HANNOVER MESSE – Leading Trade Fair for Factory and Process Automation, Systems Solutions and Industrial IT, Hanover 13.04.-17.04.2015

Industrial Supply / HANNOVER MESSE – Leading Trade Fair for Industrial Subcontracting and Lightweight Construction, Hanover 13.04.-17.04.2015

MDA – Motion, Drive & Automation / HANNOVER MESSE – Leading Trade Fair for Power Transmission and Control, Hanover 13.04.-17.04.2015

MobiliTec / HANNOVER MESSE – Leading Trade Fair

for Hybrid and Electric Powertrain Technologies, Mobile Energy Storage and Alternative Mobility Solutions, Hanover 13.04.-17.04.2015

Research & Technology / HANNOVER MESSE – Leading Trade Fair for R&D and Technology Transfer, Hanover 13.04.-17.04.2015

15.04.-17.04.2015

SurfaceTechnology / HANNOVER MESSE – Leading Trade Fair for Surface Technology, Hanover 13.04.-17.04.2015

Wind / HANNOVER MESSE – Leading Trade Fair for Wind Generation Technology, Components and Services, Hanover 13.04.-17.04.2015

PSI PROMOTION WORLD – Trade Show for Haptic & Multisensory Communication, Hanover 17.03.-19.03.2015

 LIGNA – World Fair for the Forestry and Wood Industries, Hanover
 11.05.-15.05.2015

11.05.-15.05.2015

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

• 08.06.-13.06.2015

parts2clean – Leading International Trade Fair for Industrial Parts and Surface Cleaning, Stuttgart 09.06.-11.06.2015

BIOTECHNICA – Europe's No.1 Event for Biotechnology, Life Sciences and Lab Technology, Hanover

• 06.10.-08.10.2015

CeMAT – Leading Trade Fair for Intralogistics & Supply Chain Management, Hanover

• 31.05.-03.06.2016

O&S – International Trade Fair for Surface Treatments & Coatings, Stuttgart June 2016

EuroBLECH – International Sheet Metal Working Technology Exhibition, Hanover • 25.10.-29.10.2016

25.10.-29.10.2016

Fachausstellungen Heckmann GmbH

abf – The big leisure fair, Hanover 11.02.-15.02.2015

B.I.G. – Trade fair for construction, real estate and garden, Hanover 04.03.-08.03.2015

ALTENPFLEGE – Leading Exhibition for the Care Sector, Nuremberg

+ 24.03.-26.03.2015

infa – Information and Sales Exhibition, Hanover 10.10.-18.10.2015

CARAVAN – Motor caravans and Supplies Trade Exhibition, Bremen 06.11.-08.11.2015

Pferd & Jagd – Europe's biggest exhibition for equestrain sports, hunting and fishing, Hanover 03.12.-06.12.2015

Hohenschäftlarn

WNP Fachmessen GmbH

GiveADays – International Tradeshow for Promotional Products, Stuttgart 04.02.-06.02.2016

Wetec – International Tradeshow for Signmaking, Large Format Printing, Light Advertising & Digital Signage, Stuttgart 04.02.-06.02.2016

Husum

Messe Husum & Congress GmbH & Co. KG

Nord Gastro & Hotel – Hotel and Restaurant Industry Trade Fair, Husum 09.02.-10.02.2015

New Energy Husum – The International Renewable Energy Trade Fair, Husum 17.03.-20.03.2016

HUSUM Wind – German Trade Fair and Congress for the Wind Industry, Husum 15.09.-18.09.2015

Idar-Oberstein

Intergem Messe GmbH

INTERGEM – International Trade Fair for Gems, Jewellery and Gemstone Objects, Idar-Oberstein 02.10.-05.10.2015

Karlsruhe

HINTE GmbH

INTERGEO – Conference and Trade Fair for Geodesy, Geoinformation and Land Management, Stuttgart + 15.09.-17.09.2015

Arbeitsschutz Aktuell – Safety & Health – Congress & Trade Fair., Hamburg 11.10.-13.10.2016

Karlsruher Messe- und Kongress-GmbH

LEARNTEC – Learning with IT – International Trade Fair and Convention, Karlsruhe 27.01.-29.01.2015

REHAB – International Trade Fair for Rehabilitation, Therapy and Prevention, Karlsruhe 23.04.-25.04.2015 NUFAM – Trade fair for commercial vehicles, Karlsruhe 24.09.-27.09.2015

TIERisch gut – Pet fair, Karlsruhe 14.11.-15.11.2015

IT-TRANS – International Conference and Exhibition on IT Solutions for Public Transport, Karlsruhe 01.03.-03.03.2016

Kempten

Kempten Tourismus- und Veranstaltungsservice Allgäuer Festwoche

ALLGÄUER FESTWOCHE – TRADE FAIR – CULTURAL AND SPORTS EVENTS – RURAL TRADITION EXHIBITION IN KEMPTEN (ALLGÄU), Kempten 08.08.-16.08.2015

Köln/Cologne

Koelnmesse GmbH

CFC – Children's Fashion Cologne Winter – International trade fair for children's, baby- and maternity fashion, shoes and lifestyle products, Cologne 11.01.-13.01.2015

imm cologne – The international interiors show (in uneven years with LivingKitchen^{\circ}, in even years with LivingInteriors^{\circ}), Cologne

• 19.01.-25.01.2015

ISM – International Sweets and Biscuits Fair, Cologne • 01.02.-04.02.2015

ProSweets Cologne – The international supplier fair for the confectionery industry, Cologne 01.02.-04.02.2015

spoga horse (spring) – International Trade Fair for Equestrian Sports, Cologne 08.02.-10.02.2015

Asia-Pacific Sourcing – Products for Home and Garden from Far East, Cologne 03.03.-05.03.2015

IDS – International Dental Show, Cologne

• 10.03.-14.03.2015

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

• 24.03.-27.03.2015

h+h cologne – International Trade Fair for Creative Handicraft + Hobby Supplies, Cologne 27.03.-29.03.2015

interzum – Furniture Production Interior, Cologne
05.05.-08.05.2015

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

• 30.08.-01.09.2015

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

• 10.09.-13.09.2015

dmexco – Leading expo & conference for digital business, Cologne 16.09.17.09.2015

Eu'Vend/coffeena – International Vending and Coffee Fair, Cologne 24.09.-26.09.2015

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

• 10.10.-14.10.2015

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

• 27.10.-30.10.2015

INTERNATIONALE EISENWARENMESSE KÖLN –

Cologne • 06.03.-09.03.2016

ORGATEC – Modern working environments, Cologne • 25.10.-29.10.2016

Leipzig

Leipziger Messe GmbH

TerraTec – International Trade Fair for Environmental Technologies and Services, Leipzig 27.01.-29.01.2015

enertec – International Trade Fair for the Generation, Distribution and Storage of Energy, Leipzig 27.01.-29.01.2015 HAUS-GARTEN-FREIZEIT – Home – Garden – Leisure – The consumer fair for the whole family/ Central German Handicrafts Fair/Beach & Boat Water Sports Exhibition, Leipzig 07.02.-15.02.2015

Intec – International trade fair for machine tools, manufacturing and automation, Leipzig 24 02 -27 02 2015

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

• 24.02.-27.02.2015 CADEAUX Leipzig (Spring) – Trade Fair for Gifts

and Lifestyle Trends, Leipzig 28.02.-02.03.2015

therapie Leipzig – Trade Fair and Congress for Therapy, Medical Rehabilitation and Prevention, Leipzig 19.03.-21.03.2015

CADEAUX Leipzig (Autumn) – Trade Fair for Gifts and Lifestyle Trends – COMFORTEX, Trade Fair for Interior Design, Leipzig 05.09.-07.09.2015

MIDORA Leipzig – TRADE FAIR FOR WATCHES AND JEWELLERY, Leipzig 05.09.-07.09.2015

MEDCARE – Congress with exhibition for patient care, Leipzig

30.09.-01.10.2015

modell-hobby-spiel – models-hobbies-games. Exhibition for Model Building, Model Railways, Creative Arts and Play, Leipzig 02.10.-04.10.2015

SHKG – Exhibition for Sanitation, Heating, Air-Conditioning and Building Automation, Leipzig 28.10.-30.10.2015

efa – Trade Fair for Building Systems, Electrical Engineering, Light, Air Conditioning and Automation, Leipzig 28.10.-30.10.2015

Leipzig Veterinary Congress with Industrial Exhibition vetexpo, Leipzig 14.01.-16.01.2016 OTWorld – Orthopaedic technology – International Trade Show and World Congress, Leipzig

• 03.05.-06.05.2016

denkmal – European Trade Fair for Conservation, Restoration and Old Building Renovation, Leipzig

• 10.11.-12.11.2016

Leipziger Messe International GmbH

LBA – Regional Building Trade Exhibition Saxony-Anhalt, Magdeburg 27.02.-01.03.2015

Lindau-Bodolz

Kinold Ausstellungsgesellschaft mbH

Messe Rosenheim – Regional Consumer Goods Exhibition, Rosenheim 18.04.-26.04.2015

Passauer Frühling, DreiLänderMesse – Regional Exhibition, Passau 05.03.-13.03.2016

Magdeburg

Messe- und Veranstaltungsgesellschaft Magdeburg GmbH (MVGM)

MAGDEBOOT – Trade Fair for new and used boats, equipment and water sports, Magdeburg 13.03.-15.03.2015

TIERWELT – MESSE MAGDEBURG, Magdeburg 10.04.-12.04.2015

MAGDEBURGER MEERESANGELTAGE and MAGDEBURGER RAUBFISCHANGELTAGE – International Fishing Exhibition, Magdeburg 07.11.-08.11.2015

Mainz

RAM Regio Ausstellungs GmbH

Rheinland-Pfalz-Ausstellung – Regional Consumer Goods Exhibition, Mainz 14.03.-22.03.2015

Munich

easyFairs Deutschland GmbH

SCHÜTTGUT – Trade show for solids technologies in processing industries, Dortmund 04.11.-05.11.2015

EUROEXPO Messe- und Kongress-GmbH

LogiMAT – International Trade Fair for Distribution, Materials Handling and Information Flow, Stuttgart 10.02.-12.02.2015

GHM Gesellschaft für Handwerksmessen mbH

opti – The International Trade Show for Optics & Design, Munich 09.01.-11.01.2015

eltec – Trade fair for electrical and power enineering, Nuremberg 14.01.-16.01.2015

14.01.-10.01.201

INTERNATIONALE HANDWERKSMESSE – The Leading Trade Fair for the Craft Trades and Medium-Sized Enterprises (with Garten München), Munich 11.03.-17.03.2015

iba — The world's leading trade fair for bakery, confectionery and snacks, Munich 12.09.-17.09.2015

DACH+HOLZ International, Stuttgart

+ 02.02.-05.02.2016

FARBE, AUSBAU & FASSADE – Europe's trade fair for facade design & interior architecture, Munich + 02.03.-05.03.2016

IFH/Intherm – Trade Fair for Sanitation, Heating, Air Conditioning, Renewable Energies, Nuremberg 05.04.-08.04.2016

Messe München GmbH

BAU – World's Leading Trade Fair for Architecture, Materials and Systems, Munich

• 19.01.-24.01.2015

ISPO MUNICH – The world's leading sports business platform, Munich

• 05.02.-08.02.2015

f.re.e – Fair for Leisure and Travel, Munich 18.02.-22.02.2015

INHORGENTA MUNICH – Jewelry, Timepieces, Lifestyle, Munich

• 20.02.-23.02.2015

LOPEC – International Exhibition and Conference for the Printed Electronics Industry, Munich 03.03.-05.03.2015

transport logistic – THE LEADING EXHIBITION, Munich
 05.05.-08.05.2015

LASER World of PHOTONICS – International Trade Fair and Congress for Optical Technologies – Components, Systems and Applications, Munich

• 22.06.-25.06.2015

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

• 05.10.-07.10.2015

ceramitec – Technologies – Innovations – Materials, Munich

• 20.10.-23.10.2015

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

• 10.11.-13.11.2015

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

• 11.04.-17.04.2016

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

• 10.05.-13.05.2016

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

• 30.05.-03.06.2016

AUTOMATICA – International Trade Fair for Automation and Mechatronics, Munich

- 21.06.-24.06.2016
 maintain International Trade Fair for Industrial
- Maintenance, Munich
 21.06.-23.06.2016
- 21.00.-25.00.2010

electronica – International Trade Fair for Electronic Components, Systems and Applications, Munich

• 08.11.-11.11.2016

drinktec – World's Leading Fair for the Beverage and Liquid Food Industry, Processing + Filling + Packaging + Marketing, Munich

• 11.09.-15.09.2017

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

• July 2018

MunichExpo Veranstaltungs GmbH

eCarTec Munich 2015 / MATERIALICA /sMove360 – International Trade Fair for Electric & Hybrid Mobility/ Lightweight Design for New Mobility/Connected & Autonomous Driving, Munich 20.10.-22.10.2015

Service- und Verlagsgesellschaft des Bayerischen Baugewerbes mbH

EPF – EstrichParkettFliese – Trade fair for floor construction, Feuchtwangen June 2017

Münster

Messe und Congress Centrum Halle Münsterland GmbH

IPOMEX – international police meeting and exhibition, Muenster 14.04.-16.04.2015

Nuremberg

AFAG Messen und Ausstellungen GmbH

HOGA Nürnberg – Trade Fair for Gastronomy, Hotel and Catering, Nuremberg 22.02.-25.02.2015

interlift – International Trade Fair for Elevators, Components & Accessories, Augsburg 13.10.-16.10.2015

GrindTec – International Trade Fair for Grinding Technology, Augsburg 16.03.-19.03.2016

NürnbergMesse GmbH

BIOFACH + VIVANESS – World's leading Trade Fair for Organic Food / International Trade Fair for Natural Personal Care, Nuremberg 11.02.-14.02.2015

FeuerTRUTZ – Trade Fair with Congress for Preventive Fire Protection, Nuremberg 18.02.-19.02.2015

embedded world - Exhibition&Conference, Nuremberg 24.02.-26.02.2015

Enforce Tac – International Exhibition & Conference – Law Enforcement, Security and Tactical Solutions, Nuremberg 04.03.-05.03.2015

IWA OutdoorClassics – High performance in target sports, nature activities, protecting people, Nuremberg 06.03.-09.03.2015

Werkstätten:Messe – Trade Fair for vocational rehabilitation and exhibition of workshops for persons with disabilities, Nuremberg 12.03.-15.03.2015

European Coatings SHOW – plus Adhesives, Sealants, Construction Chemicals, Nuremberg 21.04.-23.04.2015

Stone+tec Nürnberg – International Trade Fair for Natural Stone and Stoneprocessing Technology, Nuremberg 13.05.-16.05.2015

AUTOMOTIVE ENGINEERING EXPO – The exhibition for the car body process chain – From concept to final assembly, Nuremberg 09.06.-11.06.2015

CO-REACH – The trade fair for dialog marketing – Print. Online. Crossmedia, Nuremberg 24.06.-25.06.2015

FachPack, Nuremberg 29.09.-01.10.2015

it-sa – The IT Security Expo and Congress, Nuremberg 06.10.-08.10.2015

BrauBeviale – Raw Materials – Technologies – Logistics – Marketing, Nuremberg 10.11.-12.11.2015 EUROGUSS – International Trade Fair for Die Casting: Technology, Processes, Products, Nuremberg 12.01.-14.01.2016

Perimeter Protection – International Trade Fair for Perimeter Protection, Fencing and Building Security, Nuremberg 12.01.-14.01.2016

fensterbau/frontale + HOLZ-HANDWERK – THE TRADE SHOW. WINDOWS – DOORS – FACADES. + European Trade Fair for Machine Technology, Equipment and Supplies for the Wood Crafts, Nuremberg 16.03.-19.03.2016

POWTECH – World-Leading Trade Fair for Processing, Analysis, and Handling of Powder and Bulk Solids, Nuremberg 19.04.-21.04.2016

GaLaBau – gardening, landscaping, greendesign, Nuremberg 14.09.-17.09.2016

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

• 11.10.-13.10.2016

Spielwarenmesse eG

Spielwarenmesse® – International Toy Fair Nürnberg, Nuremberg 28.01.-02.02.2015

Offenbach

Messe Offenbach GmbH

I.L.M – International Leather Goods Fair Offenbach – Winter Styles, Offenbach/Main

• 27.02.-01.03.2015

I.L.M – International Leather Goods Fair Offenbach – Summer Styles, Offenbach/Main

• 12.09.-14.09.2015

Offenburg

Messe Offenburg-Ortenau GmbH

Badische Weinmesse – Regional Wine Exhibition, Offenburg 09.05.-10.05.2015 OBERRHEIN MESSE Offenburg – Consumer Goods Fair, Offenburg 26.09.-04.10.2015

Rostock

Rostocker Messe- und Stadthallengesellschaft mbH AutoTrend – Automobile Exhibition Mecklenburg-Western Pomerania, Rostock 10.04.-12.04.2015

Stuttgart

blickfang GmbH BLICKFANG – Design Trade Fair for Furniture, Jewellery and Fashion, Stuttgart 20.03.-22.03.2015

Landesmesse Stuttgart GmbH

CMT – The Holiday exhibition – Intern. exhibition for caravanning, motoring, tourism, with the special exhibitions cycling & adventure holidays with special section hiking, golf & wellness holidays, cruises & ship travel, Stuttgart 17.01.-25.01.2015

MEDIZIN/TheraPro – Trade fair and congress, Stuttgart 30.01.-01.02.2015

R + T – Leading world trade fair for roller shutter, gates and sun protection systems, Stuttgart 24.02.-28.02.2015

eltefa – Trade fair for electrical engineering and electronics, Stuttgart 18.03.-20.03.2015

RETRO CLASSICS – Europe's greatest classic car exhibition, Stuttgart 26.03.-29.03.2015

FAIR HANDELN – International exhibition focusing on Fairtrade and globally responsible trade and activities, Stuttgart 09.04.-12.04.2015

GARTEN outdoor ambiente – Exhibition for garden and lifestyle, Stuttgart 09.04.-12.04.2015

KREATIV – The trade fair for creative design, Stuttgart 09.04.-12.04.2015

Markt des guten Geschmacks – The market for good taste – the Slow Food Exhibition, Stuttgart 09.04.-12.04.2015

Mineralien, Fossilien, Schmuck – Minerals, fossils, jewellery, Stuttgart 10.04.-12.04.2015

Invest – Leading trade fair and congress for finance and investment, Stuttgart 17.04.-18.04.2015

Moulding Expo – International Trade Fair for Tool, Pattern and Mould Making, Stuttgart 05.05.-08.05.2015

FACHDENTAL Leipzig, Leipzig 11.09.-12.09.2015

IT & Business- Trade fair for digital processes and solutions, Stuttgart 29.09.-01.10.2015

FACHDENTAL Südwest, Stuttgart 23.10.-24.10.2015

SÜFFA – Trade fair for the meat industry, Stuttgart 18.10.-20.10.2015

Stuttgarter MesseHerbst – Messe Stuttgart's autumn line-up, Stuttgart 13.11.-22.11.2015

ANIMAL / Stuttgarter MesseHerbst -Exhibition for pet ownership, Stuttgart 14.11.-15.11.2015

DIE BESTEN JAHRE / Stuttgarter Messeherbst – The best years – The exhibition for staying active, Stuttgart 16.11.-17.11.2015

Familie & Heim / Stuttgarter MesseHerbst – The shopping and experience exhibition with minerals, fossils, jewellery, Stuttgart 14.11.-22.11.2015

HOBBY & ELEKTRONIK / Stuttgarter MesseHerbst – The Technology Exhibition for Hobby and Electronics, Stuttgart 19.11.-22.11.2015 KREATIV / Stuttgarter MesseHerbst – The trade fair for creative design, Stuttgart 19.11.-22.11.2015

Modell Süd / Stuttgarter MesseHerbst – The exhibition for modelmaking and model railways, Stuttgart 19.11.-22.11.2015

Spielemesse / Stuttgarter MesseHerbst – The meeting place for excitement, fun and games, Stuttgart 19.11.-22.11.2015

TV TecStyle Visions – International trade fair for textile decoration and promotion, Stuttgart 04.02.-06.02.2016

INTERGASTRA – World of hospitality / GELATISSIMO – World of gelato, Stuttgart 20.02.-24.02.2016

SACHSENBACK – Trade Fair for the Bakery and Confectionery Trades, Dresden 09.04.-11.04.2016

PFLEGE PLUS – Trade fair for the care market, Stuttgart 26.04.-28.04.2016

LASYS – International trade fair for laser material processing, Stuttgart 31.05.-02.06.2016

AMB – International exhibition for metal working, Stuttgart 13.09.-17.09.2016

interbad – International trade fair for swimming pools, saunas and spas with congress for pool and bath technology, Stuttgart 27.09.-30.09.2016

südback – Trade Fair for the Bakery and Confectionery Trades, Stuttgart 22.10.-25.10.2016

VISION – Leading world trade fair for machine vision, Stuttgart 08.11.-10.11.2016

INTERVITIS INTERFRUCTA HORTITECHNICA – Technology for wine, juice and special crops, Stuttgart 27.11.-30.11.2016

Registered Events

Mesago Messe Frankfurt GmbH

Facility Management – Exhibition and Conference, Frankfurt/Main 24.03.-26.03.2015

SMT Hybrid Packaging – International Exhibition and Conference for System Integration in Micro Electronics, Nuremberg 05.05.-07.05.2015

PCIM Europe – Power Electronics, Intelligent Motion, Renewable Energy and Energy Management – International Exhibition and Conference, Nuremberg 19.05.-21.05.2015

formnext – International tool making and additive technologies exhibition, Frankfurt/Main 24.11.-27.11.2015

Mesago Messemanagement GmbH

SPS IPC Drives – Electric Automation – Systems and Components – International Exhibition & Conference, Nuremberg 24.11.-26.11.2015

Wächtersbach

Messe Wächtersbach GmbH

Messe Wächtersbach – Consumer Goods Exhibition, Waechtersbach 09.05.-17.05.2015

Wiesbaden

WIRTSCHAFTSGEMEINSCHAFT Zoologischer Fachbetriebe GmbH

Interzoo – International Trade Fair for Pet Supplies, Nuremberg 26.05.-29.05.2016

Wunstorf

AMA Service GmbH

SENSOR+TEST – The Measurement Fair – International Trade Fair for Sensorics, Measuring and Testing Technologies with concurrent Conferences, Nuremberg 19.05.-21.05.2015

Hongkong/SVR

Hong Kong Trade Development Council

- HKTDC Hong Kong Baby Products Fair, Hongkong/SAR12.01.-15.01.2015
- HKTDC Hong Kong Toys & Games Fair, Hongkong/SAR
- 12.01.-15.01.2015

HKTDC Hong Kong Fashion Week for Fall/Winter, Hongkong/SAR

• 19.01.-22.01.2015

Hong Kong International Diamond, Gem & Pearl Show, Hongkong/SAR 02.03.-06.03.2015

HKTDC Hong Kong International Jewellery Show, Hongkong/SAR

• 04.03.-08.03.2015

HKTDC Hong Kong Electronics Fair (Spring Edition), Hongkong/SAR

• 13.04.-16.04.2015

HKTDC Hong Kong Houseware Fair, Hongkong/SAR

• 20.04.-23.04.2015

HKTDC Hong Kong Gifts & Premium Fair, Hongkong/SAR

• 27.04.-30.04.2015

HKTDC Hong Kong Watch & Clock Fair, Hongkong/SAR

• 08.09.-12.09.2015

HKTDC Hong Kong Electronics Fair (Autumn Edition), Hongkong/SAR

• 13.10.-16.10.2015

electronicAsia – Hongkong/SAR

• 13.10.-16.10.2015

HKTDC Hong Kong International Lighting Fair (Autumn Edition), Hongkong/SAR

- 27.10.-30.10.2015
 - HKTDC Hong Kong Optical Fair, Hongkong/SAR
- 04.11.-06.11.2015

Verona

Ente Autonomo per le Fiere di Verona

VINITALY/Enolitech/SOL & AGRIFOOD – International wine & spirits exhibition/International Exhibition of Wine-Growing and Cellar Techniques & Olive-Growing and Olive Oil Technologies/International Quality Agro-Foods Event, Verona
 22.03.-25.03.2015

EUROCARNE – International Exhibition of the

Technologies for Processing, Conservation, Refrigeration and Meat Distribution, Verona

• 10.05.-13.05.2015

PULIRE – International Exhibition of Machines, Equipments, Products and Systems for Industrial Cleaning, Verona

• 19.05.-21.05.2015

MARMOMACC/Abitare il Tempo – International Exhibition of Marble, Stone and Technology / Trade fair for Furniture – design – project, Verona

• 30.09.-03.10.2015

Fieragricola – International agricultural technologies show, Verona

• February 2016

SAMOTER – International triennial Earthmoving and Building Machinery Exhibition, Verona

• 22.02.-25.02.2017

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