

Certified Exhibition Data 2015





Certified Exhibition Data Report 2015

www.fkm.de

The FKM in 2015 →	2	1
FKM Partners →	4	2
Locations →	7	3
Auditor's Certificate →	8	4
Exhibition Space, Exhibitors, Visitors →	9	5
Events 2015 · Cities →	10	5.1
Events 2015 · Industries →	18	5.2
FKM Visitors Profile Analyses 2015 →	25	6
Registered Events →	86	7

The FKM in 2015

Visitor and exhibitor statistics in Germany have been uniformly collected and audited for the past 50 years, starting in early 1966, when the FKM – Society for Voluntary Control of Fair and Exhibition Statistics first began operations. Six trade fair companies had founded the FKM in late 1965 and reached an agreement on standards for determining exhibitor and visitor statistics.

FKM: 50 years of top-quality trade fair data

Twenty-two trade fairs were audited in the first year alone. The German exhibition industry thus set international standards from the start – at the time, France was the only other country in which similar endeavours were being made. The main impetus for this step was that the strong competition between exhibition organisers encouraged “success reports” at numerous trade fairs that were greeted with increasing scepticism by exhibitors. In contrast, the FKM set binding definitions for the most important exhibition figures, which would be examined by an auditor to verify compliance. Its clear objective – then as now – was to build confidence throughout the exhibition community.

Today, the FKM has grown to include 52 partners. Its newest member is BUV Market Services GmbH. In 2015, 188 German exhibitions were certified with visitor profile tests for around 80 % of them. Our two international guest members, the Hong Kong Trade Development Council and the Verona Trade Fair Company have had a total of 18 trade fairs certified.

The number of FKM-certified exhibitions declined slightly in 2015, primarily as a result of a comparatively small number of regularly scheduled fairs. However, this has not dampened German organisers’ great interest in certification of their exhibitor and visitor statistics.

Every FKM certificate has at its core the basic data on exhibitors, exhibitor stand space and the number of visitor admissions. This data is differentiated according to domestic and international origin.

Visitor analyses for better exhibition planning

FKM’s visitor profile analyses – which have been conducted since 1975 – are taking on ever greater importance. That’s because this type of analysis makes it possible to pinpoint the groups that can be specifically targeted at exhibitions. Standardised analyses for trade visitors and the general public provide information about each visitor’s regional origin, business sector, area of expertise and area of responsibility.

For the exhibition industry, these tests represent a key instrument for use in planning participation as well as in monitoring success. Moreover, this structural data is used as a criterion in making decisions for each exhibition in comparison with other marketing instruments.

Communications for trade fair certification

As part of its communications programme, FKM expanded its FKM knowhow online newsletter in 2015. This newsletter presents information on how FKM information can be used, how to interpret visitor profile data, how exhibition terminology is defined and how the FKM operates. Target groups include not only exhibitors but also consultants, stand construction companies, associations and the media.

In addition, many of our partners refer to the FKM certification on their events' websites and print materials. This has further enhanced the prominence of the "FKM-certified" logo throughout the industry. What is more, the ► www.fkm.de website is scheduled for an anniversary year relaunch.

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). 23 countries have taken part in 2014: Austria, Belgium, Bulgaria, Croatia, Czech Republic, Finland, France, Germany, Hungary, Italy, Luxembourg, Montenegro, Netherlands, Poland, Portugal, Romania, Russia, Slovenia, Spain, Sweden, Switzerland, Turkey and Ukraine.

More than 2,300 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)

FKM Partners

Bad Salzungen

Messe Ostwestfalen GmbH

messezentrum Bad Salzungen
Benzstraße 23
32108 Bad Salzungen
Tel.: (0 52 22) 9 25 00
Fax: (0 52 22) 92 50 40
www.messezentrum.de
E-Mail: info@messezentrum.de

Bayreuth

bbg Betriebsberatungs GmbH

Bindlacher Straße 4
95448 Bayreuth
Tel.: (09 21) 75 75 80
Fax: (09 21) 7 57 58 20
www.bbg-gruppe.de
E-Mail: info@bbg-gruppe.de

Berlin

BUV Market Services GmbH

Unter den Linden 39
10117 Berlin
Tel.: (0 30) 34 06 02 36-0
Fax: (0 30) 34 06 02 34-1
www.le-mit.de
E-Mail: info@le-mit.de

Messe Berlin GmbH

Messedamm 22
14055 Berlin
Tel.: (0 30) 30 38-0
Fax: (0 30) 30 38 23 25
www.messe-berlin.de
E-Mail: central@messe-berlin.de

Bielefeld

Clarion Events Deutschland GmbH

Meisenstraße 94
33607 Bielefeld
Tel.: (05 21) 9 65 33-66
Fax: (05 21) 9 65 33-99
www.clarionevents.de
E-Mail: service@clarionevents.de

Bremen

MESSE BREMEN & ÖVB-Arena

WFB Wirtschaftsförderung Bremen GmbH

Findorffstraße 101
28215 Bremen
Tel.: (04 21) 35 05-0
Fax: (04 21) 35 05-3 40
www.messe-bremen.de
E-Mail: info@messe-bremen.de

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

Dortmund

Messe Westfalenhallen Dortmund GmbH

Strobelallee 45
44139 Dortmund
Tel.: (02 31) 1 20 40
Fax: (02 31) 1 20 44 44
www.messe-dortmund.de
E-Mail: messe@westfalenhallen.de

Düsseldorf

Messe Düsseldorf GmbH

Messeplatz
40474 Düsseldorf
Tel.: (02 11) 45 60-01
Fax: (02 11) 45 60-6 68
www.messe-duesseldorf.de
E-Mail: info@messe-duesseldorf.de

Reed Exhibitions Deutschland GmbH

Völklinger Straße 4
40219 Düsseldorf
Tel.: (02 11) 90 19 10
Fax: (02 11) 90 19 11 23
www.reedexpo.de
E-Mail: info@reedexpo.de

Erfurt

Messe Erfurt GmbH

Gothaer Straße 34
99094 Erfurt
Tel.: (03 61) 4 00-0
Fax: (03 61) 4 00-11 11
www.messe-erfurt.de
E-Mail: info@messe-erfurt.de

RAM Regio Ausstellungen GmbH Erfurt

Walkmühlstraße 1 a
99084 Erfurt
Tel.: (03 61) 5 65 55-0
Fax: (03 61) 5 65 55-10
www.ram-messe.de
E-Mail: infoerfurt@ram-gmbh.de

Essen

Messe Essen GmbH

Norbertstraße
45131 Essen
Tel.: (02 01) 7 24 40
Fax: (02 01) 7 24 42 48
www.messe-essen.de
E-Mail: info@messe-essen.de

Frankfurt/Main

DLG e.V.

Eschborner Landstraße 122
60489 Frankfurt/Main
Tel.: (0 69) 24 78 80
Fax: (0 69) 24 78 81 10
www.dlg.org
E-Mail: info@DLG.org

Messe Frankfurt GmbH

Ludwig-Erhard-Anlage 1
60327 Frankfurt/Main
Tel.: (0 69) 75 75-0
Fax: (0 69) 75 75-64 33
www.messefrankfurt.com
E-Mail: info@messefrankfurt.com

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

Spremlinger 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
E-Mail: info@kwf-online.de

Hamburg

Hamburg Messe und Congress GmbH

Messeplatz 1
20357 Hamburg
Tel.: (0 40) 35 69-0
Fax: (0 40) 35 69-22 03
www.hamburg-messe.de
E-Mail: info@hamburg-messe.de

Hanover

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.heckmannmbh.de
E-Mail: info@fh.messe.de

Hohenschäftlarn**WNP Fachmessen GmbH**

Eichendorffweg 1
82069 Hohenschäftlarn
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

Karlsruhe**HINTE GmbH**

Bannwaldallee 60
76185 Karlsruhe
Tel.: (07 21) 93 13 30
Fax: (07 21) 93 13 31 10
www.hinte-messe.de
E-Mail: info@hinte-messe.de

Karlsruher Messe- und Kongress-GmbH

Festplatz 9
76137 Karlsruhe
Tel.: (07 21) 37 20-0
Fax: (07 21) 37 20-21 16
www.kmkg.de
E-Mail: info@kmkg.de

Kempten**Kempten Messe- & Veranstaltungsbetrieb
Allgäuer Festwoche**

Sandstraße 10
87439 Kempten (Allgäu)
Tel.: (08 31) 25 25-5 46
Fax: (08 31) 25 25-3 22
www.festwoche.com
E-Mail: festwoche@kempten.de

Köln/Cologne**Koelnmesse GmbH**

Messeplatz 1
50679 Köln
Tel.: (02 21) 8 21-0
Fax: (02 21) 8 21 25 74
www.koelnmesse.de
E-Mail: info@koelnmesse.de

Leipzig**Leipziger Messe GmbH**

Messe-Allee 1
04356 Leipzig
Tel.: (03 41) 67 80
Fax: (03 41) 6 78 87 62
www.leipziger-messe.de
E-Mail: info@leipziger-messe.de

Leipziger Messe International GmbH

Messe-Allee 1
04356 Leipzig
Tel.: (03 41) 6 78-79 00
Fax: (03 41) 6 78-79 12
www.lm-international.com
E-Mail: info@lm-international.com

Lindau**Kinold Ausstellungsgesellschaft mbH**

Prielweg 8/10
88131 Lindau-Bodolz
Tel.: (0 83 82) 9 30 00
Fax: (0 83 82) 93 00 18
www.kinold.de, E-Mail: Kinold@kinold.de

Magdeburg**Messe- und Veranstaltungsgesellschaft
Magdeburg GmbH (MVGGM)**

Tessenowstr. 5 a
39114 Magdeburg
Tel.: (03 91) 59 34-50
Fax: (03 91) 59 34-5 10
www.mvgm-online.de
E-Mail: info@mvgm.de

Mainz**RAM Regio Ausstellungen GmbH Mainz**

Schillerplatz 7
55116 Mainz
Tel.: (0 61 31) 9 65 04-0
Fax: (0 61 31) 9 65 04 99
www.ram-messe.de
E-Mail: infomainz@ram-gmbh.de

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

Joseph-Dollinger-Bogen 9
80807 München
Tel.: (0 89) 3 23 91-2 53
Fax: (0 89) 3 23 91-2 46
www.euroexpo.de
E-Mail: management@euroexpo.de

GHM – Gesellschaft für Handwerksmessen mbH

Willy-Brandt-Allee 1
81829 München
Tel.: (0 89) 9 49 55-0
Fax: (0 89) 9 49 55-2 39
www.ghm.de, E-Mail: kontakt@ghm.de

Messe München GmbH

Messegelände
81823 München
Tel.: (0 89) 94 92 07 20
Fax: (0 89) 94 92 07 29
www.messe-muenchen.de
E-Mail: info@messe-muenchen.de

MunichExpo Veranstaltungen GmbH

Zamdorfer Straße 100
81677 München
Tel.: (0 89) 3 22 99 10
Fax: (0 89) 32 29 91 19
www.munichexpo.de
E-Mail: info@munichexpo.de

**Service- und Verlagsgesellschaft des Bayerischen
Baugewerbes mbH**

Bavariaring 31
80336 München
Tel.: (0 89) 76 79-0
Fax: (0 89) 76 85 62
www.epf-messe.de
E-Mail: info@epf-messe.de

Münster**Messe und Congress Centrum
Halle Münsterland GmbH**

Albersloher Weg 32
48155 Münster
Tel.: (02 51) 6 60 00
Fax: (02 51) 66 00-1 21
www.mcc-halle-muensterland.de
E-Mail: info@mcc-halle-muensterland.de

Nuremberg**AFAG Messen und Ausstellungen GmbH**

Messezentrum 1
90471 Nürnberg
Tel.: (09 11) 9 88 33-0
Fax: (09 11) 9 88 33-5 00
www.afag.de
E-Mail: info@afag.de

FKM Partners

NürnbergMesse GmbH

Messezentrum
90471 Nürnberg
Tel.: (09 11) 8 60 60
Fax: (09 11) 86 06-82 28
www.nuernbergmesse.de
E-Mail: info@nuernbergmesse.de

Spielwarenmesse eG

Münchener Straße 330
90471 Nürnberg
Tel.: (09 11) 9 98 13-0
Fax: (09 11) 86 96 60
www.spielwarenmesse.de
E-Mail: info@spielwarenmesse-eg.de

Offenbach

Messe Offenbach GmbH

Kaiserstraße 108–112
63065 Offenbach/Main
Tel.: (0 69) 8 29 75 50
Fax: (0 69) 82 97 55 60
www.messe-offenbach.de
E-Mail: info@messe-offenbach.de

Offenburg

Messe Offenburg-Ortenau GmbH

Schutterwälder Straße 3
77656 Offenburg
Tel.: (07 81) 9 22 60
Fax: (07 81) 92 26 77
www.messe-offenburg.de
E-Mail: info@messe-offenburg.de

Rostock

Rostocker Messe- und Stadthallengesellschaft mbH

Zur Hanse Messe 1–2
18106 Rostock
Tel.: (03 81) 44 00-6 10
Fax: (03 81) 44 00-6 66
www.messe-und-stadthalle.de
E-Mail: kontakt@messeundstadthalle.de

Stuttgart

blickfang GmbH

Filderstraße 45
70180 Stuttgart
Tel.: (07 11) 9 90 93-90
Fax: (07 11) 9 90 93-50
www.blickfang.com
E-Mail: info@blickfang.com

MESAGO Messe Frankfurt GmbH

Rotebühlstraße 83–85
70178 Stuttgart
Tel.: (07 11) 6 19 46-0
Fax: (07 11) 6 19 46-91
www.mesago.de
E-Mail: info@mesago.de

MESAGO Messemanagement GmbH

Rotebühlstraße 83–85
70178 Stuttgart
Tel.: (07 11) 6 19 46-0
Fax: (07 11) 6 19 46-91
www.mesago.de
E-Mail: info@mesago.de

Landesmesse Stuttgart GmbH

Messepiazza 1
70629 Stuttgart
Tel.: (07 11) 1 85 60-0
Fax: (07 11) 1 85 60-25 55
www.messe-stuttgart.de
E-Mail: info@messe-stuttgart.de

Wächtersbach

Messe Wächtersbach GmbH

Main-Kinzig-Straße 31
63607 Wächtersbach
Tel.: (0 60 53) 80 20
Fax: (0 60 53) 8 02 33
www.messewaechtersbach.de
E-Mail: messe@stadt-waechtersbach.de

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

- Exhibitions
- FKM partners
- Exhibitions and FKM partners



Status: June 2016

Auditor's Certificate

A. Audit commission

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 certification 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 2016

Ernst & Young GmbH
Wirtschaftsprüfungsgesellschaft



Josef Klute
Public accountant

Jörg Brüggemann
Public accountant

→ www.fkm.de



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 2015 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

<div><div>FKM</div><div></div></div>			Exhibition space figures (sq.m.)							Exhibitor figures							Visitor figures			
			Exhibitor stand space							Exhibitors				Additionally represented firms			Entries (Explanations see p. 9)			
For the complete titles see pp. 86	Interval/ Days		Halls Domestic Foreign		Open Air Domestic Foreign		Total	Special Shows	Space (net)	Space (gross)	Domestic	Foreign	Total	from countries	Domestic	Foreign	Total	Domestic	Foreign	Total
Augsburg																				
Interlift	2	4	7.640	14.350			21.990	167	22.157	39.400	160	379	539	43				8.437	10.312	18.749
Bad Salzuflen																				
FMB – Supplier Show for Mechanical Engineering	1	3	7.924	510			8.434		8.434	16.200	474	32	506	9	4	3	7	4.881	169	5.050
ZOW – Intern. fair for suppliers to the furniture and design industries	1	4	2.242	1.652			3.894	835	4.729	13.800	126	85	211	22	4		4	4.829	1.316	6.145
Berlin																				
CMS – Cleaning, Management, Services	2	4	10.551	2.057	510	90	13.208	213	13.421	25.400	284	95	379	23				14.629	2.244	16.873 *
FRUIT LOGISTICA	1	3	8.657	56.993			65.650	719	66.369	116.500	281	2.513	2.794	83				10.703	55.776	66.479 *
International Green Week	1	10	30.296	15.753			46.049	10.126	56.175	124.800	1.076	655	1.731	68				409.432	9.210	418.642 *
ITB – The world’s leading travel trade show	1	5	26.454	60.458	321		87.233		87.233	154.300	1.633	5.689	7.322	177	416	2.115	2.531	93.513	39.887	133.400 *
WASSER BERLIN INTERNATIONAL	2	4	9.107	1.937	142		11.186	1.970	13.156	36.000	439	118	557	26				17.151	5.535	22.686 *
Bremen																				
BOATFIT	1	3	5.589	203			5.792	2.546	8.338	12.400	174	13	187	8	5		5	9.858	122	9.980 *
Bremen Classic Motorshow	1	3	18.877	2.085			20.962	1.748	22.710	49.100	566	63	629	12						43.554 *
CARAVAN	1	3	9.937	108			10.045		10.045	14.800	54	3	57	4						27.406 ¹⁾
CARAVAN / Reiselust	1	3	12.983	508			13.491	283	13.774	24.800	302	38	340	16						37.106
HanseLife	1	9	17.681	802	1.255	36	19.774	3.368	23.142	49.300	799	34	833	14						78.339 *
Reiselust – Tourism fair	1	3	3.046	400			3.446	283	3.729	10.000	248	35	283	14				27.661	721	28.382 ^{*1)}
Chemnitz																				
Baumesse Chemnitz – Trade fair of construction	1	3	3.828	92	143		4.063	102	4.165	10.300	260	5	265	4	27		27			9.137 *
COMMCAR – Commercial Vehicle Exhibition	2	4	2.831	9	1.480		4.320	680	5.000	12.000	78	2	80	3	1		1			2.320
Dortmund																				
DKM – The Trade Fair for the Finance and Insurance Industry	1	2	7.618	98			7.716		7.716	22.400	275	9	284	7				11.090	84	11.174
elektrotechnik	2	3	13.515	389			13.904	4.308	18.212	39.200	379	17	396	11	5		5	18.662	151	18.813 *
InterTabac / InterSupply	1	3	10.458	8.166			18.624	207	18.831	40.100	196	336	532	51	1		1	6.940	4.627	11.567 *
Düsseldorf																				
A + A – Safety, Security and Health at Work	2	4	29.331	38.530	138	246	68.245	1.702	69.947	123.000	574	1.323	1.897	55				44.366	20.878	65.244 *
BEAUTY DÜSSELDORF	1	3	19.501	2.638			22.139	4.277	26.416	61.800	519	129	648	28				62.323	4.763	67.086 *
boot – International boat show	1	9	40.231	49.913	20	90	90.254	18.303	108.557	213.400	863	918	1.781	57				196.299	40.491	236.790 *
CARAVAN SALON	1	10	71.507	21.563	1.359	231	94.660	4.490	99.150	147.700	368	176	544	30				176.711	26.405	203.116 *



Exhibition space figures (sq.m.)

Exhibitor figures

Visitor figures

Exhibitor stand space

Exhibitors

Additionally represented firms

Entries (Explanations see p. 9)

For the complete titles see pp. 86	Interval/ Days		Halls		Open Air		Total	Special Shows	Space (net)	Space (gross)	from				Domestic Foreign Total			Domestic Foreign Total		
			Domestic	Foreign	Domestic	Foreign					Domestic	Foreign	Total	countries	Domestic	Foreign	Total	Domestic	Foreign	Total
Caravan Salon/TourNatur	1	9	75.047	22.116	1.359	231	98.753	6.200	104.953	162.900	545	260	805	33						219.073
Energy Storage Europe	1	3	597	141			738	48	786	1.800	73	20	93	12				1.141	672	1.813 *
● EuroCIS – Retail Technology	1	3	5.835	3.295			9.130	420	9.550	24.300	189	131	320	23				5.054	3.812	8.866 *
● GDS/Tag It! (spring)	1	3	13.503	22.247			35.750	2.534	38.284	96.400	255	654	909	40				8.640	7.662	16.302 *
● GDS/Tag it! (autumn)	1	3	12.935	21.914			34.849	2.535	37.384	97.500	236	695	931	45				8.581	6.743	15.324 *
● GIFA	3	5	24.175	23.191	260	72	47.698	2.920	50.618	87.500	349	593	942	47				22.440	26.343	48.783 *
● MEDICA / COMPAMED	1	4	42.654	84.684	366		127.704	1.629	129.333	250.000	1.311	4.439	5.750	72				47.901	75.555	123.456 *
● METEC	3	5	8.574	12.768	370	70	21.782		21.782	35.500	183	342	525	35				8.341	9.405	17.746 *
● NEWCAST	3	5	1.547	5.470			7.017	700	7.717	17.300	65	369	434	33				1.351	2.622	3.973 *
● ProWein	1	3	19.649	47.489			67.138	1.697	68.835	128.500	957	5.025	5.982	50	47	467	514	31.960	20.433	52.393 *
● PSI Messe	1	3	14.358	13.005			27.363	439	27.802	51.500	438	442	880	37				7.505	8.785	16.290 *
● REHACARE International	1	4	12.682	7.278	84		20.044	3.490	23.534	52.400	363	395	758	38				33.477	5.450	38.927 *
● THERMPROCESS	3	5	5.909	4.480			10.389	929	11.318	18.500	166	148	314	30				3.526	3.670	7.196 *
● TOP HAIR International	1	2	5.457	535			5.992	3.787	9.779	25.700	120	28	148	12				28.959	2.013	30.972 *
● TourNatur	1	3	3.540	553			4.093	1.710	5.803	15.200	177	84	261	16				43.189	1.800	44.989 *)
+ ● viscom düsseldorf	2	3	5.663	2.412			8.075	1.500	9.575	21.000	187	115	302	28				7.610	2.403	10.013 *
Erfurt																				
Rapid.Tech / FabCon 3.D	1	2	1.506	135	108		1.749	426	2.175	2.850	121	18	139	9				3.731	343	4.074 *
Thüringen-Ausstellung – Handicraft and consumer exhibition	1	9	13.421	425			13.846	2.047	15.893	28.000	667	25	692	15	52	1	53			72.873
Essen																				
● EQUITANA	2	9	24.710	9.023			33.733	13.196	46.929	95.700	602	248	850	23				153.924	15.223	169.147 *
E-world energy & water	1	3	19.279	3.224	18		22.521	572	23.093	49.100	516	113	629	26				16.684	3.687	20.371 *
IPM – The world's leading trade fair for horticulture	1	4	18.625	24.610			43.235	3.393	46.628	99.400	583	1.019	1.602	49				24.862	16.994	41.856 *
Frankfurt/Main																				
● Ambiente	1	5	61.573	128.357			189.930	1.532	191.462	328.400	1.088	3.726	4.814	95				63.727	70.893	134.620 *
● Christmasworld	1	5	20.368	33.658			54.026	1.357	55.383	86.900	204	707	911	42				15.391	20.757	36.148 *)
● Creativeworld	1	4	4.502	6.427			10.929	1.107	12.036	22.500	71	215	286	30				4.201	4.231	8.432 *)
FACILITY MANAGEMENT	1	3	2.754	82			2.836	306	3.142	6.600	132	7	139	6	16		16	4.596	173	4.769
formnext	1	4	4.104	2.114			6.218	1.121	7.339	14.000	104	99	203	27		3	3	5.229	3.753	8.982
● Heimtextil	1	4	24.421	94.749			119.170	4.088	123.258	215.800	326	2.397	2.723	68				21.924	45.937	67.861 *
● ISH	2	5	98.646	71.960	565	813	171.984	1.792	173.776	260.000	962	1.503	2.465	59				120.958	75.819	196.777 *
● Musikmesse	1	4	12.883	21.679	260	239	35.061	1.500	36.561	82.100	407	903	1.310	51				43.768	21.587	65.355 *)
● Paperworld	1	4	13.635	31.259			44.894	2.206	47.100	102.100	284	1.352	1.636	60				13.534	25.753	39.287 *)

+ Events with changing venues ● Recognized by UFI – The Global Association of the Exhibition Industry
Caravan Salon/TourNatur. Multiple answers were permitted. *) ascertained by a representative poll

* Visitors Profil Analyses see page 25 ff.

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

<div><div>FKM</div><div></div></div>			Exhibition space figures (sq.m.)								Exhibitor figures							Visitor figures				
			Exhibitor stand space								Exhibitors				Additionally represented firms			Entries (Explanations see p. 9)				
For the complete titles see pp. 86	Interval/ Days		Halls		Open Air		Total	Special Shows	Space (net)	Space (gross)	Domestic		Foreign		Total		Domestic		Foreign		Total	
ProLight + Sound	1	4	13.485	21.188	720	516	35.909	1.000	36.909	73.000	356	564	920	41			22.053	21.001	43.054	*1)		
Techtextil	2	4	11.530	20.174			31.704	473	32.177	55.400	449	944	1.393	52			11.689	16.802	28.491	*1)		
Tendence	1	4	31.952	16.188			48.140	1.253	49.393	92.600	690	410	1.100	47			22.513	4.953	27.466	*		
Texprocess	2	4	6.250	7.821			14.071	380	14.451	41.500	110	163	273	33			5.656	7.679	13.335	*1)		
Hamburg																						
hanseboot	1	9	17.724	3.757	456	437	22.374	3.126	25.500	56.000	472	101	573	22			65.310	3.801	69.111	*		
INTERNORGA	1	6	45.795	6.502	910	24	53.231		53.231	89.000	1.040	201	1.241	24			88.143	5.031	93.174	*		
Nordstil Summer	1	3	27.318	7.229			34.547	499	35.046	61.900	701	160	861	20			14.468	594	15.062			
Nordstil Winter	1	3	31.783	6.453			38.236	210	38.446	64.000	807	138	945	18			20.752	309	21.061			
REISEN HAMBURG – Holiday, cruise, caravanning and cycling exhibition	1	5	23.397	2.053			25.450	2.466	27.916	59.400	688	185	873	50			68.846	346	69.192	*		
Hannover																						
ABF	1	5	27.285	538	375		28.198	11.026	39.224	66.000	375	42	417	18					77.861	*		
AGRITECHNICA	2	7	114.070	114.482	2.170	1.567	232.289	4.393	236.682	393.600	1.270	1.622	2.892	52	15	31	46	354.285	98.186	452.471		
B. I. G. – Building, Real Estate and Garden Exhibition	1	5	8.122	238			8.360	1.626	9.986	22.700	267	6	273	6					17.416	*		
BIOTECHNICA/LABVOLUTION	2	3	5.363	1.757			7.120	2.027	9.147	21.200	280	144	424	26			8.165	1.590	9.755	*		
CeBIT	1	5	97.119	35.653	1.912		134.684	13.720	148.404	237.500	1.521	1.613	3.134	68			152.511	40.786	193.297	*		
didacta – Education Trade Fair	1	5	30.561	1.258	48		31.867	983	32.850	61.100	667	75	742	36			69.899	992	70.891	*		
DOMOTEX	1	4	12.945	72.461			85.406	1.608	87.014	162.900	158	1.158	1.316	63			13.503	24.426	37.929	*		
HANNOVER MESSE	1	5	139.403	88.627	1.634	127	229.791	16.790	246.581	398.400	2.699	3.785	6.484	69			152.085	64.561	216.646	*		
Hannover Messe: ComVac	2	5	5.723	7.395	16	21	13.155		13.155	21.500	50	154	204	22			17.087	11.727	28.814	*2)		
Hannover Messe: Digital Factory	1	5	4.861	2.384	239		7.484		7.484	14.500	176	45	221	16			30.937	14.559	45.496	*2)		
Hannover Messe: Energy	1	5	21.711	16.893	161	50	38.815	456	39.271	56.300	451	677	1.128	47			53.881	26.061	79.942	*2)		
Hannover Messe: Industrial Automation	1	5	49.304	11.601	862	14	61.781	248	62.029	98.500	628	415	1.043	36			82.788	44.383	127.171	*2)		
Hannover Messe: Industrial Supply	1	5	12.676	18.604			31.280	241	31.521	48.100	442	1.209	1.651	47			39.060	26.367	65.427	*2)		
Hannover Messe: MDA – Motion, Drive & Automation	2	5	18.810	25.242	150	42	44.244		44.244	73.500	296	899	1.195	38			52.181	28.845	81.026	*2)		
Hannover Messe: MobiliTec	1	5	2.317	328	106		2.751	15.180	17.931	25.500	95	25	120	12			18.329	7.669	25.998	*2)		
Hannover Messe: Research & Technology	1	5	7.217	1.062			8.279	485	8.764	15.600	284	108	392	17			35.927	12.168	48.095	*2)		
Hannover Messe: Surface Technology	2	5	4.265	957			5.222	180	5.402	14.000	137	56	193	21			22.666	10.914	33.580	*2)		
Hannover Messe: Wind	2	5	2.865	340	100		3.305		3.305	10.400	59	17	76	10			37.272	13.856	51.128	*2)		
Infra – Consumer fair	1	9	31.454	3.345	824	48	35.671	3.465	39.136	99.500	1.248	150	1.398	30					177.353	*		
INTERSCHUTZ – Intern. Exh. for Fire Prevention, Disaster Relief, Rescue, Safety and Security	5	6	53.110	27.168	12.276	11.595	104.149	4.213	108.362	178.200	667	786	1.453	51			135.356	21.488	156.844	*		
LIGNA	2	5	50.488	52.502	8.898	3.649	115.537	5.658	121.195	195.600	688	864	1.552	46			56.046	37.053	93.099	*		
Pferd & Jagd – Equestrian sports, hunting and fishing	1	4	22.949	2.570	96		25.615	11.533	37.148	99.100	756	98	854	25					91.792	*		
PSI PROMOTION WORLD	1	3	1.559	153			1.712	460	2.172	5.500	83	13	96	10			7.881	1.934	9.815	*		

+ 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


²⁾ Visitor attendance determined by a representative poll at Hannover Messe. Multiple answers were permitted.

<div>FKM</div>				Exhibition space figures (sq.m.)								Exhibitor figures						Visitor figures					
				Exhibitor stand space								Exhibitors				Additionally represented firms			Entries (Explanations see p. 9)				
For the complete titles see pp. 86				Interval/ Days		Halls		Open Air		Total	Special Shows	Space (net)	Space (gross)	from countries		Total			Domestic		Foreign	Total	
				Domestic	Foreign	Domestic	Foreign							Domestic	Foreign	Total	Domestic	Foreign	Total	Domestic	Foreign	Total	
Husum																							
HUSUM Wind				2	4	12.221	2.525	520		15.266		15.266	23.900	508	128	636	25			11.945	3.227	15.172 *	
Nord Gastro & Hotel – Hotel and Restaurant Industry Trade Fair				1	2	4.411	67			4.478		4.478	8.000	192	8	200	5			4.699	96	4.795	
Idar-Oberstein																							
INTERGEM				1	4	1.908	133			2.041		2.041	4.500	106	9	115	7			1.778	575	2.353	
Karlsruhe																							
LEARNTEC				1	3	2.971	506			3.477	1.170	4.647	12.500	169	30	199	11			4.897	380	5.277 *	
NUFAM – Trade fair for commercial vehicles				2	4	22.003	1.229	1.854	432	25.518	4.558	30.076	54.100	268	36	304	12	2	7	9	18.105	1.013	19.118 *
REHAB – Intern. Trade Fair for Rehabilitation, Therapy and Prevention				2	3	8.187	389			8.576	4.643	13.219	31.700	337	23	360	11	1	10	11	13.950	299	14.249 *
TIERisch gut – Pet fair				1	2	6.269	193			6.462	10.995	17.457	45.300	252	13	265	7			35.650	702	36.352 *	
Kempten																							
Allgäuer Festwoche – Consumer exhibition				1	9	5.921	185	3.353	83	9.542	867	10.409	17.200	338	15	353	6						103.346 *
Köln																							
Anuga				2	5	32.698	120.213			152.911	1.457	154.368	263.600	782	6.407	7.189	109			49.200	109.403	158.603 *	
Anuga FoodTec				3	4	35.418	30.949			66.367	248	66.615	129.700	646	833	1.479	49	6	11	17	21.004	24.600	45.604 *
aquanale/FSB				2	4	13.218	20.549			33.767	1.825	35.592	73.700	285	545	830	44	48	16	64	11.584	15.252	26.836 *
Asia-Pacific Sourcing				2	3	61	7.565			7.626		7.626	24.200	2	654	656	11			3.621	3.342	6.963 *	
CFC – Children’s Fashion Cologne (Winter)				1	3	1.192	1.320			2.512	1.385	3.897	9.700	32	51	83	16			950	283	1.233 *	
dmexco – Digital Marketing Exposition & Conference				1	2	20.630	7.262	8		27.900	1.071	28.971	61.900	592	273	865	27			34.346	9.744	44.090 *	
Eu’Vend/coffeena				2	3	3.451	1.242			4.693	152	4.845	13.500	108	76	184	24		1	1	3.241	1.657	4.898 *
FIBO				1	4	26.119	24.063			50.182	4.199	54.381	129.000	360	447	807	37			102.687	33.332	136.019 *	
h+h cologne				1	3	6.370	6.842			13.212	888	14.100	32.300	115	252	367	43		1	1	9.974	4.777	14.751 *
IDS – International Dental Show				2	5	36.895	40.466			77.361	458	77.819	158.200	636	1.480	2.116	56	19	47	66	70.200	77.495	147.695 *
imm cologne – The international interiors show/ LivingKitchen				1	7	74.859	80.855			155.714	1.194	156.908	271.200	452	811	1.263	51	7	18	25	101.979	44.394	146.373 *
interzum				2	4	27.370	56.305			83.675	3.454	87.129	163.000	372	1.165	1.537	58	3	22	25	16.820	41.203	58.023 *
ISM – International Sweets and Biscuits Fair				1	4	12.922	33.440			46.362	563	46.925	96.100	223	1.283	1.506	63	6	16	22	15.150	24.237	39.387 *
Kind + Jugend – The Trade Show for Kids’ First Years				1	4	15.876	36.461			52.337	1.200	53.537	96.500	152	949	1.101	48	1	19	20	7.093	14.184	21.277 *
ProSweets Cologne				1	4	3.939	5.237			9.176	527	9.703	21.000	121	202	323	33	2	3	5	6.700	10.662	17.362 *
spoga horse (spring)				1	3	3.157	3.703			6.860	740	7.600	16.800	62	112	174	23	5	3	8	2.101	1.986	4.087 *
spoga+gafa / spoga horse (autumn)				1	3	22.131	75.783	136	301	98.351	2.355	100.706	211.300	336	1.665	2.001	57	9	24	33	14.613	21.756	36.369 *

+ Events with changing venues

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

* Visitors Profile Analyses see page 25 ff.

<div><div>FKM</div><div></div></div>			Exhibition space figures (sq.m.)							Exhibitor figures							Visitor figures			
			Exhibitor stand space							Exhibitors				Additionally represented firms			Entries (Explanations see p. 9)			
For the complete titles see pp. 86	Interval/ Days		Halls Domestic Foreign		Open Air Domestic Foreign		Total	Special Shows	Space (net)	Space (gross)	Domestic	Foreign	Total	from countries	Domestic	Foreign	Total	Domestic	Foreign	Total
Leipzig																				
CADEAUX – Spring	1	3	6.651	453			7.104	569	7.673	20.000	198	17	215	12	2		2			6.206
CADEAUX – September/Comfortex	1	3	8.786	521			9.307	797	10.104	30.800	292	18	310	14	3		3	6.880	155	7.035 *
efa – trade fair for building systems, electrical engineering, light, air conditioning and automation	2	3	7.899	147			8.046	322	8.368	19.300	201	10	211	6	4	5	9	11.729	215	11.944 *
enertec	2	3	1.490	86			1.576	840	2.416	6.500	121	6	127	6				3.544	255	3.799 *)
Fachdental Leipzig	1	2	3.753	313			4.066	259	4.325	10.200	216	23	239	11	3	3	6	3.908	39	3.947 *
Haus-Garten-Freizeit/mitteldeutsche handwerksmesse/Beach & Boat	1	9	26.165	2.500			28.665	8.749	37.414	88.200	1.068	97	1.165	21	6		6	174.591	525	175.116 *
intec – Intern. trade fair for machine tools, manufacturing and automation	2	4	23.944	1.581			25.525	382	25.907	51.300	951	107	1.058	26	1		1	21.018	1.287	22.305 *)
intec / Z – Intern. subcontracting fair	2	4	27.465	2.616			30.081	382	30.463	61.600	1.203	234	1.437	33	1	3	4			22.564
MIDORA	1	3	2.273	68			2.341		2.341	10.500	82	6	88	5						1.570
models-hobbies-games	1	3	17.595	961			18.556	16.634	35.190	87.100	511	56	567	14	2	1	3	81.432	2.088	83.520 *
TerraTec	2	3	2.473	152			2.625	534	3.159	6.500	124	19	143	12				4.144	260	4.404 *)
TerraTec / enertec	2	3	3.963	238			4.201	1.374	5.575	13.000	245	25	270	15						5.359
therapie	2	3	5.640	602			6.242	582	6.824	19.000	272	43	315	14				15.746	338	16.084 *
Z – International subcontracting fair	2	4	3.521	1.035			4.556		4.556	10.300	252	127	379	19		3	3	8.817	1.459	10.276 *)
Magdeburg																				
LBA – Regional Building Trade Exhibition	1	3	1.778	12	352	15	2.157	405	2.562	7.850	109	2	111	3						4.164
MAGDEBOOT	1	3	2.802	29	293		3.124		3.124	9.350	110	2	112	3						7.197
Meeres- und Raubfischangeltage – International Fishing Exhibition	1	2	2.183	474	162		2.819	345	3.164	7.500	91	25	116	9						6.467
TIERWELT – Pet Fair	1	3	1.961		105		2.066	1.500	3.566	10.800	136		136	1						12.436
Mainz																				
Rheinland-Pfalz-Ausstellung – Consumer exhibition	1	9	12.101	605	1.025	67	13.798	1.682	15.480	29.800	692	33	725	12						72.870
München																				
BAU	2	6	96.371	24.865	455		121.691	633	122.324	180.800	1.353	635	1.988	42				178.968	75.473	254.441 *
ceramitec	3	4	9.918	10.379			20.297	453	20.750	35.800	226	368	594	37				5.766	8.558	14.324
ceramitec / eCarTec / MATERIALICA / sMove360°	1	4	13.168	12.618	60	45	25.891	5.048	30.939	67.800	422	497	919	43	3	4	7			18.828
eCarTec / MATERIALICA / sMove360°	1	3	3.250	2.239	60	45	5.594	4.595	10.189	32.000	196	129	325	26	3	4	7			8.435 *)
EXPO REAL – Property and Investment	1	3	26.371	7.193			33.564	3.788	37.352	64.000	1.304	403	1.707	33				24.876	9.915	34.791
f.re.e – Fair for Leisure and Travel	1	5	20.416	6.695			27.111	6.658	33.769	66.100	680	514	1.194	60				120.054	2.450	122.504 *
iba – Bakery, confectionery and snacks	3	6	33.125	45.214			78.339	1.234	79.573	132.000	445	864	1.309	57				27.710	50.104	77.814 *
INHORGENTA MUNICH	1	4	19.406	8.095			27.501	2.036	29.537	65.000	576	450	1.026	37				17.987	8.400	26.387 *

+ 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 TerraTec/enertec. Multiple answers were permitted.

²⁾ Visitor attendance determined by a representative poll in the combination of intec/Z - Subcontracting fair. Multiple answers were permitted.


³⁾ Visitor attendance determined by a representative poll in the combination of ceramitec/eCarTec/MATERIALICA/sMove360° . Multiple answers were permitted.

<div>FKM</div>			Exhibition space figures (sq.m.)							Exhibitor figures							Visitor figures			
			Exhibitor stand space							Exhibitors				Additionally represented firms			Entries (Explanations see p. 9)			
For the complete titles see pp. 86	Interval/ Days		Halls Domestic Foreign		Open Air Domestic Foreign		Total	Special Shows	Space (net)	Space (gross)	Domestic	Foreign	Total	from countries	Domestic	Foreign	Total	Domestic	Foreign	Total
Internationale Handwerksmesse/Garten München	1	7	27.917	4.523			32.440	2.735	35.175	74.000	791	210	1.001	36	9		9	128.713	2.226	130.939 *
Intersolar Europe / electrical energy storage Europe	1	3	18.209	16.696			34.905	1.344	36.249	72.000	445	560	1.005	42				19.238	18.269	37.507
ispo MUNICH	1	4	23.618	81.943			105.561	6.944	112.505	177.600	344	2.185	2.529	55				29.569	53.654	83.223
LASER World of PHOTONICS	2	4	15.374	8.426			23.800	2.555	26.355	55.000	477	750	1.227	42	3	15	18	13.778	17.501	31.279 *
LOPEC	1	2	694	579			1.273	90	1.363	3.500	68	65	133	19				1.192	1.135	2.327
Opti – Intern. Trade Show for Optics & Design	1	3	16.265	6.656			22.921	246	23.167	39.100	264	264	528	36				18.741	6.930	25.671
Productronica	2	4	27.023	14.300			41.323	1.489	42.812	77.000	625	535	1.160	40	8	13	21	17.750	19.441	37.191 *
transport logistic	2	4	34.368	20.873	6.122	2.592	63.955		63.955	111.900	1.057	993	2.050	62				32.977	22.461	55.438
Münster																				
IPOMEX – Intern. police meeting and exhibition	2	3	802	541	145	200	1.688		1.688	4.700	57	61	118	17				714	228	942
Nürnberg																				
ALTENPFLEGE	2	3	21.092	765			21.857	421	22.278	41.600	628	53	681	15				26.707	269	26.976 *
AUTOMOTIVE ENGINEERING EXPO	2	2	987	643			1.630	243	1.873	3.300	48	21	69	12				695	327	1.022 *
BIOFACH / VIVANESS	1	4	17.094	23.241		491	40.826	4.174	45.000	79.500	696	1.648	2.344	74				24.205	20.419	44.624 *
BrauBeviale	1	3	24.686	18.254			42.940	2.245	45.185	81.300	580	503	1.083	49				21.886	15.251	37.137 *
CO-REACH – The trade fair for dialog marketing Print. Online. Crossmedia	1	2	4.128	331			4.459	744	5.203	12.600	244	22	266	12				5.502	376	5.878 *
ELTEC	2	3	8.909	203			9.112	3.275	12.387	23.300	235	11	246	8				10.836	97	10.933 *
embedded world	1	3	14.884	7.786			22.670		22.670	40.000	491	411	902	37				16.974	8.555	25.529 *
Enforce Tac	1	2	999	584	80	50	1.713		1.713	4.100	56	67	123	20				1.207	862	2.069 *
European Coatings SHOW	2	3	17.121	19.408			36.529	493	37.022	66.400	343	681	1.024	42				10.704	17.777	28.481 *
FachPack	1	3	46.464	12.774			59.238	1.546	60.784	105.000	1.069	496	1.565	38				33.735	10.287	44.022 *
FeuerTRUTZ – Trade Fair with Congress for Preventive Fire Protection	1	2	3.190	207			3.397		3.397	10.000	202	15	217	8				4.981	243	5.224 *
HOGA Nürnberg	2	4	19.801	1.448			21.249	2.401	23.650	44.100	556	84	640	20	36	7	43			27.043 *
Insights-X – The trade fair for paper, office supplies and stationery	1	4	3.861	2.993			6.854	1.010	7.864	16.000	86	99	185	34				2.841	1.524	4.365
it-sa – The IT Security Expo and Congress	1	3	5.196	633			5.829	453	6.282	13.700	323	105	428	18				8.564	451	9.015 *
IWA OutdoorClassics	1	4	14.791	33.913			48.704	706	49.410	86.000	295	1.084	1.379	54				16.448	25.300	41.748
PCIM Europe	1	3	6.604	4.555			11.159	300	11.459	21.000	206	211	417	29	16	72	88	5.403	3.573	8.976
SENSOR + TEST	1	3	5.935	2.221			8.156	1.153	9.309	19.000	358	190	548	31				5.553	1.659	7.212 *
SMT / HYBRID / PACKAGING	1	3	10.872	2.054			12.926	509	13.435	26.900	303	167	470	31	8	38	46	10.651	4.351	15.002
Spielwarenmesse®	1	6	49.169	60.136			109.305		109.305	170.000	806	2.051	2.857	67				29.664	40.420	70.084 *
SPS/IPC/DRIVES	1	3	62.219	12.155			74.374	409	74.783	122.800	1.136	532	1.668	44	161	92	253	48.924	15.462	64.386
Stone+tec	2	4	10.829	7.096			17.925	738	18.663	31.700	186	260	446	31				11.614	3.547	15.161 *
Werkstätten:Messe	1	4	6.535	175			6.710	550	7.260	13.000	210	9	219	5				18.808	37	18.845 *

+ Events with changing venues

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

* Visitors Profile Analyses see page 25 ff.

<div><div>FKM</div><div></div></div>			Exhibition space figures (sq.m.)							Exhibitor figures							Visitor figures			
			Exhibitor stand space							Exhibitors				Additionally represented firms			Entries (Explanations see p. 9)			
For the complete titles see pp. 86	Interval/ Days		Halls Domestic Foreign		Open Air Domestic Foreign		Total	Special Shows	Space (net)	Space (gross)	Domestic	Foreign	Total	from countries	Domestic	Foreign	Total	Domestic	Foreign	Total
Offenbach																				
• I.L.M. Summer Styles – Int. Leather Goods Fair	1	3	7.064	5.806			12.870	800	13.670	20.100	122	138	260	25				4.189	1.384	5.573
• I.L.M. Winter Styles – Int. Leather Goods Fair	1	3	7.218	5.668			12.886	800	13.686	20.100	122	128	250	25				4.367	1.383	5.750
Offenburg																				
Badische Weinmesse – Regional wine exhibition	1	2	1.183	23			1.206	56	1.262	6.500	120	3	123	3				4.635	66	4.701 *
OBERRHEIN-MESSE – Consumer fair	1	9	8.937	808	9.813	26	19.584	2.408	21.992	48.100	429	32	461	11				60.010	2.828	62.838 *
Rosenheim																				
Messe Rosenheim – Consumer fair	2	9	4.830	341	2.494	49	7.714	950	8.664	15.600	253	24	277	5	6	2	8			42.583
Rostock																				
AUTOTrend	1	3	6.573		4.770		11.343	7.256	18.599	26.400	75		75	1						20.059
Stuttgart																				
ANIMAL	1	2	3.213	111			3.324	3.828	7.152	22.700	154	10	164	6				30.330	306	30.636 ¹⁾
Blickfang – Design Trade Fair for Furniture, Jewellery and Fashion	1	3	1.222	200			1.422	50	1.472	3.500	138	53	191	12						14.466
CMT – The Holiday Exhibition	1	9	55.059	8.449	322	36	63.866	4.218	68.084	107.800	1.401	624	2.025	67	7	3	10	237.215	2.396	239.611 *
+ Composites Europe	1	3	6.319	3.611			9.930	866	10.796	26.300	279	192	471	29				6.254	3.833	10.087 *
DIE BESTEN JAHRE	1	2	805				805	1.030	1.835	4.900	62		62	1					4.375 ¹⁾	
eltefa – Electrical engineering and electronics	2	3	19.457	1.003	95	12	20.567	520	21.087	42.300	445	35	480	12	21	4	25	22.778	230	23.008 *
FACHDENTAL SÜDWEST	1	2	4.648	554			5.202	216	5.418	11.600	247	38	285	17	3	2	5	6.603	135	6.738 *
FAIR HANDELN	1	4	1.909	169			2.078	232	2.310	5.300	144	11	155	8						17.543 ²⁾
Familie & Heim with minerals, fossils, jewellery	1	9	11.877	1.028			12.905	2.357	15.262	42.000	491	88	579	30				77.051	778	77.829 ¹⁾
GARTEN outdoor ambiente	1	4	4.714	71			4.785	194	4.979	10.500	152	5	157	6				45.921	937	46.858 ²⁾
Hobby + Elektronik	1	4	2.762	7	36		2.805	2.177	4.982	10.600	81	2	83	3				41.614	420	42.034 ¹⁾
HYBRID EXPO	1	3	811	276			1.087	224	1.311	3.800	55	14	69	10				2.577	385	2.962
+ INTERGEO	1	3	8.460	5.577	18	90	14.145	19	14.164	31.500	283	238	521	31	21	11	32	11.398	5.050	16.448 *
Invest – Finance and invest	1	2	2.437	540			2.977	694	3.671	10.500	88	25	113	12		1	1	10.327	211	10.538 *
IT & Business	1	3	4.841	400			5.241	879	6.120	20.900	268	36	304	15	7	1	8	5.900	583	6.483 *
KREATIV	1	4	3.505	288			3.793	730	4.523	13.900	191	19	210	10				52.925	1.080	54.005 ¹⁾
KREATIV (spring)	1	4	1.880	299			2.179	190	2.369	5.300	89	23	112	12				31.189	637	31.826 ²⁾
LogiMat	1	3	34.413	7.783	555		42.751	1.173	43.924	84.900	914	247	1.161	30				30.188	4.914	35.102 *
Market of good taste – The Slow Food Exhibition	1	4	4.358	1.122			5.480	2.407	7.887	21.000	351	145	496	12				53.882	544	54.426 ²⁾
Medizin / TheraPro	1	3	3.755	183			3.938	452	4.390	11.000	218	12	230	9	4	1	5	8.880	275	9.155 *
Minerals, fossils, jewellery (spring)	1	3	1.634	244			1.878	436	2.314	10.500	169	47	216	19						15.450 ²⁾

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

* Visitors Profile Analyses see page 25 ff.


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

<div>FKM</div>				Exhibition space figures (sq.m.)							Exhibitor figures							Visitor figures		
				Exhibitor stand space							Exhibitors				Additionally represented firms			Entries (Explanations see p. 9)		
For the complete titles see pp. 86	Interval/ Days		Halls		Open Air		Total	Special Shows	Space (net)	Space (gross)			from							
	Domestic	Foreign	Domestic	Foreign	Total	Domestic							Foreign	Total						
MODELL SÜD	1	4	1.735	397			2.132	3.761	5.893	10.500	80	11	91	8				38.496	389	38.885 ¹⁾
Moulding Expo	2	4	13.715	4.096			17.811	220	18.031	31.500	464	156	620	28	4		4	12.450	1.539	13.989 [*]
parts2clean	1	3	5.603	849			6.452	231	6.683	17.300	191	42	233	15				3.262	815	4.077 [*]
R + T – Trade fair for roller shutter, gates and sun protection systems	3	5	21.145	46.159			67.304	139	67.443	108.400	239	649	888	41	2	1	3	27.166	31.891	59.057 [*]
Retro Classics	1	4	47.083	6.742	127	21	53.973	2.577	56.550	104.000	702	147	849	18				79.799	6.939	86.738 [*]
Slow Food / FAIR HANDELN / Minerals, Fossils Schmuck / GARTEN / Kreativ	1	4	14.495	1.905			16.400	3.459	19.859	52.600	905	231	1.136	32				86.987	879	87.866
Spielemesse – The meeting place for excitement, fun and games	1	4	2.067	88			2.155	2.937	5.092	11.000	78	4	82	4				44.789	452	45.241 ¹⁾
Stuttgarter Messeherbst – Messe Stuttgart’s autumn line-up	1	9	27.205	1.991	36		29.232	16.824	46.056	107.000	1.267	143	1.410	32				171.579	1.733	173.312
SÜFFA	1	3	7.511	280			7.791	1.616	9.407	21.000	217	16	233	9	4	4	8	7.805	498	8.303 [*]
Wächtersbach																				
Messe Wächtersbach – Consumer fair	1	9	4.909	285	4.501	15	9.710	6.970	16.680	27.100	339	18	357	13						60.503 [*]
Hong Kong																				
Baby Products Fair	1	4	1.503	6.085			7.588		7.588	16.400	104	368	472	28				11.770	15.381	27.151
electronicAsia	1	4	1.692	2.972			4.664		4.664	8.800	142	272	414	13				11.469	18.105	29.574
Electronics Fair (autumn edition)	1	4	20.456	20.713			41.169		41.169	78.200	1.407	1.800	3.207	24				26.433	39.771	66.204
Electronics Fair (spring edition)	1	4	15.378	19.240			34.618		34.618	66.200	1.080	1.556	2.636	21				23.471	38.297	61.768
Fashion Week (Fall/Winter)	1	4	4.817	9.795			14.612		14.612	30.200	359	715	1.074	19				12.589	9.595	22.184
Gifts and Premium Fair	1	4	17.258	19.113			36.371		36.371	72.100	1.613	1.859	3.472	38				24.449	27.126	51.575
Houseware Fair	1	4	5.693	16.415			22.108		22.108	47.900	384	1.239	1.623	36				13.662	14.956	28.618
International Diamond, Gem & Pearl Show	1	5	14.717	14.244			28.961		28.961	50.500	781	1.094	1.875	38				6.249	23.147	29.396
International Jewellery Show	1	5	22.310	18.607			40.917		40.917	78.800	1.085	1.392	2.477	41				17.011	30.017	47.028
International Lighting Fair (autumn edition)	1	4	13.101	24.101			37.202		37.202	70.300	741	1.763	2.504	35				10.744	27.353	38.097
Optical Fair	1	3	4.824	9.332			14.156		14.156	25.900	206	502	708	24				5.929	8.804	14.733
Toys and Games Fair	1	4	15.138	14.863			30.001		30.001	57.000	851	1.013	1.864	40				20.718	22.202	42.920
Watch & Clock Fair	1	5	11.817	3.438			15.255		15.255	36.200	500	186	686	16				10.633	8.977	19.610
World of Outdoor Lighting and Lighting Accessories	1	4	108	1.746			1.854		1.854	4.000	7	160	167	3				5.555	5.466	11.021
Verona																				
Eurocarne	3	4	3.718	384			4.102	1.198	5.300	17.500	129	12	141	11	13	6	19	6.153	544	6.697
MARMOMACC – Abitare il tempo	1	4	33.264	27.102	11.623	4.077	76.066	3.131	79.197	208.400	644	933	1.577	57	14	9	23	27.922	38.163	66.085
PULIRE	2	3	13.016	925	746		14.687	775	15.462	33.400	209	55	264	16				10.981	3.939	14.920
Vinitaly – SOL&AGRI FOOD – Enolitech	1	4	84.395	970	393		85.758	10.504	96.262	180.100	4.155	97	4.252	24	248	52	300	92.159	54.234	146.393

+ Events with changing venues ● Recognized by UFI – The Global Association of the Exhibition Industry
Stuttgarter Messeherbst. Multiple answers were permitted.

* Visitors Profile Analyses see page 25 ff.


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

			Exhibition space figures (sq.m.)							Exhibitor figures						Visitor figures		
			Exhibitor stand space							Exhibitors			Additionally represented firms			Entries (Explanations see p. 9)		
For the complete titles see pp. 86		Interval/ Days	Halls Domestic Foreign	Open Air Domestic Foreign	Total	Special Shows	Space (net)	Space (gross)	Domestic	Foreign	Total	from countries	Domestic	Foreign	Total	Domestic	Foreign	Total
A MULTI-INDUSTRY FAIRS																		
A1 Investment and Consumer Goods Fairs																		
Int. Handwerksmesse/Garten München, München		1 7	27.917 4.523		32.440	2.735	35.175	74.000	791	210	1.001	36	9		9	128.713	2.226	130.939 *
A2 Investment Goods Trade Fairs																		
● HANNOVER MESSE, Hannover		1 5	139.403 88.627	1.634 127	229.791	16.790	246.581	398.400	2.699	3.785	6.484	69				152.085	64.561	216.646 *
A3 Consumer Goods Trade Fairs																		
● Ambiente, Frankfurt/Main		1 5	61.573 128.357		189.930	1.532	191.462	328.400	1.088	3.726	4.814	95				63.727	70.893	134.620 *
Nordstil Summer, Hamburg		1 3	27.318 7.229		34.547	499	35.046	61.900	701	160	861	20				14.468	594	15.062
Nordstil Winter, Hamburg		1 3	31.783 6.453		38.236	210	38.446	64.000	807	138	945	18				20.752	309	21.061
● Tendence, Frankfurt/Main		1 4	31.952 16.188		48.140	1.253	49.393	92.600	690	410	1.100	47				22.513	4.953	27.466 *
B SPECIALIZED TRADE FAIRS AND PUBLIC EXHIBITIONS																		
B1 Agriculture; Forestry, Fishery, Viticulture, Horticulture, Landscaping, and their Equipment																		
● AGRITECHNICA, Hannover		2 7	114.070 114.482	2.170 1.567	232.289	4.393	236.682	393.600	1.270	1.622	2.892	52	15	31	46	354.285	98.186	452.471 *
IPM – The world's leading trade fair for horticulture, Essen		1 4	18.625 24.610		43.235	3.393	46.628	99.400	583	1.019	1.602	49				24.862	16.994	41.856 *
B2 Food, Drink and Tobacco, Restaurant and Hotel Trade, Catering, and their Equipment																		
● Anuga, Köln		2 5	32.698 120.213		152.911	1.457	154.368	263.600	782	6.407	7.189	109				49.200	109.403	158.603 *
● Anuga FoodTec, Köln		3 4	35.418 30.949		66.367	248	66.615	129.700	646	833	1.479	49	6	11	17	21.004	24.600	45.604 *
Badische Weinmesse – Regional Wine Exhibition, Offenburg		1 2	1.183 23		1.206	56	1.262	6.500	120	3	123	3				4.635	66	4.701 *
BrauBeviale, Nürnberg		1 3	24.686 18.254		42.940	2.245	45.185	81.300	580	503	1.083	49				21.886	15.251	37.137 *
Eu'Vend/coffeena, Köln		2 3	3.451 1.242		4.693	152	4.845	13.500	108	76	184	24		1	1	3.241	1.657	4.898 *
● FRUIT LOGISTICA, Berlin		1 3	8.657 56.993		65.650	719	66.369	116.500	281	2.513	2.794	83				10.703	55.776	66.479 *
HOGA Nürnberg		2 4	19.801 1.448		21.249	2.401	23.650	44.100	556	84	640	20	36	7	43			27.043 *
iba – Bakery, confectionery and snacks, München		3 6	33.125 45.214		78.339	1.234	79.573	132.000	445	864	1.309	57				27.710	50.104	77.814 *
● International Green Week, Berlin		1 10	30.296 15.753		46.049	10.126	56.175	124.800	1.076	655	1.731	68				409.432	9.210	418.642 *
INTERNORGA, Hamburg		1 6	45.795 6.502	910 24	53.231		53.231	89.000	1.040	201	1.241	24				88.143	5.031	93.174 *
InterTabac / InterSupply, Dortmund		1 3	10.458 8.166		18.624	207	18.831	40.100	196	336	532	51	1		1	6.940	4.627	11.567 *
● ISM – International Sweets and Biscuits Fair, Köln		1 4	12.922 33.440		46.362	563	46.925	96.100	223	1.283	1.506	63	6	16	22	15.150	24.237	39.387 *
Market for good taste – The Slow Food Exhibition, Stuttgart		1 4	4.358 1.122		5.480	2.407	7.887	21.000	351	145	496	12				53.882	544	54.426 ¹⁾
Nord Gastro & Hotel – Hotel and Restaurant Industry Trade Fair, Husum		1 2	4.411 67		4.478		4.478	8.000	192	8	200	5				4.699	96	4.795
ProSweets Cologne, Köln		1 4	3.939 5.237		9.176	527	9.703	21.000	121	202	323	33	2	3	5	6.700	10.662	17.362 *

+ Events with changing venues ● Recognized by UFI – The Global Association of the Exhibition Industry
Fair Handeln / Mineralien, Fossilien, Schmuck / GARTEN / Kreativ Frühjahr. Multiple answers were permitted.

* Visitors Profil Analyses see page 25 ff.


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

			Exhibition space figures (sq.m.)							Exhibitor figures						Visitor figures		
			Exhibitor stand space							Exhibitors			Additionally represented firms			Entries (Explanations see p. 9)		
For the complete titles see pp. 86		Interval/ Days	Halls Domestic Foreign	Open Air Domestic Foreign	Total	Special Shows	Space (net)	Space (gross)	Domestic	Foreign	Total	from countries	Domestic	Foreign	Total	Domestic	Foreign	Total
• ProWein, Düsseldorf	1	3	19.649	47.489	67.138	1.697	68.835	128.500	957	5.025	5.982	50	47	467	514	31.960	20.433	52.393 *
SÜFFA, Stuttgart	1	3	7.511	280	7.791	1.616	9.407	21.000	217	16	233	9	4	4	8	7.805	498	8.303 *
B3 Textiles, Clothing, Shoes, Leather Goods, Jewelry, and their Equipment																		
CFC – Children's Fashion Cologne (winter), Köln	1	3	1.192	1.320	2.512	1.385	3.897	9.700	32	51	83	16				950	283	1.233 *
FAIR HANDELN, Stuttgart	1	4	1.909	169	2.078	232	2.310	5.300	144	11	155	8						17.543 ¹⁾
• GDS/Tag It! (spring), Düsseldorf	1	3	13.503	22.247	35.750	2.534	38.284	96.400	255	654	909	40				8.640	7.662	16.302 *
• GDS/Tag it! (autumn), Düsseldorf	1	3	12.935	21.914	34.849	2.535	37.384	97.500	236	695	931	45				8.581	6.743	15.324 *
• I.L.M. Summer Styles – Int. Leather Goods Fair, Offenbach	1	3	7.064	5.806	12.870	800	13.670	20.100	122	138	260	25				4.189	1.384	5.573
• I.L.M. Winter Styles – Int. Leather Goods Fair, Offenbach	1	3	7.218	5.668	12.886	800	13.686	20.100	122	128	250	25				4.367	1.383	5.750
• INHORGENTA MUNICH, München	1	4	19.406	8.095	27.501	2.036	29.537	65.000	576	450	1.026	37				17.987	8.400	26.387 *
INTERGEM, Idar-Oberstein	1	4	1.908	133	2.041		2.041	4.500	106	9	115	7				1.778	575	2.353
• Kind + Jugend – The Trade Show for Kids' First Years, Köln	1	4	15.876	36.461	52.337	1.200	53.537	96.500	152	949	1.101	48	1	19	20	7.093	14.184	21.277 *
MIDORA, Leipzig	1	3	2.273	68	2.341		2.341	10.500	82	6	88	5						1.570
• Techtextil, Frankfurt/Main	2	4	11.530	20.174	31.704	473	32.177	55.400	449	944	1.393	52				11.689	16.802	28.491 ²⁾
• Texprocess, Frankfurt/Main	2	4	6.250	7.821	14.071	380	14.451	41.500	110	163	273	33				5.656	7.679	13.335 ²⁾
B4 Building, Completion and Extension, and their Equipment																		
Asia-Pacific Sourcing, Köln	2	3	61	7.565	7.626		7.626	24.200	2	654	656	11				3.621	3.342	6.963 *
• BAU, München	2	6	96.371	24.865	121.691	633	122.324	180.800	1.353	635	1.988	42				178.968	75.473	254.441 *
Baummesse Chemnitz – Trade fair of construction, Chemnitz	1	3	3.828	92	4.063	102	4.165	10.300	260	5	265	4	27		27			9.137 *
B. I. G. – Building, Real Estate and Garden Exhibition, Hannover	1	5	8.122	238	8.360	1.626	9.986	22.700	267	6	273	6						17.416 *
EXPO REAL – Property and Investment, München	1	3	26.371	7.193	33.564	3.788	37.352	64.000	1.304	403	1.707	33				24.876	9.915	34.791
FACILITY MANAGEMENT, Frankfurt/Main	1	3	2.754	82	2.836	306	3.142	6.600	132	7	139	6	16		16	4.596	173	4.769
Interlift, Augsburg	2	4	7.640	14.350	21.990	167	22.157	39.400	160	379	539	43				8.437	10.312	18.749 *
• ISH, Frankfurt/Main	2	5	98.646	71.960	171.984	1.792	173.776	260.000	962	1.503	2.465	59				120.958	75.819	196.777 *
LBA – Regional Building Trade Exhibition, Magdeburg	1	3	1.778	12	2.157	405	2.562	7.850	109	2	111	3						4.164
R + T – Trade fair for roller shutter, gates and sun protection systems, Stuttgart	3	5	21.145	46.159	67.304	139	67.443	108.400	239	649	888	41	2	1	3	27.166	31.891	59.057 *
Stone+tec, Nürnberg	2	4	10.829	7.096	17.925	738	18.663	31.700	186	260	446	31				11.614	3.547	15.161 *
B5 Furnishings, Household Appliances, Houseware, and their Equipment																		
Blickfang – Design Trade Fair for Furniture, Jewellery and Fashion, Stuttgart	1	3	1.222	200	1.422	50	1.472	3.500	138	53	191	12						14.466
• DOMOTEX, Hannover	1	4	12.945	72.461	85.406	1.608	87.014	162.900	158	1.158	1.316	63				13.503	24.426	37.929 *
• Heimtextil, Frankfurt/Main	1	4	24.421	94.749	119.170	4.088	123.258	215.800	326	2.397	2.723	68				21.924	45.937	67.861 *

+ Events with changing venues • Recognized by UFI – The Global Association of the Exhibition Industry
Fair Handeln / Mineralien, Fossilien, Schmuck / GARTEN / Kreativ (spring). Multiple answers were permitted.

* Visitors Profile Analyses see page 25 ff.
²⁾ ascertained by a representative poll

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

			Exhibition space figures (sq.m.)							Exhibitor figures				Visitor figures		
			Exhibitor stand space							Exhibitors			Additionally represented firms			Entries (Explanations see p. 9)
For the complete titles see pp. 86		Interval/ Days	Halls Domestic Foreign	Open Air Domestic Foreign	Total	Special Shows	Space (net)	Space (gross)	Domestic	Foreign	Total	from countries	Domestic	Foreign	Total	Domestic Foreign Total
• imm cologne – The international interiors show/ Living Kitchen, Köln	1	7	74.859 80.855		155.714	1.194	156.908	271.200	452	811	1.263	51	7	18	25	101.979 44.394 146.373 *
• interzum, Köln	2	4	27.370 56.305		83.675	3.454	87.129	163.000	372	1.165	1.537	58	3	22	25	16.820 41.203 58.023 *
ZOW – Intern. fair for suppliers to the furniture and design industries, Bad Salzuflen	1	4	2.242 1.652		3.894	835	4.729	13.800	126	85	211	22	4		4	4.829 1.316 6.145
B6 Health, Body Care, Protection at Work, and their Equipment																
• A + A – Safety. Security and Health at Work, Düsseldorf	2	4	29.331 38.530	138 246	68.245	1.702	69.947	123.000	574	1.323	1.897	55				44.366 20.878 65.244 *
+ ALTENPFLEGE, Nürnberg	2	3	21.092 765		21.857	421	22.278	41.600	628	53	681	15				26.707 269 26.976 *
• BEAUTY DÜSSELDORF	1	3	19.501 2.638		22.139	4.277	26.416	61.800	519	129	648	28				62.323 4.763 67.086 *
Fachdental Leipzig	1	2	3.753 313		4.066	259	4.325	10.200	216	23	239	11	3	3	6	3.908 39 3.947 *
FACHDENTAL SÜDWEST, Stuttgart	1	2	4.648 554		5.202	216	5.418	11.600	247	38	285	17	3	2	5	6.603 135 6.738 *
• IDS – International Dental Show, Köln	2	5	36.895 40.466		77.361	458	77.819	158.200	636	1.480	2.116	56	19	47	66	70.200 77.495 147.695 *
• MEDICA / COMPAMED, Düsseldorf	1	4	42.654 84.684	366	127.704	1.629	129.333	250.000	1.311	4.439	5.750	72				47.901 75.555 123.456 *
Medizin / TheraPro, Stuttgart	1	3	3.755 183		3.938	452	4.390	11.000	218	12	230	9	4	1	5	8.880 275 9.155 *
REHAB – Intern. Trade Fair for Rehabilitation, Therapy and Prevention, Karlsruhe	2	3	8.187 389		8.576	4.643	13.219	31.700	337	23	360	11	1	10	11	13.950 299 14.249 *
• REHACARE International, Düsseldorf	1	4	12.682 7.278	84	20.044	3.490	23.534	52.400	363	395	758	38				33.477 5.450 38.927 *
therapie, Leipzig	2	3	5.640 602		6.242	582	6.824	19.000	272	43	315	14				15.746 338 16.084 *
• TOP HAIR Int. Trend & Fashion Days, Düsseldorf	1	2	5.457 535		5.992	3.787	9.779	25.700	120	28	148	12				28.959 2.013 30.972 *
B7 Environment Protection, Safety, Cleaning, Communal Services, and their Equipment																
• CMS – Cleaning.Management.Services, Berlin	2	4	10.551 2.057	510 90	13.208	213	13.421	25.400	284	95	379	23				14.629 2.244 16.873 *
Enforce Tac, Nürnberg	1	2	999 584	80 50	1.713		1.713	4.100	56	67	123	20				1.207 862 2.069 *
FeuerTRUTZ – Trade Fair with Congress for Preventive Fire Protection, Nürnberg	1	2	3.190 207		3.397		3.397	10.000	202	15	217	8				4.981 243 5.224 *
• INTERSCHUTZ – Int. Exh. for Fire Prevention, Disaster Relief, Rescue, Safety and Security, Hannover	5	6	53.110 27.168	12.276 11.595	104.149	4.213	108.362	178.200	667	786	1.453	51				135.356 21.488 156.844 *
IPOMEX – Int. police meeting and exhibition, Münster	2	3	802 541	145 200	1.688		1.688	4.700	57	61	118	17				714 228 942
TerraTec, Leipzig	2	3	2.473 152		2.625	534	3.159	6.500	124	19	143	12				4.144 260 4.404 ^{*)}
• WASSER BERLIN INTERNATIONAL, Berlin	2	4	9.107 1.937	142	11.186	1.970	13.156	36.000	439	118	557	26				17.151 5.535 22.686 *
B8 Transport, Traffic, Logistics, and their Equipment																
AUTOTrend, Rostock	1	3	6.573	4.770	11.343	7.256	18.599	26.400	75		75	1				20.059
AUTOMOTIVE ENGINEERING EXPO, Nürnberg	2	2	987 643		1.630	243	1.873	3.300	48	21	69	12				695 327 1.022 *
Bremen Classic Motorshow, Bremen	1	3	18.877 2.085		20.962	1.748	22.710	49.100	566	63	629	12				43.554 *
COMMCAR – Commercial Vehicle Exhibition, Chemnitz	2	4	2.831 9	1.480	4.320	680	5.000	12.000	78	2	80	3	1		1	2.320
eCarTec / MATERIALICA / sMove360°, München	1	3	3.250 2.239	60 45	5.594	4.595	10.189	32.000	196	129	325	26	3	4	7	8.435 ²⁾
Hannover Messe: MobiliTec, Hannover	1	5	2.317 328	106	2.751	15.180	17.931	25.500	95	25	120	12				18.329 7.669 25.998 ³⁾

+ Events with changing venues

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

* Visitors Profile Analyses see page 25 ff.

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


enertec. Multiple answers were permitted.

²⁾ Visitor attendance determined by a representative poll in the combination of ceramitec/eCarTec/MATERIALICA/sMove360°. Multiple answers were permitted.³⁾ Visitor attendance determined

by a representative poll at Hannover Messe. Multiple answers were permitted.

<div>FKM</div>				Exhibition space figures (sq.m.)							Exhibitor figures							Visitor figures				
				Exhibitor stand space							Exhibitors				Additionally represented firms			Entries (Explanations see p. 9)				
For the complete titles see pp. 86			Interval/ Days		Halls Domestic Foreign		Open Air Domestic Foreign		Total	Special Shows	Space (net)	Space (gross)	Domestic	Foreign	Total	from countries	Domestic	Foreign	Total	Domestic	Foreign	Total
LogiMat, Stuttgart			1	3	34.413	7.783	555		42.751	1.173	43.924	84.900	914	247	1.161	30				30.188	4.914	35.102 *
NUFAM – Trade fair for commercial vehicles, Karlsruhe			2	4	22.003	1.229	1.854 432		25.518	4.558	30.076	54.100	268	36	304	12	2	7	9	18.105	1.013	19.118 *
Retro Classics, Stuttgart			1	4	47.083	6.742	127 21		53.973	2.577	56.550	104.000	702	147	849	18				79.799	6.939	86.738 *
transport logistic, München			2	4	34.368	20.873	6.122 2.592		63.955		63.955	111.900	1.057	993	2.050	62				32.977	22.461	55.438
B9 Information, Communication, Office, Entertainment Electronics, Photo, Film, and their Equipment																						
CeBIT, Hannover			1	5	97.119	35.653	1.912		134.684	13.720	148.404	237.500	1.521	1.613	3.134	68				152.511	40.786	193.297 *
CO-REACH – The trade fair for dialog marketing Print. Online. Crossmedia, Nürnberg			1	2	4.128	331			4.459	744	5.203	12.600	244	22	266	12				5.502	376	5.878 *
dmexco – Digital Marketing Exposition & Conference, Köln			1	2	20.630	7.262	8		27.900	1.071	28.971	61.900	592	273	865	27				34.346	9.744	44.090 *
EuroCIS, Düsseldorf			1	3	5.835	3.295			9.130	420	9.550	24.300	189	131	320	23				5.054	3.812	8.866 *
IT & Business, Stuttgart			1	3	4.841	400			5.241	879	6.120	20.900	268	36	304	15	7	1	8	5.900	583	6.483 *
it-sa – The IT Security Expo and Congress, Nürnberg			1	3	5.196	633			5.829	453	6.282	13.700	323	105	428	18				8.564	451	9.015 *
ProLight + Sound, Frankfurt/Main			1	4	13.485	21.188	720 516		35.909	1.000	36.909	73.000	356	564	920	41				22.053	21.001	43.054 *)
B10 Education, Setting up a business																						
didacta – Education Trade Fair, Hannover			1	5	30.561	1.258	48		31.867	983	32.850	61.100	667	75	742	36				69.899	992	70.891 *
LEARNTEC, Karlsruhe			1	3	2.971	506			3.477	1.170	4.647	12.500	169	30	199	11				4.897	380	5.277 *
B11 Sports, Games, Leisure, and their Equipment																						
ABF, Hannover			1	5	27.285	538	375		28.198	11.026	39.224	66.000	375	42	417	18				77.861 *		
ANIMAL, Stuttgart			1	2	3.213	111			3.324	3.828	7.152	22.700	154	10	164	6				30.330	306	30.636 2)
aquanale/FSB, Köln			2	4	13.218	20.549			33.767	1.825	35.592	73.700	285	545	830	44	48	16	64	11.584	15.252	26.836 *
BOATFIT, Bremen			1	3	5.589	203			5.792	2.546	8.338	12.400	174	13	187	8	5	5		9.858	122	9.980 *
boot – International boat show, Düsseldorf			1	9	40.231	49.913	20 90		90.254	18.303	108.557	213.400	863	918	1.781	57				196.299	40.491	236.790 *
CARAVAN, Bremen			1	3	9.937	108			10.045		10.045	14.800	54	3	57	4				27.406 3)		
CARAVAN SALON, Düsseldorf			1	10	71.507	21.563	1.359 231		94.660	4.490	99.150	147.700	368	176	544	30				176.711	26.405	203.116 *
CMT – The Holiday Exhibition, Stuttgart			1	9	55.059	8.449	322 36		63.866	4.218	68.084	107.800	1.401	624	2.025	67	7	3	10	237.215	2.396	239.611 *
Creativeworld, Frankfurt/Main			1	4	4.502	6.427			10.929	1.107	12.036	22.500	71	215	286	30				4.201	4.231	8.432 1)
EQUITANA, Essen			2	9	24.710	9.023			33.733	13.196	46.929	95.700	602	248	850	23				153.924	15.223	169.147 *
f.re.e – Fair for Leisure and Travel, München			1	5	20.416	6.695			27.111	6.658	33.769	66.100	680	514	1.194	60				120.054	2.450	122.504 *
FIBO, Köln			1	4	26.119	24.063			50.182	4.199	54.381	129.000	360	447	807	37				102.687	33.332	136.019 *
GARTEN outdoor ambiente, Stuttgart			1	4	4.714	71			4.785	194	4.979	10.500	152	5	157	6				45.921	937	46.858 4)
h+h cologne, Köln			1	3	6.370	6.842			13.212	888	14.100	32.300	115	252	367	43	1 1		9.974	4.777	14.751 *	
hanseboot, Hamburg			1	9	17.724	3.757	456 437		22.374	3.126	25.500	56.000	472	101	573	22				65.310	3.801	69.111 *
Hobby + Elektronik, Stuttgart			1	4	2.762	7	36		2.805	2.177	4.982	10.600	81	2	83	3				41.614	420	42.034 2)
ispo MUNICH, München			1	4	23.618	81.943			105.561	6.944	112.505	177.600	344	2.185	2.529	55				29.569	53.654	83.223

+ Events with changing venues ● Recognized by UFI – The Global Association of the Exhibition Industry * Visitors Profile Analyses see page 25 ff. ¹⁾ ascertained by a representative poll ²⁾ Visitor attendance determined by a representative poll in the combination of Stuttgarter Messeherbst. Multiple answers were permitted. ³⁾ Visitor attendance determined by a representative poll in the combination of Caravan/Reiselust. Multiple answers were permitted. ⁴⁾ Visitor attendance determined by a representative poll in the combination of Slow Food / Fair Handeln / Mineralien, Fossilien, Schmuck / GARTEN / Kreativ (spring). Multiple answers were permitted.

			Exhibition space figures (sq.m.)							Exhibitor figures				Visitor figures		
			Exhibitor stand space							Exhibitors			Additionally represented firms			Entries (Explanations see p. 9)
For the complete titles see pp. 86		Interval/ Days	Halls Domestic Foreign	Open Air Domestic Foreign	Total	Special Shows	Space (net)	Space (gross)	Domestic	Foreign	Total	from countries	Domestic	Foreign	Total	Domestic Foreign Total
● ITB – The world's leading travel trade show, Berlin		1 5	26.454 60.458	321	87.233		87.233	154.300	1.633	5.689	7.322	177	416	2.115	2.531	93.513 39.887 133.400 *
IWA OutdoorClassics, Nürnberg		1 4	14.791 33.913		48.704	706	49.410	86.000	295	1.084	1.379	54				16.448 25.300 41.748
KREATIV, Stuttgart		1 4	3.505 288		3.793	730	4.523	13.900	191	19	210	10				52.925 1.080 54.005 ¹⁾
KREATIV (spring), Stuttgart		1 4	1.880 299		2.179	190	2.369	5.300	89	23	112	12				31.189 637 31.826 ²⁾
MAGDEBOOT, Magdeburg		1 3	2.802 29	293	3.124		3.124	9.350	110	2	112	3				7.197
Meeres- und Raubfischangeltage – Intern. Fishing Exhibition, Magdeburg		1 2	2.183 474	162	2.819	345	3.164	7.500	91	25	116	9				6.467
Minerals, Fossils, jewellery (spring), Stuttgart		1 3	1.634 244		1.878	436	2.314	10.500	169	47	216	19				15.450 ²⁾
MODELL SÜD, Stuttgart		1 4	1.735 397		2.132	3.761	5.893	10.500	80	11	91	8				38.496 389 38.885 ¹⁾
modell-hobby-spiel, Leipzig		1 3	17.595 961		18.556	16.634	35.190	87.100	511	56	567	14	2	1	3	81.432 2.088 83.520 *
● Musikmesse, Frankfurt/Main		1 4	12.883 21.679	260 239	35.061	1.500	36.561	82.100	407	903	1.310	51				43.768 21.587 65.355 ³⁾
Pferd & Jagd – Equestrian sports, hunting and fishing, Hannover		1 4	22.949 2.570	96	25.615	11.533	37.148	99.100	756	98	854	25				91.792 *
Reiselust – Tourism fair, Bremen		1 3	3.046 400		3.446	283	3.729	10.000	248	35	283	14				27.661 721 28.382 ⁴⁾
REISEN HAMBURG – Holiday, Cruise, Caravanning and Cycling exhibition, Hamburg		1 5	23.397 2.053		25.450	2.466	27.916	59.400	688	185	873	50				68.846 346 69.192 *
Spielemesse – The meeting place for excitement, fun and games, Stuttgart		1 4	2.067 88		2.155	2.937	5.092	11.000	78	4	82	4				44.789 452 45.241 ¹⁾
Spielwarenmesse®		1 6	49.169 60.136		109.305		109.305	170.000	806	2.051	2.857	67				29.664 40.420 70.084 *
spoga horse (spring), Köln		1 3	3.157 3.703		6.860	740	7.600	16.800	62	112	174	23	5	3	8	2.101 1.986 4.087 *
● spoga+gafa / spoga horse (autumn), Köln		1 3	22.131 75.783	136 301	98.351	2.355	100.706	211.300	336	1.665	2.001	57	9	24	33	14.613 21.756 36.369 *
TIERisch gut – Pet fair Karlsruhe		1 2	6.269 193		6.462	10.995	17.457	45.300	252	13	265	7				35.650 702 36.352 *
TIERWELT – Pet Fair, Magdeburg		1 3	1.961	105	2.066	1.500	3.566	10.800	136		136	1				12.436
● TourNatur, Düsseldorf		1 3	3.540 553		4.093	1.710	5.803	15.200	177	84	261	16				43.189 1.800 44.989 ⁵⁾
B12 Electrical Engineering and Electronics																
efa – Trade fair for building systems, electrical engineering, light, air conditioning and automation, Leipzig		2 3	7.899 147		8.046	322	8.368	19.300	201	10	211	6	4	5	9	11.729 215 11.944 *
elektrotechnik, Dortmund		2 3	13.515 389		13.904	4.308	18.212	39.200	379	17	396	11	5		5	18.662 151 18.813 *
ELTEC, Nürnberg		2 3	8.909 203		9.112	3.275	12.387	23.300	235	11	246	8				10.836 97 10.933 *
eltefa – Electrical engineering and electronics, Stuttgart		2 3	19.457 1.003	95 12	20.567	520	21.087	42.300	445	35	480	12	21	4	25	22.778 230 23.008 *
embedded world, Nürnberg		1 3	14.884 7.786		22.670		22.670	40.000	491	411	902	37				16.974 8.555 25.529 *
LOPEC, München		1 2	694 579		1.273	90	1.363	3.500	68	65	133	19				1.192 1.135 2.327
PCIM Europe, Nürnberg		1 3	6.604 4.555		11.159	300	11.459	21.000	206	211	417	29	16	72	88	5.403 3.573 8.976
● Productronica, München		2 4	27.023 14.300		41.323	1.489	42.812	77.000	625	535	1.160	40	8	13	21	17.750 19.441 37.191 *
SMT / HYBRID / PACKAGING, Nürnberg		1 3	10.872 2.054		12.926	509	13.435	26.900	303	167	470	31	8	38	46	10.651 4.351 15.002
SPS/IPC/DRIVES, Nürnberg		1 3	62.219 12.155		74.374	409	74.783	122.800	1.136	532	1.668	44	161	92	253	48.924 15.462 64.386

+ Events with changing venues

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

* Visitors Profile Analyses see page 25 ff.

¹⁾ Visitor attendance determined by a representative poll in the combination of Stuttgarter Messeherbst. Multiple answers were permitted.²⁾ Visitor attendance determined by a representative poll in the combination of Slow Food / Fair Handeln / Mineralien, Fossilien, Schmuck / GARTEN / Kreativ (spring). Multiple answers were permitted.³⁾ ascertained by a representative poll⁴⁾ 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 in the combination of Caravan Salon/TourNatur. Multiple answers were permitted.



Exhibition space figures (sq.m.)

Exhibitor figures

Visitor figures

Exhibitor stand space

Exhibitors

Additionally represented firms

Entries (Explanations see p. 9)

For the complete titles see pp. 86	Interval/ Days		Halls Domestic Foreign		Open Air Domestic Foreign		Total	Special Shows	Space (net)	Space (gross)	from Domestic Foreign Total countries				Domestic Foreign Total			Domestic Foreign Total			
B13 Metal-Working, Automation, Measuring, Quality Assurance																					
Composites Europe, Stuttgart	1	3	6.319	3.611			9.930	866	10.796	26.300	279	192	471	29				6.254	3.833	10.087	*
GIFA, Düsseldorf	3	5	24.175	23.191	260	72	47.698	2.920	50.618	87.500	349	593	942	47				22.440	26.343	48.783	*
Hannover Messe: Digital Factory, Hannover	1	5	4.861	2.384	239		7.484		7.484	14.500	176	45	221	16				30.937	14.559	45.496	*
Hannover Messe: Industrial Automation, Hannover	1	5	49.304	11.601	862	14	61.781	248	62.029	98.500	628	415	1.043	36				82.788	44.383	127.171	* ¹⁾
intec – Intern. trade fair for machine tools, manufacturing and automation, Leipzig	2	4	23.944	1.581			25.525	382	25.907	51.300	951	107	1.058	26	1		1	21.018	1.287	22.305	* ²⁾
METEC, Düsseldorf	3	5	8.574	12.768	370	70	21.782		21.782	35.500	183	342	525	35				8.341	9.405	17.746	*
NEWCAST, Düsseldorf	3	5	1.547	5.470			7.017	700	7.717	17.300	65	369	434	33				1.351	2.622	3.973	*
SENSOR + TEST, Nürnberg	1	3	5.935	2.221			8.156	1.153	9.309	19.000	358	190	548	31				5.553	1.659	7.212	*
B14 Plastic and Wood Processing																					
LIGNA, Hannover	2	5	50.488	52.502	8.898	3.649	115.537	5.658	121.195	195.600	688	864	1.552	46				56.046	37.053	93.099	*
B15 Power Supply Industry																					
Energy Storage Europe, Düsseldorf	1	3	597	141			738	48	786	1.800	73	20	93	12				1.141	672	1.813	*
enertec, Leipzig	2	3	1.490	86			1.576	840	2.416	6.500	121	6	127	6				3.544	255	3.799	* ³⁾
E-world energy & water, Essen	1	3	19.279	3.224	18		22.521	572	23.093	49.100	516	113	629	26				16.684	3.687	20.371	*
Hannover Messe: Energy, Hannover	1	5	21.711	16.893	161	50	38.815	456	39.271	56.300	451	677	1.128	47				53.881	26.061	79.942	* ¹⁾
Hannover Messe: Wind, Hannover	2	5	2.865	340	100		3.305		3.305	10.400	59	17	76	10				37.272	13.856	51.128	* ¹⁾
HUSUM Wind, Husum	2	4	12.221	2.525	520		15.266		15.266	23.900	508	128	636	25				11.945	3.227	15.172	*
Intersolar Europe / electrical energy storage, München	1	3	18.209	16.696			34.905	1.344	36.249	72.000	445	560	1.005	42				19.238	18.269	37.507	*
B16 Other Investment Goods Industries																					
BIOTECHNICA/LABVOLUTION, Hannover	2	3	5.363	1.757			7.120	2.027	9.147	21.200	280	144	424	26				8.165	1.590	9.755	*
ceramitec, München	3	4	9.918	10.379			20.297	453	20.750	35.800	226	368	594	37				5.766	8.558	14.324	*
European Coatings SHOW, Nürnberg	2	3	17.121	19.408			36.529	493	37.022	66.400	343	681	1.024	42				10.704	17.777	28.481	*
FachPack, Nürnberg	1	3	46.464	12.774			59.238	1.546	60.784	105.000	1.069	496	1.565	38				33.735	10.287	44.022	*
FMB – Supplier Show for Mechanical Engineering, Bad Salzuffen	1	3	7.924	510			8.434		8.434	16.200	474	32	506	9	4	3	7	4.881	169	5.050	
formnext, Frankfurt/Main	1	4	4.104	2.114			6.218	1.121	7.339	14.000	104	99	203	27		3	3	5.229	3.753	8.982	
Hannover Messe: ComVac, Hannover	2	5	5.723	7.395	16	21	13.155		13.155	21.500	50	154	204	22				17.087	11.727	28.814	* ¹⁾
Hannover Messe: Industrial Supply, Hannover	1	5	12.676	18.604			31.280	241	31.521	48.100	442	1.209	1.651	47				39.060	26.367	65.427	* ¹⁾
Hannover Messe: MDA – Motion, Drive & Automation, Hannover	2	5	18.810	25.242	150	42	44.244		44.244	73.500	296	899	1.195	38				52.181	28.845	81.026	* ¹⁾
Hannover Messe: Research & Technology, Hannover	1	5	7.217	1.062			8.279	485	8.764	15.600	284	108	392	17				35.927	12.168	48.095	* ¹⁾
Hannover Messe: Surface Technology, Hannover	2	5	4.265	957			5.222	180	5.402	14.000	137	56	193	21				22.666	10.914	33.580	* ¹⁾
HYBRID EXPO, Stuttgart	1	3	811	276			1.087	224	1.311	3.800	55	14	69	10				2.577	385	2.962	
INTERGEO, Stuttgart	1	3	8.460	5.577	18	90	14.145	19	14.164	31.500	283	238	521	31	21	11	32	11.398	5.050	16.448	*

+ Events with changing venues

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


* Visitors Profile Analyses see page 25 ff.

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

answers were permitted. ²⁾ Visitor attendance determined by a representative poll in the combination of intec/Z – Subcontracting fair. Multiple answers were permitted.

³⁾ Visitor attendance determined by a representative poll in the combination

of TerraTec/enertec. Multiple answers were permitted.

			Exhibition space figures (sq.m.)							Exhibitor figures							Visitor figures				
			Exhibitor stand space							Exhibitors				Additionally represented firms			Entries (Explanations see p. 9)				
For the complete titles see pp. 86	Interval/ Days		Halls Domestic Foreign		Open Air Domestic Foreign		Total	Special Shows	Space (net)	Space (gross)	Domestic	Foreign	Total	from countries	Domestic	Foreign	Total	Domestic	Foreign	Total	
	LASER World of PHOTONICS, München	2	4	15.374	8.426			23.800	2.555	26.355	55.000	477	750	1.227	42	3	15	18	13.778	17.501	31.279
	Moulding Expo, Stuttgart	2	4	13.715	4.096			17.811	220	18.031	31.500	464	156	620	28	4		4	12.450	1.539	13.989 *
	parts2clean, Stuttgart	1	3	5.603	849			6.452	231	6.683	17.300	191	42	233	15				3.262	815	4.077 *
	Rapid.Tech / FabCon 3.D, Erfurt	1	2	1.506	135	108		1.749	426	2.175	2.850	121	18	139	9				3.731	343	4.074 *
	THERMPROCESS, Düsseldorf	3	5	5.909	4.480			10.389	929	11.318	18.500	166	148	314	30				3.526	3.670	7.196 *
	Z – International subcontracting fair, Leipzig	2	4	3.521	1.035			4.556		4.556	10.300	252	127	379	19		3	3	8.817	1.459	10.276 *)
	B17 Other Consumer Goods and Service Industries																				
	BIOFACH / VIVANESS, Nürnberg	1	4	17.094	23.241		491	40.826	4.174	45.000	79.500	696	1.648	2.344	74				24.205	20.419	44.624 *
CADEAUX – Spring, Leipzig	1	3	6.651	453			7.104	569	7.673	20.000	198	17	215	12	2		2			6.206	
CADEAUX – September/Comfortex, Leipzig	1	3	8.786	521			9.307	797	10.104	30.800	292	18	310	14	3		3	6.880	155	7.035 *	
Christmasworld, Frankfurt/Main	1	5	20.368	33.658			54.026	1.357	55.383	86.900	204	707	911	42				15.391	20.757	36.148 *)	
DKM – The Trade Fair for the Finance and Insurance Industry, Dortmund	1	2	7.618	98			7.716		7.716	22.400	275	9	284	7				11.090	84	11.174	
Insights-X – The trade fair for paper, office supplies and stationery, Nürnberg	1	4	3.861	2.993			6.854	1.010	7.864	16.000	86	99	185	34				2.841	1.524	4.365	
Invest – Finance and invest, Stuttgart	1	2	2.437	540			2.977	694	3.671	10.500	88	25	113	12		1	1	10.327	211	10.538 *	
Opti – Intern. Trade Show for Optics & Design, München	1	3	16.265	6.656			22.921	246	23.167	39.100	264	264	528	36				18.741	6.930	25.671	
Paperworld, Frankfurt/Main	1	4	13.635	31.259			44.894	2.206	47.100	102.100	284	1.352	1.636	60				13.534	25.753	39.287 *)	
PSI Messe, Düsseldorf	1	3	14.358	13.005			27.363	439	27.802	51.500	438	442	880	37				7.505	8.785	16.290 *	
PSI PROMOTION WORLD, Hannover	1	3	1.559	153			1.712	460	2.172	5.500	83	13	96	10				7.881	1.934	9.815 *	
viscom düsseldorf	2	3	5.663	2.412			8.075	1.500	9.575	21.000	187	115	302	28				7.610	2.403	10.013 *	
Werkstätten:Messe, Nürnberg	1	4	6.535	175			6.710	550	7.260	13.000	210	9	219	5				18.808	37	18.845 *	
C MULTI-SECTOR PUBLIC EXHIBITIONS																					
Allgäuer Festwoche – Consumer fair, Kempten	1	9	5.921	185	3.353	83	9.542	867	10.409	17.200	338	15	353	6						103.346 *	
DIE BESTEN JAHRE, Stuttgart	1	2	805				805	1.030	1.835	4.900	62		62	1						4.375 2)	
Familie & Heim with minerals, fossils, jewellery, Stuttgart	1	9	11.877	1.028			12.905	2.357	15.262	42.000	491	88	579	30				77.051	778	77.829 3)	
HanseLife – Consumer fair, Bremen	1	9	17.681	802	1.255	36	19.774	3.368	23.142	49.300	799	34	833	14						78.339 *	
Haus-Garten-Freizeit/mitteldeutsche handwerksmesse/Beach & Boat, Leipzig	1	9	26.165	2.500			28.665	8.749	37.414	88.200	1.068	97	1.165	21	6		6	174.591	525	175.116 *	
Infra – Consumer fair, Hannover	1	9	31.454	3.345	824	48	35.671	3.465	39.136	99.500	1.248	150	1.398	30						177.353 *	
Messe Rosenheim – Consumer fair, Rosenheim	2	9	4.830	341	2.494	49	7.714	950	8.664	15.600	253	24	277	5	6	2	8			42.583	
Messe Wächtersbach – Consumer fair, Wächtersbach	1	9	4.909	285	4.501	15	9.710	6.970	16.680	27.100	339	18	357	13						60.503 *	
OBERRHEIN-MESSE – Consumer fair, Offenburg	1	9	8.937	808	9.813	26	19.584	2.408	21.992	48.100	429	32	461	11				60.010	2.828	62.838 *	
Rheinland-Pfalz-Ausstellung – Consumer exhibition, Mainz	1	9	12.101	605	1.025	67	13.798	1.682	15.480	29.800	692	33	725	12						72.870	
Thüringen-Ausstellung – Handicraft and consumer exhibition, Erfurt	1	9	13.421	425			13.846	2.047	15.893	28.000	667	25	692	15	52	1	53			72.873	

interlift (2013) → Augsburg

Trade visitors' profile

Visitors (number of entries)	16 301	Area of responsibility	%
Proportion of trade visitors	99%	Management	19
Germany (total)	45	Research/development/design	18
of which		Manufacturing, production, quality control	8
Nielsen 1	3	Buying/procurement	5
Bremen	-	Finance/accounting, controlling	1
Hamburg	1	Information and communication technology	2
Lower Saxony	-	Personnel administration, administration	1
Schleswig-Holstein	1	Sales	17
Nielsen 2	16	Marketing, advertising, PR	3
North Rhine-Westph.	16	Logistics: storage, material management, transport	1
Nielsen 3a	8	Maintenance/repairs	15
Hesse	7	Building department	2
Rhineland-Palatinate	1	Other area	5
Saarland	-	Student	2
Nielsen 3b	26	Other not gainfully employed	1
Baden-Württemberg	26		
Foreign (total)	55	Position in the company/organisation	%
of which		Entrepreneur, co-owner, freelancer	13
EU	57	Managing director, board member, head of an authority etc.	14
Other European countries	17	Area manager, works manager, plant manager, branch manager, head of public office	6
Middle East	6	Department head, group head, team leader	10
South-, East-, Central Asia	15	Other salaried staff, civil servant, skilled worker	52
Other countries	6	Lecturer, teacher	1
Distance to home	%	Trainee	2
up to 50 km	6	Other position	-
more than 50 km up to 100 km	6	Student	2
more than 100 km up to 300 km	13	Other not gainfully employed	1
over 300 km	74		
Countries with the highest visitor shares	%	Economic sector	%
Switzerland	13	Elevator construction	44
Italy	10	Elevator assembly/installation	29
Austria	9	Maintenance/servicing	19
Spain	9	Mechanical engineering	18
Sweden	8	Elevator technology, accessories	17
Frequency of visits to exhibition	%	Electrical engineering industry	11
Previous event	45	Trade	9
Earlier events	34	Metalworking and processing	6
First visit	43	Electrical trade, electrical installation	5
Average length of stay	1,8 days	Authority, public services	5
Influence on purchasing/procurement decisions	%	Architects, planning professions	2
Decisively	27	Other service	6
Collectively	27	Other sectors	5
In an advisory capacity	18	Size of company/organisation:	
No	26	Number of employees	%
Student	2	1- 4	10
Other not gainfully employed	1	5- 9	8
		10- 49	27
		50- 199	13
		200- 499	19
		500 - 999	3
		1 000 and more	17
		Student	2
		Other not gainfully employed	1

Conducted by: Messe- und Congressberatung Dirr, Neu Wulmstorf

CMS – Cleaning.Management.Services. → Berlin

Trade visitors' profile

Visitors (number of entries)	16 873	Area of responsibility	%
Proportion of trade visitors	98%	Management	28
Germany (total)	87	Research/development/design	2
of which		Manufacturing, production, quality control	8
Nielsen 1	17	Buying/procurement	8
Bremen	1	Finance/accounting, controlling	1
Hamburg	3	Information and communication technology	-
Lower Saxony	8	Personnel administration, administration	6
Schleswig-Holstein	5	Sales	11
Nielsen 2	12	Marketing, advertising, PR	2
North Rhine-Westph.	12	Logistics: storage, material management, transport	1
Nielsen 3a	8	Maintenance/repairs	4
Hesse	5	Other area	26
Rhineland-Palatinate	2	Student	1
Saarland	-	Other not gainfully employed	2
Nielsen 3b	10		
Baden-Württemberg	10		
Foreign (total)	13	Position in the company/organisation	%
of which		Entrepreneur, co-owner, freelancer	17
EU	76	Managing director, board member, head of an authority etc.	9
Other European countries	15	Area manager, works manager, plant manager, branch manager, head of public office	19
Other countries	9	Department head, group head, team leader	21
Distance to home	%	Other salaried staff, civil servant, skilled worker	15
up to 50 km	20	Lecturer, teacher	2
more than 50 km up to 100 km	3	Trainee	10
more than 100 km up to 300 km	24	Other position	3
over 300 km	54	Student	1
Frequency of visits to exhibition	%	Other not gainfully employed	2
Previous event	34	Economic sector	%
Earlier events	27	Industry	9
First visit	47	Skilled trades	17
Average length of stay	1,3 days	Retail trade	17
Influence on purchasing/procurement decisions	%	Wholesale/foreign trade	9
Decisively	26	Service	54
Collectively	34	Public authority/administration	8
In an advisory capacity	22	Association/guild/chamber	1
No	15	Research/science	1
Student	1	School, university, education	5
Other not gainfully employed	2	Other sectors	5
		Student	1
		Other not gainfully employed	2
		Size of company/organisation:	
		Number of employees	%
		1- 4	8
		5- 9	7
		10- 49	17
		50- 199	21
		200- 499	13
		500 - 999	8
		1 000 and more	24
		Student	1
		Other not gainfully employed	2

Conducted by: Gelszus Messe-Marktforschung GmbH, Dortmund

→ www.fkm.de



FRUIT LOGISTICA → Berlin

Trade visitors' profile

Visitors (number of entries)	66 479	Area of responsibility	%
Proportion of trade visitors	98%	Management	31
Germany (total)	16	Research/development/design	6
of which		Manufacturing, production, quality control	9
Nielsen 1	21 Nielsen 4	Buying/procurement	11
Bremen	1 Bavaria	Finance/accounting, controlling	1
Hamburg	6 Nielsen 5+6	Information and communication technology	2
Lower Saxony	12 Berlin	Sales	20
Schleswig-Holstein	3 Brandenburg	Personnel administration, administration	1
Nielsen 2	12 Mecklenburg-	Marketing, advertising, PR	4
North Rhine-Westph.	12 West Pomerania	Logistics: storage, material management, transport	5
Nielsen 3a	11 Saxony-Anhalt	Maintenance/repairs	1
Hesse	7 Nielsen 7	Other area	1
Rhineland-Palatinate	3 Saxony	Student	4
Saarland	- Thuringia	Other not gainfully employed	1
Nielsen 3b	6	Position in the company/organisation	%
Baden-Württemb.	6	Entrepreneur, co-owner, freelancer	38
Foreign (total)	84	Managing director, board member, head of an authority etc.	16
of which		Area manager, works manager, plant manager, branch manager, head of public office	14
EU	66	Department head, group head, team leader	13
Other european countries	10	Other salaried staff, civil servant, skilled worker	8
Africa	7	Lecturer, teacher	1
North America	3	Trainee	1
South and Central America	7	Other position	4
Middle East	4	Student	4
South-, East-, Central Asia	3	Other not gainfully employed	1
Australia	1	Economic sector	%
Distance to home	%	Fruit and vegetable growers	31
up to 50 km	4	Importer, producer	26
more than 50 km up to 100 km	2	Industry	9
more than 100 km up to 300 km	4	Retail trade (central buying)	4
over 300 km	91	Retail trade (distribution)	5
Countries with the highest visitor shares	%	Own wholesale trade of retail grocery trade	5
Italy	10	Other wholesale trade	5
Spain	10	Hotel, catering trade	1
Netherlands	8	Packaging companies	6
Poland	8	Packaging machinery manufacturer	1
United Kingdom	6	Freight forwarders, transport companies	5
Frequency of visits to exhibition	%	Other services	7
Previous event	39	Authority/public services	2
Earlier events	34	Association, society, institution, organisation	2
First visit	42	Research, apprenticeship, training	3
Average length of stay	2,0 days	Other sectors	4
Influence on purchasing/procurement decisions	%	Student	4
Decisively	45	Other not gainfully employed	1
Collectively	27	Size of company/organisation:	%
In an advisory capacity	15	Number of employees	%
No	8	1- 4	18
Student	4	5- 9	12
Other not gainfully employed	1	10- 49	26
		50- 199	17
		200- 499	8
		500 - 999	4
		1 000 and more	10
		Student	4
		Other not gainfully employed	1

Conducted by: Gelszus Messe-Marktforschung GmbH, Dortmund

International Green Week → Berlin

Trade visitors' profile

Visitors (number of entries)	418 642	Area of responsibility	%
Proportion of trade visitors	20%	Management	16
Germany (total)	94	Research/development/design	3
of which		Manufacturing, production, quality control	9
Nielsen 1	13 Nielsen 4	Buying/procurement	5
Bremen	- Bavaria	Finance/accounting, controlling	2
Hamburg	- Nielsen 5+6	Information and communication technology	2
Lower Saxony	9 Berlin	Personnel administration, administration	4
Schleswig-Holstein	3 Brandenburg	Marketing, advertising, PR	3
Nielsen 2	4 Mecklenburg-	Logistics: storage, material management, transport	2
North Rhine-Westph.	4 West Pomerania	Maintenance/repairs	2
Nielsen 3a	4 Saxony-Anhalt	Other area	20
Hesse	1 Nielsen 7	Student	16
Rhineland-Palatinate	2 Saxony	Other not gainfully employed	8
Saarland	- Thuringia	Position in the company/organisation	%
Nielsen 3b	2	Entrepreneur, co-owner, freelancer	25
Baden-Württemb.	2	Managing director, board member, head of an authority etc.	4
Foreign (total)	6	Area manager, works manager, plant manager, branch manager, head of public office	4
of which		Department head, group head, team leader	5
EU	48	Other salaried staff, civil servant, skilled worker	19
Other european countries	24	Lecturer, teacher	6
Other countries	28	Trainee	9
Distance to home	%	Other position	5
up to 50 km	33	Student	16
more than 50 km up to 100 km	8	Other not gainfully employed	8
more than 100 km up to 300 km	26	Economic sector	%
over 300 km	34	Agriculture/forestry	24
Frequency of visits to exhibition	%	Horticulture, landscape gardening	4
Previous event	35	Food industry	8
Earlier events	51	Retail trade	7
First visit	28	Wholesale/foreign trade	2
Average length of stay	1,3 days	Hotel and restaurant trade, catering	7
Influence on purchasing/procurement decisions	%	School, technical college, university	7
Decisively	17	Association, institution	5
Collectively	27	Other sectors	16
In an advisory capacity	17	Student	16
No	15	Other not gainfully employed	8
Student	16	Size of company/organisation:	%
Other not gainfully employed	8	Number of employees	%
		1- 4	24
		5- 9	8
		10- 49	14
		50- 199	11
		200- 499	5
		500 - 999	4
		1 000 and more	9
		Student	16
		Other not gainfully employed	8

Private visitors' profile

Visitors (number of entries)	418 642	Proportion of private visitors	80%
Germany (total)	99	Germany (total)	99
of which		of which	
Nielsen 1	8 Nielsen 4	Nielsen 1	8 Nielsen 4
Bremen	- Bavaria	Bremen	- Bavaria
Hamburg	- Nielsen 5+6	Hamburg	- Nielsen 5+6
Lower Saxony	5 Berlin	Lower Saxony	5 Berlin
Schleswig-Holstein	2 Brandenburg	Schleswig-Holstein	2 Brandenburg
Nielsen 2	3 Mecklenburg-	Nielsen 2	3 Mecklenburg-
North Rhine-Westph.	3 West Pomerania	North Rhine-Westph.	3 West Pomerania
Nielsen 3a	2 Saxony-Anhalt	Nielsen 3a	2 Saxony-Anhalt
Hesse	1 Nielsen 7	Hesse	1 Nielsen 7
Rhineland-Palatinate	1 Saxony	Rhineland-Palatinate	1 Saxony
Saarland	- Thuringia	Saarland	- Thuringia
Nielsen 3b	1	Nielsen 3b	1
Baden-Württemb.	1	Baden-Württemb.	1
Foreign (total)	1	Foreign (total)	1
of which		of which	
EU	45	EU	45
Other european countries	20	Other european countries	20
Other countries	35	Other countries	35
Distance to home	%	Distance to home	%
up to 50 km	46	up to 50 km	46
more than 50 km up to 100 km	9	more than 50 km up to 100 km	9
more than 100 km up to 300 km	26	more than 100 km up to 300 km	26
over 300 km	19	over 300 km	19
Frequency of visits to exhibition	%	Frequency of visits to exhibition	%
Previous event	38	Previous event	38
Earlier events	58	Earlier events	58
First visit	21	First visit	21
Sex	%	Sex	%
Male	39	Male	39
Female	61	Female	61
Size of household	%	Size of household	%
1 person	18	1 person	18
2 persons	53	2 persons	53
3 persons	15	3 persons	15
4 persons	10	4 persons	10
5 persons and more	5	5 persons and more	5
Age	%	Age	%
up to 20 years	6	up to 20 years	6
over 20 up to 30 years	12	over 20 up to 30 years	12
over 30 up to 40 years	9	over 30 up to 40 years	9
over 40 up to 50 years	16	over 40 up to 50 years	16
over 50 up to 60 years	25	over 50 up to 60 years	25
over 60 up to 70 years	22	over 60 up to 70 years	22
over 70 years	10	over 70 years	10

Trade visitors' profile

Position in the company/organisation	%
Entrepreneur, co-owner, freelancer	7
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	5
Other salaried staff, civil servant, skilled worker	32
Lecturer, teacher	2
Trainee	2
Other position	6
Student	8
Housewife/man	4
Old-age pensioner	29
Other not gainfully employed	3
Buying and ordering capacity	%
Purchase or order made or intended at the exhibition	
yes	74
no	13
maybe	13
Follow-up business	%
Intend to buy at later date	
yes	29
no	31
maybe	40
Conducted by: Gelszus Messe-Marktforschung GmbH, Dortmund	

Visitors (number of entries)	133 400	Area of responsibility	%
Proportion of trade visitors	65%	Management	17
Germany (total)	58	Research/development/design	2
of which		Manufacturing, production, quality control	2
Nielsen 1	14	Buying/procurement	5
Bremen	1	Finance/accounting, controlling	1
Hamburg	3	Information and communication technology	4
Lower Saxony	6	Personnel administration, administration	1
Schleswig-Holstein	3	Sales	14
Nielsen 2	11	Marketing, advertising, PR	12
North Rhine-Westph.	11	Logistics: storage, material management, transport	1
Nielsen 3a	10	Maintenance/repairs	1
Hesse	6	Other area	10
Rhineland-Palatinate	3	Student	28
Saarland	1	Other not gainfully employed	2
Nielsen 3b	8	Position in the company/organisation	%
Baden-Württemberg	8	Entrepreneur, co-owner, freelancer	22
Foreign (total)	42	Managing director, board member, head of an authority etc.	8
of which		Area manager, works manager, plant manager, branch manager, head of public office	9
EU	70	Department head, group head, team leader	9
Other European countries	10	Other salaried staff, civil servant, skilled worker	12
Africa	6	Lecturer, teacher	3
North America	1	Trainee	4
South and Central America	2	Other position	2
Middle East	3	Student	28
South-, East-, Central Asia	7	Other not gainfully employed	2
Australia	1	Economic sector	%
Distance to home	%	Tourism organisations	3
up to 50 km	17	Tour operator	19
more than 50 km up to 100 km	2	Travel agency	12
more than 100 km up to 300 km	12	Trade fair organiser/conference and congress organiser	2
over 300 km	70	Hotel company	7
Countries with the highest visitor shares	%	Business travel	3
Austria	15	Transport carriers (bus, train, ship and air companies)	3
Poland	12	Travel technology, information and reservation systems	3
United Kingdom	6	PR/advertising/consultancy	6
Switzerland	5	Leisure centre/leisure park	1
Italy	5	Publishing houses/press	6
Frequency of visits to exhibition	%	Research institute/educational institution	3
Previous event	33	Tourism federations/associations	4
Earlier events	36	Telecommunication	1
First visit	47	Other sectors	11
Average length of stay	2,2 days	Student	28
Influence on purchasing/procurement decisions	%	Other not gainfully employed	2
Decisively	28	Size of company/organisation:	
Collectively	21	Number of employees	%
In an advisory capacity	12	1- 4	18
No	9	5- 9	9
Student	28	10- 49	18
Other not gainfully employed	2	50- 199	11
		200- 499	5

Conducted by: Gelszus Messe-Marktforschung GmbH, Dortmund

Trade visitors' profile

Visitors (number of entries)	22 390	Area of responsibility	%
Proportion of trade visitors	98%	Management	22
Germany (total)	79	Research/development/design	13
of which		Manufacturing, production, quality control	5
Nielsen 1	11	Buying/procurement	5
Bremen	-	Finance/accounting, controlling	1
Hamburg	1	Information and communication technology	2
Lower Saxony	7	Personnel administration, administration	1
Schleswig-Holstein	2	Marketing/sales/advertising/PR	10
Nielsen 2	10	Logistics: storage, material management, transport	2
North Rhine-Westph.	10	Maintenance/repairs	9
Nielsen 3a	7	Other area	16
Hesse	5	Student	13
Rhineland-Palatinate	2	Other not gainfully employed	1
Saarland	-	Position in the company/organisation	%
Nielsen 3b	5	Entrepreneur, co-owner, freelancer	14
Baden-Württemberg	5	Managing director, board member, head of an authority etc.	8
Foreign (total)	21	Area manager, works manager, plant manager, branch manager, head of public office	9
of which		Department head, group head, team leader	21
EU	68	Other salaried staff, civil servant, skilled worker	26
Other European countries	12	Lecturer, teacher	4
South-, East-, Central Asia	7	Trainee	2
Other countries	14	Other position	3
Distance to home	%	Student	13
up to 50 km	26	Other not gainfully employed	1
more than 50 km up to 100 km	4	Economic sector	%
more than 100 km up to 300 km	24	Waste supply companies	21
over 300 km	47	Industry	15
Country with the highest visitor share	%	Engineer's/architect's office	15
United Kingdom	9	Pipeline construction	14
Frequency of visits to exhibition	%	Waste disposal companies	13
Previous event	37	Civil engineering	12
Earlier events	28	Public authorities, administration, ministries	8
First visit	51	Trade	7
Average length of stay	1,5 days	University, college, institute	6
Influence on purchasing/procurement decisions	%	Association/society	3
Decisively	18	Skilled trades	2
Collectively	30	Surveillance, certification company	1
In an advisory capacity	24	Other construction companies	3
No	15	Other sectors	14
Student	13	Student	13
Other not gainfully employed	1	Other not gainfully employed	1
Size of company/organisation:		Size of company/organisation:	
Number of employees	%	Number of employees	%
1- 4	18	1- 4	10
5- 9	9	5- 9	6
10- 49	18	10- 49	23
50- 199	11	50- 199	19
200- 499	5	200- 499	9
		500 - 999	4
		1 000 and more	15
		Student	13
		Other not gainfully employed	1

Conducted by: Hopp & Partner, Berlin

BOATFIT (2014) → Bremen

Private visitors' profile

Visitors (number of entries)	9 585	Position in the company/organisation	%
Proportion of private visitors	91%	Entrepreneur, co-owner, freelancer	17
Germany (total)	99	Managing director, board member, head of an authority etc.	3
of which		Area manager, works manager, plant manager, branch manager, head of public office	4
Nielsen 1	83	Nielsen 4	2
Bremen	27	Bavaria	2
Hamburg	5	Nielsen 5+6	3
Lower Saxony	47	Berlin	1
Schleswig-Holstein	4	Brandenburg	-
Nielsen 2	10	Mecklenburg-	-
North Rhine-Westph.	10	West Pomerania	1
Nielsen 3a	2	Saxony-Anhalt	-
Hesse	1	Nielsen 7	-
Rhineland-Palatinate	-	Saxony	-
Saarland	-	Thuringia	-
Nielsen 3b	1		
Baden-Württemb.	1		
Foreign (total)	1	Buying and ordering capacity	%
Distance to home	%	Purchase or order made or intended at the exhibition	
up to 50 km	48	yes	61
more than 50 km up to 100 km	15	no	17
more than 100 km up to 300 km	28	maybe	23
over 300 km	9	Follow-up business	%
Frequency of visits to exhibition	%	Intend to buy at later date	
Previous event	30	yes	38
Earlier events	38	no	14
First visit	41	maybe	48
Sex	%	Conducted by: Gelszus Messe-Marktforschung GmbH, Dortmund	
Male	74		
Female	26		
Size of household	%		
1 person	19		
2 persons	49		
3 persons	15		
4 persons	9		
5 persons and more	7		
Age	%		
up to 20 years	7		
over 20 up to 30 years	7		
over 30 up to 40 years	11		
over 40 up to 50 years	26		
over 50 up to 60 years	27		
over 60 up to 70 years	18		
over 70 years	5		

Bremen Classic Motorshow (2014) → Bremen

Private visitors' profile

Visitors (number of entries)	47 329	Position in the company/organisation	%
Proportion of private visitors	94%	Entrepreneur, co-owner, freelancer	15
Germany (total)	91	Managing director, board member, head of an authority etc.	3
of which		Area manager, works manager, plant manager, branch manager, head of public office	3
Nielsen 1	87	Nielsen 4	1
Bremen	16	Bavaria	1
Hamburg	5	Nielsen 5+6	2
Lower Saxony	56	Berlin	1
Schleswig-Holstein	10	Brandenburg	-
Nielsen 2	9	Mecklenburg-	-
North Rhine-Westph.	9	West Pomerania	1
Nielsen 3a	1	Saxony-Anhalt	-
Hesse	1	Nielsen 7	-
Rhineland-Palatinate	1	Saxony	-
Saarland	-	Thuringia	-
Nielsen 3b	-		
Baden-Württemb.	-		
Foreign (total)	9	Buying and ordering capacity	%
of which		Purchase or order made or intended at the exhibition	
EU	84	yes	48
Other countries	16	no	23
		maybe	29
Countries with the highest visitor shares	%	Follow-up business	%
Sweden	26	Intend to buy at later date	
Denmark	24	yes	23
Netherlands	21	no	29
		maybe	49
Distance to home	%	Conducted by: Gelszus Messe-Marktforschung GmbH, Dortmund	
up to 50 km	29		
more than 50 km up to 100 km	19		
more than 100 km up to 300 km	43		
over 300 km	10		
Frequency of visits to exhibition	%		
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 years	7		
over 30 up to 40 years	9		
over 40 up to 50 years	27		
over 50 up to 60 years	26		
over 60 up to 70 years	17		
over 70 years	9		

HanseLife (2014)

Private visitors' profile

Visitors (number of entries)	77 041	Position in the company/organisation	%
Proportion of private visitors	100%	Entrepreneur, co-owner, freelancer	15
Germany (total)	100	Managing director, board member, head of an authority etc.	3
of which		Area manager, works manager, plant manager, branch manager, head of public office	3
Nielsen 1	99	Nielsen 4	-
Bremen	47	Bavaria	-
Hamburg	1	Nielsen 5+6	-
Lower Saxony	51	Berlin	-
Schleswig-Holstein	-	Brandenburg	-
Nielsen 2	-	Mecklenburg-	-
North Rhine-Westph.	-	West Pomerania	-
Nielsen 3a	-	Saxony-Anhalt	-
Hesse	-	Nielsen 7	-
Rhineland-Palatinate	-	Saxony	-
Saarland	-	Thuringia	-
Nielsen 3b	-		
Baden-Württemb.	-		
Distance to home	%	Buying and ordering capacity	%
up to 50 km	83	Purchase or order made or intended at the exhibition	
more than 50 km up to 100 km	12	yes	48
more than 100 km up to 300 km	4	no	23
over 300 km	1	maybe	29
Frequency of visits to exhibition	%	Follow-up business	%
Previous event	48	Intend to buy at later date	
2012	45	yes	23
2011	35	no	29
2010	31	maybe	49
First visit	24	Conducted by: Gelszus Messe-Marktforschung GmbH, Dortmund	
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 years	14		
over 30 up to 40 years	9		
over 40 up to 50 years	17		
over 50 up to 60 years	21		
over 60 up to 70 years	18		
over 70 years	10		

Position in the company/organisation	%
Entrepreneur, co-owner, freelancer	9
Managing 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	7
Other salaried staff, civil servant, skilled worker	35
Lecturer, teacher	3
Trainee	4
Other position	7
Student	12
Housewife/man	5
Old-age pensioner	11
Other not gainfully employed	2
Buying and ordering capacity	%
Purchase or order made or intended at the exhibition	
yes	42
no	15
maybe	43
Follow-up business	%
Intend to buy at later date	
yes	25
no	19
maybe	51
Conducted by: Honestly MT GmbH, Karlsruhe	

Private visitors' profile

Visitors (number of entries)	28 382*	Position in the company/organisation	%
Proportion of private visitors	95%	Entrepreneur, co-owner, freelancer	8
Germany (total)	98	Managing director, board member, head of an authority etc.	3
of which		Area manager, works manager, plant manager, branch manager, head of public office	2
Nielsen 1	95	Department head, group head, team leader	5
Bremen	33	Other salaried staff, civil servant, skilled worker	40
Hamburg	-	Lecturer, teacher	5
Lower Saxony	61	Trainee	2
Schleswig-Holstein	1	Other position	7
Nielsen 2	4	Student	3
North Rhine-Westph.	4	Housewife/man	5
Nielsen 3a	-	Old-age pensioner	19
Hesse	-	Other not gainfully employed	1
Rhineland-Palatinate	-	Buying and ordering capacity	%
Saarland	-	Purchase or order made or intended at the exhibition	
Nielsen 3b	-	yes	12
Baden-Württemb.	-	no	43
Foreign (total)	2	maybe	45
Distance to home	%	Follow-up business	%
up to 50 km	66	Intend to buy at later date	
more than 50 km up to 100 km	19	yes	32
more than 100 km up to 300 km	14	no	21
over 300 km	1	maybe	47
Frequency of visits to exhibition	%	Conducted by: Honestly MT GmbH, Karlsruhe	
2010	15	*) Visitor attendance determined by a representative poll in the combination of CARAVAN/Reiselust. Multiple answers were permitted.	
2011	18		
2012	26		
2013	37		
2014	44		
Earlier events	9		
First visit	36		
Sex	%		
Male	49		
Female	51		
Size of household	%		
1 person	11		
2 persons	58		
3 persons	14		
4 persons	12		
5 persons and more	5		
Age	%		
up to 20 years	3		
over 20 up to 30 years	4		
over 30 up to 40 years	7		
over 40 up to 50 years	19		
over 50 up to 60 years	30		
over 60 up to 70 years	26		
over 70 years	11		

Private visitors' profile

Visitors (number of entries)	9 137	Position in the company/organisation	%
Proportion of private visitors	85%	Entrepreneur, co-owner, freelancer	15
Germany (total)	100	Managing director, board member, head of an authority etc.	2
of which		Area manager, works manager, plant manager, branch manager, head of public office	2
Nielsen 1	-	Department head, group head, team leader	6
Bremen	-	Other salaried staff, civil servant, skilled worker	45
Hamburg	-	Lecturer, teacher	2
Lower Saxony	-	Trainee	1
Schleswig-Holstein	-	Other position	9
Nielsen 2	-	Student	2
North Rhine-Westph.	-	Other not gainfully employed	15
Nielsen 3a	-	Buying and ordering capacity	%
Hesse	-	Purchase or order made or intended at the exhibition	
Rhineland-Palatinate	-	yes	8
Saarland	-	no	69
Nielsen 3b	-	maybe	23
Baden-Württemb.	-	Follow-up business	%
Foreign (total)	-	Intend to buy at later date	
Distance to home	%	yes	36
up to 50 km	88	no	20
more than 50 km up to 100 km	11	maybe	44
more than 100 km up to 300 km	1	Conducted by: C ³ Chemnitzer Veranstaltungszentren GmbH, Chemnitz	
over 300 km			
Frequency of visits to exhibition	%		
Previous event	35		
Earlier events	21		
First visit	44		
Sex	%		
Male	65		
Female	35		
Size of household	%		
1 person	5		
2 persons	53		
3 persons	22		
4 persons	14		
5 persons and more	6		
Age	%		
up to 20 years	2		
over 20 up to 30 years	13		
over 30 up to 40 years	23		
over 40 up to 50 years	22		
over 50 up to 60 years	19		
over 60 up to 70 years	16		
over 70 years	5		

elektrotechnik → Dortmund

Trade visitors' profile

Visitors (number of entries)	18 813	Area of responsibility	%
Proportion of trade visitors	92%	Management	9
Germany (total)	99	Research/development/design	6
of which		Manufacturing, production, quality control	11
Nielsen 1	5	Buying/procurement	4
Bremen	-	Finance/accounting, controlling	-
Hamburg	-	Information and communication technology	4
Lower Saxony	5	Personnel administration, administration	1
Schleswig-Holstein	-	Sales	9
Nielsen 2	88	Marketing, advertising, PR	2
North Rhine-Westph.	88	Logistics: storage, material management, transport	1
Nielsen 3a	5	Maintenance/repairs	25
Hesse	2	Other area	19
Rhineland-Palatinate	2	Student	7
Saarland	2	Other not gainfully employed	2
Nielsen 3b	-		
Baden-Württemb.	-		
Foreign (total)	1	Position in the company/organisation	%
Distance to home	%	Entrepreneur, co-owner, freelancer	12
up to 50 km	47	Managing director, board member, head of an authority etc.	2
more than 50 km up to 100 km	28	Area manager, works manager, plant manager, branch manager, head of public office	7
more than 100 km up to 300 km	23	Department head, group head, team leader	14
over 300 km	2	Other salaried staff, civil servant, skilled worker	24
Frequency of visits to exhibition	%	Lecturer, teacher	2
Previous event	34	Trainee	27
Earlier events	34	Other position	2
First visit	39	Student	7
Average length of stay	1,1 days	Other not gainfully employed	2
Influence on purchasing/procurement decisions	%	Economic sector	%
Decisively	15	Electrical skilled trade	35
Collectively	26	Electrical engineering industry	14
In an advisory capacity	20	Electrical wholesale trade	3
No	30	Electrical retail trade	2
Student	7	Energy supply company, mains/grid network operator	3
Other not gainfully employed	2	Engineering, planning office, architects	4
		other skilled trades	1
		Other industry	8
		Other wholesale trade	2
		Other retail	2
		Service companies (total)	5
		Specialist authority, administration	3
		Training institution	2
		Other sectors	7
		Student	7
		Other not gainfully employed	2
		Size of company/organisation:	
		Number of employees	%
		1- 4	9
		5- 9	11
		10- 49	24
		50- 199	17
		200- 499	7
		500 - 999	6
		1 000 and more	16
		Student	7
		Other not gainfully employed	2

Conducted by: Gelszus Messe-Marktforschung GmbH, Dortmund

Inter-tabac (2014) → Dortmund

Trade visitors' profile

Visitors (number of entries)	11 232	Area of responsibility	%
Proportion of trade visitors	94%	Research/development/design	2
Germany (total)	64	Manufacturing, production, quality control	4
of which		Buying/procurement	11
Nielsen 1	16	Finance/accounting, controlling	1
Bremen	2	Information and communication technology	-
Hamburg	3	Personnel administration, administration	1
Lower Saxony	8	Sales	28
Schleswig-Holstein	3	Marketing, advertising, PR	3
Nielsen 2	53	Logistics: storage, material management, transport	1
North Rhine-Westph.	53	Maintenance/repairs	1
Nielsen 3a	13	Other area	4
Hesse	6	Student	3
Rhineland-Palatinate	5	Other not gainfully employed	2
Saarland	2	Management	40
Nielsen 3b	6		
Baden-Württemb.	6		
Foreign (total)	36	Position in the company/organisation	%
of which		Entrepreneur, co-owner, freelancer	48
EU	68	Managing director, board member, head of an authority etc.	12
Other european countries	14	Area manager, works manager, plant manager, branch manager, head of public office	9
North America	4	Department head, group head, team leader	9
South-, East-, Central Asia	8	Other salaried staff, civil servant, skilled worker	11
Other countries	7	Lecturer, teacher	1
Distance to home	%	Trainee	2
up to 50 km	17	Other position	3
more than 50 km up to 100 km	12	Student	3
more than 100 km up to 300 km	21	Other not gainfully employed	2
over 300 km	51	Economic sector	%
Countries with the highest visitor shares	%	Tobacco products retail, smoker's requisites, with press/lottery	32
Netherlands	9	Tobacco products retail, smoker's requisites, with food/drink	11
Poland	9	Exclusively tobacco products retail, smoker's requisites	4
France	7	Wholesale trade	16
United Kingdom	5	Foreign trade	4
Spain	5	Manufacture, industry	14
Frequency of visits to exhibition	%	Skilled trades	2
Previous event	35	Other sectors	12
Earlier events	40	Student	3
First visit	45	Other not gainfully employed	2
Average length of stay	1,5 days	Size of company/organisation:	
Influence on purchasing/procurement decisions	%	Number of employees	%
Decisively	51	1- 4	38
Collectively	26	5- 9	20
In an advisory capacity	12	10- 49	16
No	6	50- 199	8
Student	3	200- 499	4
Other not gainfully employed	2	500 - 999	2
		1 000 and more	7
		Student	3
		Other not gainfully employed	2

Conducted by: Gelszus Messe-Marktforschung GmbH, Dortmund

A + A

Trade visitors' profile

Visitors (number of entries)	65 244	Area of responsibility	%
Proportion of trade visitors	99%	Research/development/design	2
Germany (total)	68	Manufacturing, production, quality control	4
of which		Buying/procurement	11
Nielsen 1	13	Finance/accounting, controlling	1
Bremen	1	Information and communication technology	-
Hamburg	2	Personnel administration, administration	1
Lower Saxony	8	Sales	28
Schleswig-Holstein	2	Marketing, advertising, PR	3
Nielsen 2	51	Logistics: storage, material management, transport	1
North Rhine-Westph.	51	Maintenance/repairs	1
Nielsen 3a	13	Other area	4
Hesse	5	Student	3
Rhineland-Palatinate	7	Other not gainfully employed	2
Saarland	2	Management	40
Nielsen 3b	8		
Baden-Württemb.	8		
Foreign (total)	32	Position in the company/organisation	%
of which		Entrepreneur, co-owner, freelancer	48
EU	58	Managing director, board member, head of an authority etc.	12
Other european countries	8	Area manager, works manager, plant manager, branch manager, head of public office	9
Africa	3	Department head, group head, team leader	9
North America	3	Other salaried staff, civil servant, skilled worker	11
South and Central America	4	Lecturer, teacher	1
Middle East	7	Trainee	2
South-, East-, Central Asia	14	Other position	3
Australia	3	Student	3
Distance to home	%	Other not gainfully employed	2
up to 50 km	19	Economic sector	%
more than 50 km up to 100 km	13	Tobacco products retail, smoker's requisites, with press/lottery	32
more than 100 km up to 300 km	19	Tobacco products retail, smoker's requisites, with food/drink	11
over 300 km	48	Exclusively tobacco products retail, smoker's requisites	4
Countries with the highest visitor shares	%	Wholesale trade	16
Netherlands	8	Foreign trade	4
Belgium	6	Manufacture, industry	14
Italy	6	Skilled trades	2
United Kingdom	5	Other sectors	12
France	4	Student	3
Frequency of visits to exhibition	%	Other not gainfully employed	2
Previous event	45	Size of company/organisation:	
Earlier events	43	Number of employees	%
First visit	40	1- 4	38
Average length of stay	1,7 days	5- 9	20
Influence on purchasing/procurement decisions	%	10- 49	16
Decisively	22	50- 199	8
Collectively	30	200- 499	4
In an advisory capacity	33	500 - 999	2
No	11	1 000 and more	7
Student	2	Student	3
Other not gainfully employed	1	Other not gainfully employed	2

Trade visitors' profile

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 manager, branch manager, head of public office	13
Department head, group head, team leader	21
Other salaried staff, civil servant, skilled worker	28
Lecturer, teacher	2
Trainee	1
Other position	6
Student	2
Other not gainfully employed	1
Economic sector	%
Industry	44
Skilled trades	5
Trade	16
Security	4
Service	16
Health	4
Other sectors	8
Student	2
Other not gainfully employed	1
Size of company/organisation:	
Number of employees	%
1- 4 9 500 - 999	8
5- 9 5 1 000 and more	26
10- 49 16 Student	2
50- 199 17 Other not gainfully employed	1
200- 499 13 employed	1
N/A	3

Conducted by: Wissler & Partner, Basel

Visitors (number of entries)	67 086	Area of responsibility	%
Proportion of trade visitors	93%	Management	61
Germany (total)	92	Research/development/design	-
of which		Manufacturing, production, quality control	1
Nielsen 1 11 Nielsen 4 5		Buying/procurement	1
Bremen - Bavaria 5		Finance/accounting, controlling	-
Hamburg 1 Nielsen 5+6 3		Information and communication technology	-
Lower Saxony 8 Berlin -		Personnel administration, administration	4
Schleswig-Holstein 1 Brandenburg -		Sales	9
Nielsen 2 66 Mecklenburg-		Marketing, advertising, PR	2
North Rhine-Westph. 66 West Pomerania -		Logistics: storage, material management, transport	-
Nielsen 3a 12 Saxony-Anhalt -		Maintenance/repairs	-
Hesse 6 Nielsen 7 2		Other area	17
Rhineland-Palatinate 5 Saxony -		Student	4
Saarland 1 Thuringia -			
Nielsen 3b 3		Position in the company/organisation	%
Baden-Württemb. 3		Entrepreneur, co-owner, freelancer	2
Foreign (total)	8	Managing director, board member, head of an authority etc.	2
of which		Area manager, works manager, plant manager, branch manager, head of public office	1
EU 61		Department head, group head, team leader	2
Other european countries 21		Other salaried staff, civil servant, skilled worker	15
Other countries 18		Journeyman	1
Distance to home	%	Lecturer, teacher	1
up to 50 km 37		Trainee	7
more than 50 km up to 100 km 19		Other position	1
more than 100 km up to 300 km 34		Student	4
over 300 km 10		Other not gainfully employed	-
Country with the highest visitor share	%	Economic sector	%
Netherlands 18		Cosmetics institute, cosmetics studio	39
Frequency of visits to exhibition	%	Nail studio	16
Previous event 44		Foot care practice	12
Earlier events 63		Hairdressing salon	8
First visit 29		Doctor's practice, hospital, health professionals, physiotherapy	4
Average length of stay	1,3 days	Cosmetic school	4
Influence on purchasing/procurement decisions	%	Perfumery, drugstore, pharmacy	3
Decisively 65		Beauty farm, wellness facilities, spa	3
Collectively 13		Industry	2
In an advisory capacity 9		Tanning studios, Fitness centres	1
No 9		Other	9
Student 4		Size of company/organisation:	
		Number of employees	%
		1- 4 63 200 - 499	2
		5- 9 10 500 - 999	1
		10- 49 10 1 000 and more	2
		50- 199 5 Student	4

Conducted by: Wissler & Partner, Basel

Private visitors' profile

Visitors (number of entries)	236 790	Position in the company/organisation	%
Proportion of private visitors	85%	Entrepreneur, co-owner, freelancer	15
Germany (total)	87	Managing director, board member, head of an authority etc.	3
of which		Area manager, works manager, plant manager, branch manager, head of public office	6
Nielsen 1 7 Nielsen 4 4		Department head, group head, team leader	10
Bremen - Bavaria 4		Other salaried staff, civil servant, skilled worker	28
Hamburg 1 Nielsen 5+6 2		Lecturer, teacher	5
Lower Saxony 5 Berlin -		Trainee	2
Schleswig-Holstein 1 Brandenburg -		Other position	7
Nielsen 2 65 Mecklenburg-		Student	9
North Rhine-Westph. 65 West Pomerania -		Housewife/man	2
Nielsen 3a 14 Saxony-Anhalt -		Old-age pensioner	11
Hesse 7 Nielsen 7 2		Other not gainfully employed	2
Rhineland-Palatinate 6 Saxony -			
Saarland 1 Thuringia -		Buying and ordering capacity	%
Nielsen 3b 6		Purchase or order made or intended at the exhibition	
Baden-Württemb. 6		yes 60	
Foreign (total)	13	no 15	
of which		maybe 26	
EU 75		Follow-up business	%
Other european countries 21		Intend to buy at later date	
Other countries 3		yes 43	
Countries with the highest visitor shares	%	no 15	
Netherlands 26		maybe 42	
Belgium 20		Conducted by: Wissler & Partner, Basel	
Switzerland 16			
Austria 8			
Luxembourg 4			
Distance to home	%		
up to 50 km 37			
more than 50 km up to 100 km 16			
more than 100 km up to 300 km 37			
over 300 km 11			
Frequency of visits to exhibition	%		
Previous event 48			
Earlier events 70			
First visit 22			
Sex	%		
Male 70			
Female 30			
Size of household	%		
1 person 16			
2 persons 41			
3 persons 15			
4 persons 20			
5 persons and more 8			
Age	%		
up to 20 years 6			
over 20 up to 30 years 11			
over 30 up to 40 years 14			
over 40 up to 50 years 27			
over 50 up to 60 years 27			
over 60 up to 70 years 11			
over 70 years 4			

CARAVAN SALON (2014) → Düsseldorf

Private visitors' profile

Visitors (number of entries)	192 423	Position in the company/organisation	%
Proportion of private visitors	92%	Entrepreneur, co-owner, freelancer	13
Germany (total)	87	Managing director, board member, head of an authority etc.	2
of which		Area manager, works manager, plant manager, branch manager, head of public office	4
Nielsen 1	11	Department head, group head, team leader	10
Bremen	-	Other salaried staff, civil servant, skilled worker	31
Hamburg	1	Lecturer, teacher	4
Lower Saxony	8	Trainee	1
Schleswig-Holstein	2	Other position	7
Nielsen 2	62	Student	2
North Rhine-Westph.	62	Housewife/man	2
Nielsen 3a	17	Old-age pensioner	3
Hesse	8	Other not gainfully employed	21
Rhineland-Palatinate	9	Buying and ordering capacity	%
Saarland	1	Purchase or order made or intended at the exhibition	
Nielsen 3b	3	yes	43
Baden-Württemb.	3	no	14
Foreign (total)	13	maybe	42
of which		Follow-up business	%
EU	96	Intend to buy at later date	
Other countries	4	yes	35
Countries with the highest visitor shares	%	no	8
Netherlands	41	maybe	57
Belgium	25	Conducted by: Wissler & Partner, Basel	
France	8		
United 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 exhibition	%		
Previous event	40		
Earlier events	60		
First visit	30		
Sex	%		
Male	56		
Female	44		
Size of household	%		
1 person	9		
2 persons	51		
3 persons	17		
4 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		
over 50 up to 60 years	32		
over 60 up to 70 years	20		
over 70 years	5		

Energy Storage Europe → Düsseldorf

Trade visitors' profile

Visitors (number of entries)	1 813	Area of responsibility	%
Proportion of trade visitors	99%	Management	24
Germany (total)	63	Research/development/design	29
of which		Manufacturing, production, quality control	29
Nielsen 1	11	Buying/procurement	2
Bremen	-	Finance/accounting, controlling	1
Hamburg	2	Information and communication technology	1
Lower Saxony	8	Personnel administration, administration	1
Schleswig-Holstein	1	Sales	15
Nielsen 2	42	Marketing, advertising, PR	5
North Rhine-Westph.	42	Logistics: storage, material management, transport	-
Nielsen 3a	14	Maintenance/repairs	2
Hesse	9	Other area	13
Rhineland-Palatinate	5	Student	5
Saarland	-	Position in the company/organisation	%
Nielsen 3b	11	Entrepreneur, co-owner, freelancer	18
Baden-Württemb.	11	Managing director, board member, head of an authority etc.	10
Foreign (total)	37	Area manager, works manager, plant manager, branch manager, head of public office	12
of which		Department head, group head, team leader	23
EU	62	Other salaried staff, civil servant, skilled worker	27
Other european countries	8	Lecturer, teacher	3
South and Central America	6	Trainee	-
South-, East-, Central Asia	13	Other position	3
Other countries	10	Student	5
Distance to home	%	Economic sector	%
up to 50 km	16	Manufacturer of energy storage	14
more than 50 km up to 100 km	9	Manufacturer of accessories and component	10
more than 100 km up to 300 km	36	Energy generator, energy provider, public utilities	10
over 300 km	39	Service, energy consulting	9
Countries with the highest visitor shares	%	Project developer	8
Netherlands	10	Manufacturer of facilities production renewable energies	6
France	9	Electrical energy storage dealer and wholesale	3
United Kingdom	9	Skilled trades, solar installer	3
Belgium	6	Energy user	2
Italy	6	Architects'/planning office	1
Frequency of visits to exhibition	%	Institute, research and teaching	11
Previous event	13	Local authorities, public institutions, ministries	7
Earlier events	8	Association, organisation	2
First visit	81	Other sectors	10
Average length of stay	1,7 days	Student	5
Influence on purchasing/procurement decisions	%	Size of company/organisation:	%
Decisively	27	Number of employees	%
Collectively	26	1- 4	13
In an advisory capacity	29	5- 9	6
No	12	10- 49	18
Student	5	50- 199	11
		200 - 499	10
		500 - 999	6
		1 000 and more	29
		Student	5

Conducted by: Wissler & Partner, Basel

EuroCIS (2013)

Trade visitors' profile

Visitors (number of entries)	7 059	Proportion of trade visitors	99%
Germany (total)	63	Germany (total)	63
of which		of which	
Nielsen 1	10	Nielsen 4	10
Hamburg	-	Bavaria	10
Bremen	3	Nielsen 5+6	4
Lower Saxony	5	Berlin	3
Schleswig-Holstein	2	Brandenburg	1
Nielsen 2	46	Mecklenburg-	
North Rhine-Westph.	46	West Pomerania	-
Nielsen 3a	18	Saxony-Anhalt	-
Hesse	11	Nielsen 7	2
Rhineland-Palatinate	5	Saxony	1
Saarland	2	Thuringia	1
Nielsen 3b	10		
Baden-Württemberg	10		
Foreign (total)	37	Foreign (total)	37
of which		of which	
EU	71	EU	71
Other European countries	19	Other European countries	19
Other countries	10	Other countries	10
Distance to home	%	Distance to home	%
up to 50 km	19	up to 50 km	19
more than 50 km up to 100 km	9	more than 50 km up to 100 km	9
more than 100 km up to 300 km	25	more than 100 km up to 300 km	25
over 300 km	47	over 300 km	47
Countries with the highest visitor shares	%	Countries with the highest visitor shares	%
Netherlands	16	Netherlands	16
United Kingdom	11	United Kingdom	11
Switzerland	8	Switzerland	8
Belgium	8	Belgium	8
Frequency of visits to exhibition	%	Frequency of visits to exhibition	%
Previous event	29	Previous event	29
Earlier events	31	Earlier events	31
First visit	55	First visit	55
Average length of stay	1,3 days	Average length of stay	1,3 days
Influence on purchasing/procurement decisions	%	Influence on purchasing/procurement decisions	%
Decisively	27	Decisively	27
Collectively	26	Collectively	26
In an advisory capacity	31	In an advisory capacity	31
No	13	No	13
Student	4	Student	4

→ Düsseldorf

Area of responsibility	%
Management	17
Research/development/design	2
Manufacturing, production, quality control	-
Buying/procurement	2
Finance/accounting, controlling	2
Information and communication technology	21
Organization, personnel, administration	1
Sales	20
Marketing, advertising, PR	6
Logistics: storage, material management, transport	2
Maintenance/repairs	1
Other area	22
Student	4
Position in the company/organisation	%
Entrepreneur, co-owner, freelancer	19
Managing director, board member, head of an authority etc.	12
Area manager, works manager, plant manager, branch manager, head of public office	16
Department head, group head, team leader	27
Other salaried staff, civil servant, skilled worker	21
Lecturer, teacher	-
Trainee	1
Other position	1
Student	4
Economic sector	%
Retail trade	35
Mail order	1
Online retail	2
Wholesale trade	8
Industry	12
Service	28
Media, press, publishing	2
Authority, association, organisation, institute	1
University/college/polytechnic	1
Other sectors	6
Student	4
Size of company/organisation:	
Number of employees	%
1- 4 10 500 - 999	7
5- 9 9 1 000 and more	26
10- 49 18 Student	4
50- 199 15 N/A	2
200- 499 9	

Conducted by: Wissler & Partner, Basel

GDS (spring) → Düsseldorf

Trade visitors' profile

Visitors (number of entries)	16 302
Proportion of trade visitors	97%
Germany (total)	53
of which	
Nielsen 1 15 Nielsen 4 11	
Bremen 1 Bavaria 11	
Hamburg 4 Nielsen 5+6 5	
Lower Saxony 7 Berlin -	
Schleswig-Holstein 3 Brandenburg -	
Nielsen 2 47 Mecklenburg- -	
North Rhine-Westph. 47 West Pomerania -	
Nielsen 3a 13 Saxony-Anhalt -	
Hesse 7 Nielsen 7 1	
Rhineland-Palatinate 6 Saxony -	
Saarland - Thuringia -	
Nielsen 3b 9	
Baden-Württemb. 9	
Foreign (total)	47
of which	
EU 69	
Other european countries 10	
Africa 3	
North America 2	
Middle East 5	
South-, East-, Central Asia 7	
Other countries 3	
Distance to home	%
up to 50 km 17	
more than 50 km up to 100 km 7	
more than 100 km up to 300 km 35	
over 300 km 40	
Countries with the highest visitor shares	%
Netherlands 16	
United Kingdom 8	
Belgium 7	
Portugal 6	
France 6	
Frequency of visits to exhibition	%
Previous event 46	
Earlier events 65	
First visit 29	
Average length of stay	1,6 days
Influence on purchasing/procurement decisions	%
Decisively 59	
Collectively 16	
In an advisory capacity 12	
No 10	
Student 2	

Area of responsibility	%
Owner 36	
Managing director 12	
Branch manager 4	
Area manager, buying manager 3	
Central buyer 5	
(Skilled-) Buyer 8	
(Skilled-) Salesperson 7	
Designer 8	
Trainee, apprentice 2	
Other area 13	
Student 2	
Economic sector	%
Specialist shoe shop 32	
Fashion houses, department stores 8	
Mail order, online retail 6	
Shoe retail chain 4	
Specialist leather goods 3	
Clothing chain stores, chain fashion-, assortment houses 2	
Hypermarket, self-service department store, department store 2	
Other retail 4	
Wholesale trade 8	
Designers, modellers 3	
Commercial agency 2	
Import, export 2	
Other sectors 20	
Trainee/apprentice 2	
Student 2	
Size of company/organisation:	%
Number of employees	%
1- 4 29 200 - 499 5	
5- 9 17 500 - 999 4	
10- 49 18 1 000 and more 11	
50- 199 13 Student 2	

Conducted by: Wissler & Partner, Basel

GDS (autumn) → Düsseldorf

Trade visitors' profile

Visitors (number of entries)	15 324
Proportion of trade visitors	98%
Germany (total)	56
of which	
Nielsen 1 11 Nielsen 4 10	
Bremen - Bavaria 10	
Hamburg 5 Nielsen 5+6 5	
Lower Saxony 6 Berlin 5	
Schleswig-Holstein 1 Brandenburg -	
Nielsen 2 48 Mecklenburg- -	
North Rhine-Westph. 48 West Pomerania -	
Nielsen 3a 13 Saxony-Anhalt -	
Hesse 8 Nielsen 7 4	
Rhineland-Palatinate 4 Saxony -	
Saarland 1 Thuringia -	
Nielsen 3b 9	
Baden-Württemb. 9	
Foreign (total)	44
of which	
EU 63	
Other european countries 12	
Africa 5	
Middle East 5	
South-, East-, Central Asia 10	
Other countries 5	
Distance to home	%
up to 50 km 19	
more than 50 km up to 100 km 7	
more than 100 km up to 300 km 34	
over 300 km 40	
Countries with the highest visitor shares	%
Netherlands 15	
Belgium 8	
Portugal 6	
United Kingdom 5	
Switzerland 5	
Frequency of visits to exhibition	%
Previous event 45	
Earlier events 61	
First visit 34	
Average length of stay	1,6 days
Influence on purchasing/procurement decisions	%
Decisively 61	
Collectively 16	
In an advisory capacity 11	
No 10	
Student 2	

Position in the company/organisation	%
Entrepreneur, co-owner, freelancer 37	
Managing director, board member, head of an authority etc. 14	
Area manager, works manager, plant manager, branch manager, head of public office 6	
Department head, group head, team leader 4	
Other salaried staff, civil servant, skilled worker 23	
Lecturer, teacher -	
Trainee -	
Other position 14	
Student 2	
Economic sector	%
Shoe and leather manufacturing 38	
Shoe and leather retail chain 3	
Fashion houses, department stores 8	
Clothing chain stores, chain fashion-, assortment houses 2	
Sports retailer 1	
Department store 2	
Mail order business, online shop, internet trade 7	
Buying alliances, buying groups 1	
Other retail 3	
Commercial agency 1	
Wholesale trade 7	
Import, export 3	
Shoe industry (manufacturers, pre-supplier) 9	
Leather goods industry (manufacturers, pre-supplier) 3	
Designers, modellers 2	
Other sectors 9	
Student 2	
Size of company/organisation:	%
Number of employees	%
1- 4 30 200 - 499 6	
5- 9 14 500 - 999 4	
10- 49 17 1 000 and more 11	
50- 199 14 Student 2	

Conducted by: Wissler & Partner, Basel

GIFA → Düsseldorf

Trade visitors' profile

Visitors (number of entries)	48 783	Area of responsibility	%
Proportion of trade visitors	96%	Management	20
Germany (total)	46	Research/development/design	14
of which		Manufacturing, production, quality control	29
Nielsen 1	8	Buying/procurement	6
Bremen	-	Finance/accounting, controlling	1
Hamburg	1	Information and communication technology	1
Lower Saxony	6	Personnel administration, administration	-
Schleswig-Holstein	1	Sales	10
Nielsen 2	42	Marketing, advertising, PR	1
North Rhine-Westph.	42	Logistics: storage, material management, transport	1
Nielsen 3a	16	Maintenance/repairs	5
Hesse	9	Other area	4
Rhineland-Palatinate	5	Planning/work preparation	3
Saarland	3	Student	5
Nielsen 3b	13	Other not gainfully employed	2
Baden-Württemb.	13	Position in the company/organisation	%
Foreign (total)	54	Entrepreneur, co-owner, freelancer	14
of which		Managing director, board member, head of an authority etc.	12
EU	46	Area manager, works manager, plant manager, branch manager, head of public office	17
Other european countries	11	Department head, group head, team leader	23
Africa	4	Other salaried staff, civil servant, skilled worker	20
North America	6	Lecturer, teacher	1
South and Central America	7	Trainee	4
Middle East	5	Other position	3
South-, East-, Central Asia	21	Student	5
Australia	2	Other not gainfully employed	2
Distance to home	%	Economic sector	%
up to 50 km	9	Iron, steel and tempering foundry	30
more than 50 km up to 100 km	8	Non-ferrous metal foundry	17
more than 100 km up to 300 km	17	Foundry/mechanical engineering	13
over 300 km	66	Other foundry technology	7
Countries with the highest visitor shares	%	Mechanical engineering, toolmaking and apparatus construction	6
India	12	Vehicle and gearbox manufacturing, supply industry	4
France	7	Service/consulting	3
USA	4	Plant construction, engineering	3
Italy	4	Wholesale/foreign trade	3
Netherlands	4	Other sectors	9
Frequency of visits to exhibition	%	Student	5
Previous event	39	Other not gainfully employed	2
Earlier events	36	Size of company/organisation:	%
First visit	48	Number of employees	%
Average length of stay	2,2 days	1- 4	5
Influence on purchasing/procurement decisions	%	5- 9	4
Decisively	26	10- 49	15
Collectively	30	50- 199	25
In an advisory capacity	23	200- 499	17
No	15	500 - 999	11
Student	5	1 000 and more	17
Other not gainfully employed	2	Student	5
		Other not gainfully employed	2

Conducted by: Wissler & Partner, Basel

MEDICA (2014) → Düsseldorf

Trade visitors' profile

Visitors (number of entries)	121 902	Position in the company/organisation	%
Proportion of trade visitors	97%	Entrepreneur, co-owner, freelancer	24
Germany (total)	39	Managing director, board member, head of an authority etc.	20
of which		Area manager, works manager, plant manager, branch manager, head of public office	12
Nielsen 1	10	Department head, group head, team leader	15
Bremen	1	Other salaried staff, civil servant, skilled worker	13
Hamburg	3	Lecturer, teacher	1
Lower Saxony	5	Trainee	2
Schleswig-Holstein	2	Other position	3
Nielsen 2	47	Student	8
North Rhine-Westph.	47	Other not gainfully employed	1
Nielsen 3a	12	Economic sector	%
Hesse	7	Doctor's practice	5
Rhineland-Palatinate	5	Doctors' practices, physiotherapy, ergotherapy, logopaedia	4
Saarland	-	Other practices	1
Nielsen 3b	13	Medical laboratory/institute	4
Baden-Württemb.	13	Hospital/university hospital/clinic	16
Foreign (total)	61	Medical care centre	2
of which		Rehabilitation and spa facilities	2
EU	47	Old people's home	1
Other european countries	9	Industry	17
Africa	9	Medical and healthcare suppliers, sales representatives	15
North America	4	Pharmacy	2
South and Central America	4	Other trade	5
Middle East	12	Service	6
South-, East-, Central Asia	14	Other sectors	12
Australia	1	Student	8
Distance to home	%	Other not gainfully employed	1
up to 50 km	10	Size of company/organisation:	%
more than 50 km up to 100 km	9	Number of employees	%
more than 100 km up to 300 km	22	1- 4	14
over 300 km	59	5- 9	12
Countries with the highest visitor shares	%	10- 49	27
United Kingdom	7	50- 199	13
Netherlands	6	200- 499	7
Belgium	4	500 - 999	5
France	4	1 000 and more	12
Italy	4	Student	8
Frequency of visits to exhibition	%	Other not gainfully employed	1
Previous event	39	Conducted by: Wissler & Partner, Basel	
Earlier events	49		
First visit	40		
Average length of stay	2,2 days		
Influence on purchasing/procurement decisions	%		
Decisively	36		
Collectively	24		
In an advisory capacity	21		
No	11		
Student	8		
Other not gainfully employed	1		

METEC

Trade visitors' profile

Visitors (number of entries)	17 746	Position in the company/organisation	%
Proportion of trade visitors	96%	Entrepreneur, co-owner, freelancer	24
Germany (total)	47	Managing director, board member, head of an authority etc.	20
of which		Area manager, works manager, plant manager, branch manager, head of public office	12
Nielsen 1	6	Department head, group head, team leader	15
Bremen	-	Other salaried staff, civil servant, skilled worker	13
Hamburg	1	Lecturer, teacher	1
Lower Saxony	4	Trainee	2
Schleswig-Holstein	1	Other position	3
Nielsen 2	67	Student	8
North Rhine-Westph.	67	Other not gainfully employed	1
Nielsen 3a	12	Economic sector	%
Hesse	4	Doctor's practice	5
Rhineland-Palatinate	4	Doctors' practices, physiotherapy, ergotherapy, logopaedia	4
Saarland	4	Other practices	1
Nielsen 3b	3	Medical laboratory/institute	4
Baden-Württemb.	3	Hospital/university hospital/clinic	16
Foreign (total)	53	Medical care centre	2
of which		Rehabilitation and spa facilities	2
EU	42	Old people's home	1
Other european countries	7	Industry	17
Africa	7	Medical and healthcare suppliers, sales representatives	15
North America	6	Pharmacy	2
South and Central America	8	Other trade	5
Middle East	10	Service	6
South-, East-, Central Asia	23	Other sectors	12
Other countries	4	Student	8
Distance to home	%	Other not gainfully employed	1
up to 50 km	23	Size of company/organisation:	%
more than 50 km up to 100 km	8	Number of employees	%
more than 100 km up to 300 km	13	1- 4	14
over 300 km	57	5- 9	12
Countries with the highest visitor shares	%	10- 49	27
India	13	50- 199	13
Italy	7	200- 499	7
Austria	6	500 - 999	5
Iran	6	1 000 and more	12
Brazil	5	Student	8
Frequency of visits to exhibition	%	Other not gainfully employed	1
Previous event	33	Conducted by: Wissler & Partner, Basel	
Earlier events	25		
First visit	55		
Average length of stay	2,1 days		
Influence on purchasing/procurement decisions	%		
Decisively	25		
Collectively	31		
In an advisory capacity	20		
No	16		
Student	6		
Other not gainfully employed	2		

Trade visitors' profile

Area of responsibility	%
Management	22
Research/development/design	16
Manufacturing, production, quality control	16
Buying/procurement	6
Finance/accounting, controlling	1
Information and communication technology	1
Personnel administration, administration	1
Sales	12
Marketing, advertising, PR	4
Logistics: storage, material management, transport	1
Maintenance/repairs	6
Other area	6
Planning/work preparation	2
Student	6
Other not gainfully employed	2
Position in the company/organisation	%
Entrepreneur, co-owner, freelancer	15
Managing director, board member, head of an authority etc.	14
Area manager, works manager, plant manager, branch manager, head of public office	15
Department head, group head, team leader	21
Other salaried staff, civil servant, skilled worker	18
Lecturer, teacher	1
Trainee	3
Other position	5
Student	6
Other not gainfully employed	2
Economic sector	%
Iron and steel production	24
Mechanical engineering, toolmaking and apparatus construction	17
Plant construction, engineering	9
Service/consulting	6
Steel works, stainless steel works	5
Wholesale/foreign trade	4
Ironworks	4
Non-ferrous metals industry	4
Subsequent processing	4
Steel-, Metal trade	3
Other sectors	14
Student	6
Other not gainfully employed	2

Size of company/organisation:	
Number of employees	%
1- 4	6
5- 9	6
10- 49	14
50- 199	15
200- 499	12
500 - 999	9
1 000 and more	31
Student	6
Other not gainfully employed	2

Conducted by: Wissler & Partner, Basel

Visitors (number of entries)	3 973
Proportion of trade visitors	93%
Germany (total)	34
of which	
Nielsen 1	8
Nielsen 2	39
Nielsen 3a	13
Nielsen 3b	26
Baden-Württemb.	26
Nielsen 4	5
Bavaria	5
Nielsen 5+6	3
Berlin	-
Brandenburg	-
Mecklenburg-	-
West Pomerania	-
Saxony-Anhalt	-
Nielsen 7	8
Saxony	5
Thuringia	3

Foreign (total)	66
of which	
EU	53
South-, East-, Central Asia	27
Other countries	20

Distance to home	%
up to 50 km	7
more than 50 km up to 100 km	5
more than 100 km up to 300 km	12
over 300 km	76

Frequency of visits to exhibition	%
Previous event	35
Earlier events	23
First visit	49

Average length of stay	2,1 days
-------------------------------	-----------------

Influence on purchasing/procurement decisions	%
Decisively	32
Collectively	36
In an advisory capacity	14
No	11
Student	4
Other not gainfully employed	4

Area of responsibility	%
Management	20
Research/development/design	15
Manufacturing, production, quality control	14
Buying/procurement	21
Finance/accounting, controlling	2
Information and communication technology	-
Personnel administration, administration	-
Sales	12
Marketing, advertising, PR	2
Logistics: storage, material management, transport	1
Maintenance/repairs	4
Other area	2
Planning/work preparation	2
Student	4
Other not gainfully employed	4

Position in the company/organisation	%
Entrepreneur, co-owner, freelancer	12
Managing director, board member, head of an authority etc.	13
Area manager, works manager, plant manager, branch manager, head of public office	20
Department head, group head, team leader	21
Other salaried staff, civil servant, skilled worker	22
Lecturer, teacher	2
Trainee	2
Other position	1
Student	4
Other not gainfully employed	4

Economic sector	%
Vehicle and gearbox manufacturing, supply industry	27
Mechanical engineering, toolmaking and apparatus construction	25
Wholesale/foreign trade	5
Service/consulting	4
Construction industry	4
Electrical engineering	4
Other sectors	23
Student	4
Other not gainfully employed	4

Size of company/organisation:	
Number of employees	%
1- 4	4
5- 9	3
10- 49	13
50- 199	24
200- 499	12
500 - 999	13
1 000 and more	21
Student	4
Other not gainfully employed	4

Conducted by: Wissler & Partner, Basel

Trade visitors' profile

Visitors (number of entries)	49 048
Proportion of trade visitors	94%
Germany (total)	54
of which	
Nielsen 1	10
Nielsen 2	37
Nielsen 3a	24
Nielsen 3b	12
Baden-Württemb.	12
Nielsen 4	9
Bavaria	9
Nielsen 5+6	5
Berlin	-
Brandenburg	-
Mecklenburg-	-
West Pomerania	-
Saxony-Anhalt	-
Nielsen 7	3
Saxony	-
Thuringia	-

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 shares	%
Netherlands	12
France	11
United Kingdom	6
Belgium	5
Spain	5

Frequency of visits to exhibition	%
Previous event	43
Earlier events	48
First visit	36

Average length of stay	1,9 days
-------------------------------	-----------------

Influence on purchasing/procurement decisions	%
Decisively	39
Collectively	25
In an advisory capacity	18
No	9
Student	8
Other not gainfully employed	1

Area of responsibility	%
Management	27
Research/development/design	3
Manufacturing, production, quality control	4
Buying/procurement	15
Finance/accounting, controlling	1
Information and communication technology	1
Personnel administration, administration	1
Sales	25
Marketing, advertising, PR	7
Logistics: storage, material management, transport	1
Maintenance/repairs	-
Other area	5
Event organisation	1
Student	8
Other not gainfully employed	1

Position in the company/organisation	%
Entrepreneur, co-owner, freelancer	39
Managing director, board member, head of an authority etc.	12
Area manager, works manager, plant manager, branch manager, head of public office	11
Department head, group head, team leader	10
Other salaried staff, civil servant, skilled worker	11
Lecturer, teacher	2
Trainee	4
Other position	2
Student	8
Other not gainfully employed	1

Economic sector	%
Retail trade	27
Wholesale/foreign trade	25
Catering	13
Hotel	5
Manufacturing sector	4
Event agency	1
Media, press, publishing	2
Other service	6
Trade association, institution	2
University/college/polytechnic	1
Public authority	1
Other sectors	5
Student	8
Other not gainfully employed	1

Size of company/organisation:	
Number of employees	%
1- 4	29
5- 9	13
10- 49	21
50- 199	12
200- 499	5
500 - 999	2
1 000 and more	6
Student	8
Other not gainfully employed	1
N/A	3

Conducted by: Wissler & Partner, Basel

PSI → Düsseldorf

Trade visitors' profile

Visitors (number of entries)	16 290	Area of responsibility	
Proportion of trade visitors	100%	Management	33
Germany (total)	49	Research/development/design	1
of which		Manufacturing, production, quality control	2
Nielsen 1	14	Buying/procurement	17
Bremen	1	Finance/accounting, controlling	-
Hamburg	3	Information and communication technology	-
Lower Saxony	7	Personnel administration, administration	-
Schleswig-Holstein	3	Sales	24
Nielsen 2	43	Marketing, advertising, PR	15
North Rhine-Westph.	43	Logistics: storage, material management, transport	1
Nielsen 3a	14	Maintenance/repairs	1
Hesse	7	Other area	4
Rhineland-Palatinate	6	Student	2
Saarland	2	Other not gainfully employed	1
Nielsen 3b	9		
Baden-Württemberg	9		
Foreign (total)	51	Position in the company/organisation	
of which		Entrepreneur, co-owner, freelancer	37
EU	79	Managing director, board member, head of an authority etc.	13
Other European countries	16	Area manager, works manager, plant manager, branch manager, head of public office	9
Other countries	4	Department head, group head, team leader	9
Distance to home	%	Other salaried staff, civil servant, skilled worker	21
up to 50 km	17	Lecturer, teacher	-
more than 50 km up to 100 km	6	Trainee	4
more than 100 km up to 300 km	25	Other position	4
over 300 km	53	Student	2
Countries with the highest visitor shares	%	Other not gainfully employed	1
Netherlands	13		
Austria	10	Economic sector	
Belgium	9	Advertising speciality trader	47
United Kingdom	7	Advertising speciality wholesale trader	15
Switzerland	6	Full-service agency	9
Frequency of visits to exhibition	%	Services, promotion fitting	4
Previous event	38	Textile finishing	5
Earlier events	56	Advertising agency	6
First visit	37	Manufacturers, importer	6
Average length of stay	1,9 days	Other sectors	4
Influence on purchasing/procurement decisions	%	Student	2
Decisively	46	Other not gainfully employed	1
Collectively	26		
In an advisory capacity	18	Size of company/organisation:	
No	6	Number of employees	
Student	2	1 - 4	34
Other not gainfully employed	1	500 - 999	1
		5 - 9	20
		1 000 and more	2
		10 - 49	25
		Student	2
		50 - 199	10
		Other not gainfully employed	1
		200 - 499	4
		Conducted by: Wissler & Partner, Basel	

REHACARE International (2014) -----> Düsseldorf

Trade visitors' profile

Visitors (number of entries)	50 912		Sales	9
Proportion of trade visitors	69%		Marketing, advertising, PR	1
Germany (total)	82		Logistics: storage, material management, transport	1
of which			Maintenance/repairs	2
Nielsen 1	9	Nielsen 4	Other area	42
Bremen	1	Bavaria	Student	8
Hamburg	1	Nielsen 5+6	Other not gainfully employed	3
Lower Saxony	6	Berlin		
Schleswig-Holstein	1	Brandenburg	Position in the company/organisation	%
Nielsen 2	66	Mecklenburg-	Entrepreneur, co-owner, freelancer	15
North Rhine-Westph.	66	West Pomerania	Managing director, board member, head of an authority etc.	6
Nielsen 3a	11	Saxony-Anhalt	Area manager, works manager, plant manager, branch manager, head of public office	6
Hesse	4	Nielsen 7	Department head, group head, team leader	12
Rhineland-Palatinate	6	Saxony	Other salaried staff, civil servant, skilled worker	29
Saarland	1	Thuringia	Lecturer, teacher	5
Nielsen 3b	3		Trainee	11
Baden-Württemb.	3		Other position	8
			Student	8
			Other not gainfully employed	3
Foreign (total)	18			
of which			Economic sector	%
EU		66	Medicine and sanitary/medical specialist trade	14
Other european countries		13	Orthopaedic trade	4
South-, East-, Central Asia		7	Rehabilitation facilities	8
Other countries		14	Special facilities (school, workshop,nursery)	6
			In-patient/stationary care and nursing facilities	5
Distance to home	%		Out-patient nursing services	4
up to 50 km		34	Medical technical service	1
more than 50 km up to 100 km		16	Cost unit	3
more than 100 km up to 300 km		30	Doctor's practice	1
over 300 km		20	Other practices	6
			Hospital/clinic	5
Countries with the highest visitor shares	%		Auxiliary materials	2
Netherlands		10	Other industry	1
France		9	Architect's/planning office	1
Belgium		8	Organisation on disability	3
Italy		7	Welfare association	1
Sweden		5	Other service enterprises, consultancies	6
			Other association, organisation	2
Frequency of visits to exhibition	%		Public authority	4
Previous event		30	University/college/polytechnic	3
Earlier events		50	Other sectors	8
First visit		42	Student	8
			Other not gainfully employed	3
Average length of stay	1,4 days			
Influence on purchasing/procurement decisions	%		Size of company/organisation:	
Decisively		18	Number of employees	%
Collectively		24	1 - 4	500 - 999
In an advisory capacity		27	5 - 9	7
No		20	10 - 49	23
Student		8	50 - 199	16
Other not gainfully employed		3	200 - 499	9
				Other not gainfully employed
Area of responsibility	%			N/A
Management		13		
Research/development/design		4		
Manufacturing, production, quality control		4		
Buying/procurement		5		
Finance/accounting, controlling		1		
Information and communication technology		2		
Personnel administration, administration		6		

THERMPROCESS

Trade visitors' profile

Visitors (number of entries)	7 196
Proportion of trade visitors	95%
Germany (total)	49
of which	
<u>Nielsen 1</u>	5
Bremen	1
Hamburg	-
Lower Saxony	4
Schleswig-Holstein	-
<u>Nielsen 2</u>	51
North Rhine-Westph.	51
<u>Nielsen 3a</u>	18
Hesse	11
Rhineland-Palatinate	5
Saarland	1
<u>Nielsen 3b</u>	8
Baden-Württemb.	8
Foreign (total)	51
of which	
EU	46
South-, East-, Central Asia	22
Other countries	32
Distance to home	%
up to 50 km	13
more than 50 km up to 100 km	12
more than 100 km up to 300 km	19
over 300 km	57
Frequency of visits to exhibition	%
Previous event	30
Earlier events	31
First visit	54
Average length of stay	1,8 days
Influence on purchasing/procurement decisions	%
Decisively	26
Collectively	29
In an advisory capacity	25
No	13
Student	6
Other not gainfully employed	2

Area of responsibility	%
Management	16
Research/development/design	26
Manufacturing, production, quality control	19
Buying/procurement	4
Finance/accounting, controlling	1
Information and communication technology	1
Personnel administration, administration	-
Sales	14
Marketing, advertising, PR	2
Logistics: storage, material management, transport	1
Maintenance/repairs	6
Other area	3
Planning/work preparation	1
Student	6
Other not gainfully employed	2
Position in the company/organisation	%
Entrepreneur, co-owner, freelancer	13
Managing director, board member, head of an authority etc.	14
Area manager, works manager, plant manager, branch manager, head of public office	16
Department head, group head, team leader	21
Other salaried staff, civil servant, skilled worker	24
Lecturer, teacher	2
Trainee	1
Other position	1
Student	6
Other not gainfully employed	2
Economic sector	%
Mechanical engineering, toolmaking and apparatus construction	16
Plant construction, engineering	14
Iron and steel production	9
Non-ferrous metals industry	8
Vehicle and gearbox manufacturing, supply industry	6
Service/consulting	6
Energy technology	5
Stone, sands, cement, glass, ceramics	4
Metal forming, surface hardening, surface tempering, specialist tempering plant	4
Steel works, stainless steel works	3
Other sectors	19
Student	6
Other not gainfully employed	2

Size of company/organisation:	
Number of employees	%
1- 4	8
5- 9	1
10- 49	25
50- 199	19
200- 499	14
500 - 999	6
1 000 and more	18
Student	6
Other not gainfully employed	2

Conducted by: Wissler & Partner, Basel

Trade visitors' profile

Visitors (number of entries)	30 972
Proportion of trade visitors	99%
Germany (total)	93
of which	
Nielsen 1	18
Nielsen 2	42
Nielsen 3a	15
Nielsen 3b	7
Baden-Württemb.	7
Foreign (total)	7
of which	
EU	83
Other european countries	14
Other countries	3
Distance to home	%
up to 50 km	22
more than 50 km up to 100 km	13
more than 100 km up to 300 km	50
over 300 km	15
Country with the highest visitor share	%
Netherlands	31
Frequency of visits to exhibition	%
Previous event	40
Earlier events	69
First visit	24
Average length of stay	1,3 days
Influence on purchasing/procurement decisions	%
Decisively	46
Collectively	23
In an advisory capacity	16
No	13
Student	1

Area of responsibility	%
Management	51
Research/development/design	3
Manufacturing, production, quality control	-
Buying/procurement	-
Finance/accounting, controlling	-
Information and communication technology	-
Personnel administration, administration	4
Sales	13
Marketing, advertising, PR	-
Logistics: storage, material management, transport	1
Maintenance/repairs	-
Other area	27
Student	1
Position in the company/organisation	%
Entrepreneur, co-owner, freelancer	52
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	1
Foreman, master craftsman	4
Other salaried staff, civil servant, skilled worker	29
Journeyman	4
Lecturer, teacher	1
Trainee	6
Other position	1
Student	1
Economic sector	%
Hairdressers' trade	93
Other skilled trades	1
Industry	1
Trade	1
Service	3
Other	2
Size of company/organisation:	
Number of employees	%
1- 4	49
5- 9	29
10- 49	14
50- 199	4
200 - 499	1
500 - 999	-
1 000 and more	1
Student	1

Conducted by: Wissler & Partner, Basel

Private visitors' profile

Visitors (number of entries)	36 821*
Proportion of private visitors	93%
Germany (total)	99
of which	
Nielsen 1	1
Nielsen 2	94
Nielsen 3a	4
Nielsen 3b	-
Saarland	-
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 exhibition	%
Previous event	39
Earlier events	49
First visit	42
Sex	%
Male	45
Female	55
Size of household	%
1 person	22
2 persons	52
3 persons	12
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

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 manager, branch manager, head of public office	3
Department head, group head, team leader	7
Other salaried staff, civil servant, skilled worker	43
Lecturer, teacher	5
Trainee	1
Housewife/man	3
Old-age pensioner	20
Other not gainfully employed	1
Other position	5
Student	3
Buying and ordering capacity	%
Purchase or order made or intended at the exhibition	
yes	55
no	10
maybe	36
Follow-up business	%
Intend to buy at later date	
yes	35
no	8
maybe	57

Conducted by: Wissler & Partner, Basel

viscom → Düsseldorf

Trade visitors' profile

Visitors (number of entries)	10 013	Area of responsibility	%
Proportion of trade visitors	98%	Management	40
Germany (total)	76	Research/development/design	2
of which		Manufacturing, production, quality control	10
Nielsen 1	15	Buying/procurement	5
Bremen	2	Finance/accounting, controlling	1
Hamburg	3	Information and communication technology	2
Lower Saxony	8	Personnel administration, administration	-
Schleswig-Holstein	2	Sales	12
Nielsen 2	47	Marketing, advertising, PR	16
North Rhine-Westph.	47	Logistics: storage, material management, transport	-
Nielsen 3a	12	Maintenance/repairs	2
Hesse	8	Other area	8
Rhineland-Palatinate	4	Student	3
Saarland	1	Other not gainfully employed	1
Nielsen 3b	9	Position in the company/organisation	%
Baden-Württemberg	9	Entrepreneur, co-owner, freelancer	42
Foreign (total)	24	Managing director, board member, head of an authority etc.	12
of which		Area manager, works manager, plant manager, branch manager, head of public office	5
EU	83	Department head, group head, team leader	15
Other european countries	12	Other salaried staff, civil servant, skilled worker	14
Other countries	5	Lecturer, teacher	1
Distance to home	%	Trainee	5
up to 50 km	21	Other position	2
more than 50 km up to 100 km	11	Student	3
more than 100 km up to 300 km	30	Other not gainfully employed	1
over 300 km	39	Economic sector	%
Countries with the highest visitor shares	%	Advertising	54
Netherlands	25	Publishing/printing	7
Belgium	10	Other service	10
Frequency of visits to exhibition	%	Wholesale trade	5
Previous event	25	Retail trade	3
Earlier events	43	Information/communication Industry	2
First visit	45	Other industry	4
Average length of stay	1,2 days	Other sectors	13
Influence on purchasing/procurement decisions	%	Student	3
Decisively	47	Other not gainfully employed	1
Collectively	26	Size of company/organisation:	%
In an advisory capacity	17	Number of employees	%
No	6	1- 4	36
Student	3	5- 9	16
Other not gainfully employed	1	10- 49	22
		50- 199	11
		200- 499	4
		500 - 999	3
		1 000 and more	5
		Student	3
		Other not gainfully employed	1

Conducted by: Wissler & Partner, Basel

Rapid. Tech (2014) → Erfurt

Trade visitors' profile

Visitors (number of entries)	3 049	Area of responsibility	%
Proportion of trade visitors	70%	Management	20
Germany (total)	96	Research/development/design	35
of which		Manufacturing, production, quality control	11
Nielsen 1	7	Buying/procurement	4
Bremen	-	Finance/accounting, controlling	-
Hamburg	1	Information and communication technology	2
Lower Saxony	5	Personnel administration, administration	-
Schleswig-Holstein	1	Sales	6
Nielsen 2	8	Marketing, advertising, PR	4
Mecklenburg-	8	Logistics: storage, material management, transport	-
North Rhine-Westph.	8	Maintenance/repairs	1
Nielsen 3a	6	Other area	4
Hesse	3	Student	13
Rhineland-Palatinate	2	Position in the company/organisation	%
Saarland	-	Entrepreneur, co-owner, freelancer	24
Nielsen 3b	12	Managing director, board member, head of an authority etc.	7
Baden-Württemberg	12	Area manager, works manager, plant manager, branch manager, head of public office	6
Foreign (total)	4	Department head, group head, team leader	13
Distance to home	%	Other salaried staff, civil servant, skilled worker	27
up to 50 km	21	Lecturer, teacher	2
more than 50 km up to 100 km	6	Trainee	2
more than 100 km up to 300 km	27	Other position	3
over 300 km	46	Student	15
Frequency of visits to exhibition	%	Economic sector	%
Previous event	17	Machine and plant construction	12
Earlier events	9	Automobile industry or its supplying firms	9
First visit	73	Medical technology	12
Average length of stay	1,3 days	Aerospace industry	4
Influence on purchasing/procurement decisions	%	Toolmaking and mould-making	3
Decisively	23	Electrical engineering/electronics	4
Collectively	23	Precision engineering and optics	3
In an advisory capacity	25	Metal trade	1
No	15	Other industry	1
Student	13	Skilled trades	2
		Trade	3
		Service	15
		Universities	19
		Other	22
		Size of company/organisation:	%
		Number of employees	%
		1- 4	21
		5- 9	6
		10- 49	14
		50- 199	16
		200 - 499	11
		500 - 999	2
		1 000 and more	18
		Student	13

Conducted by: Honestly MT GmbH, Karlsruhe

EQUITANA

Private visitors' profile

Visitors (number of entries)	169 147	Area of responsibility	%
Proportion of private visitors	81%	Management	20
Germany (total)	93	Research/development/design	35
of which		Manufacturing, production, quality control	11
Nielsen 1	8	Buying/procurement	4
Bremen	-	Finance/accounting, controlling	-
Hamburg	-	Information and communication technology	2
Lower Saxony	7	Personnel administration, administration	-
Schleswig-Holstein	1	Sales	6
Nielsen 2	66	Marketing, advertising, PR	4
Mecklenburg-	66	Logistics: storage, material management, transport	-
North Rhine-Westph.	66	Maintenance/repairs	1
Nielsen 3a	18	Other area	4
Hesse	8	Student	13
Rhineland-Palatinate	9	Position in the company/organisation	%
Saarland	1	Entrepreneur, co-owner, freelancer	24
Nielsen 3b	3	Managing director, board member, head of an authority etc.	7
Baden-Württemberg	3	Area manager, works manager, plant manager, branch manager, head of public office	6
Foreign (total)	7	Department head, group head, team leader	13
of which		Other salaried staff, civil servant, skilled worker	27
EU	85	Lecturer, teacher	2
Other european countries	13	Trainee	2
Other countries	2	Other position	3
Countries with the highest visitor shares	%	Student	15
Netherlands	28	Economic sector	%
Belgium	24	Machine and plant construction	12
Switzerland	12	Automobile industry or its supplying firms	9
Austria	10	Medical technology	12
Luxembourg	8	Aerospace industry	4
Distance to home	%	Toolmaking and mould-making	3
up to 50 km	31	Electrical engineering/electronics	4
more than 50 km up to 100 km	19	Precision engineering and optics	3
more than 100 km up to 300 km	36	Metal trade	1
over 300 km	15	Other industry	1
Frequency of visits to exhibition	%	Skilled trades	2
Previous event	50	Trade	3
Earlier events	60	Service	15
First visit	24	Universities	19
Sex	%	Other	22
Male	11	Size of company/organisation:	%
Female	89	Number of employees	%
Size of household	%	1- 4	21
1 person	14	5- 9	6
2 persons	31	10- 49	14
3 persons	20	50- 199	16
4 persons	24	200 - 499	11
5 persons and more	12	500 - 999	2
Age	%	1 000 and more	18
up to 20 years	27	Student	13
over 20 up to 30 years	27	Conducted by: Honestly MT GmbH, Karlsruhe	
over 30 up to 40 years	14		
over 40 up to 50 years	19		
over 50 up to 60 years	10		
over 60 up to 70 years	3		
over 70 years	1		

Position in the company/organisation	%
Entrepreneur, co-owner, freelancer	9
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	7
Other salaried staff, civil servant, skilled worker	28
Lecturer, teacher	3
Trainee	8
Other position	8
Student	23
Housewife/man	4
Old-age pensioner	4
Other not gainfully employed	3
Buying and ordering capacity	%
Purchase or order made or intended at the exhibition	
yes	88
no	3
maybe	9
Follow-up business	%
Intend to buy at later date	
yes	31
no	20
maybe	49
Conducted by: factx Gesellschaft für Markt- und Sozialforschung, Köln	

Trade visitors' profile

Visitors (number of entries)	20 371	Area of responsibility	%
Proportion of trade visitors	98%	Management	13
Germany (total)	82	Research/development/design	8
of which		Manufacturing, production, quality control	2
Nielsen 1	12	Buying/procurement	10
Bremen	-	Finance/accounting, controlling	3
Hamburg	2	Information and communication technology	13
Lower Saxony	6	Personnel administration, administration	1
Schleswig-Holstein	2	Sales	16
Nielsen 2	47	Marketing, advertising, PR	4
North Rhine-Westph.	47	Logistics: storage, material management, transport	1
Nielsen 3a	13	Maintenance/repairs	3
Hesse	10	Other area	15
Rhineland-Palatinate	3	Student	12
Saarland	1	Other not gainfully employed	1
Nielsen 3b	8	Position in the company/organisation	%
Baden-Württemberg	8	Entrepreneur, co-owner, freelancer	11
Foreign (total)	18	Managing director, board member, head of an authority etc.	6
of which		Area manager, works manager, plant manager, branch manager, head of public office	11
EU	74	Department head, group head, team leader	23
Other european countries	21	Other salaried staff, civil servant, skilled worker	32
Other countries	5	Lecturer, teacher	2
Distance to home	%	Trainee	1
up to 50 km	21	Other position	2
more than 50 km up to 100 km	13	Student	12
more than 100 km up to 300 km	22	Other not gainfully employed	1
over 300 km	44	Economic sector	%
Countries with the highest visitor shares	%	Power supply company	32
Netherlands	14	Consultants, service providers	22
United Kingdom	11	Public utilities, council representatives	8
Switzerland	11	Research, press, associations	3
Frequency of visits to exhibition	%	Business customers, industrial enterprises	12
Previous event	27	Other sectors	12
Earlier events	29	Student	12
First visit	50	Other not gainfully employed	1
Average length of stay	1,3 days	Size of company/organisation:	
Influence on purchasing/procurement decisions	%	Number of employees	%
Decisively	19	1- 4	7
Collectively	30	5- 9	5
In an advisory capacity	23	10- 49	13
No	15	50- 199	17
Student	12	200- 499	10
Other not gainfully employed	1	500 - 999	28
		1 000 and more	12
		Student	12
		Other not gainfully employed	1
		Conducted by: Gelszus Messe-Marktforschung GmbH, Dortmund	

Trade visitors' profile

Visitors (number of entries)	41 856	Area of responsibility	%
Proportion of trade visitors	94%	Management	26
Germany (total)	60	Research/development/design	5
of which		Manufacturing, production, quality control	16
Nielsen 1	18	Buying/procurement	7
Bremen	-	Finance/accounting, controlling	1
Hamburg	1	Information and communication technology	1
Lower Saxony	13	Personnel administration, administration	1
Schleswig-Holstein	4	Sales	19
Nielsen 2	46	Marketing, advertising, PR	2
North Rhine-Westph.	46	Logistics: storage, material management, transport	1
Nielsen 3a	13	Maintenance/repairs	2
Hesse	6	Other area	13
Rhineland-Palatinate	6	Student	6
Saarland	1	Other not gainfully employed	1
Nielsen 3b	8	Position in the company/organisation	%
Baden-Württemberg	8	Entrepreneur, co-owner, freelancer	27
Foreign (total)	40	Managing director, board member, head of an authority etc.	5
of which		Area manager, works manager, plant manager, branch manager, head of public office	8
EU	70	Department head, group head, team leader	9
Other european countries	13	Other salaried staff, civil servant, skilled worker	7
North America	4	Lecturer, teacher	4
South-, East-, Central Asia	8	Trainee	15
Other countries	5	Farmer, horticulturist	10
Distance to home	%	Florist	6
up to 50 km	11	Other position	3
more than 50 km up to 100 km	12	Student	6
more than 100 km up to 300 km	24	Other not gainfully employed	1
over 300 km	53	Economic sector	%
Countries with the highest visitor shares	%	Plant producer	21
Netherlands	19	Florist wholesale trade	5
Italy	8	Seed trade	2
Denmark	5	End-sales outlet	6
Poland	5	Public authority, municipal garden department	3
Spain	4	Horticulture and landscape gardening	11
Frequency of visits to exhibition	%	Landscape designer	3
Previous event	31	Garden centre	5
Earlier events	43	Gardening company	5
First visit	32	Florist, specialist retailer	9
Average length of stay	1,4 days	Fruit and vegetable growing	1
Influence on purchasing/procurement decisions	%	Cemetery gardeners	2
Decisively	32	Substrate manufacturers	1
Collectively	24	Nursery	5
In an advisory capacity	18	Wholesale trade	4
No	20	Home improvement centre	1
Student	6	Hypermarket	1
Other not gainfully employed	1	Other sectors	9
		Student	6
		Other not gainfully employed	1
		Size of company/organisation:	
		Number of employees	%
		1- 4	23
		5- 9	21
		10- 49	29
		50- 199	12
		200- 499	4
		500 - 999	2
		1 000 and more	5
		Student	6
		Other not gainfully employed	1
		Conducted by: Gelszus Messe-Marktforschung GmbH, Dortmund	

Ambiente → Frankfurt/Main

Trade visitors' profile

Visitors (number of entries)	134 620	Area of responsibility	%
Proportion of trade visitors	87%	Management	36
Germany (total)	42	Research/development/design	5
of which		Manufacturing, production, quality control	3
Nielsen 1	10	Buying/procurement	18
Bremen	1	Finance/accounting, controlling	1
Hamburg	3	Information and communication technology	1
Lower Saxony	4	Personnel administration, administration	1
Schleswig-Holstein	2	Sales	17
Nielsen 2	15	Marketing, advertising, PR	6
North Rhine-Westph.	15	Logistics: storage, material management, transport	1
Nielsen 3a	42	Maintenance/repairs	-
Hesse	29	Other area	7
Rhineland-Palatinate	11	Student	3
Saarland	2	Other not gainfully employed	2
Nielsen 3b	14		
Baden-Württemberg	14		
Foreign (total)	58	Position in the company/organisation	%
of which		Entrepreneur, co-owner, freelancer	42
EU	60	Managing director, board member, etc.	15
Other european countries	11	Area manager, works manager, plant manager, branch manager	11
Africa	4	Department head, group head	11
North America	5	Other salaried staff, skilled workers	12
South and Central America	3	Lecturer, teacher	1
Middle East	5	Trainee	1
South-, East-, Central Asia	12	Other position	2
Australia	1	Student	3
		Other not gainfully employed	2
Distance to home	%	Economic sector	%
up to 50 km	10	Retail trade	46
more than 50 km up to 100 km	7	Wholesale/foreign trade	20
more than 100 km up to 300 km	17	Service	13
over 300 km	66	Industry	6
Countries with the highest visitor shares	%	Skilled trades	2
Italy	8	Other sectors	8
France	8	Student	3
United Kingdom	8	Other not gainfully employed	2
Spain	5		
Switzerland	5		
Frequency of visits to exhibition	%	Size of company/organisation:	%
Previous event	41	Number of employees	
Earlier events	53	1- 4	31
First visit	36	5- 9	13
		10- 49	21
		50- 199	13
		200- 499	5
		500 - 999	3
		1 000 and more	10
		Student	3
		Other not gainfully employed	2
Average length of stay	2,2 days	Conducted by: Wissler & Partner, Basel	
Influence on purchasing/procurement decisions	%		
Decisively	46		
Collectively	26		
In an advisory capacity	14		
No	9		
Student	3		
Other not gainfully employed	2		

Christmasworld → Frankfurt/Main

Trade visitors' profile

Visitors (number of entries)	36 148*	Area of responsibility	%
Proportion of trade visitors	92%	Management	32
Germany (total)	41	Research/development/design	4
of which		Manufacturing, production, quality control	5
Nielsen 1	11	Buying/procurement	17
Bremen	1	Finance/accounting, controlling	1
Hamburg	2	Information and communication technology	-
Lower Saxony	6	Personnel administration, administration	2
Schleswig-Holstein	2	Sales	17
Nielsen 2	21	Marketing, advertising, PR	7
North Rhine-Westph.	21	Logistics: storage, material management, transport	1
Nielsen 3a	27	Maintenance/repairs	-
Hesse	17	Other area	8
Rhineland-Palatinate	9	Student	3
Saarland	1	Other not gainfully employed	3
Nielsen 3b	15		
Baden-Württemberg	15		
Foreign (total)	59	Position in the company/organisation	%
of which		Entrepreneur, co-owner, freelancer	45
EU	72	Managing director, board member, etc.	14
Other european countries	10	Area manager, works manager, plant manager, branch manager	11
North America	7	Department head, group head	12
South-, East-, Central Asia	6	Other salaried staff, skilled workers	9
Other countries	5	Lecturer, teacher	1
		Trainee	1
		Other position	2
		Student	3
		Other not gainfully employed	3
Distance to home	%	Economic sector	%
up to 50 km	7	Retail trade	46
more than 50 km up to 100 km	4	Wholesale/foreign trade	18
more than 100 km up to 300 km	21	Service	20
over 300 km	68	Industry	4
Countries with the highest visitor shares	%	Skilled trades	4
Italy	17	Other sectors	2
France	12	Student	3
USA	6	Other not gainfully employed	3
Netherlands	6		
Austria	5		
Frequency of visits to exhibition	%	Size of company/organisation:	%
Previous event	43	Number of employees	
Earlier events	45	1- 4	34
First visit	35	5- 9	14
		10- 49	19
		50- 199	12
		200- 499	5
		500 - 999	2
		1 000 and more	8
		Student	3
		Other not gainfully employed	3
Average length of stay	2,0 days	Conducted by: Wissler & Partner, Basel	
Influence on purchasing/procurement decisions	%		
Decisively	44		
Collectively	26		
In an advisory capacity	15		
No	10		
Student	3		
Other not gainfully employed	3		

*) ascertained by a representative poll

Heimtextil

Trade visitors' profile

Visitors (number of entries)	67 861	Area of responsibility	%
Proportion of trade visitors	95%	Management	32
Germany (total)	31	Research/development/design	4
of which		Manufacturing, production, quality control	5
Nielsen 1	9	Buying/procurement	17
Bremen	1	Finance/accounting, controlling	1
Hamburg	2	Information and communication technology	-
Lower Saxony	5	Personnel administration, administration	2
Schleswig-Holstein	1	Sales	17
Nielsen 2	14	Marketing, advertising, PR	7
North Rhine-Westph.	14	Logistics: storage, material management, transport	1
Nielsen 3a	31	Maintenance/repairs	-
Hesse	21	Other area	8
Rhineland-Palatinate	9	Student	3
Saarland	1	Other not gainfully employed	3
Nielsen 3b	13		
Baden-Württemberg	13		
Foreign (total)	69	Position in the company/organisation	%
of which		Entrepreneur, co-owner, freelancer	45
EU	47	Managing director, board member, etc.	14
Other european countries	11	Area manager, works manager, plant manager, branch manager	11
Africa	3	Department head, group head	12
North America	5	Other salaried staff, skilled workers	9
South and Central America	4	Lecturer, teacher	1
Middle East	10	Trainee	1
South-, East-, Central Asia	18	Other position	2
Australia	1	Student	3
		Other not gainfully employed	3
Distance to home	%	Economic sector	%
up to 50 km	6	Retail trade	46
more than 50 km up to 100 km	5	Wholesale/foreign trade	18
more than 100 km up to 300 km	12	Service	20
over 300 km	78	Industry	4
Countries with the highest visitor shares	%	Skilled trades	4
India	7	Other sectors	2
United Kingdom	7	Student	3
France	7	Other not gainfully employed	3
Pakistan	6		
Turkey	5		
Frequency of visits to exhibition	%	Size of company/organisation:	%
Previous event	39	Number of employees	
Earlier events	56	1- 4	34
First visit	35	5- 9	14
		10- 49	19
		50- 199	12
		200- 499	5
		500 - 999	2
		1 000 and more	8
		Student	3
		Other not gainfully employed	3
Average length of stay	2,3 days	Conducted by: Wissler & Partner, Basel	
Influence on purchasing/procurement decisions	%		
Decisively	38		
Collectively	27		
In an advisory capacity	16		
No	14		
Student	3		
Other not gainfully employed	2		

Trade visitors' profile

Area of responsibility	%
Management	33
Research/development/design	9
Manufacturing, production, quality control	8
Buying/procurement	14
Finance/accounting, controlling	1
Information and communication technology	-
Personnel administration, administration	1
Sales	17
Marketing, advertising, PR	5
Logistics: storage, material management, transport	1
Maintenance/repairs	1
Other area	7
Student	3
Other not gainfully employed	2
Position in the company/organisation	%
Entrepreneur, co-owner, freelancer	36
Managing director, board member, etc.	17
Area manager, works manager, plant manager, branch manager	10
Department head, group head	12
Other salaried staff, skilled workers	13
Lecturer, teacher	2
Trainee	3
Other position	2
Student	3
Other not gainfully employed	2
Economic sector	%
Retail trade	31
Wholesale/foreign trade	21
Service	18
Industry	15
Skilled trades	4
Other sectors	6
Student	3
Other not gainfully employed	2
Size of company/organisation:	
Number of employees	%
1- 4	24
5- 9	13
10- 49	21
50- 199	17
200- 499	7
500 - 999	3
1 000 and more	10
Student	3
Other not gainfully employed	2

Conducted by: Wissler & Partner, Basel

Visitors (number of entries)	196 777
Proportion of trade visitors	95%
Germany (total)	60
of which	
Nielsen 1	6
Nielsen 2	14
Nielsen 3a	41
Nielsen 3b	19
Nielsen 4	12
Nielsen 5+6	4
Bremen	-
Hamburg	1
Lower Saxony	4
Schleswig-Holstein	1
West Pomerania	-
Saxony-Anhalt	1
Nielsen 7	4
Saxony	1
Thuringia	3
Brandenburg	1
Mecklenburg-	
Other area	12
Hesse	28
Rhineland-Palatinate	12
Saarland	2
Baden-Württemberg	19
Foreign (total)	40
of which	
EU	67
Other european countries	14
Africa	3
North America	4
South and Central America	1
Middle East	4
South-, East-, Central Asia	6
Australia	1
Distance to home	%
up to 50 km	12
more than 50 km up to 100 km	11
more than 100 km up to 300 km	31
over 300 km	46
Countries with the highest visitor shares	%
France	16
Italy	8
Switzerland	7
Netherlands	6
United Kingdom	5
Frequency of visits to exhibition	%
Previous event	44
Earlier events	49
First visit	37

Average length of stay 1,7 days

Influence on purchasing/procurement decisions	%
Decisively	25
Collectively	27
In an advisory capacity	21
No	19
Student	6
Other not gainfully employed	2

Area of responsibility	%
Management	26
Research/development/design	10
Manufacturing, production, quality control	4
Buying/procurement	5
Finance/accounting, controlling	1
Information and communication technology	1
Personnel administration, administration	1
Sales	13
Marketing, advertising, PR	4
Logistics: storage, material management, transport	1
Maintenance/repairs	15
Other area	12
Student	6
Other not gainfully employed	2
Position in the company/organisation	%
Entrepreneur, co-owner, freelancer	27
Managing director, board member, etc.	11
Area manager, works manager, plant manager, branch manager	9
Department head, group head	14
Other salaried staff, skilled workers	21
Lecturer, teacher	1
Trainee	7
Other position	3
Student	6
Other not gainfully employed	2
Economic sector	%
Skilled trades	35
Industry	21
Trade	14
Service	15
Other sectors	7
Student	6
Other not gainfully employed	2
Size of company/organisation:	
Number of employees	%
1- 4	21
5- 9	12
10- 49	22
50- 199	13
200- 499	6
500 - 999	6
1 000 and more	13
Student	6
Other not gainfully employed	2

Conducted by: Wissler & Partner, Basel

Trade visitors' profile

Visitors (number of entries)	65 355*
Proportion of trade visitors	70%
Germany (total)	61
of which	
Nielsen 1	5
Nielsen 2	14
Nielsen 3a	42
Nielsen 3b	16
Nielsen 4	12
Nielsen 5+6	6
Bremen	-
Hamburg	1
Lower Saxony	2
Schleswig-Holstein	1
West Pomerania	-
Saxony-Anhalt	1
Nielsen 7	6
Saxony	4
Thuringia	2
Brandenburg	2
Mecklenburg-	
Other area	12
Hesse	31
Rhineland-Palatinate	10
Saarland	1
Baden-Württemberg	16
Foreign (total)	39
of which	
EU	77
Other european countries	11
North America	3
South-, East-, Central Asia	4
Other countries	4
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	27
over 300 km	50
Countries with the highest visitor shares	%
Netherlands	11
Belgium	10
Italy	10
United Kingdom	9
France	9
Frequency of visits to exhibition	%
Previous event	36
Earlier events	57
First visit	31
Average length of stay	1,7 days
Influence on purchasing/procurement decisions	%
Decisively	27
Collectively	15
In an advisory capacity	17
No	13
Student	26
Other not gainfully employed	2

Conducted by: Wissler & Partner, Basel

*) ascertained by a representative poll

Paperworld → Frankfurt/Main

Trade visitors' profile

Visitors (number of entries)	39 287*	Area of responsibility	%
Proportion of trade visitors	96%	Management	35
Germany (total)	34	Research/development/design	5
of which		Manufacturing, production, quality control	5
Nielsen 1	9	Buying/procurement	13
Bremen	-	Finance/accounting, controlling	1
Hamburg	3	Information and communication technology	1
Lower Saxony	6	Personnel administration, administration	1
Schleswig-Holstein	1	Sales	16
Nielsen 2	15	Marketing, advertising, PR	6
North Rhine-Westph.	15	Logistics: storage, material management, transport	1
Nielsen 3a	32	Maintenance/repairs	1
Hesse	27	Other area	9
Rhineland-Palatinate	5	Student	4
Saarland	-	Other not gainfully employed	2
Nielsen 3b	18		
Baden-Württemb.	18		
Foreign (total)	66	Position in the company/organisation	%
of which		Entrepreneur, co-owner, freelancer	36
EU	62	Managing director, board member, etc.	19
Other european countries	11	Area manager, works manager, plant manager, branch manager	10
Africa	6	Department head, group head	11
North America	3	Other salaried staff, skilled workers	13
South and Central America	4	Lecturer, teacher	2
Middle East	5	Trainee	1
South-, East-, Central Asia	8	Other position	2
Australia	2	Student	4
		Other not gainfully employed	2
Distance to home	%	Economic sector	%
up to 50 km	9	Retail trade	29
more than 50 km up to 100 km	3	Wholesale/foreign trade	26
more than 100 km up to 300 km	14	Service	16
over 300 km	74	Industry	12
Countries with the highest visitor shares	%	Skilled trades	2
Italy	9	Other sectors	9
United Kingdom	7	Student	4
France	6	Other not gainfully employed	2
Netherlands	5		
Spain	4		
Frequency of visits to exhibition	%	Size of company/organisation:	%
Previous event	39	Number of employees	
Earlier events	44	1- 4	27
First visit	38	5- 9	1
		10- 49	20
		50- 199	14
		200- 499	6
		500 - 999	5
		1 000 and more	8
		Student	4
		Other not gainfully employed	2
Average length of stay	2,0 days	Conducted by: Wissler & Partner, Basel	
Influence on purchasing/procurement decisions	%	*) ascertained by a representative poll	
Decisively	38		
Collectively	23		
In an advisory capacity	17		
No	15		
Student	4		
Other not gainfully employed	2		

Prolight + Sound → Frankfurt/Main

Trade visitors' profile

Visitors (number of entries)	43 054*	Area of responsibility	%
Proportion of trade visitors	85%	Management	29
Germany (total)	47	Research/development/design	7
of which		Manufacturing, production, quality control	5
Nielsen 1	11	Buying/procurement	3
Bremen	1	Finance/accounting, controlling	1
Hamburg	2	Information and communication technology	4
Lower Saxony	7	Personnel administration, administration	2
Schleswig-Holstein	1	Sales	8
Nielsen 2	18	Marketing, advertising, PR	3
North Rhine-Westph.	18	Logistics: storage, material management, transport	3
Nielsen 3a	28	Maintenance/repairs	4
Hesse	19	Other area	21
Rhineland-Palatinate	8	Student	10
Saarland	1	Other not gainfully employed	2
Nielsen 3b	17		
Baden-Württemb.	17		
Foreign (total)	53	Position in the company/organisation	%
of which		Entrepreneur, co-owner, freelancer	37
EU	72	Managing director, board member, etc.	9
Other european countries	12	Area manager, works manager, plant manager, branch manager	7
Africa	3	Department head, group head	8
South-, East-, Central Asia	7	Other salaried staff, skilled workers	11
Other countries	6	Lecturer, teacher	6
		Trainee	5
		Other position	5
		Student	10
		Other not gainfully employed	2
Distance to home	%	Economic sector	%
up to 50 km	7	Retail trade	9
more than 50 km up to 100 km	6	Wholesale/foreign trade	7
more than 100 km up to 300 km	23	Skilled trades	3
over 300 km	64	Industry	4
Countries with the highest visitor shares	%	Educational institution	16
Netherlands	12	Services/free-lance	25
Belgium	7	Event venue	15
France	7	Media	8
Italy	5	Other sectors	11
Sweden	5	Other not gainfully employed	2
Frequency of visits to exhibition	%	Size of company/organisation:	%
Previous event	44	Number of employees	
Earlier events	61	1- 4	38
First visit	30	5- 9	10
		10- 49	18
		50- 199	7
		200- 499	5
		500 - 999	3
		1 000 and more	7
		Student	10
		Other not gainfully employed	2
Average length of stay	2,0 days	Conducted by: Wissler & Partner, Basel	
Influence on purchasing/procurement decisions	%	*) ascertained by a representative poll	
Decisively	29		
Collectively	26		
In an advisory capacity	16		
No	17		
Student	10		
Other not gainfully employed	2		

Techtextil

Trade visitors' profile

Visitors (number of entries)	28 491*	Area of responsibility	%
Proportion of trade visitors	97%	Management	29
Germany (total)	41	Research/development/design	7
of which		Manufacturing, production, quality control	5
Nielsen 1	7	Buying/procurement	3
Bremen	1	Finance/accounting, controlling	1
Hamburg	2	Information and communication technology	4
Lower Saxony	3	Personnel administration, administration	2
Schleswig-Holstein	1	Sales	8
Nielsen 2	25	Marketing, advertising, PR	3
North Rhine-Westph.	25	Logistics: storage, material management, transport	3
Nielsen 3a	21	Maintenance/repairs	4
Hesse	16	Other area	21
Rhineland-Palatinate	5	Student	10
Saarland	-	Other not gainfully employed	2
Nielsen 3b	19		
Baden-Württemb.	19		
Foreign (total)	59	Position in the company/organisation	%
of which		Entrepreneur, co-owner, freelancer	37
EU	66	Managing director, board member, etc.	9
Other european countries	11	Area manager, works manager, plant manager, branch manager	7
Africa	3	Department head, group head	8
North America	7	Other salaried staff, skilled workers	11
South and Central America	2	Lecturer, teacher	6
Middle East	2	Trainee	5
South-, East-, Central Asia	8	Other position	5
Australia	1	Student	10
		Other not gainfully employed	2
Distance to home	%	Economic sector	%
up to 50 km	5	Retail trade	9
more than 50 km up to 100 km	5	Wholesale/foreign trade	7
more than 100 km up to 300 km	19	Skilled trades	3
over 300 km	71	Industry	4
Countries with the highest visitor shares	%	Educational institution	16
France	11	Services/free-lance	25
Italy	8	Event venue	15
United Kingdom	7	Media	8
Belgium	6	Other sectors	11
Netherlands	6	Other not gainfully employed	2
Frequency of visits to exhibition	%	Size of company/organisation:	%
Previous event	37	Number of employees	
Earlier events	33	1- 4	38
First visit	52	5- 9	10
		10- 49	18
		50- 199	7
		200- 499	5
		500 - 999	3
		1 000 and more	7
		Student	10
		Other not gainfully employed	2
Average length of stay	1,8 days	Conducted by: Wissler & Partner, Basel	
Influence on purchasing/procurement decisions	%	*) ascertained by a representative poll	
Decisively	26		
Collectively	24		
In an advisory capacity	22		
No	16		
Student	11		
Other not gainfully employed	2		

Frankfurt/Main

Area of responsibility	%
Management	17
Research/development/design	28
Manufacturing, production, quality control	12
Buying/procurement	8
Finance/accounting, controlling	1
Information and communication technology	1
Personnel administration, administration	-
Sales	11
Marketing, advertising, PR	3
Logistics: storage, material management, transport	1
Maintenance/repairs	1
Other area	5
Student	11
Other not gainfully employed	2
Position in the company/organisation	%
Entrepreneur, co-owner, freelancer	16
Managing director, board member, etc.	12
Area manager, works manager, plant manager, branch manager	13
Department head, group head	15
Other salaried staff, skilled workers	23
Lecturer, teacher	2
Trainee	3
Other position	3
Student	11
Other not gainfully employed	2
Economic sector	%
Industry	59
Retail trade	2
Wholesale/foreign trade	9
Skilled trades	2
Service	7
University/college/polytechnic	3
Research institute	3
Other sectors	2
Student	11
Other not gainfully employed	2

Size of company/organisation:	
Number of employees	%
1- 4 10 500 - 999	7
5- 9 6 1 000 and more	17
10- 49 18 Student	11
50- 199 20 Other not gainfully employed	2
200- 499 10	

Conducted by: Wissler & Partner, Basel

*) ascertained by a representative poll

Tendence Frankfurt/Main

Trade visitors' profile

Visitors (number of entries)	27 466
Proportion of trade visitors	88%
Germany (total)	81
of which	
Nielsen 1 4 Nielsen 4 12	
Bremen - Bavaria 12	
Hamburg - Nielsen 5+6 1	
Lower Saxony - Berlin -	
Schleswig-Holstein - Brandenburg -	
Nielsen 2 16 Mecklenburg-	
North Rhine-Westph. 16 West Pomerania -	
Nielsen 3a 44 Saxony-Anhalt -	
Hesse 30 Nielsen 7 2	
Rhineland-Palatinate 12 Saxony -	
Saarland 2 Thuringia -	
Nielsen 3b 20	
Baden-Württemb. 20	
Foreign (total)	19
of which	
EU 61	
Other european countries 24	
South-, East-, Central Asia 12	
Other countries 4	
Distance to home	%
up to 50 km 19	
more than 50 km up to 100 km 17	
more than 100 km up to 300 km 35	
over 300 km 29	
Countries with the highest visitor shares	%
Switzerland 18	
Italy 9	
France 8	
Austria 7	
China (PR) 5	
Frequency of visits to exhibition	%
Previous event 49	
Earlier events 59	
First visit 30	
Average length of stay	1,4 days
Influence on purchasing/procurement decisions	%
Decisively 59	
Collectively 21	
In an advisory capacity 9	
No 8	
Student 2	
Other not gainfully employed 1	

Area of responsibility	%
Management	45
Research/development/design	2
Manufacturing, production, quality control	4
Buying/procurement	19
Finance/accounting, controlling	1
Information and communication technology	-
Personnel administration, administration	-
Sales	15
Marketing, advertising, PR	4
Logistics: storage, material management, transport	-
Maintenance/repairs	1
Other area	6
Student	2
Other not gainfully employed	1
Position in the company/organisation	%
Entrepreneur, co-owner, freelancer	59
Managing director, board member, etc.	12
Area manager, works manager, plant manager, branch manager	4
Department head, group head	8
Other salaried staff, skilled workers	10
Lecturer, teacher	1
Trainee	1
Other position	3
Student	2
Other not gainfully employed	1
Economic sector	%
Retail trade	59
Wholesale/foreign trade	9
Service	14
Skilled trades	6
Industry	3
Other sectors	6
Student	2
Other not gainfully employed	1

Size of company/organisation:	
Number of employees	%
1- 4 55 500 - 999 2	
5- 9 15 1 000 and more 3	
10- 49 13 Student 2	
50- 199 6 Other not gainfully employed 1	
200- 499 3	

Conducted by: Wissler & Partner, Basel

Texprocess Frankfurt/Main

Trade visitors' profile

Visitors (number of entries)	13 335*
Proportion of trade visitors	99%
Germany (total)	42
of which	
Nielsen 1 6 Nielsen 4 24	
Bremen - Bavaria 24	
Hamburg 3 Nielsen 5+6 5	
Lower Saxony 2 Berlin 4	
Schleswig-Holstein - Brandenburg 1	
Nielsen 2 19 Mecklenburg-	
North Rhine-Westph. 19 West Pomerania -	
Nielsen 3a 25 Saxony-Anhalt -	
Hesse 18 Nielsen 7 7	
Rhineland-Palatinate 6 Saxony 5	
Saarland - Thuringia 2	
Nielsen 3b 16	
Baden-Württemb. 16	
Foreign (total)	58
of which	
EU 63	
Other european countries 11	
Africa 3	
South and Central America 3	
South-, East-, Central Asia 15	
Other countries 4	
Distance to home	%
up to 50 km 7	
more than 50 km up to 100 km 4	
more than 100 km up to 300 km 20	
over 300 km 69	
Countries with the highest visitor shares	%
Belgium 10	
Italy 8	
France 7	
Portugal 6	
India 5	
Frequency of visits to exhibition	%
Previous event 29	
Earlier events 23	
First visit 61	
Average length of stay	1,8 days
Influence on purchasing/procurement decisions	%
Decisively 27	
Collectively 21	
In an advisory capacity 18	
No 20	
Student 14	
Other not gainfully employed 1	

Area of responsibility	%
Management	22
Research/development/design	11
Manufacturing, production, quality control	21
Buying/procurement	6
Finance/accounting, controlling	1
Information and communication technology	2
Personnel administration, administration	-
Sales	8
Marketing, advertising, PR	3
Logistics: storage, material management, transport	-
Maintenance/repairs	4
Other area	7
Student	14
Other not gainfully employed	1
Position in the company/organisation	%
Entrepreneur, co-owner, freelancer	21
Managing director, board member, etc.	13
Area manager, works manager, plant manager, branch manager	10
Department head, group head	13
Other salaried staff, skilled workers	15
Lecturer, teacher	4
Trainee	8
Other position	1
Student	14
Other not gainfully employed	1
Economic sector	%
Industry	41
Retail trade	6
Wholesale/foreign trade	14
Skilled trades	7
Service	8
University/college/polytechnic	5
Other sectors	4
Student	14
Other not gainfully employed	1
Size of company/organisation:	
Number of employees	%
1- 4 15 500 - 999 6	
5- 9 7 1 000 and more 17	
10- 49 18 Student 14	
50- 199 13 Other not gainfully employed 1	
200- 499 10	

Conducted by: Wissler & Partner, Basel

*) ascertained by a representative poll

hanseboot → Hamburg

Private visitors' profile

Visitors (number of entries)	69 111	Position in the company/organisation	%
Proportion of private visitors	85%	Entrepreneur, co-owner, freelancer	18
Germany (total)	95	Managing director, board member, head of an authority etc.	3
of which		Area manager, works manager, plant manager, branch manager, head of public office	4
Nielsen 1	82	Department head, group head, team leader	11
Bremen	2	Other salaried staff, civil servant, skilled worker	30
Hamburg	26	Lecturer, teacher	2
Lower Saxony	25	Trainee	1
Schleswig-Holstein	29	Other position	6
Nielsen 2	5	Student	9
North Rhine-Westph.	5	Housewife/man	1
Nielsen 3a	2	Old-age pensioner	14
Hesse	1	Other not gainfully employed	1
Rhineland-Palatinate	1	Buying and ordering capacity	%
Saarland	-	Purchase or order made or intended at the exhibition	
Nielsen 3b	2	yes	47
Baden-Württemb.	2	no	20
Foreign (total)	5	maybe	33
of which		Follow-up business	%
EU	80	Intend to buy at later date	
Other countries	20	yes	29
Countries with the highest visitor shares	%	no	24
Denmark	34	maybe	47
Austria	25	Conducted by: Gelszus Messe-Marktforschung GmbH, Dortmund	
Distance to home	%		
up to 50 km	42		
more than 50 km up to 100 km	15		
more than 100 km up to 300 km	29		
over 300 km	14		
Frequency of visits to exhibition	%		
Previous event	36		
Earlier events	62		
First visit	26		
Sex	%		
Male	74		
Female	26		
Size of household	%		
1 person	17		
2 persons	47		
3 persons	16		
4 persons	13		
5 persons and more	7		
Age	%		
up to 20 years	6		
over 20 up to 30 years	13		
over 30 up to 40 years	15		
over 40 up to 50 years	22		
over 50 up to 60 years	25		
over 60 up to 70 years	13		
over 70 years	6		

INTERNORGA → Hamburg

Trade visitors' profile

Visitors (number of entries)	93 174	Area of responsibility	%
Proportion of trade visitors	92%	Management	33
Germany (total)	94	Research/development/design	1
of which		Kitchen, Production	22
Nielsen 1	57	Buying/procurement	4
Bremen	3	Finance/accounting, controlling	2
Hamburg	15	Information and communication technology	1
Lower Saxony	26	Personnel administration, administration	2
Schleswig-Holstein	13	Sales	13
Nielsen 2	14	Marketing, advertising, PR	3
North Rhine-Westph.	14	Logistics: storage, material management, transport	1
Nielsen 3a	6	Maintenance/repairs	1
Hesse	4	Bakery	7
Rhineland-Palatinate	2	Other area	5
Saarland	-	Student	4
Nielsen 3b	3	Other not gainfully employed	1
Baden-Württemb.	3	Position in the company/organisation	%
Foreign (total)	6	Entrepreneur, co-owner, freelancer	30
of which		Managing director, board member, head of an authority etc.	7
EU	70	Area manager, works manager, plant manager, branch manager, head of public office	9
Other european countries	12	Department head, group head, team leader	17
Other countries	18	Other salaried staff, civil servant, skilled worker	17
Distance to home	%	Lecturer, teacher	2
up to 50 km	23	Trainee	8
more than 50 km up to 100 km	10	Other position	5
more than 100 km up to 300 km	31	Student	4
over 300 km	36	Other not gainfully employed	1
Countries with the highest visitor shares	%	Economic sector	%
Austria	16	Restaurant	22
Italy	11	Hotels/guest house	15
Frequency of visits to exhibition	%	Bakery, confectioners, cafe	13
Previous event	41	Franchise restaurant	5
Earlier events	51	Industrie (food, nonfood)	5
First visit	30	Catering	4
Average length of stay	1,3 days	Large-scale canteens	4
Influence on purchasing/procurement decisions	%	Large-scale hospitals, homes	3
Decisively	33	Large-scale schools	3
Collectively	33	Large kitchen specialist trade	2
In an advisory capacity	19	Coffee shop	2
No	10	Planning, architecture, interior furnishings, design offices	2
Student	4	Retail grocery trade	2
Other not gainfully employed	1	Snack bars, filling stations	1
		Discotheque, night club, bar	1
		Beverage wholesale	1
		Butcher	1
		Other sectors	9
		Student	4
		Other not gainfully employed	1
		Size of company/organisation:	%
		Number of employees	%
		1- 4	15
		5- 9	14
		10- 49	28
		50- 199	19
		200- 499	6
		500 - 999	4
		1 000 and more	9
		Student	4
		Other not gainfully employed	1

Conducted by: Gelszus Messe-Marktforschung GmbH, Dortmund

REISEN HAMBURG

Private visitors' profile

Visitors (number of entries)	69 192	Distance to home	%
Proportion of private visitors	93%	up to 50 km	73
Germany (total)	99	more than 50 km up to 100 km	17
of which		more than 100 km up to 300 km	8
Nielsen 1	96	over 300 km	2
Bremen	-	Frequency of visits to exhibition	%
Hamburg	45	Previous event	36
Lower Saxony	16	Earlier events	60
Schleswig-Holstein	35	First visit	28
Nielsen 2	1	Sex	%
North Rhine-Westph.	1	Male	48
Nielsen 3a	-	Female	52
Hesse	-	Size of household	%
Rhineland-Palatinate	-	1 person	16
Saarland	-	2 persons	56
Nielsen 3b	-	3 persons	13
Baden-Württemb.	-	4 persons	10
		5 persons and more	4
		Age	%
		up to 20 years	4
		over 20 up to 30 years	12
		over 30 up to 40 years	10
		over 40 up to 50 years	19
		over 50 up to 60 years	26
		over 60 up to 70 years	21
		over 70 years	8

Position in the company/organisation	%
Entrepreneur, co-owner, freelancer	7
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	8
Other salaried staff, civil servant, skilled worker	38
Lecturer, teacher	2
Trainee	1
Other position	6
Student	6
Housewife/man	2
Old-age pensioner	27
Other not gainfully employed	1
Buying and ordering capacity	%
Purchase or order made or intended at the exhibition	
yes	26
no	32
maybe	41
Follow-up business	%
Intend to buy at later date	
yes	25
no	21
maybe	54
Conducted by: Gelszus Messe-Marktforschung GmbH, Dortmund	

Private visitors' profile

Visitors (number of entries)	77 861
Proportion of private visitors	97%
Germany (total)	100
of which	
Nielsen 1	95
Bremen	-
Hamburg	-
Lower Saxony	94
Schleswig-Holstein	-
Nielsen 2	3
North Rhine-Westph.	3
Nielsen 3a	-
Hesse	-
Rhineland-Palatinate	-
Saarland	-
Nielsen 3b	-
Baden-Württemb.	-
Distance to home	%
up to 50 km	67
more than 50 km up to 100 km	26
more than 100 km up to 300 km	7
over 300 km	1
Frequency of visits to exhibition	%
Previous event	32
Earlier events	67
First visit	14
Sex	%
Male	45
Female	55
Size of household	%
1 person	11
2 persons	57
3 persons	15
4 persons	12
5 persons and more	4
Age	%
up to 20 years	2
over 20 up to 30 years	8
over 30 up to 40 years	10
over 40 up to 50 years	24
over 50 up to 60 years	24
over 60 up to 70 years	21
over 70 years	10

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 manager, branch manager, head of public office	2
Department head, group head, team leader	5
Other salaried staff, civil servant, skilled worker	34
Lecturer, teacher	3
Trainee	2
Other position	6
Student	3
Housewife/man	4
Old-age pensioner	31
Other not gainfully employed	5
Buying and ordering capacity	%
Purchase or order made or intended at the exhibition	
yes	51
no	19
maybe	30
Follow-up business	%
Intend to buy at later date	
yes	26
no	23
maybe	52
Conducted by: Gelszus Messe-Marktforschung GmbH, Dortmund	

Trade visitors' profile

Visitors (number of entries)	452 471
Proportion of trade visitors	88%
Germany (total)	77
of which	
Nielsen 1	31
Bremen	-
Hamburg	-
Lower Saxony	25
Schleswig-Holstein	6
Nielsen 2	18
North Rhine-Westph.	18
Nielsen 3a	13
Hesse	7
Rhineland-Palatinate	6
Saarland	-
Nielsen 3b	10
Baden-Württemb.	10
Foreign (total)	23
of which	
EU	71
Other european countries	17
Africa	1
North America	5
South and Central America	1
South-, East-, Central Asia	3
Australia	1
Distance to home	%
up to 50 km	9
more than 50 km up to 100 km	8
more than 100 km up to 300 km	29
over 300 km	54
Countries with the highest visitor shares	%
Netherlands	13
Switzerland	11
Austria	10
Ireland	7
Denmark	6
Frequency of visits to exhibition	%
Previous event	66
First visit	19
Earlier events	67
Average length of stay	1,8 days
Influence on purchasing/procurement decisions	%
Decisively	33
Collectively	25
In an advisory capacity	22
No	16
Student	3
Other not gainfully employed	1

Area of responsibility	%
Management	43
Research/development/design	7
Manufacturing, production, quality control	6
Buying/procurement	4
Finance/accounting, controlling	1
Information and communication technology	1
Personnel administration, administration	1
Sales	6
Marketing, advertising, PR	1
Logistics: storage, material management, transport	3
Maintenance/repairs	11
Other area	12
Student	3
Other not gainfully employed	1
Position in the company/organisation	%
Entrepreneur, co-owner, freelancer	43
Managing director, board member, head of an authority etc.	11
Area manager, works manager, plant manager, branch manager, head of public office	3
Department head, group head, team leader	5
Other salaried staff, civil servant, skilled worker	17
Lecturer, teacher	1
Trainee	8
Other position	7
Student	3
Other not gainfully employed	1
Economic sector	%
Agricultural business, company	59
Forestry	4
Service supply agency	8
Machine cooperative	1
Trade/sales	5
Industry	9
Repaircraft	3
Other sectors	8
Student	3
Other not gainfully employed	1
Size of company/organisation:	
Number of employees	%
1- 4	47
5- 9	10
10- 49	15
50- 199	7
200- 499	3
500 - 999	2
1 000 and more	7
Student	3
Other not gainfully employed	1
N/A	6

Conducted by: Wissler & Partner, Basel

B.I.G. → Hannover

Private visitors' profile

Visitors (number of entries)	17 416	Position in the company/organisation	%
Proportion of private visitors	94%	Entrepreneur, co-owner, freelancer	9
Germany (total)	100	Managing director, board member, head of an authority etc.	3
of which		Area manager, works manager, plant manager, branch manager, head of public office	3
Nielsen 1	97	Department head, group head, team leader	7
Bremen	-	Other salaried staff, civil servant, skilled worker	30
Hamburg	-	Lecturer, teacher	3
Lower Saxony	97	Trainee	-
Schleswig-Holstein	-	Other position	6
Nielsen 2	1	Student	3
North Rhine-Westph.	1	Housewife/man	7
Nielsen 3a	1	Old-age pensioner	26
Hesse	1	Other not gainfully employed	4
Rhineland-Palatinate	-		
Saarland	-	Buying and ordering capacity	%
Nielsen 3b	-	Purchase or order made or intended at the exhibition	
Baden-Württemb.	-	yes	36
		no	24
		maybe	41
Distance to home	%	Follow-up business	%
up to 50 km	81	Intend to buy at later date	32
more than 50 km up to 100 km	14	yes	18
more than 100 km up to 300 km	4	no	18
over 300 km	1	maybe	50
Frequency of visits to exhibition	%	Conducted by: Gelszus Messe-Marktforschung GmbH, Dortmund	
First event			
Sex	%		
Male	45		
Female	55		
Size of household	%		
1 person	7		
2 persons	61		
3 persons	15		
4 persons	13		
5 persons and more	4		
Age	%		
up to 20 years	1		
over 20 up to 30 years	9		
over 30 up to 40 years	13		
over 40 up to 50 years	19		
over 50 up to 60 years	26		
over 60 up to 70 years	23		
over 70 years	9		

BIOTECHNICA/LABVOLUTION → Hannover

Trade visitors' profile

Visitors (number of entries)	9 755	Area of responsibility	%
Proportion of trade visitors	98%	Management	11
Germany (total)	83	Research/development/design	39
of which		Manufacturing, production, quality control	6
Nielsen 1	52	Buying/procurement	2
Bremen	2	Finance/accounting, controlling	-
Hamburg	6	Information and communication technology	1
Lower Saxony	39	Personnel administration, administration	9
Schleswig-Holstein	5	Marketing, advertising, PR	4
Nielsen 2	14	Logistics: storage, material management, transport	-
North Rhine-Westph.	14	Maintenance/repairs	1
Nielsen 3a	7	Other area	5
Hesse	5	Student	20
Rhineland-Palatinate	1	Other not gainfully employed	3
Saarland	-		
Nielsen 3b	5	Position in the company/organisation	%
Baden-Württemb.	5	Entrepreneur, co-owner, freelancer	8
		Managing director, board member, head of an authority etc.	5
Foreign (total)	17	Area manager, works manager, plant manager, branch manager, head of public office	5
of which		Department head, group head, team leader	14
EU	53	Other salaried staff, civil servant, skilled worker	37
Other european countries	17	Lecturer, teacher	2
South-, East-, Central Asia	12	Trainee	3
Other countries	18	Other position	3
Distance to home	%	Student	20
up to 50 km	20	Other not gainfully employed	3
more than 50 km up to 100 km	10		
more than 100 km up to 300 km	34	Economic sector	%
over 300 km	36	Chemical industry	6
Countries with the highest visitor shares	%	Pharmaceuticals industry	11
United Kingdom	10	Plastics industry	2
Netherlands	7	Medical technology	12
Switzerland	7	Environmental technology	2
Frequency of visits to exhibition	%	Foodstuff industry	1
Previous event	34	Trade	5
Earlier events	38	Research institut	15
First visit	50	University/college	18
Average length of stay	1,3 days	Other sectors	10
Influence on purchasing/procurement decisions	%	Student	20
Decisively	20	Other not gainfully employed	3
Collectively	30	Size of company/organisation:	
In an advisory capacity	17	Number of employees	%
No	10	1- 4	6
Student	20	5- 9	7
Other not gainfully employed	3	10- 49	18
		50- 199	15
		200- 499	8
		500 - 999	5
		1 000 and more	18
		Student	20
		Other not gainfully employed	3

Conducted by: Wissler & Partner, Basel

CeBIT

Trade visitors' profile

Visitors (number of entries)	193 297	Area of responsibility	%
Proportion of trade visitors	88%	Management	11
Germany (total)	77	Research/development/design	39
of which		Manufacturing, production, quality control	6
Nielsen 1	41	Buying/procurement	2
Bremen	2	Finance/accounting, controlling	-
Hamburg	5	Information and communication technology	1
Lower Saxony	31	Personnel administration, administration	9
Schleswig-Holstein	4	Marketing, advertising, PR	4
Nielsen 2	19	Logistics: storage, material management, transport	-
North Rhine-Westph.	19	Maintenance/repairs	1
Nielsen 3a	11	Other area	5
Hesse	8	Student	20
Rhineland-Palatinate	3	Other not gainfully employed	3
Saarland	1		
Nielsen 3b	7	Position in the company/organisation	%
Baden-Württemb.	7	Entrepreneur, co-owner, freelancer	8
		Managing director, board member, head of an authority etc.	5
Foreign (total)	23	Area manager, works manager, plant manager, branch manager, head of public office	5
of which		Department head, group head, team leader	14
EU	60	Other salaried staff, civil servant, skilled worker	37
Other european countries	12	Lecturer, teacher	2
Africa	4	Trainee	3
North America	2	Other position	3
South and Central America	3	Student	20
Middle East	8	Other not gainfully employed	3
South-, East-, Central Asia	11		
Distance to home	%	Economic sector	%
up to 50 km	13	Chemical industry	6
more than 50 km up to 100 km	7	Pharmaceuticals industry	11
more than 100 km up to 300 km	32	Plastics industry	2
over 300 km	48	Medical technology	12
Countries with the highest visitor shares	%	Environmental technology	2
Netherlands	11	Foodstuff industry	1
Poland	9	Trade	5
Austria	6	Research institut	15
Belgium	4	University/college	18
Denmark	4	Other sectors	10
Frequency of visits to exhibition	%	Student	20
Previous event	35	Other not gainfully employed	3
Earlier events	62	Size of company/organisation:	
First visit	33	Number of employees	%
Average length of stay	1,5 days	1- 4	6
Influence on purchasing/procurement decisions	%	5- 9	7
Decisively	28	10- 49	18
Collectively	23	50- 199	15
In an advisory capacity	20	200- 499	8
No	12	500 - 999	5
Student	15	1 000 and more	18
Other not gainfully employed	2	Student	20
		Other not gainfully employed	3

Trade visitors' profile

Area of responsibility	%
Management	13
Research/development/design	7
Manufacturing, production, quality control	2
Buying/procurement	2
Finance/accounting, controlling	3
Information and communication technology	37
Personnel administration, administration	2
Sales	7
Marketing, advertising, PR	4
Logistics: storage, material management, transport	1
Maintenance/repairs	2
Other area	4
Student	15
Other not gainfully employed	2
Position in the company/organisation	%
Entrepreneur, co-owner, freelancer	15
Managing director, board member, head of an authority etc.	11
Area manager, works manager, plant manager, branch manager, head of public office	8
Department head, group head, team leader	14
Other salaried staff, civil servant, skilled worker	31
Lecturer, teacher	2
Trainee	4
Other position	-
Student	15
Other not gainfully employed	2
Economic sector	%
Hardware manufacturer	6
Software and IT systems specialists	21
Trade	10
Services provided by companies and freelancers: other services	24
Power industry	3
Manufacturing sector	8
Authority/public services	12
Skilled trades	2
Building trade	2
Traffic and logistic	4
Media industry	4
Travel and tourism	1
Banking, finance and insurance	5
Health system and medical systems	4
Other sectors	1
Student	15
Other not gainfully employed	2
Size of company/organisation:	%
Number of employees	
1- 4	11
5- 9	7
10- 49	15
50- 199	14
200- 499	9
500 - 999	5
1 000 and more	22
Student	15
Other not gainfully employed	2

Conducted by: Wissler & Partner, Basel

Visitors (number of entries)	70 891
Proportion of trade visitors	97%
Germany (total)	99
of which	
Nielsen 1	62
Nielsen 2	15
Nielsen 3a	6
Nielsen 3b	2
Nielsen 3c	2
Nielsen 4	2
Nielsen 5+6	8
Bremen	2
Hamburg	3
Lower Saxony	51
Schleswig-Holstein	6
Mecklenburg-Vorpommern	15
North Rhine-Westphalia	15
Saxony-Anhalt	6
Hesse	5
Rhineland-Palatinate	1
Saarland	-
Thuringia	3
Foreign (total)	1
of which	
EU	71
Other European countries	29
Distance to home	%
up to 50 km	25
more than 50 km up to 100 km	16
more than 100 km up to 300 km	42
over 300 km	16
Frequency of visits to exhibition	%
Previous event	8
Earlier events	59
First visit	38
Average length of stay	1,1 days
Influence on purchasing/procurement decisions	%
Decisively	18
Collectively	40
In an advisory capacity	20
No	14
Student	8
Other not gainfully employed	1

Position in the company/organisation	%
Entrepreneur, co-owner, freelancer	5
Managing director, board member, head of an authority etc.	3
Area manager, works manager, plant manager, branch manager, head of public office	3
Department head, group head, team leader	5
Other salaried staff, civil servant, skilled worker	18
Lecturer, teacher	51
Trainee	5
Other position	2
Student	8
Other not gainfully employed	1
Economic sector	%
General education system	46
Public authority/administration	9
Vocational education system	11
Services, training, consulting	4
Adult education	5
Trade	1
Higher education system	1
Industry	2
University, research	2
Association, organisation, institution	1
Printed products, specialist literature	1
Administration	1
Preschool, kindergarten	14
Further education	2
Other sectors	3
Student	8
Other not gainfully employed	1
Size of company/organisation:	%
Number of employees	
1- 4	5
5- 9	6
10- 49	36
50- 199	33
200- 499	3
500 - 999	2
1 000 and more	5
Student	8
Other not gainfully employed	1

Conducted by: Deutsche Messe AG / mafo-dl, Hannover

Trade visitors' profile

Visitors (number of entries)	37 929
Proportion of trade visitors	96%
Germany (total)	34
of which	
Nielsen 1	40
Nielsen 2	25
Nielsen 3a	11
Nielsen 3b	7
Nielsen 3c	4
Nielsen 4	7
Nielsen 5+6	8
Bremen	3
Hamburg	7
Lower Saxony	27
Schleswig-Holstein	5
Mecklenburg-Vorpommern	25
North Rhine-Westphalia	25
Saxony-Anhalt	11
Hesse	7
Rhineland-Palatinate	4
Saarland	1
Thuringia	1
Foreign (total)	66
of which	
EU	50
Other European countries	15
Africa	4
North America	6
South and Central America	3
Middle East	7
South-, East-, Central Asia	15
Australia	1
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	16
over 300 km	75
Countries with the highest visitor shares	%
United Kingdom	7
Netherlands	7
India	7
Turkey	7
Belgium	6
Frequency of visits to exhibition	%
Previous event	50
First visit	30
Earlier events	62
Average length of stay	2,0 days
Influence on purchasing/procurement decisions	%
Decisively	51
Collectively	23
In an advisory capacity	15
No	8
Student	2
Other not gainfully employed	1

Area of responsibility	%
Management	38
Research/development/design	7
Manufacturing, production, quality control	8
Buying/procurement	12
Finance/accounting, controlling	1
Information and communication technology	1
Personnel administration, administration	-
Sales	23
Marketing, advertising, PR	4
Logistics: storage, material management, transport	1
Maintenance/repairs	-
Other area	4
Student	2
Other not gainfully employed	1
Position in the company/organisation	%
Entrepreneur, co-owner, freelancer	36
Managing director, board member, head of an authority etc.	22
Area manager, works manager, plant manager, branch manager, head of public office	13
Department head, group head, team leader	13
Other salaried staff, civil servant, skilled worker	11
Lecturer, teacher	-
Trainee	1
Other position	1
Student	2
Other not gainfully employed	1
Economic sector	%
Furnishing/furniture stores	9
Department stores, mail order, DIY stores	5
Timber trade	11
Other Specialist retail trade	10
Wholesale trade	26
Interior decorator	8
Parquet and floor layer	11
Painter	3
Other skilled trades	2
Architect's/interior designer's, contract furnishers	9
Industry	26
Other sectors	5
Student	3
Other not gainfully employed	1
Size of company/organisation:	%
Number of employees	
1- 4	19
5- 9	15
10- 49	27
50- 199	16
200- 499	8
500 - 999	5
1 000 and more	7
Student	2
Other not gainfully employed	1

Conducted by: Wissler & Partner, Basel

HANNOVER MESSE → Hannover

Trade visitors' profile

Visitors (number of entries)	216 646	Area of responsibility	%
Proportion of trade visitors	95%	Management	14
Germany (total)	69	Research/development/design	20
of which		Manufacturing, production, quality control	13
Nielsen 1	40	Buying/procurement	5
Bremen	2	Finance/accounting, controlling	1
Hamburg	4	Information and communication technology	2
Lower Saxony	30	Personnel administration, administration	1
Schleswig-Holstein	3	Sales	11
Nielsen 2	21	Marketing, advertising, PR	3
North Rhine-Westph.	21	Logistics: storage, material management, transport	1
Nielsen 3a	9	Maintenance/repairs	5
Hesse	6	Other area	4
Rhineland-Palatinate	3	Student	18
Saarland	1	Other not gainfully employed	3
Nielsen 3b	9		
Baden-Württemb.	9	Position in the company/organisation	%
		Entrepreneur, co-owner, freelancer	12
		Managing director, board member, head of an authority etc.	10
		Area manager, works manager, plant manager, branch manager, head of public office	9
		Department head, group head, team leader	16
		Other salaried staff, civil servant, skilled worker	28
		Lecturer, teacher	2
		Trainee	2
		Other position	-
		Student	18
		Other not gainfully employed	3
		Economic sector	%
		Power industry	15
		Environmental management	3
		Primary and production industry	15
		Investment industry	29
		Other processing industry	4
		Building trade	4
		Skilled trades	3
		Trade	7
		Telecommunication	3
		Services provided by companies and freelancers	11
		Authority/public services	3
		Research institutes, industrial research	6
		Investor, financing	1
		Other sectors	1
		Student	18
		Other not gainfully employed	3
		Size of company/organisation:	
		Number of employees	%
		1- 4	7
		5- 9	5
		10- 49	16
		50- 199	17
		200- 499	10
		500 - 999	6
		1 000 and more	18
		Student	18
		Other not gainfully employed	3

Conducted by: Wissler & Partner, Basel

ComVac → Hannover Messe

Trade visitors' profile

Visitors (number of entries)	28 814*	Area of responsibility	%
Proportion of trade visitors	96%	Management	18
Germany (total)	58	Research/development/design	22
of which		Manufacturing, production, quality control	11
Nielsen 1	30	Buying/procurement	5
Bremen	1	Finance/accounting, controlling	1
Hamburg	2	Information and communication technology	1
Lower Saxony	23	Personnel administration, administration	-
Schleswig-Holstein	4	Sales	16
Nielsen 2	27	Marketing, advertising, PR	3
North Rhine-Westph.	27	Logistics: storage, material management, transport	-
Nielsen 3a	12	Maintenance/repairs	7
Hesse	6	Other area	4
Rhineland-Palatinate	5	Student	10
Saarland	1	Other not gainfully employed	2
Nielsen 3b	9		
Baden-Württemb.	9	Position in the company/organisation	%
		Entrepreneur, co-owner, freelancer	15
		Managing director, board member, head of an authority etc.	11
		Area manager, works manager, plant manager, branch manager, head of public office	13
		Department head, group head, team leader	16
		Other salaried staff, civil servant, skilled worker	29
		Lecturer, teacher	2
		Trainee	2
		Other position	-
		Student	10
		Other not gainfully employed	2
		Economic sector	%
		Power industry	14
		Environmental management	3
		Raw materials and production goods industry	20
		Investment goods industry	34
		Other processing industry	5
		Building trade	4
		Skilled trades	3
		Trade	11
		Telecommunication	1
		Company and freelancer services	12
		Authority/public services	3
		Research institutes, industrial research	5
		Other sectors	2
		Student	10
		Other not gainfully employed	2
		Size of company/organisation:	
		Number of employees	%
		1- 4	9
		5- 9	8
		10- 49	19
		50- 199	19
		200- 499	14
		500 - 999	6
		1 000 and more	12
		Student	10
		Other not gainfully employed	2

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

Conducted by: Wissler & Partner, Basel

Digital Factory

Trade visitors' profile

Visitors (number of entries)	45 496*	Area of responsibility	%
Proportion of trade visitors	97%	Management	18
Germany (total)	67	Research/development/design	22
of which		Manufacturing, production, quality control	11
Nielsen 1	36	Buying/procurement	5
Bremen	2	Finance/accounting, controlling	1
Hamburg	5	Information and communication technology	1
Lower Saxony	28	Personnel administration, administration	-
Schleswig-Holstein	2	Sales	16
Nielsen 2	22	Marketing, advertising, PR	3
North Rhine-Westph.	22	Logistics: storage, material management, transport	-
Nielsen 3a	9	Maintenance/repairs	7
Hesse	5	Other area	4
Rhineland-Palatinate	4	Student	10
Saarland	-	Other not gainfully employed	2
Nielsen 3b	11		
Baden-Württemb.	11	Position in the company/organisation	%
		Entrepreneur, co-owner, freelancer	15
		Managing director, board member, head of an authority etc.	11
		Area manager, works manager, plant manager, branch manager, head of public office	13
		Department head, group head, team leader	16
		Other salaried staff, civil servant, skilled worker	29
		Lecturer, teacher	2
		Trainee	2
		Other position	-
		Student	10
		Other not gainfully employed	2
		Economic sector	%
		Power industry	14
		Environmental management	3
		Raw materials and production goods industry	20
		Investment goods industry	34
		Other processing industry	5
		Building trade	4
		Skilled trades	3
		Trade	11
		Telecommunication	1
		Company and freelancer services	12
		Authority/public services	3
		Research institutes, industrial research	5
		Other sectors	2
		Student	10
		Other not gainfully employed	2
		Size of company/organisation:	
		Number of employees	%
		1- 4	9
		5- 9	8
		10- 49	19
		50- 199	19
		200- 499	14
		500 - 999	6
		1 000 and more	12
		Student	10
		Other not gainfully employed	2

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

Trade visitors' profile

Area of responsibility	%
Management	14
Research/development/design	24
Manufacturing, production, quality control	16
Buying/procurement	2
Finance/accounting, controlling	1
Information and communication technology	7
Personnel administration, administration	-
Sales	5
Marketing, advertising, PR	3
Logistics: storage, material management, transport	2
Maintenance/repairs	2
Other area	5
Student	19
Other not gainfully employed	2
Position in the company/organisation	%
Entrepreneur, co-owner, freelancer	12
Managing director, board member, head of an authority etc.	8
Area manager, works manager, plant manager, branch manager, head of public office	10
Department head, group head, team leader	16
Other salaried staff, civil servant, skilled worker	27
Lecturer, teacher	4
Trainee	2
Other position	-
Student	19
Other not gainfully employed	2
Economic sector	%
Power industry	10
Environmental management	2
Raw materials and production goods industry	14
Investment industry	31
Other processing industry	4
Building trade	4
Skilled trades	3
Trade	4
Telecommunication	5
Company and freelancer services	15
Authority/public services	4
Research institutes, industrial research	9
Investor, financing	1
Other sectors	1
Student	19
Other not gainfully employed	2
Size of company/organisation:	
Number of employees	%
1- 4	6
5- 9	4
10- 49	14
50- 199	14
200- 499	10
500 - 999	6
1 000 and more	26
Student	19
Other not gainfully employed	2

Conducted by: Wissler & Partner, Basel

Visitors (number of entries)	79 942*)
Proportion of trade visitors	95%
Germany (total)	66
of which	
Nielsen 1	39
Bremen	2
Hamburg	5
Lower Saxony	29
Schleswig-Holstein	3
Nielsen 2	18
North Rhine-Westph.	18
Nielsen 3a	11
Hesse	8
Rhineland-Palatinate	2
Saarland	1
Nielsen 3b	7
Baden-Württemberg	7
Foreign (total)	34
of which	
EU	43
Other european countries	11
Africa	3
North America	3
South and Central America	6
South-, East-, Central Asia	26
Australia	1
Middle East	7
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	28
over 300 km	55
Countries with the highest visitor shares	%
China (PR)	11
India	8
Netherlands	7
Spain	4
United Kingdom	4
Frequency of visits to exhibition	%
Previous event	34
Earlier events	53
First visit	41
Average length of stay	1,7 days
Influence on purchasing/procurement decisions	%
Decisively	26
Collectively	25
In an advisory capacity	18
No	8
Student	20
Other not gainfully employed	3

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

Area of responsibility	%
Management	16
Research/development/design	20
Manufacturing, production, quality control	10
Buying/procurement	4
Finance/accounting, controlling	1
Information and communication technology	2
Personnel administration, administration	1
Sales	11
Marketing, advertising, PR	3
Logistics: storage, material management, transport	1
Maintenance/repairs	5
Other area	6
Student	20
Other not gainfully employed	3
Position in the company/organisation	%
Entrepreneur, co-owner, freelancer	14
Managing director, board member, head of an authority etc.	12
Area manager, works manager, plant manager, branch manager, head of public office	8
Department head, group head, team leader	16
Other salaried staff, civil servant, skilled worker	24
Lecturer, teacher	2
Trainee	1
Other position	-
Student	20
Other not gainfully employed	3
Economic sector	%
Power industry	33
Environmental management	4
Raw materials and production goods industry	11
Investment goods industry	18
Other processing industry	3
Building trade	4
Skilled trades	2
Trade	6
Telecommunication	3
Company and freelancer services	10
Authority/public services	4
Research institutes, industrial research	6
Investor, financing	1
Other sectors	1
Student	20
Other not gainfully employed	3
Size of company/organisation:	
Number of employees	%
1- 4	9
5- 9	6
10- 49	16
50- 199	16
200- 499	9
500 - 999	6
1 000 and more	16
Student	20
Other not gainfully employed	3

Conducted by: Wissler & Partner, Basel

Trade visitors' profile

Visitors (number of entries)	127 171*)
Proportion of trade visitors	96%
Germany (total)	64
of which	
Nielsen 1	37
Bremen	2
Hamburg	4
Lower Saxony	29
Schleswig-Holstein	2
Nielsen 2	22
North Rhine-Westph.	22
Nielsen 3a	11
Hesse	7
Rhineland-Palatinate	3
Saarland	1
Nielsen 3b	10
Baden-Württemberg	10
Foreign (total)	36
of which	
EU	43
Other european countries	8
North America	4
South and Central America	5
Middle East	6
South-, East-, Central Asia	32
Other countries	2
Distance to home	%
up to 50 km	10
more than 50 km up to 100 km	8
more than 100 km up to 300 km	25
over 300 km	57
Countries with the highest visitor shares	%
China (PR)	15
India	8
Netherlands	7
Italy	4
France	4
Frequency of visits to exhibition	%
Previous event	28
Earlier events	48
First visit	45
Average length of stay	1,7 days
Influence on purchasing/procurement decisions	%
Decisively	22
Collectively	28
In an advisory capacity	18
No	11
Student	19
Other not gainfully employed	2

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

Area of responsibility	%
Management	12
Research/development/design	20
Manufacturing, production, quality control	16
Buying/procurement	3
Finance/accounting, controlling	-
Information and communication technology	3
Personnel administration, administration	1
Sales	11
Marketing, advertising, PR	4
Logistics: storage, material management, transport	1
Maintenance/repairs	5
Other area	4
Student	19
Other not gainfully employed	2
Position in the company/organisation	%
Entrepreneur, co-owner, freelancer	11
Managing director, board member, head of an authority etc.	10
Area manager, works manager, plant manager, branch manager, head of public office	10
Department head, group head, team leader	16
Other salaried staff, civil servant, skilled worker	29
Lecturer, teacher	2
Trainee	2
Other position	-
Student	19
Other not gainfully employed	2
Economic sector	%
Power industry	13
Environmental management	2
Raw materials and production goods industry	17
Investment goods industry	32
Other processing industry	4
Building trade	4
Skilled trades	3
Trade	6
Telecommunication	3
Company and freelancer services	11
Authority/public services	3
Research institutes, industrial research	6
Investor, financing	1
Other sectors	2
Student	19
Other not gainfully employed	2
Size of company/organisation:	
Number of employees	%
1- 4	6
5- 9	4
10- 49	14
50- 199	18
200- 499	10
500 - 999	6
1 000 and more	21
Student	19
Other not gainfully employed	2

Conducted by: Wissler & Partner, Basel

Industrial Supply → Hannover Messe

Trade visitors' profile

Visitors (number of entries)	65 427*	Area of responsibility	%
Proportion of trade visitors	97%	Management	16
Germany (total)	58	Research/development/design	18
of which		Manufacturing, production, quality control	15
Nielsen 1	38	Buying/procurement	11
Bremen	3	Finance/accounting, controlling	1
Hamburg	4	Information and communication technology	1
Lower Saxony	27	Personnel administration, administration	11
Schleswig-Holstein	4	Sales	11
Nielsen 2	21	Marketing, advertising, PR	2
North Rhine-Westph.	21	Logistics: storage, material management, transport	1
Nielsen 3a	10	Maintenance/repairs	3
Hesse	6	Other area	4
Rhineland-Palatinate	4	Student	15
Saarland	1	Other not gainfully employed	2
Nielsen 3b	9		
Baden-Württemb.	9		
Foreign (total)	42	Position in the company/organisation	%
of which		Entrepreneur, co-owner, freelancer	16
EU	49	Managing director, board member, head of an authority etc.	11
Other european countries	8	Area manager, works manager, plant manager, branch manager, head of public office	11
South and Central America	5	Department head, group head, team leader	17
Middle East	4	Other salaried staff, civil servant, skilled worker	25
South-, East-, Central Asia	31	Lecturer, teacher	2
Other countries	4	Trainee	2
		Other position	-
Distance to home	%	Student	15
up to 50 km	9	Other not gainfully employed	2
more than 50 km up to 100 km	8		
more than 100 km up to 300 km	22		
over 300 km	62		
Countries with the highest visitor shares	%	Economic sector	%
India	13	Power industry	11
China (PR)	12	Environmental management	2
Netherlands	11	Raw materials and production goods industry	24
Spain	4	Investment goods industry	35
Poland	4	Other processing industry	5
		Building trade	5
Frequency of visits to exhibition	%	Skilled trades	3
Previous event	27	Trade	9
Earlier events	49	Telecommunication	2
First visit	45	Company and freelancer services	10
Average length of stay	1,8 days	Authority/public services	3
		Research institutes, industrial research	5
Influence on purchasing/procurement decisions	%	Investor, financing	1
Decisively	32	Other sectors	1
Collectively	26	Student	15
In an advisory capacity	17	Other not gainfully employed	2
No	9		
Student	15		
Other not gainfully employed	2		

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

Conducted by: Wissler & Partner, Basel

MDA – Motion, Drive & Automation → Hannover Messe

Trade visitors' profile

Visitors (number of entries)	81 026*	Area of responsibility	%
Proportion of trade visitors	97%	Management	15
Germany (total)	63	Research/development/design	21
of which		Manufacturing, production, quality control	13
Nielsen 1	37	Buying/procurement	5
Bremen	2	Finance/accounting, controlling	1
Hamburg	4	Information and communication technology	1
Lower Saxony	29	Personnel administration, administration	13
Schleswig-Holstein	3	Marketing, advertising, PR	3
Nielsen 2	22	Logistics: storage, material management, transport	1
North Rhine-Westph.	22	Maintenance/repairs	1
Nielsen 3a	9	Other area	5
Hesse	6	Student	16
Rhineland-Palatinate	2	Other not gainfully employed	2
Saarland	1		
Nielsen 3b	10		
Baden-Württemb.	10		
Foreign (total)	37	Position in the company/organisation	%
of which		Entrepreneur, co-owner, freelancer	13
EU	51	Managing director, board member, head of an authority etc.	11
Other european countries	10	Area manager, works manager, plant manager, branch manager, head of public office	10
Africa	2	Department head, group head, team leader	16
North America	3	Other salaried staff, civil servant, skilled worker	28
South and Central America	4	Lecturer, teacher	2
Middle East	5	Trainee	2
South-, East-, Central Asia	25	Other position	-
Australia	1	Student	16
		Other not gainfully employed	2
Distance to home	%	Economic sector	%
up to 50 km	10	Power industry	10
more than 50 km up to 100 km	8	Environmental management	2
more than 100 km up to 300 km	25	Raw materials and production goods industry	18
over 300 km	58	Investment goods industry	36
Countries with the highest visitor shares	%	Other processing industry	5
China (PR)	10	Building trade	4
Netherlands	9	Skilled trades	3
India	8	Trade	11
Italy	5	Telecommunication	1
France	4	Company and freelancer services	9
		Authority/public services	3
Frequency of visits to exhibition	%	Research institutes, industrial research	5
Previous event	28	Investor, financing	1
Earlier events	54	Other sectors	2
First visit	40	Student	16
Average length of stay	1,7 days	Other not gainfully employed	2
Influence on purchasing/procurement decisions	%	Size of company/organisation:	%
Decisively	27	Number of employees	
Collectively	27	1- 4	8
In an advisory capacity	17	5- 9	5
No	11	10- 49	17
Student	16	50- 199	18
Other not gainfully employed	2	200- 499	10
		500 - 999	7
		1 000 and more	18
		Student	16
		Other not gainfully employed	2

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

Conducted by: Wissler & Partner, Basel

MobiliTec

Trade visitors' profile

Visitors (number of entries)	25 998*	Area of responsibility	%
Proportion of trade visitors	96%	Management	15
Germany (total)	69	Research/development/design	21
of which		Manufacturing, production, quality control	13
Nielsen 1	39	Buying/procurement	5
Bremen	3	Finance/accounting, controlling	1
Hamburg	5	Information and communication technology	1
Lower Saxony	28	Personnel administration, administration	13
Schleswig-Holstein	3	Marketing, advertising, PR	3
Nielsen 2	15	Logistics: storage, material management, transport	1
North Rhine-Westph.	15	Maintenance/repairs	5
Nielsen 3a	9	Other area	3
Hesse	6	Student	16
Rhineland-Palatinate	2	Other not gainfully employed	2
Saarland	-		
Nielsen 3b	11		
Baden-Württemb.	11		
Foreign (total)	31	Position in the company/organisation	%
of which		Entrepreneur, co-owner, freelancer	13
EU	43	Managing director, board member, head of an authority etc.	11
Other european countries	11	Area manager, works manager, plant manager, branch manager, head of public office	10
South-, East-, Central Asia	32	Department head, group head, team leader	16
Other countries	14	Other salaried staff, civil servant, skilled worker	28
		Lecturer, teacher	2
Distance to home	%	Trainee	2
up to 50 km	10	Other position	-
more than 50 km up to 100 km	10	Student	16
more than 100 km up to 300 km	27	Other not gainfully employed	2
over 300 km	54		
Country with the highest visitor share	%	Economic sector	%
China (PR)	17	Power industry	10
		Environmental management	2
Frequency of visits to exhibition	%	Raw materials and production goods industry	18
Previous event	33	Investment goods industry	36
Earlier events	50	Other processing industry	5
First visit	42	Building trade	4
Average length of stay	1,7 days	Skilled trades	3
		Trade	11
Influence on purchasing/procurement decisions	%	Telecommunication	1
Decisively	23	Company and freelancer services	9
Collectively	21	Authority/public services	3
In an advisory capacity	15	Research institutes, industrial research	5
No	13	Investor, financing	1
Student	27	Other sectors	2
Other not gainfully employed	1	Student	16
		Other not gainfully employed	2

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

Trade visitors' profile

Area of responsibility	%
Management	15
Research/development/design	23
Manufacturing, production, quality control	28
Buying/procurement	3
Finance/accounting, controlling	2
Information and communication technology	4
Personnel administration, administration	1
Sales	8
Marketing, advertising, PR	2
Logistics: storage, material management, transport	1
Maintenance/repairs	2
Other area	5
Student	27
Other not gainfully employed	1
Position in the company/organisation	%
Entrepreneur, co-owner, freelancer	16
Managing director, board member, head of an authority etc.	6
Area manager, works manager, plant manager, branch manager, head of public office	7
Department head, group head, team leader	12
Other salaried staff, civil servant, skilled worker	28
Lecturer, teacher	3
Trainee	2
Other position	-
Student	27
Other not gainfully employed	1
Economic sector	%
Power industry	18
Environmental management	4
Raw materials and production goods industry	11
Investment goods industry	24
Other processing industry	2
Building trade	4
Skilled trades	2
Trade	7
Telecommunication	5
Company and freelancer services	11
Authority/public services	8
Research institutes, industrial research	9
Investor, financing	2
Other sectors	2
Student	27
Other not gainfully employed	1
Size of company/organisation:	
Number of employees	%
1- 4	7
5- 9	8
10- 49	14
50- 199	13
200- 499	7
500 - 999	6
1 000 and more	19
Student	27
Other not gainfully employed	1

Conducted by: Wissler & Partner, Basel

Visitors (number of entries)	48 095*
Proportion of trade visitors	96%
Germany (total)	73
of which	
Nielsen 1	39
Nielsen 2	19
Nielsen 3a	7
Nielsen 3b	10
Nielsen 3c	1
Nielsen 4	10
Nielsen 5+6	11
Nielsen 7	5
Nielsen 8	4
Nielsen 9	1
Nielsen 10	1
Nielsen 11	1
Nielsen 12	1
Nielsen 13	1
Nielsen 14	1
Nielsen 15	1
Nielsen 16	1
Nielsen 17	1
Nielsen 18	1
Nielsen 19	1
Nielsen 20	1
Nielsen 21	1
Nielsen 22	1
Nielsen 23	1
Nielsen 24	1
Nielsen 25	1
Nielsen 26	1
Nielsen 27	1
Nielsen 28	1
Nielsen 29	1
Nielsen 30	1
Nielsen 31	1
Nielsen 32	1
Nielsen 33	1
Nielsen 34	1
Nielsen 35	1
Nielsen 36	1
Nielsen 37	1
Nielsen 38	1
Nielsen 39	1
Nielsen 40	1
Nielsen 41	1
Nielsen 42	1
Nielsen 43	1
Nielsen 44	1
Nielsen 45	1
Nielsen 46	1
Nielsen 47	1
Nielsen 48	1
Nielsen 49	1
Nielsen 50	1
Nielsen 51	1
Nielsen 52	1
Nielsen 53	1
Nielsen 54	1
Nielsen 55	1
Nielsen 56	1
Nielsen 57	1
Nielsen 58	1
Nielsen 59	1
Nielsen 60	1
Nielsen 61	1
Nielsen 62	1
Nielsen 63	1
Nielsen 64	1
Nielsen 65	1
Nielsen 66	1
Nielsen 67	1
Nielsen 68	1
Nielsen 69	1
Nielsen 70	1
Nielsen 71	1
Nielsen 72	1
Nielsen 73	1
Nielsen 74	1
Nielsen 75	1
Nielsen 76	1
Nielsen 77	1
Nielsen 78	1
Nielsen 79	1
Nielsen 80	1
Nielsen 81	1
Nielsen 82	1
Nielsen 83	1
Nielsen 84	1
Nielsen 85	1
Nielsen 86	1
Nielsen 87	1
Nielsen 88	1
Nielsen 89	1
Nielsen 90	1
Nielsen 91	1
Nielsen 92	1
Nielsen 93	1
Nielsen 94	1
Nielsen 95	1
Nielsen 96	1
Nielsen 97	1
Nielsen 98	1
Nielsen 99	1
Nielsen 100	1
Nielsen 101	1
Nielsen 102	1
Nielsen 103	1
Nielsen 104	1
Nielsen 105	1
Nielsen 106	1
Nielsen 107	1
Nielsen 108	1
Nielsen 109	1
Nielsen 110	1
Nielsen 111	1
Nielsen 112	1
Nielsen 113	1
Nielsen 114	1
Nielsen 115	1
Nielsen 116	1
Nielsen 117	1
Nielsen 118	1
Nielsen 119	1
Nielsen 120	1
Nielsen 121	1
Nielsen 122	1
Nielsen 123	1
Nielsen 124	1
Nielsen 125	1
Nielsen 126	1
Nielsen 127	1
Nielsen 128	1
Nielsen 129	1
Nielsen 130	1
Nielsen 131	1
Nielsen 132	1
Nielsen 133	1
Nielsen 134	1
Nielsen 135	1
Nielsen 136	1
Nielsen 137	1
Nielsen 138	1
Nielsen 139	1
Nielsen 140	1
Nielsen 141	1
Nielsen 142	1
Nielsen 143	1
Nielsen 144	1
Nielsen 145	1
Nielsen 146	1
Nielsen 147	1
Nielsen 148	1
Nielsen 149	1
Nielsen 150	1
Nielsen 151	1
Nielsen 152	1
Nielsen 153	1
Nielsen 154	1
Nielsen 155	1
Nielsen 156	1
Nielsen 157	1
Nielsen 158	1
Nielsen 159	1
Nielsen 160	1
Nielsen 161	1
Nielsen 162	1
Nielsen 163	1
Nielsen 164	1
Nielsen 165	1
Nielsen 166	1
Nielsen 167	1
Nielsen 168	1
Nielsen 169	1
Nielsen 170	1
Nielsen 171	1
Nielsen 172	1
Nielsen 173	1
Nielsen 174	1
Nielsen 175	1
Nielsen 176	1
Nielsen 177	1
Nielsen 178	1
Nielsen 179	1
Nielsen 180	1
Nielsen 181	1
Nielsen 182	1
Nielsen 183	1
Nielsen 184	1
Nielsen 185	1
Nielsen 186	1
Nielsen 187	1
Nielsen 188	1
Nielsen 189	1
Nielsen 190	1
Nielsen 191	1
Nielsen 192	1
Nielsen 193	1
Nielsen 194	1
Nielsen 195	1
Nielsen 196	1
Nielsen 197	1
Nielsen 198	1
Nielsen 199	1
Nielsen 200	1
Nielsen 201	1
Nielsen 202	1
Nielsen 203	1
Nielsen 204	1
Nielsen 205	1
Nielsen 206	1
Nielsen 207	1
Nielsen 208	1
Nielsen 209	1
Nielsen 210	1
Nielsen 211	1
Nielsen 212	1
Nielsen 213	1
Nielsen 214	1
Nielsen 215	1
Nielsen 216	1
Nielsen 217	1
Nielsen 218	1
Nielsen 219	1
Nielsen 220	1
Nielsen 221	1
Nielsen 222	1
Nielsen 223	1
Nielsen 224	1
Nielsen 225	1
Nielsen 226	1
Nielsen 227	1
Nielsen 228	1
Nielsen 229	1
Nielsen 230	1
Nielsen 231	1
Nielsen 232	1
Nielsen 233	1
Nielsen 234	1
Nielsen 235	1
Nielsen 236	1
Nielsen 237	1
Nielsen 238	1
Nielsen 239	1
Nielsen 240	1
Nielsen 241	1
Nielsen 242	1
Nielsen 243	1
Nielsen 244	1
Nielsen 245	1
Nielsen 246	1
Nielsen 247	1
Nielsen 248	1
Nielsen 249	1
Nielsen 250	1
Nielsen 251	1
Nielsen 252	1
Nielsen 253	1
Nielsen 254	1
Nielsen 255	1
Nielsen 256	1
Nielsen 257	1
Nielsen 258	1
Nielsen 259	1
Nielsen 260	1
Nielsen 261	1
Nielsen 262	1
Nielsen 263	1
Nielsen 264	1
Nielsen 265	1
Nielsen 266	1
Nielsen 267	1
Nielsen 268	1
Nielsen 269	1
Nielsen 270	1
Nielsen 271	1
Nielsen 272	1
Nielsen 273	1
Nielsen 274	1
Nielsen 275	1
Nielsen 276	1
Nielsen 277	1
Nielsen 278	1
Nielsen 279	1
Nielsen 280	1
Nielsen 281	1
Nielsen 282	1
Nielsen 283	1
Nielsen 284	1
Nielsen 285	1
Nielsen 286	1
Nielsen 287	1
Nielsen 288	1
Nielsen 289	1
Nielsen 290	1
Nielsen 291	1
Nielsen 292	1
Nielsen 293	1
Nielsen 294	1
Nielsen 295	1
Nielsen 296	1
Nielsen 297	1
Nielsen 298	1
Nielsen 299	1
Nielsen 300	1
Nielsen 301	1
Nielsen 302	1
Nielsen 303	1
Nielsen 304	1
Nielsen 305	1
Nielsen 306	1
Nielsen 307	1
Nielsen 308	1
Nielsen 309	1
Nielsen 310	1
Nielsen 311	1
Nielsen 312	1
Nielsen 313	1
Nielsen 314	1
Nielsen 315	1
Nielsen 316	1
Nielsen 317	1
Nielsen 318	1
Nielsen 319	1
Nielsen 320	1
Nielsen 321	1
Nielsen 322	1
Nielsen 323	1
Nielsen 324	1
Nielsen 325	1
Nielsen 326	1
Nielsen 327	1
Nielsen 328	1
Nielsen 329	1
Nielsen 330	1
Nielsen 331	1
Nielsen 332	1
Nielsen 333	1
Nielsen 334	1
Nielsen 335	1
Nielsen 336	1
Nielsen 337	1
Nielsen 338	1
Nielsen 339	1
Nielsen 340	1
Nielsen 341	1
Nielsen 342	1
Nielsen 343	1
Nielsen 344	1
Nielsen 345	1
Nielsen 346	1
Nielsen 347	1
Nielsen 348	1
Nielsen 349	1
Nielsen 350	1
Nielsen 351	1
Nielsen 352	1
Nielsen 353	1
Nielsen 354	1
Nielsen 355	1
Nielsen 356	1
Nielsen 357	1
Nielsen 358	1
Nielsen 359	1
Nielsen 360	1
Nielsen 361	1
Nielsen 362	1
Nielsen 363	1
Nielsen 364	1
Nielsen 365	1
Nielsen 366	1
Nielsen 367	1
Nielsen 368	1
Nielsen 369	1
Nielsen 370	1
Nielsen 371	1
Nielsen 372	1
Nielsen 373	1
Nielsen 374	1
Nielsen 375	1
Nielsen 376	1
Nielsen 377	1
Nielsen 378	1
Nielsen 379	1
Nielsen 380	1
Nielsen 381	1
Nielsen 382	1
Nielsen 383	1
Nielsen 384	1
Nielsen 385	1
Nielsen 386	1
Nielsen 387	1
Nielsen 388	1
Nielsen 389	1
Nielsen 390	1
Nielsen 391	1
Nielsen 392	1
Nielsen 393	1
Nielsen 394	1
Nielsen 395	1
Nielsen 396	1
Nielsen 397	1
Nielsen 398	1
Nielsen 399	1
Nielsen 400	1
Nielsen 401	1
Nielsen 402	1
Nielsen 403	1
Nielsen 404	1
Nielsen 405	1
Nielsen 406	1
Nielsen 407	1
Nielsen 408	1
Nielsen 409	1
Nielsen 410	1
Nielsen 411	1
Nielsen 412	1
Nielsen 413	1
Nielsen 414	1
Nielsen 415	1
Nielsen 416	1
Nielsen 417	1
Nielsen 418	1
Nielsen 419	1
Nielsen 420	1
Nielsen 421	1
Nielsen 422	1
Nielsen 423	1
Nielsen 424	1
Nielsen 425	1
Nielsen 426	1
Nielsen 427	1
Nielsen 428	1
Nielsen 429	1
Nielsen 430	1
Nielsen 431	1
Nielsen 432	1
Nielsen 433	1
Nielsen 434	1
Nielsen 435	1
Nielsen 436	1
Nielsen 437	1
Nielsen 438	1
Nielsen 439	1
Nielsen 440	1
Nielsen 441	1
Nielsen 442	1
Nielsen 443	1
Nielsen 444	1
Nielsen 445	1
Nielsen 446	1
Nielsen 447	1
Nielsen 448	1
Nielsen 449	1
Nielsen 450	1
Nielsen 451	1
Nielsen 452	1
Nielsen 453	1
Nielsen 454	1
Nielsen 455	1
Nielsen 456	1
Nielsen 457	1
Nielsen 458	1
Nielsen 459	1
Nielsen 460	1
Nielsen 461	1
Nielsen 462	1
Nielsen 463	1
Nielsen 464	1
Nielsen 465	1
Nielsen 466	1
Nielsen 467	1
Nielsen 468	1
Nielsen 469	1
Nielsen 470	1
Nielsen 471	1
Nielsen 472	1

Wind → Hannover Messe

Trade visitors' profile

Visitors (number of entries)	51 128*	Area of responsibility	%
Proportion of trade visitors	93%	Management	16
Germany (total)	71	Research/development/design	17
of which		Manufacturing, production, quality control	10
Nielsen 1	47	Buying/procurement	4
Bremen	2	Finance/accounting, controlling	1
Hamburg	7	Information and communication technology	1
Lower Saxony	33	Personnel administration, administration	1
Schleswig-Holstein	4	Sales	9
Nielsen 2	19	Marketing, advertising, PR	2
North Rhine-Westph.	19	Logistics: storage, material management, transport	1
Nielsen 3a	8	Maintenance/repairs	5
Hesse	6	Other area	7
Rhineland-Palatinate	2	Student	22
Saarland	1	Other not gainfully employed	4
Nielsen 3b	7	Position in the company/organisation	%
Baden-Württemb.	7	Entrepreneur, co-owner, freelancer	14
Foreign (total)	29	Managing director, board member, head of an authority etc.	11
of which		Area manager, works manager, plant manager, branch manager, head of public office	6
EU	46	Department head, group head, team leader	14
Other european countries	8	Other salaried staff, civil servant, skilled worker	24
South and Central America	5	Lecturer, teacher	3
Middle East	5	Trainee	2
South-, East-, Central Asia	32	Other position	-
Other countries	4	Student	22
Distance to home	%	Other not gainfully employed	4
up to 50 km	13	Economic sector	%
more than 50 km up to 100 km	6	Power industry	28
more than 100 km up to 300 km	33	Environmental management	4
over 300 km	49	Raw materials and production goods industry	11
Countries with the highest visitor shares	%	Investment goods industry	19
China (PR)	15	Other processing industry	3
Netherlands	9	Building trade	4
India	8	Skilled trades	3
Spain	5	Trade	5
Denmark	5	Telecommunication	3
Frequency of visits to exhibition	%	Company and freelancer services	11
Previous event	37	Authority/public services	3
Earlier events	52	Research institutes, industrial research	6
First visit	40	Investor, financing	1
Average length of stay	1,7 days	Other sectors	2
Influence on purchasing/procurement decisions	%	Student	22
Decisively	23	Other not gainfully employed	4
Collectively	24	Size of company/organisation:	%
In an advisory capacity	17	Number of employees	%
No	10	1- 4	8
Student	22	500 - 999	5
Other not gainfully employed	4	5- 9	7
		1 000 and more	15
		10- 49	16
		Student	22
		50- 199	16
		Other not gainfully employed	4
		200- 499	8

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

Conducted by: Wissler & Partner, Basel

infa → Hannover

Private visitors' profile

Visitors (number of entries)	177 353	Position in the company/organisation	%
Proportion of private visitors	100%	Entrepreneur, co-owner, freelancer	6
Germany (total)	100	Managing director, board member, head of an authority etc.	1
of which		Area manager, works manager, plant manager, branch manager, head of public office	2
Nielsen 1	93	Department head, group head, team leader	6
Bremen	-	Other salaried staff, civil servant, skilled worker	38
Hamburg	-	Lecturer, teacher	2
Lower Saxony	92	Trainee	2
Schleswig-Holstein	-	Other position	8
Nielsen 2	4	Student	5
North Rhine-Westph.	4	Housewife/man	8
Nielsen 3a	1	Old-age pensioner	17
Hesse	-	Other not gainfully employed	4
Rhineland-Palatinate	-	Buying and ordering capacity	%
Saarland	-	Purchase or order made or intended at the exhibition	
Nielsen 3b	-	yes	90
Baden-Württemb.	-	no	2
Distance to home	%	maybe	7
up to 50 km	66	Follow-up business	%
more than 50 km up to 100 km	25	Intend to buy at later date	
more than 100 km up to 300 km	8	yes	22
over 300 km	2	no	24
Frequency of visits to exhibition	%	maybe	55
Previous event	42	Conducted by: Gelszus Messe-Marktforschung GmbH, Dortmund	
Earlier events	67		
First visit	14		
Sex	%		
Male	19		
Female	81		
Size of household	%		
1 person	13		
2 persons	46		
3 persons	18		
4 persons	17		
5 persons and more	6		
Age	%		
up to 20 years	4		
over 20 up to 30 years	15		
over 30 up to 40 years	13		
over 40 up to 50 years	24		
over 50 up to 60 years	24		
over 60 up to 70 years	15		
over 70 years	5		

INTERSCHUTZ

Trade visitors' profile

Visitors (number of entries)	156 844	Position in the company/organisation	%
Proportion of trade visitors	98%	Entrepreneur, co-owner, freelancer	6
Germany (total)	86	Managing director, board member, head of an authority etc.	1
of which		Area manager, works manager, plant manager, branch manager, head of public office	2
Nielsen 1	34	Department head, group head, team leader	6
Bremen	1	Other salaried staff, civil servant, skilled worker	38
Hamburg	2	Lecturer, teacher	2
Lower Saxony	27	Trainee	2
Schleswig-Holstein	4	Other position	8
Nielsen 2	18	Student	5
North Rhine-Westph.	18	Housewife/man	8
Nielsen 3a	15	Old-age pensioner	17
Hesse	8	Other not gainfully employed	4
Rhineland-Palatinate	6	Buying and ordering capacity	%
Saarland	1	Purchase or order made or intended at the exhibition	
Nielsen 3b	8	yes	90
Baden-Württemb.	8	no	2
Foreign (total)	14	maybe	7
of which		Follow-up business	%
EU	74	Intend to buy at later date	
Other european countries	12	yes	22
Other countries	14	no	24
Distance to home	%	maybe	55
up to 50 km	10	Conducted by: Gelszus Messe-Marktforschung GmbH, Dortmund	
more than 50 km up to 100 km	8		
more than 100 km up to 300 km	32		
over 300 km	50		
Countries with the highest visitor shares	%		
Austria	27		
Switzerland	8		
Luxembourg	6		
Sweden	5		
Belgium	5		
Frequency of visits to exhibition	%		
Previous event	42		
Earlier events	44		
First visit	41		
Average length of stay	1,6 days		
Influence on purchasing/procurement decisions	%		
Decisively	12		
Collectively	31		
In an advisory capacity	28		
No	25		
Student	3		
Other not gainfully employed	1		

Trade visitors' profile

Area of responsibility	%
Management	5
Research/development/design	3
Manufacturing, production, quality control	5
Buying/procurement	3
Finance/accounting, controlling	1
Information and communication technology	2
Personnel administration, administration	2
Sales	2
Marketing, advertising, PR	1
Logistics: storage, material management, transport	2
Maintenance/repairs	5
Other area	6
Fire prevention	49
Disaster control	4
Emergency rescue services	5
Security service	1
Student	3
Other not gainfully employed	1
Position in the company/organisation	%
Entrepreneur, co-owner, freelancer	2
Managing director, board member, head of an authority etc.	4
Area manager, works manager, plant manager, branch manager, head of public office	5
Department head, group head, team leader	10
Other salaried staff, civil servant, skilled worker	18
Lecturer, teacher	2
Trainee	3
Other position	1
Station officer	12
Group leaders	18
Fire service staff	20
Student	3
Other not gainfully employed	1
Economic sector	%
Industry	14
Trade	3
Skilled trades	4
Building trade	1
Private security service provider	1
Engineer's office	1
Other service	5
Internal security	34
Authority/public services	26
Non-Profit organisations	10
Other sectors	1
Student	3
Other not gainfully employed	1
Size of company/organisation:	
Number of employees	%
1- 4	4
5- 9	3
10- 49	28
50- 199	37
200- 499	10
500 - 999	4
1 000 and more	10
Student	3
Other not gainfully employed	1

Conducted by: Wissler & Partner, Basel

Visitors (number of entries)	93 099
Proportion of trade visitors	95%
Germany (total)	58
of which	
Nielsen 1	37
Nielsen 2	26
Nielsen 3a	26
Nielsen 3b	8
Nielsen 4	9
Nielsen 5+6	7
Bremen	1
Hamburg	2
Lower Saxony	31
Schleswig-Holstein	4
North Rhine-Westph.	26
Hesse	6
Rhineland-Palatinate	3
Saarland	-
Thuringia	3
Brandenburg	2
Mecklenburg-	2
West Pomerania	1
Saxony-Anhalt	2
Saxony	4
Baden-Württemberg	8
Foreign (total)	42
of which	
EU	57
Other european countries	14
Africa	2
South and Central America	6
Middle East	3
South-, East-, Central Asia	8
Australia	4
Distance to home	%
up to 50 km	7
more than 50 km up to 100 km	9
more than 100 km up to 300 km	25
over 300 km	59
Countries with the highest visitor shares	%
Austria	6
France	5
Switzerland	5
Belgium	5
Italy	4
Frequency of visits to exhibition	%
Previous event	43
Earlier events	53
First visit	37
Average length of stay	1,8 days
Influence on purchasing/procurement decisions	%
Decisively	37
Collectively	25
In an advisory capacity	18
No	12
Student	7
Other not gainfully employed	1

Area of responsibility	%
Management	26
Research/development/design	10
Manufacturing, production, quality control	35
Buying/procurement	3
Finance/accounting, controlling	1
Information and communication technology	1
Personnel administration, administration	1
Sales	8
Marketing, advertising, PR	1
Logistics: storage, material management, transport	1
Maintenance/repairs	3
Other area	4
Student	7
Other not gainfully employed	1
Position in the company/organisation	%
Entrepreneur, co-owner, freelancer	22
Managing director, board member, head of an authority etc.	16
Area manager, works manager, plant manager, branch manager, head of public office	12
Department head, group head, team leader	13
Other salaried staff, civil servant, skilled worker	22
Lecturer, teacher	2
Trainee	6
Other position	-
Student	7
Other not gainfully employed	1
Economic sector	%
Agriculture and forestry	9
Raw materials and production goods industry	11
Investment goods industry	7
Consumer goods industry	10
Other processing industry	9
Building trade	11
Skilled trades	26
Power industry	3
Trade	7
Service	6
Authority/public services	4
Other sectors	1
Student	7
Other not gainfully employed	1
Size of company/organisation:	
Number of employees	%
1- 4	15
5- 9	10
10- 49	24
50- 199	21
200- 499	10
500 - 999	5
1 000 and more	7
Student	7
Other not gainfully employed	1

Conducted by: Wissler & Partner, Basel

Private visitors' profile

Visitors (number of entries)	91 792
Proportion of private visitors	94%
Germany (total)	100
of which	
Nielsen 1	82
Nielsen 2	8
Nielsen 3a	4
Nielsen 3b	3
Nielsen 4	1
Nielsen 5+6	5
Bremen	1
Hamburg	1
Lower Saxony	77
Schleswig-Holstein	3
North Rhine-Westph.	8
Hesse	3
Rhineland-Palatinate	-
Saarland	-
Thuringia	-
Brandenburg	1
Mecklenburg-	1
West Pomerania	1
Saxony-Anhalt	3
Saxony	1
Baden-Württemberg	1
Distance to home	%
up to 50 km	30
more than 50 km up to 100 km	34
more than 100 km up to 300 km	31
over 300 km	5
Frequency of visits to exhibition	%
Previous event	44
Earlier events	59
First visit	20
Sex	%
Male	39
Female	61
Size of household	%
1 person	10
2 persons	35
3 persons	19
4 persons	23
5 persons and more	12
Age	%
up to 20 years	19
over 20 up to 30 years	25
over 30 up to 40 years	14
over 40 up to 50 years	22
over 50 up to 60 years	14
over 60 up to 70 years	5
over 70 years	2

Position in the company/organisation	%
Entrepreneur, co-owner, freelancer	13
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	7
Other salaried staff, civil servant, skilled worker	28
Lecturer, teacher	3
Trainee	6
Other position	6
Housewife/man	3
Old-age pensioner	7
Student	19
Other not gainfully employed	4
Buying and ordering capacity	%
Purchase or order made or intended at the exhibition	
yes	90
no	4
maybe	6
Follow-up business	%
Intend to buy at later date	
yes	39
no	21
maybe	40
Conducted by: Gelszus Messe-Marktforschung GmbH, Dortmund	

PSI PROMOTION WORLD → Hannover

Trade visitors' profile

Visitors (number of entries)	9 815	Area of responsibility	%
Proportion of trade visitors	65%	Management	18
Germany (total)	78	Research/development/design	5
of which		Manufacturing, production, quality control	3
Nielsen 1	52 Nielsen 4	Buying/procurement	4
Bremen	1 Bavaria	Finance/accounting, controlling	2
Hamburg	6 Nielsen 5+6	Information and communication technology	18
Lower Saxony	42 Berlin	Personnel administration, administration	2
Schleswig-Holstein	4 Brandenburg	Sales	9
Nielsen 2	17 Mecklenburg-	Marketing, advertising, PR	24
North Rhine-Westph.	17 West Pomerania	Logistics: storage, material management, transport	2
Nielsen 3a	7 Saxony-Anhalt	Maintenance/repairs	1
Hesse	5 Nielsen 7	Other area	4
Rhineland-Palatinate	2 Saxony	Student	8
Saarland	1 Thuringia	Other not gainfully employed	1
Nielsen 3b	6	Position in the company/organisation	%
Baden-Württemb.	6	Entrepreneur, co-owner, freelancer	22
Foreign (total)	22	Managing director, board member, head of an authority etc.	11
of which		Area manager, works manager, plant manager, branch manager, head of public office	7
EU	53	Department head, group head, team leader	15
Other european countries	10	Other salaried staff, civil servant, skilled worker	32
South-, East-, Central Asia	18	Lecturer, teacher	2
Other countries	19	Trainee	3
Distance to home	%	Other position	-
up to 50 km	21	Student	8
more than 50 km up to 100 km	8	Other not gainfully employed	1
more than 100 km up to 300 km	31	Economic sector	%
over 300 km	40	Hardware manufacturer	5
Frequency of visits to exhibition	%	Software and IT systems specialists	11
Previous event	16	Promotional products trade	5
Earlier events	15	ITK - Wholesale, retail	6
First visit	79	Other trade	8
Average length of stay	1,1 days	Telecommunications services	6
Influence on purchasing/procurement decisions	%	IT services, IT consultants	17
Decisively	40	Business Consultants	4
Collectively	26	Marketing, advertising and PR	11
In an advisory capacity	17	Insurance and finance sector	5
No	8	Hotels/restaurants	1
Student	8	Other service	11
Other not gainfully employed	1	Power industry	3
		Automobile and vehicle manufacturing, supplying industries	3
		Other investment goods industry	2
		Other processing industries	8
		Authority/public services	8
		Skilled trades	2
		Traffic and logistic	3
		Other sectors	-
		Student	8
		Other not gainfully employed	1
		Size of company/organisation:	
		Number of employees	%
		1- 4	16
		5- 9	6
		10- 49	23
		50- 199	18
		200- 499	9
		500 - 999	5
		1 000 and more	15
		Student	8
		Other not gainfully employed	1

Conducted by: Wissler & Partner, Basel

HUSUM Wind → Husum

Trade visitors' profile

Visitors (number of entries)	15 172	Area of responsibility	%
Proportion of trade visitors	90%	Management	27
Germany (total)	77	Research/development/design	13
of which		Manufacturing, production, quality control	17
Nielsen 1	59 Nielsen 4	Buying/procurement	9
Bremen	4 Bavaria	Finance/accounting, controlling	8
Hamburg	12 Nielsen 5+6	Information and communication technology	7
Lower Saxony	14 Berlin	Personnel administration, administration	5
Schleswig-Holstein	29 Brandenburg	Sales	6
Nielsen 2	10 Mecklenburg-	Marketing, advertising, PR	12
North Rhine-Westph.	10 West Pomerania	Logistics: storage, material management, transport	6
Nielsen 3a	5 Saxony-Anhalt	Maintenance/repairs	7
Hesse	3 Nielsen 7	Other area	9
Rhineland-Palatinate	2 Saxony	Student	4
Saarland	1 Thuringia	Other not gainfully employed	1
Nielsen 3b	4	Position in the company/organisation	%
Baden-Württemb.	4	Entrepreneur, co-owner, freelancer	13
Foreign (total)	23	Managing director, board member, head of an authority etc.	18
of which		Area manager, works manager, plant manager, branch manager, head of public office	13
EU	71	Department head, group head, team leader	18
Other european countries	12	Other salaried staff, civil servant, skilled worker	27
South-, East-, Central Asia	13	Lecturer, teacher	2
Other countries	4	Trainee	1
Distance to home	%	Other position	2
up to 50 km	16	Student	4
more than 50 km up to 100 km	11	Other not gainfully employed	1
more than 100 km up to 300 km	28	Economic sector	%
over 300 km	46	Manufacturing machines of wind installations and components	8
Countries with the highest visitor shares	%	Manufacture of wind installations and components	18
Denmark	31	Systems integration, installation	3
United Kingdom	8	Technical services	11
Frequency of visits to exhibition	%	Offshore Logistics	5
Previous event	47	Planner, engineering office	16
Earlier events	57	Operations and maintenance	8
First visit	33	Lawyers, technical experts	2
Average length of stay	1,8 days	Operator, operating companies	6
Influence on purchasing/procurement decisions	%	Provider, municipal utilities, network operator	3
Decisively	29	Public administration	1
Collectively	24	Energy trade	2
In an advisory capacity	24	Insurance and finance sector	5
No	17	Research and development	5
Student	4	Human resource management, training and further training	3
Other not gainfully employed	1	Media	2
		Other sectors	12
		Student	4
		Other not gainfully employed	1
		Size of company/organisation:	
		Number of employees	%
		1- 4	17
		5- 9	8
		10- 49	20
		50- 199	15
		200- 499	11
		500 - 999	5
		1 000 and more	19
		Student	4
		Other not gainfully employed	1

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

LEARNTEC

Trade visitors' profile

Visitors (number of entries)	5 277	Area of responsibility	%
Proportion of trade visitors	99%	Management	7
Germany (total)	93	Research/development/design	4
of which		Manufacturing, production, quality control	2
Nielsen 1	7 Nielsen 4	Buying/procurement	1
Bremen	- Bavaria	Finance/accounting, controlling	1
Hamburg	3 Nielsen 5+6	Information and communication technology	4
Lower Saxony	3 Berlin	Personnel administration, administration	6
Schleswig-Holstein	1 Brandenburg	Sales	3
Nielsen 2	10 Mecklenburg-	Marketing, advertising, PR	4
North Rhine-Westph.	10 West Pomerania	Logistics: storage, material management, transport	-
Nielsen 3a	19 Saxony-Anhalt	Maintenance/repairs	-
Hesse	9 Nielsen 7	Student	2
Rhineland-Palatinate	9 Saxony	Other not gainfully employed	2
Saarland	1 Thuringia	Position in the company/organisation	%
Nielsen 3b	43	Entrepreneur, co-owner, freelancer	13
Baden-Württemb.	43	Managing director, board member, head of an authority etc.	18
Foreign (total)	7	Area manager, works manager, plant manager, branch manager, head of public office	13
of which		Department head, group head, team leader	18
EU	46	Other salaried staff, civil servant, skilled worker	27
Other european countries	41	Lecturer, teacher	2
Other countries	14	Trainee	1
Distance to home	%	Other position	2
up to 50 km	18	Student	4
more than 50 km up to 100 km	18	Other not gainfully employed	1
more than 100 km up to 300 km	30	Economic sector	%
over 300 km	33	Manufacturing machines of wind installations and components	8
Country with the highest visitor share	%	Manufacture of wind installations and components	18
Switzerland	38	Systems integration, installation	3
Frequency of visits to exhibition	%	Technical services	11
Previous event	21	Offshore Logistics	5
Earlier events	25	Planner, engineering office	16
First visit	65	Operations and maintenance	8
Average length of stay	1,3 days	Lawyers, technical experts	2
Influence on purchasing/procurement decisions	%	Operator, operating companies	6
Decisively	18	Provider, municipal utilities, network operator	3
Collectively	37	Public administration	1
In an advisory capacity	29	Energy trade	2
No	7	Insurance and finance sector	5
Student	7	Research and development	5
Other not gainfully employed	1	Human resource management, training and further training	3
Area of responsibility	%	Media	2
Management	7	Other sectors	12
Research/development/design	4	Student	4
Manufacturing, production, quality control	2	Other not gainfully employed	1
Buying/procurement	1	Size of company/organisation:	
Finance/accounting, controlling	1	Number of employees	%
Information and communication technology	4	1- 4	17
Personnel administration, administration	6	5- 9	8
Sales	3	10- 49	20
Marketing, advertising, PR	4	50- 199	15
Logistics: storage, material management, transport	-	200- 499	11
Maintenance/repairs	1	500 - 999	5
		1 000 and more	19
		Student	4
		Other not gainfully employed	1

EDP	8
Training/further training	22
Training, education	20
Consulting	7
Other area	5
Student	7
Other not gainfully employed	1
Position in the company/organisation	%
Entrepreneur, co-owner, freelancer	12
Managing director, board member, head of an authority etc.	4
Area manager, works manager, plant manager, branch manager, head of public office	4
Department head, group head, team leader	18
Other salaried staff, civil servant, skilled worker	30
Lecturer	8
Teacher	9
Trainee	2
Other position	6
Student	7
Other not gainfully employed	1
Economic sector	%
Educational facility	22
Research/teaching	8
Public authority/administration	6
Industry	9
Trade/sales	4
Banks, insurance companies	4
Transport, tourism, hotel sector	2
Medicine	2
Association	1
Publishing house	2
Consulting	4
IT, software	6
Training	6
Multimedia	3
Service	8
Other sectors	5
Student	7
Other not gainfully employed	1
Size of company/organisation:	
Number of employees	%
1- 4	10
5- 9	4
10- 49	12
50- 199	16
200- 499	6
500 - 999	8
1 000 and more	37
Student	7
Other not gainfully employed	1

Conducted by: Gelszus Messe-Marktforschung GmbH, Dortmund

Trade visitors' profile

Visitors (number of entries)	17 439	Area of responsibility	%
Proportion of trade visitors	80%	Management	20
Germany (total)	95	Research/development/design	3
of which		Manufacturing, production, quality control	3
Nielsen 1	1	Buying/procurement	4
Bremen	-	Finance/accounting, controlling	1
Hamburg	-	Information and communication technology	1
Lower Saxony	1	Personnel administration, administration	-
Schleswig-Holstein	1	Sales	9
Nielsen 2	3	Marketing, advertising, PR	2
North Rhine-Westph.	3	Logistics: storage, material management, transport	6
Nielsen 3a	19	Maintenance/repairs	4
Hesse	4	Other area	7
Rhineland-Palatinate	15	Vehicle fleet management	11
Saarland	1	Driver	21
Nielsen 3b	72	Workshop, technical service	5
Baden-Württemberg	72	Student	2
		Other not gainfully employed	3
Foreign (total)	5	Position in the company/organisation	%
of which		Entrepreneur, co-owner, freelancer	28
EU	72	Managing director, board member, head of an authority etc.	4
Other countries	28	Area manager, works manager, plant manager, branch manager, head of public office	8
Distance to home	%	Department head, group head, team leader	14
up to 50 km	50	Other salaried staff, civil servant, skilled worker	24
more than 50 km up to 100 km	21	Lecturer, teacher	3
more than 100 km up to 300 km	20	Trainee	4
over 300 km	9	Other position	11
Frequency of visits to exhibition	%	Student	2
2009	19	Other not gainfully employed	3
2011	34	Economic sector	%
First visit	61	Forwarder, logistics	37
Average length of stay	1,1 days	Industry	7
Influence on purchasing/procurement decisions	%	Manufacturers	9
Decisively	23	Trade/sales	8
Collectively	34	Skilled trades	11
In an advisory capacity	22	Services, training, consulting	8
No	16	Research/science/teaching	1
Student	2	Educational facility	1
Other not gainfully employed	3	Authority/public services	3
		Municipal business	5
		Publishers, media	1
		EDP, software, IT	1
		Other sectors	4
		Student	2
		Other not gainfully employed	3
		Size of company/organisation:	
		Number of employees	%
		1- 4	16
		5- 9	12
		10- 49	25
		50- 199	17
		200- 499	9
		500 - 999	4
		1 000 and more	13
		Student	2
		Other not gainfully employed	3

Conducted by: Gelszus Messe-Marktforschung GmbH, Dortmund

Private visitors' profile

Visitors (number of entries)	33 091	Position in the company/organisation	%
Proportion of private visitors	97%	Entrepreneur, co-owner, freelancer	7
Germany (total)	98	Managing director, board member, head of an authority etc.	1
of which		Area manager, works manager, plant manager, branch manager, head of public office	2
Nielsen 1	1	Department head, group head, team leader	9
Bremen	-	Other salaried staff, civil servant, skilled worker	46
Hamburg	-	Lecturer, teacher	3
Lower Saxony	-	Trainee	4
Schleswig-Holstein	-	Other position	6
Nielsen 2	1	Student	7
North Rhine-Westph.	1	Housewife/man	7
Nielsen 3a	14	Old-age pensioner	6
Hesse	1	Other not gainfully employed	3
Rhineland-Palatinate	12	Buying and ordering capacity	%
Saarland	1	Purchase or order made or intended at the exhibition	
Nielsen 3b	84	yes	72
Baden-Württemberg	84	no	13
		maybe	16
Foreign (total)	2	Follow-up business	%
of which		Intend to buy at later date	
EU	70	yes	39
Other countries	30	no	19
Country with the highest visitor share	%	maybe	42
France	50	Conducted by: Wissler & Partner, Basel	
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 exhibition	%		
Previous event	39		
Earlier events	25		
First visit	54		
Sex	%		
Male	28		
Female	72		
Size of household	%		
1 person	12		
2 persons	43		
3 persons	19		
4 persons	18		
5 persons and more	9		
Age	%		
up to 20 years	5		
over 20 up to 30 years	21		
over 30 up to 40 years	19		
over 40 up to 50 years	32		
over 50 up to 60 years	17		
over 60 up to 70 years	4		
over 70 years	1		

Trade visitors' profile

Visitors (number of entries)	14 249	Position in the company/organisation	%
Proportion of trade visitors	67%	Entrepreneur, co-owner, freelancer	11
Germany (total)	97	Managing director, board member, head of an authority etc.	2
of which		Area manager, works manager, plant manager, branch manager, head of public office	4
Nielsen 1	1	Department head, group head, team leader	11
Bremen	-	Other salaried staff, civil servant, skilled worker	38
Hamburg	-	Lecturer, teacher	7
Lower Saxony	1	Trainee	13
Schleswig-Holstein	-	Other position	4
Nielsen 2	2	Student	9
North Rhine-Westph.	2	Other not gainfully employed	2
Nielsen 3a	25	Economic sector	%
Hesse	8	Hospital, rehabilitation clinic, doctor's practice	9
Rhineland-Palatinate	14	Rehabilitation centre, rehabilitation facilities	9
Saarland	3	Facility for the disabled	14
Nielsen 3b	62	Nursing home	3
Baden-Württemb.	62	Day care-, short-term nursing	1
Foreign (total)	3	Out-patient nursing services	4
Distance to home	%	Orthopaedic Workshop	2
up to 50 km	31	Sanitary specialist trade	9
more than 50 km up to 100 km	23	Medical technical specialised trade	1
more than 100 km up to 300 km	37	Other trade	2
over 300 km	9	Industrial producer	4
Frequency of visits to exhibition	%	Architects'/planning office	1
Previous event	25	Services, training, consulting	3
Earlier events	34	Authority/public services	6
First visit	54	Cost unit	3
Average length of stay	1,1 days	Sponsor, foundation	1
Influence on purchasing/procurement decisions	%	Organisation/association/society	2
Decisively	16	Self-help group	1
Collectively	28	University/academy/ polytechnic	5
In an advisory capacity	27	Other sectors	13
No	18	Student	9
Student	9	Other not gainfully employed	2
Other not gainfully employed	2	Size of company/organisation:	
Area of responsibility	%	Number of employees	%
Management	7	1- 4	12
Research/development/design	1	5- 9	8
Manufacturing, production, quality control	4	10- 49	20
Buying/procurement	3	50- 199	21
Finance/accounting, controlling	1	200- 499	11
Information and communication technology	-		
Personnel administration, administration	2		
Sales	6		
Marketing, advertising, PR	1		
Logistics: storage, material management, transport	-		
Maintenance/repairs	1		
Other area	11		
Preventive action	3		
Training, consulting	7		
Nursing service	10		
Therapy	32		
Student	9		
Other not gainfully employed	2		

Private visitors' profile

Visitors (number of entries)	14 249	Position in the company/organisation	%
Proportion of private visitors	33%	Entrepreneur, co-owner, freelancer	6
Germany (total)	99	Managing director, board member, head of an authority etc.	-
of which		Area manager, works manager, plant manager, branch manager, head of public office	-
Nielsen 1	1	Department head, group head, team leader	6
Bremen	-	Other salaried staff, civil servant, skilled worker	32
Hamburg	-	Lecturer, teacher	3
Lower Saxony	1	Trainee	1
Schleswig-Holstein	-	Other position	3
Nielsen 2	1	Student	6
North Rhine-Westph.	1	Housewife/man	13
Nielsen 3a	21	Old-age pensioner	24
Hesse	6	Other not gainfully employed	7
Rhineland-Palatinate	12	Buying and ordering capacity	%
Saarland	4	Purchase or order made or intended at the exhibition	30
Nielsen 3b	69	yes	32
Baden-Württemb.	69	no	39
Foreign (total)	1	maybe	
Distance to home	%	Follow-up business	%
up to 50 km	35	Intend to buy at later date	47
more than 50 km up to 100 km	27	yes	12
more than 100 km up to 300 km	32	no	12
over 300 km	7	maybe	42
Frequency of visits to exhibition	%	Conducted by: Gelszus Messe-Marktforschung GmbH, Dortmund	
Previous event	31		
Earlier events	34		
First visit	48		
Sex	%		
Male	41		
Female	59		
Age	%		
up to 20 years	3		
over 20 up to 30 years	10		
over 30 up to 40 years	14		
over 40 up to 50 years	25		
over 50 up to 60 years	30		
over 60 up to 70 years	14		
over 70 years	5		

Private visitors' profile

Visitors (number of entries)	104 495
Proportion of private visitors	100%
Germany (total)	100
of which	
Nielsen 1	-
Bremen	-
Hamburg	-
Lower Saxony	-
Schleswig-Holstein	-
Nielsen 2	1
North Rhine-Westph.	1
Nielsen 3a	-
Hesse	-
Rhineland-Palatinate	-
Saarland	-
Nielsen 3b	5
Baden-Württemberg	5
Distance to home	%
up to 50 km	81
more than 50 km up to 100 km	12
more than 100 km up to 300 km	5
over 300 km	2
Frequency of visits to exhibition	%
Previous event	53
Earlier events	85
First visit	8
Sex	%
Male	52
Female	48
Size of household	%
1 person	18
2 persons	37
3 persons	18
4 persons	15
5 persons and more	11
Age	%
up to 20 years	4
over 20 up to 30 years	16
over 30 up to 40 years	17
over 40 up to 50 years	20
over 50 up to 60 years	20
over 60 up to 70 years	14
over 70 years	9

(2013) → Kempten

Position in the company/organisation	%
Entrepreneur, co-owner, freelancer	5
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	1
Other salaried staff, civil servant, skilled worker	50
Lecturer, teacher	3
Other position	1
Trainee	2
Farmer	4
Student	4
Housewife/man	8
Old-age pensioner	21
Other not gainfully employed	1
Buying and ordering capacity	%
Purchase or order made or intended at the exhibition	
yes	60
no	16
maybe	23
Follow-up business	%
Intend to buy at later date	
yes	26
no	28
maybe	46
Conducted by: Messe- und Congressberatung Dirr, Neu Wulmstorf	

Anuga → Köln

Trade visitors' profile

Visitors (number of entries)	158 603	Area of responsibility	%
Proportion of trade visitors	94%	Management	26
Germany (total)	41	Research/development/design	7
of which		Manufacturing, production, quality control	8
Nielsen 1	11	Buying/procurement	15
Bremen	1	Finance/accounting, controlling	1
Hamburg	2	Information and communication technology	1
Lower Saxony	7	Personnel administration, administration	1
Schleswig-Holstein	1	Sales	16
Nielsen 2	58	Marketing, advertising, PR	9
North Rhine-Westph.	58	Logistics: storage, material management, transport	2
Nielsen 3a	12	Maintenance/repairs	-
Hesse	6	Other area	4
Rhineland-Palatinate	5	Student	10
Saarland	1	Other not gainfully employed	1
Nielsen 3b	6		
Baden-Württemberg	6		
Foreign (total)	59	Position in the company/organisation	%
of which		Entrepreneur, co-owner, freelancer	28
EU	53	Managing director, board member, head of an authority etc.	12
Other european countries	9	Area manager, works manager, plant manager, branch manager, head of public office	13
Africa	5	Department head, group head, team leader	16
North America	7	Other salaried staff, civil servant, skilled worker	11
South and Central America	7	Lecturer, teacher	1
Middle East	6	Trainee	5
South-, East-, Central Asia	11	Other position	4
Australia	2	Student	10
		Other not gainfully employed	1
Distance to home	%	Economic sector	%
up to 50 km	16	Wholesale trade	20
more than 50 km up to 100 km	7	Retail trade	10
more than 100 km up to 300 km	16	Retail chain/cooperative head office	2
over 300 km	62	Specialised retail trade	3
Countries with the highest visitor shares	%	Commercial agent	2
Netherlands	11	Import/export	15
United Kingdom	5	Skilled trades	1
USA	5	Catering	10
France	4	Service	5
Spain	4	Industry	14
Frequency of visits to exhibition	%	Other sectors	7
Previous event	30	Student	10
Earlier events	35	Other not gainfully employed	1
First visit	55		
Average length of stay	2,3 days	Size of company/organisation:	
Influence on purchasing/procurement decisions	%	Number of employees	%
Decisively	33	1- 4	13
Collectively	27	5- 9	9
In an advisory capacity	20	10- 49	20
No	9	50- 199	18
Student	10	200- 499	9
Other not gainfully employed	1	Other not gainfully employed	1

Conducted by: factx Gesellschaft für Markt- und Sozialforschung, Köln

Anuga FoodTec → Köln

Trade visitors' profile

Visitors (number of entries)	45 604	Area of responsibility	%
Proportion of trade visitors	98%	Management	22
Germany (total)	56	Research/development/design	17
of which		Manufacturing, production, quality control	15
Nielsen 1	18	Buying/procurement	4
Bremen	2	Finance/accounting, controlling	1
Hamburg	2	Information and communication technology	2
Lower Saxony	11	Personnel administration, administration	-
Schleswig-Holstein	3	Sales	14
Nielsen 2	37	Marketing, advertising, PR	5
North Rhine-Westph.	37	Logistics: storage, material management, transport	2
Nielsen 3a	14	Maintenance/repairs	4
Hesse	8	Other area	3
Rhineland-Palatinate	6	Student	12
Saarland	-	Other not gainfully employed	1
Nielsen 3b	9		
Baden-Württemberg	9		
Foreign (total)	44	Position in the company/organisation	%
of which		Entrepreneur, co-owner, freelancer	18
EU	57	Managing director, board member, head of an authority etc.	9
Other european countries	16	Area manager, works manager, plant manager, branch manager, head of public office	14
Africa	6	Department head, group head, team leader	20
North America	3	Other salaried staff, civil servant, skilled worker	19
South and Central America	4	Lecturer, teacher	1
Middle East	5	Trainee	3
South-, East-, Central Asia	7	Other position	5
Australia	2	Student	12
		Other not gainfully employed	1
Distance to home	%	Economic sector	%
up to 50 km	9	Industry	64
more than 50 km up to 100 km	8	Trade	6
more than 100 km up to 300 km	23	Skilled trades	2
over 300 km	60	Agriculture	4
Countries with the highest visitor shares	%	Service	8
Netherlands	14	Authority/public services	1
Italy	6	University, research	2
Switzerland	5	Other sectors	3
United Kingdom	5	Student	12
Belgium	5	Other not gainfully employed	1
Frequency of visits to exhibition	%	Size of company/organisation:	
Previous event	25	Number of employees	%
Earlier events	25	1- 4	9
First visit	65	5- 9	5
Average length of stay	1,7 days	10- 49	17
Influence on purchasing/procurement decisions	%	50- 199	18
Decisively	24	200- 499	11
Collectively	31	Other not gainfully employed	1
In an advisory capacity	22		
No	11		
Student	12		
Other not gainfully employed	1		

Conducted by: factx Gesellschaft für Markt- und Sozialforschung, Köln

aquanale/FSB → Köln

Trade visitors' profile

Visitors (number of entries)	26 836	Area of responsibility	%
Proportion of trade visitors	96%	Management	38
Germany (total)	49	Research/development/design	7
of which		Manufacturing, production, quality control	5
Nielsen 1	8	Buying/procurement	8
Bremen	-	Finance/accounting, controlling	1
Hamburg	1	Information and communication technology	1
Lower Saxony	5	Personnel administration, administration	1
Schleswig-Holstein	2	Sales	12
Nielsen 2	49	Marketing, advertising, PR	6
North Rhine-Westph.	49	Logistics: storage, material management, transport	1
Nielsen 3a	16	Maintenance/repairs	5
Hesse	9	Other area	10
Rhineland-Palatinate	7	Student	4
Saarland	1	Other not gainfully employed	2
Nielsen 3b	11		
Baden-Württemb.	11	Position in the company/organisation	%
		Entrepreneur, co-owner, freelancer	33
		Managing director, board member, head of an authority etc.	14
		Area manager, works manager, plant manager, branch manager, head of public office	14
		Department head, group head, team leader	15
		Other salaried staff, civil servant, skilled worker	13
		Lecturer, teacher	1
		Trainee	2
		Other position	3
		Student	4
		Other not gainfully employed	2
		Economic sector	%
		Industry	18
		Specialist trade	10
		Wholesale trade	6
		Import/export	10
		Skilled trades	6
		Service	17
		Learned professions	6
		Authorities, public institutions, institutions, town councils	14
		University, research	1
		Other sectors	6
		Student	4
		Other not gainfully employed	2
		Size of company/organisation:	%
		Number of employees	
		1- 4	20
		5- 9	16
		10- 49	28
		50- 199	17
		200- 499	6
		500 - 999	3
		1 000 and more	5
		Student	4
		Other not gainfully employed	2
		Distance to home	%
		up to 50 km	11
		more than 50 km up to 100 km	9
		more than 100 km up to 300 km	20
		over 300 km	60
		Countries with the highest visitor shares	%
		Netherlands	6
		Belgium	6
		France	6
		Switzerland	5
		United Kingdom	5
		Frequency of visits to exhibition	%
		Previous event	34
		Earlier events	39
		First visit	50
		Average length of stay	1,7 days
		Influence on purchasing/procurement decisions	%
		Decisively	37
		Collectively	30
		In an advisory capacity	22
		No	6
		Student	4
		Other not gainfully employed	2

Conducted by: factx Gesellschaft für Markt- und Sozialforschung, Köln

Asia-Pacific Sourcing → Köln

Trade visitors' profile

Visitors (number of entries)	6 963	Area of responsibility	%
Proportion of trade visitors	97%	Management	39
Germany (total)	52	Research/development/design	2
of which		Manufacturing, production, quality control	4
Nielsen 1	10	Buying/procurement	29
Bremen	2	Finance/accounting, controlling	-
Hamburg	2	Information and communication technology	1
Lower Saxony	5	Personnel administration, administration	-
Schleswig-Holstein	1	Sales	14
Nielsen 2	50	Marketing, advertising, PR	4
North Rhine-Westph.	50	Logistics: storage, material management, transport	1
Nielsen 3a	14	Maintenance/repairs	2
Hesse	4	Other area	3
Rhineland-Palatinate	9	Student	1
Saarland	1	Other not gainfully employed	1
Nielsen 3b	10		
Baden-Württemb.	10	Position in the company/organisation	%
		Entrepreneur, co-owner, freelancer	44
		Managing director, board member, head of an authority etc.	18
		Area manager, works manager, plant manager, branch manager, head of public office	10
		Department head, group head, team leader	16
		Other salaried staff, civil servant, skilled worker	9
		Lecturer, teacher	-
		Trainee	-
		Other position	2
		Student	1
		Other not gainfully employed	1
		Economic sector	%
		Industry	25
		Retail trade	26
		Wholesale/foreign trade	29
		Commercial agent	5
		Skilled trades	2
		Service	9
		Other sectors	3
		Student	1
		Other not gainfully employed	1
		Size of company/organisation:	%
		Number of employees	
		1- 4	30
		5- 9	11
		10- 49	25
		50- 199	16
		200- 499	6
		500 - 999	4
		1 000 and more	7
		Student	1
		Other not gainfully employed	1
		Distance to home	%
		up to 50 km	14
		more than 50 km up to 100 km	12
		more than 100 km up to 300 km	18
		over 300 km	57
		Countries with the highest visitor shares	%
		United Kingdom	17
		Netherlands	12
		China (PR)	9
		Poland	8
		France	7
		Frequency of visits to exhibition	%
		Previous event	30
		First visit	56
		Earlier events	31
		Average length of stay	1,5 days
		Influence on purchasing/procurement decisions	%
		Decisively	57
		Collectively	27
		In an advisory capacity	13
		No	2
		Student	1
		Other not gainfully employed	1

Conducted by: factx Gesellschaft für Markt- und Sozialforschung, Köln

CFC – Children's Fashion

Trade visitors' profile

Visitors (number of entries)	1 233	Area of responsibility	%
Proportion of trade visitors	94%	Management	39
Germany (total)	80	Research/development/design	2
of which		Manufacturing, production, quality control	4
Nielsen 1	6	Buying/procurement	29
Bremen	-	Finance/accounting, controlling	-
Hamburg	2	Information and communication technology	1
Lower Saxony	2	Personnel administration, administration	-
Schleswig-Holstein	2	Sales	14
Nielsen 2	75	Marketing, advertising, PR	4
North Rhine-Westph.	75	Logistics: storage, material management, transport	1
Nielsen 3a	6	Maintenance/repairs	2
Hesse	5	Other area	3
Rhineland-Palatinate	1	Student	1
Saarland	-	Other not gainfully employed	1
Nielsen 3b	6		
Baden-Württemb.	6	Position in the company/organisation	%
		Entrepreneur, co-owner, freelancer	44
		Managing director, board member, head of an authority etc.	18
		Area manager, works manager, plant manager, branch manager, head of public office	10
		Department head, group head, team leader	16
		Other salaried staff, civil servant, skilled worker	9
		Lecturer, teacher	-
		Trainee	-
		Other position	2
		Student	1
		Other not gainfully employed	1
		Economic sector	%
		Industry	25
		Retail trade	26
		Wholesale/foreign trade	29
		Commercial agent	5
		Skilled trades	2
		Service	9
		Other sectors	3
		Student	1
		Other not gainfully employed	1
		Size of company/organisation:	%
		Number of employees	
		1- 4	30
		5- 9	11
		10- 49	25
		50- 199	16
		200- 499	6
		500 - 999	4
		1 000 and more	7
		Student	1
		Other not gainfully employed	1
		Distance to home	%
		up to 50 km	36
		more than 50 km up to 100 km	14
		more than 100 km up to 300 km	27
		over 300 km	24
		Country with the highest visitor share	%
		Netherlands	36
		Frequency of visits to exhibition	%
		Previous event	38
		Earlier events	29
		First visit	54
		Average length of stay	1,2 days
		Influence on purchasing/procurement decisions	%
		Decisively	48
		Collectively	20
		In an advisory capacity	15
		No	12
		Student	3
		Other not gainfully employed	3

Cologne Winter → Köln

Area of responsibility	%
Management	34
Research/development/design	3
Manufacturing, production, quality control	-
Buying/procurement	22
Finance/accounting, controlling	2
Information and communication technology	-
Personnel administration, administration	1
Sales	13
Marketing, advertising, PR	13
Logistics: storage, material management, transport	-
Maintenance/repairs	-
Other area	7
Student	3
Other not gainfully employed	3
Position in the company/organisation	%
Entrepreneur, co-owner, freelancer	46
Managing director, board member, head of an authority etc.	8
Area manager, works manager, plant manager, branch manager, head of public office	9
Department head, group head, team leader	11
Other salaried staff, civil servant, skilled worker	15
Lecturer, teacher	-
Trainee	-
Other position	7
Student	3
Other not gainfully employed	3
Economic sector	%
Manufacturer/Industry	12
Children's fashion, shoe and toy specialist stores	27
Children's fashion, shoe and toy markets	3
Textile and department stores	5
Textile, shoe and game discounter	2
Online shop, sender	10
Other retail	12
Commercial agent	3
Import/export	3
Media, press, publishing	15
University, research	3
Student	3
Other not gainfully employed	3
Size of company/organisation:	
Number of employees	%
1- 4	40
5- 9	9
10- 49	14
50- 199	10
200- 499	8
500 - 999	3
1 000 and more	12
Student	3
Other not gainfully employed	3

Conducted by: factx Gesellschaft für Markt- und Sozialforschung, Köln

dmexco → Köln

Trade visitors' profile

Visitors (number of entries)	44 090
Proportion of trade visitors	100%
Germany (total)	78
of which	
Nielsen 1	12
Nielsen 2	45
Nielsen 3a	12
Nielsen 3b	8
Nielsen 4	12
Nielsen 5+6	9
Nielsen 7	2
Nielsen 8	-
Nielsen 9	-
Nielsen 10	-
Nielsen 11	-
Nielsen 12	-
Nielsen 13	-
Nielsen 14	-
Nielsen 15	-
Nielsen 16	-
Nielsen 17	-
Nielsen 18	-
Nielsen 19	-
Nielsen 20	-
Nielsen 21	-
Nielsen 22	-
Nielsen 23	-
Nielsen 24	-
Nielsen 25	-
Nielsen 26	-
Nielsen 27	-
Nielsen 28	-
Nielsen 29	-
Nielsen 30	-
Nielsen 31	-
Nielsen 32	-
Nielsen 33	-
Nielsen 34	-
Nielsen 35	-
Nielsen 36	-
Nielsen 37	-
Nielsen 38	-
Nielsen 39	-
Nielsen 40	-
Nielsen 41	-
Nielsen 42	-
Nielsen 43	-
Nielsen 44	-
Nielsen 45	-
Nielsen 46	-
Nielsen 47	-
Nielsen 48	-
Nielsen 49	-
Nielsen 50	-
Nielsen 51	-
Nielsen 52	-
Nielsen 53	-
Nielsen 54	-
Nielsen 55	-
Nielsen 56	-
Nielsen 57	-
Nielsen 58	-
Nielsen 59	-
Nielsen 60	-
Nielsen 61	-
Nielsen 62	-
Nielsen 63	-
Nielsen 64	-
Nielsen 65	-
Nielsen 66	-
Nielsen 67	-
Nielsen 68	-
Nielsen 69	-
Nielsen 70	-
Nielsen 71	-
Nielsen 72	-
Nielsen 73	-
Nielsen 74	-
Nielsen 75	-
Nielsen 76	-
Nielsen 77	-
Nielsen 78	-
Nielsen 79	-
Nielsen 80	-
Nielsen 81	-
Nielsen 82	-
Nielsen 83	-
Nielsen 84	-
Nielsen 85	-
Nielsen 86	-
Nielsen 87	-
Nielsen 88	-
Nielsen 89	-
Nielsen 90	-
Nielsen 91	-
Nielsen 92	-
Nielsen 93	-
Nielsen 94	-
Nielsen 95	-
Nielsen 96	-
Nielsen 97	-
Nielsen 98	-
Nielsen 99	-
Nielsen 100	-
Nielsen 101	-
Nielsen 102	-
Nielsen 103	-
Nielsen 104	-
Nielsen 105	-
Nielsen 106	-
Nielsen 107	-
Nielsen 108	-
Nielsen 109	-
Nielsen 110	-
Nielsen 111	-
Nielsen 112	-
Nielsen 113	-
Nielsen 114	-
Nielsen 115	-
Nielsen 116	-
Nielsen 117	-
Nielsen 118	-
Nielsen 119	-
Nielsen 120	-
Nielsen 121	-
Nielsen 122	-
Nielsen 123	-
Nielsen 124	-
Nielsen 125	-
Nielsen 126	-
Nielsen 127	-
Nielsen 128	-
Nielsen 129	-
Nielsen 130	-
Nielsen 131	-
Nielsen 132	-
Nielsen 133	-
Nielsen 134	-
Nielsen 135	-
Nielsen 136	-
Nielsen 137	-
Nielsen 138	-
Nielsen 139	-
Nielsen 140	-
Nielsen 141	-
Nielsen 142	-
Nielsen 143	-
Nielsen 144	-
Nielsen 145	-
Nielsen 146	-
Nielsen 147	-
Nielsen 148	-
Nielsen 149	-
Nielsen 150	-
Nielsen 151	-
Nielsen 152	-
Nielsen 153	-
Nielsen 154	-
Nielsen 155	-
Nielsen 156	-
Nielsen 157	-
Nielsen 158	-
Nielsen 159	-
Nielsen 160	-
Nielsen 161	-
Nielsen 162	-
Nielsen 163	-
Nielsen 164	-
Nielsen 165	-
Nielsen 166	-
Nielsen 167	-
Nielsen 168	-
Nielsen 169	-
Nielsen 170	-
Nielsen 171	-
Nielsen 172	-
Nielsen 173	-
Nielsen 174	-
Nielsen 175	-
Nielsen 176	-
Nielsen 177	-
Nielsen 178	-
Nielsen 179	-
Nielsen 180	-
Nielsen 181	-
Nielsen 182	-
Nielsen 183	-
Nielsen 184	-
Nielsen 185	-
Nielsen 186	-
Nielsen 187	-
Nielsen 188	-
Nielsen 189	-
Nielsen 190	-
Nielsen 191	-
Nielsen 192	-
Nielsen 193	-
Nielsen 194	-
Nielsen 195	-
Nielsen 196	-
Nielsen 197	-
Nielsen 198	-
Nielsen 199	-
Nielsen 200	-
Nielsen 201	-
Nielsen 202	-
Nielsen 203	-
Nielsen 204	-
Nielsen 205	-
Nielsen 206	-
Nielsen 207	-
Nielsen 208	-
Nielsen 209	-
Nielsen 210	-
Nielsen 211	-
Nielsen 212	-
Nielsen 213	-
Nielsen 214	-
Nielsen 215	-
Nielsen 216	-
Nielsen 217	-
Nielsen 218	-
Nielsen 219	-
Nielsen 220	-
Nielsen 221	-
Nielsen 222	-
Nielsen 223	-
Nielsen 224	-
Nielsen 225	-
Nielsen 226	-
Nielsen 227	-
Nielsen 228	-
Nielsen 229	-
Nielsen 230	-
Nielsen 231	-
Nielsen 232	-
Nielsen 233	-
Nielsen 234	-
Nielsen 235	-
Nielsen 236	-
Nielsen 237	-
Nielsen 238	-
Nielsen 239	-
Nielsen 240	-
Nielsen 241	-
Nielsen 242	-
Nielsen 243	-
Nielsen 244	-
Nielsen 245	-
Nielsen 246	-
Nielsen 247	-
Nielsen 248	-
Nielsen 249	-
Nielsen 250	-
Nielsen 251	-
Nielsen 252	-
Nielsen 253	-
Nielsen 254	-
Nielsen 255	-
Nielsen 256	-
Nielsen 257	-
Nielsen 258	-
Nielsen 259	-
Nielsen 260	-
Nielsen 261	-
Nielsen 262	-
Nielsen 263	-
Nielsen 264	-
Nielsen 265	-
Nielsen 266	-
Nielsen 267	-
Nielsen 268	-
Nielsen 269	-
Nielsen 270	-
Nielsen 271	-
Nielsen 272	-
Nielsen 273	-
Nielsen 274	-
Nielsen 275	-
Nielsen 276	-
Nielsen 277	-
Nielsen 278	-
Nielsen 279	-
Nielsen 280	-
Nielsen 281	-
Nielsen 282	-
Nielsen 283	-
Nielsen 284	-
Nielsen 285	-
Nielsen 286	-
Nielsen 287	-
Nielsen 288	-
Nielsen 289	-
Nielsen 290	-
Nielsen 291	-
Nielsen 292	-
Nielsen 293	-
Nielsen 294	-
Nielsen 295	-
Nielsen 296	-
Nielsen 297	-
Nielsen 298	-
Nielsen 299	-
Nielsen 300	-
Nielsen 301	-
Nielsen 302	-
Nielsen 303	-
Nielsen 304	-
Nielsen 305	-
Nielsen 306	-
Nielsen 307	-
Nielsen 308	-
Nielsen 309	-
Nielsen 310	-
Nielsen 311	-
Nielsen 312	-
Nielsen 313	-
Nielsen 314	-
Nielsen 315	-
Nielsen 316	-
Nielsen 317	-
Nielsen 318	-
Nielsen 319	-
Nielsen 320	-
Nielsen 321	-
Nielsen 322	-
Nielsen 323	-
Nielsen 324	-
Nielsen 325	-
Nielsen 326	-
Nielsen 327	-
Nielsen 328	-
Nielsen 329	-
Nielsen 330	-
Nielsen 331	-
Nielsen 332	-
Nielsen 333	-
Nielsen 334	-
Nielsen 335	-
Nielsen 336	-
Nielsen 337	-
Nielsen 338	-
Nielsen 339	-
Nielsen 340	-
Nielsen 341	-
Nielsen 342	-
Nielsen 343	-
Nielsen 344	-
Nielsen 345	-
Nielsen 346	-
Nielsen 347	-
Nielsen 348	-
Nielsen 349	-
Nielsen 350	-
Nielsen 351	-
Nielsen 352	-
Nielsen 353	-
Nielsen 354	-
Nielsen 355	-
Nielsen 356	-
Nielsen 357	-
Nielsen 358	-
Nielsen 359	-
Nielsen 360	-
Nielsen 361	-
Nielsen 362	-
Nielsen 363	-
Nielsen 364	-
Nielsen 365	-
Nielsen 366	-
Nielsen 367	-
Nielsen 368	-
Nielsen 369	-
Nielsen 370	-
Nielsen 371	-
Nielsen 372	-
Nielsen 373	-
Nielsen 374	-
Nielsen 375	-
Nielsen 376	-
Nielsen 377	-
Nielsen 378	-
Nielsen 379	-
Nielsen 380	-
Nielsen 381	-
Nielsen 382	-
Nielsen 383	-
Nielsen 384	-
Nielsen 385	-
Nielsen 386	-
Nielsen 387	-
Nielsen 388	-
Nielsen 389	-
Nielsen 390	-
Nielsen 391	-
Nielsen 392	-
Nielsen 393	-
Nielsen 394	-
Nielsen 395	-
Nielsen 396	-
Nielsen 397	-
Nielsen 398	-
Nielsen 399	-
Nielsen 400	-
Nielsen 401	-
Nielsen 402	-
Nielsen 403	-
Nielsen 404	-
Nielsen 405	-
Nielsen 406	-
Nielsen 407	-
Nielsen 408	-
Nielsen 409	-
Nielsen 410	-
Nielsen 411	-
Nielsen 412	-
Nielsen 413	-
Nielsen 414	-
Nielsen 415	-
Nielsen 416	-
Nielsen 417	-
Nielsen 418	-
Nielsen 419	-
Nielsen 420	-
Nielsen 421	-
Nielsen 422	-
Nielsen 423	-
Nielsen 424	-
Nielsen 425	-
Nielsen 426	-
Nielsen 427	-
Nielsen 428	-
Nielsen 429	-
Nielsen 430	-
Nielsen 431	-
Nielsen 432	-
Nielsen 433	-
Nielsen 434	-
Nielsen 435	-
Nielsen 436	-
Nielsen 437	-
Nielsen 438	-
Nielsen 439	-
Nielsen 440	-
Nielsen 441	-
Nielsen 442	-
Nielsen 443	-
Nielsen 444	-
Nielsen 445	-
Nielsen 446	-
Nielsen 447	-
Nielsen 448	-
Nielsen 449	-
Nielsen 450	-
Nielsen 451	-
Nielsen 452	-
Nielsen 453	-
Nielsen 454	-
Nielsen 455	-
Nielsen 456	-
Nielsen 457	-
Nielsen 458	-
Nielsen 459	-
Nielsen 460	-
Nielsen 461	-
Nielsen 462	-
Nielsen 463	-
Nielsen 464	-
Nielsen 465	-
Nielsen 466	-
Nielsen 467	-
Nielsen 468	-
Nielsen 469	-
Nielsen 470	-
Nielsen 471	-
Nielsen 472	-
Nielsen 473	-
Nielsen 474	-
Nielsen 475	-
Nielsen 476	-
Nielsen 477	-
Nielsen 478	-
Nielsen 479	-
Nielsen 480	-
Nielsen 481	-
Nielsen 482	-
Nielsen 483	-
Nielsen 484	-
Nielsen 485	-
Nielsen 486	-
Nielsen 487	-
Nielsen 488	-
Nielsen 489	-
Nielsen 490	-
Nielsen 491	-
Nielsen 492	-
Nielsen 493	-
Nielsen 494	-
Nielsen 495	-
Nielsen 496	-
Nielsen 497	-
Nielsen 498	-
Nielsen 499	-</

Trade visitors' profile

Visitors (number of entries)	136 019	Area of responsibility	%
Proportion of trade visitors	49%	Management	25
Germany (total)	80	Research/development/design	2
of which		Manufacturing, production, quality control	2
Nielsen 1	14	Buying/procurement	5
Bremen	1	Finance/accounting, controlling	1
Hamburg	1	Information and communication technology	1
Lower Saxony	9	Personnel administration, administration	3
Schleswig-Holstein	2	Sales	7
Nielsen 2	40	Marketing, advertising, PR	4
North Rhine-Westph.	40	Logistics: storage, material management, transport	1
Nielsen 3a	17	Maintenance/repairs	1
Hesse	8	Other area	29
Rhineland-Palatinate	8	Student	15
Saarland	1	Other not gainfully employed	6
Nielsen 3b	13	Position in the company/organisation	%
Baden-Württemb.	13	Entrepreneur, co-owner, freelancer	28
Foreign (total)	20	Managing director, board member, head of an authority etc.	8
of which		Area manager, works manager, plant manager, branch manager, head of public office	6
EU	70	Department head, group head, team leader	8
Other european countries	14	Other salaried staff, civil servant, skilled worker	13
Africa	5	Lecturer, teacher	4
South-, East-, Central Asia	5	Trainee	9
Other countries	5	Other position	4
Distance to home	%	Student	15
up to 50 km	18	Other not gainfully employed	6
more than 50 km up to 100 km	12	Economic sector	%
more than 100 km up to 300 km	29	Fitness studio	30
over 300 km	41	Multifunctional system	2
Countries with the highest visitor shares	%	Physiotherapy	8
Netherlands	18	Doctor's practice	1
Belgium	11	Rehabilitation centre	3
Switzerland	10	Health care center	3
Austria	6	Hospitals, rehabilitation	1
France	5	Wellness institute, health facility, day spa	1
Frequency of visits to exhibition	%	Hotel	1
Previous event	39	Sports association/club	3
Earlier events	37	Tanning studios	1
First visit	44	Sport retail trade	3
Average length of stay	1,4 days	Other trade	2
Influence on purchasing/procurement decisions	%	Sporting goods industry	2
Decisively	23	Company/authority with sports facilities	2
Collectively	19	Management consultancy	1
In an advisory capacity	21	Other service	4
No	17	Public administration	2
Student	15	Other sectors	12
Other not gainfully employed	6	Student	15
		Other not gainfully employed	6
		Size of company/organisation:	%
		Number of employees	%
		1- 4	20
		5- 9	16
		10- 49	22
		50- 199	9
		200- 499	3
		500 - 999	2
		1 000 and more	8
		Student	15
		Other not gainfully employed	6

Private visitors' profile

Visitors (number of entries)	136 019	Position in the company/organisation	%
Proportion of private visitors	51%	Entrepreneur, co-owner, freelancer	6
Germany (total)	92	Managing director, board member, head of an authority etc.	3
of which		Area manager, works manager, plant manager, branch manager, head of public office	1
Nielsen 1	13	Department head, group head, team leader	5
Bremen	1	Other salaried staff, civil servant, skilled worker	24
Hamburg	1	Lecturer, teacher	2
Lower Saxony	9	Trainee	14
Schleswig-Holstein	2	Other position	6
Nielsen 2	45	Student	31
North Rhine-Westph.	45	Housewife/man	4
Nielsen 3a	18	Old-age pensioner	2
Hesse	9	Other not gainfully employed	2
Rhineland-Palatinate	8	Buying and ordering capacity	%
Saarland	2	Purchase or order made or intended at the exhibition	73
Nielsen 3b	10	yes	8
Baden-Württemb.	10	no	19
Foreign (total)	8	maybe	19
of which		Follow-up business	%
EU	65	Intend to buy at later date	33
Other european countries	23	yes	23
Other countries	12	no	23
Countries with the highest visitor shares	%	maybe	44
Belgium	24	Conducted by: Wissler & Partner, Basel	
Switzerland	18		
Austria	16		
Luxembourg	11		
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	29		
over 300 km	32		
Frequency of visits to exhibition	%		
Previous event	26		
Earlier events	20		
First visit	62		
Sex	%		
Male	32		
Female	68		
Age	%		
up to 20 years	29		
over 20 up to 30 years	47		
over 30 up to 40 years	10		
over 40 up to 50 years	7		
over 50 up to 60 years	3		
over 60 up to 70 years	2		
over 70 years	2		

Trade visitors' profile

Visitors (number of entries)	14 751	Position in the company/organisation	%
Proportion of trade visitors	95%	Entrepreneur, co-owner, freelancer	6
Germany (total)	78	Managing director, board member, head of an authority etc.	3
of which		Area manager, works manager, plant manager, branch manager, head of public office	1
Nielsen 1	13	Department head, group head, team leader	5
Bremen	1	Other salaried staff, civil servant, skilled worker	24
Hamburg	2	Lecturer, teacher	2
Lower Saxony	8	Trainee	14
Schleswig-Holstein	2	Other position	6
Nielsen 2	41	Student	31
North Rhine-Westph.	41	Housewife/man	4
Nielsen 3a	11	Old-age pensioner	2
Hesse	7	Other not gainfully employed	2
Rhineland-Palatinate	3	Buying and ordering capacity	%
Saarland	1	Purchase or order made or intended at the exhibition	73
Nielsen 3b	14	yes	8
Baden-Württemb.	14	no	19
Foreign (total)	22	maybe	19
of which		Follow-up business	%
EU	74	Intend to buy at later date	33
Other european countries	11	yes	23
Other countries	15	no	23
Distance to home	%	maybe	44
up to 50 km	15	Conducted by: Wissler & Partner, Basel	
more than 50 km up to 100 km	11		
more than 100 km up to 300 km	26		
over 300 km	48		
Countries with the highest visitor shares	%		
Netherlands	17		
Belgium	12		
Austria	9		
Frequency of visits to exhibition	%		
Previous event	54		
Earlier events	56		
First visit	32		
Average length of stay	1,5 days		
Influence on purchasing/procurement decisions	%		
Decisively	68		
Collectively	16		
In an advisory capacity	11		
No	3		
Student	1		
Other not gainfully employed	2		

Area of responsibility	%
Management	44
Research/development/design	2
Manufacturing, production, quality control	7
Buying/procurement	13
Finance/accounting, controlling	1
Information and communication technology	1
Personnel administration, administration	-
Sales	19
Marketing, advertising, PR	4
Logistics: storage, material management, transport	-
Maintenance/repairs	1
Other area	6
Student	1
Other not gainfully employed	2
Position in the company/organisation	%
Entrepreneur, co-owner, freelancer	72
Managing director, board member, head of an authority etc.	7
Area manager, works manager, plant manager, branch manager, head of public office	2
Department head, group head, team leader	4
Other salaried staff, civil servant, skilled worker	6
Lecturer, teacher	4
Trainee	-
Other position	3
Student	1
Other not gainfully employed	2
Economic sector	%
Industry	3
Retail trade	65
Wholesale/foreign trade	6
Commercial agent	1
Skilled trades	12
Service	3
Social institution, public institution, school, university, research	2
Other sectors	5
Student	1
Other not gainfully employed	2

Size of company/organisation:	
Number of employees	%
1- 4	72
5- 9	11
10- 49	6
50- 199	5
200- 499	1
500 - 999	1
1 000 and more	1
Student	1
Other not gainfully employed	2

Conducted by: factx Gesellschaft für Markt- und Sozialforschung, Köln

Trade visitors' profile

Visitors (number of entries)	147 695
Proportion of trade visitors	98%
Germany (total)	57
of which	
Nielsen 1	16
Nielsen 2	42
Nielsen 3a	16
Nielsen 3b	9
Baden-Württemberg	9

Foreign (total)	43
of which	
EU	43
Other european countries	15
Africa	7
North America	5
South and Central America	7
Middle East	9
South-, East-, Central Asia	11
Australia	3

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	18
over 300 km	61

Countries with the highest visitor shares	%
Italy	6
Turkey	4
France	4
USA	4
Netherlands	4

Frequency of visits to exhibition	%
Previous event	41
Earlier events	48
First visit	40

Average length of stay	2,2 days
-------------------------------	-----------------

Influence on purchasing/procurement decisions	%
Decisively	37
Collectively	27
In an advisory capacity	19
No	11
Student	5
Other not gainfully employed	1

Area of responsibility	%
Management	30
Research/development/design	5
Manufacturing, production, quality control	17
Buying/procurement	6
Finance/accounting, controlling	1
Information and communication technology	1
Personnel administration, administration	2
Sales	7
Marketing, advertising, PR	3
Logistics: storage, material management, transport	-
Maintenance/repairs	2
Other area	19
Student	5
Other not gainfully employed	1

Position in the company/organisation	%
Entrepreneur, co-owner, freelancer	37
Managing director, board member, head of an authority etc.	9
Area manager, works manager, plant manager, branch manager, head of public office	4
Department head, group head, team leader	9
Other salaried staff, civil servant, skilled worker	18
Lecturer, teacher	2
Trainee	9
Other position	6
Student	5
Other not gainfully employed	1

Economic sector	%
Dental surgery	46
Surgery-laboratory	5
Dental trade	9
Retail trade	1
Industry, dental industry	6
Service	4
Dental Technical College	1
University, research	2
Other sectors	3
Student	5
Other not gainfully employed	1
Dental laboratory	18

Size of company/organisation:	
Number of employees	%
1- 4	21
5- 9	28
10- 49	28
50- 199	9
200- 499	3
500 - 999	1
1 000 and more	4
Student	5
Other not gainfully employed	1

Conducted by: factx Gesellschaft für Markt- und Sozialforschung, Köln

Trade visitors' profile

Visitors (number of entries)	122 009
Proportion of trade visitors	70%
Germany (total)	69
of which	
Nielsen 1	11
Nielsen 2	52
Nielsen 3a	13
Nielsen 3b	6
Baden-Württemberg	11

Foreign (total)	32
of which	
EU	71
Other european countries	16
North America	2
Middle East	3
South-, East-, Central Asia	5
Other countries	3

Distance to home	%
up to 50 km	17
more than 50 km up to 100 km	10
more than 100 km up to 300 km	28
over 300 km	45

Countries with the highest visitor shares	%
Netherlands	16
Austria	13
Switzerland	8
United Kingdom	8
Italy	6

Frequency of visits to exhibition	%
Previous event	38
Earlier events	49
First visit	41

Average length of stay	1,7 days
-------------------------------	-----------------

Influence on purchasing/procurement decisions	%
Decisively	26
Collectively	24
In an advisory capacity	20
No	15
Student	14
Other not gainfully employed	1

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 manager, branch manager, head of public office	7
Department head, group head, team leader	10
Other salaried staff, civil servant, 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	1
Other sectors	6
Student	14
Other not gainfully employed	1

Size of company/organisation:	
Number of employees	%
1- 4	22
5- 9	12
10- 49	17
50- 199	14
200- 499	7
500 - 999	4
1 000 and more	9
Student	14
Other not gainfully employed	1

Conducted by: factx Gesellschaft für Markt- und Sozialforschung, Köln

interzum → Köln

Trade visitors' profile

Visitors (number of entries)	58 023	Area of responsibility	%
Proportion of trade visitors	99%	Management	29
Germany (total)	40	Research/development/design	15
of which		Manufacturing, production, quality control	13
Nielsen 1	9	Buying/procurement	11
Bremen	1	Finance/accounting, controlling	1
Hamburg	1	Information and communication technology	1
Lower Saxony	6	Personnel administration, administration	-
Schleswig-Holstein	1	Sales	13
Nielsen 2	57	Marketing, advertising, PR	5
North Rhine-Westph.	57	Logistics: storage, material management, transport	1
Nielsen 3a	8	Maintenance/repairs	1
Hesse	2	Other area	3
Rhineland-Palatinate	5	Student	6
Saarland	1	Other not gainfully employed	1
Nielsen 3b	10	Position in the company/organisation	%
Baden-Württemb.	10	Entrepreneur, co-owner, freelancer	27
Foreign (total)	61	Managing director, board member, head of an authority etc.	15
of which		Area manager, works manager, plant manager, branch manager, head of public office	14
EU	52	Department head, group head, team leader	17
Other european countries	9	Other salaried staff, civil servant, skilled worker	13
North America	7	Lecturer, teacher	-
Africa	4	Trainee	4
South and Central America	7	Other position	5
Middle East	5	Student	6
South-, East-, Central Asia	14	Other not gainfully employed	1
Australia	3	Economic sector	%
Distance to home	%	Industry	50
up to 50 km	9	Wholesale/foreign trade	15
more than 50 km up to 100 km	8	Retail trade	6
more than 100 km up to 300 km	16	Skilled trades	10
over 300 km	67	Service	6
Countries with the highest visitor shares	%	Learned professions	4
Italy	7	University, research	1
United Kingdom	6	Other sectors	2
France	5	Student	6
USA	5	Other not gainfully employed	1
Netherlands	5	Size of company/organisation:	
Frequency of visits to exhibition	%	Number of employees	%
Previous event	35	1- 4	12
Earlier events	41	5- 9	11
First visit	48	10- 49	23
Average length of stay	1,9 days	50- 199	19
Influence on purchasing/procurement decisions	%	200- 499	10
Decisively	36	500 - 999	5
Collectively	30	1 000 and more	13
In an advisory capacity	16	Student	6
No	11	Other not gainfully employed	1
Student	6	Conducted by: factx Gesellschaft für Markt- und Sozialforschung, Köln	
Other not gainfully employed	1		

ISM → Köln

Trade visitors' profile

Visitors (number of entries)	39 387	Area of responsibility	%
Proportion of trade visitors	96%	Management	33
Germany (total)	43	Research/development/design	6
of which		Manufacturing, production, quality control	6
Nielsen 1	17	Buying/procurement	12
Bremen	1	Finance/accounting, controlling	1
Hamburg	6	Information and communication technology	-
Lower Saxony	7	Personnel administration, administration	1
Schleswig-Holstein	2	Sales	19
Nielsen 2	51	Marketing, advertising, PR	11
North Rhine-Westph.	51	Logistics: storage, material management, transport	2
Nielsen 3a	10	Maintenance/repairs	1
Hesse	5	Other area	4
Rhineland-Palatinate	4	Student	4
Saarland	-	Other not gainfully employed	1
Nielsen 3b	8	Position in the company/organisation	%
Baden-Württemb.	8	Entrepreneur, co-owner, freelancer	31
Foreign (total)	57	Managing director, board member, head of an authority etc.	14
of which		Area manager, works manager, plant manager, branch manager, head of public office	9
EU	57	Department head, group head, team leader	20
Other european countries	12	Other salaried staff, civil servant, skilled worker	13
Africa	4	Lecturer, teacher	1
North America	6	Trainee	3
South and Central America	3	Other position	6
Middle East	8	Student	4
South-, East-, Central Asia	8	Other not gainfully employed	1
Australia	1	Economic sector	%
Distance to home	%	Industry	33
up to 50 km	13	Wholesale/foreign trade	24
more than 50 km up to 100 km	6	Retail trade	17
more than 100 km up to 300 km	18	Skilled trades	3
over 300 km	63	Service	9
Countries with the highest visitor shares	%	Catering	3
Netherlands	9	Other sectors	8
United Kingdom	9	Student	4
Belgium	8	Other not gainfully employed	1
France	6	Size of company/organisation:	
USA	5	Number of employees	%
Frequency of visits to exhibition	%	1- 4	14
Previous event	38	5- 9	10
Earlier events	46	10- 49	20
First visit	45	50- 199	22
Average length of stay	2,0 days	200- 499	10
Influence on purchasing/procurement decisions	%	500 - 999	5
Decisively	36	1 000 and more	15
Collectively	30	Student	4
In an advisory capacity	18	Other not gainfully employed	1
No	12	Conducted by: factx Gesellschaft für Markt- und Sozialforschung, Köln	
Student	4		
Other not gainfully employed	1		

Kind + Jugend → Köln

Trade visitors' profile

Visitors (number of entries)	21 277	Area of responsibility	%
Proportion of trade visitors	99%	Management	33
Germany (total)	31	Research/development/design	6
of which		Manufacturing, production, quality control	6
Nielsen 1	10	Buying/procurement	12
Bremen	1	Finance/accounting, controlling	1
Hamburg	5	Information and communication technology	-
Lower Saxony	5	Personnel administration, administration	1
Schleswig-Holstein	-	Sales	19
Nielsen 2	49	Marketing, advertising, PR	11
North Rhine-Westph.	49	Logistics: storage, material management, transport	2
Nielsen 3a	8	Maintenance/repairs	1
Hesse	5	Other area	4
Rhineland-Palatinate	3	Student	4
Saarland	-	Other not gainfully employed	1
Nielsen 3b	15	Position in the company/organisation	%
Baden-Württemb.	15	Entrepreneur, co-owner, freelancer	31
Foreign (total)	69	Managing director, board member, head of an authority etc.	14
of which		Area manager, works manager, plant manager, branch manager, head of public office	9
EU	47	Department head, group head, team leader	20
Other european countries	11	Other salaried staff, civil servant, skilled worker	13
North America	5	Lecturer, teacher	1
Middle East	6	Trainee	3
South-, East-, Central Asia	26	Other position	6
Other countries	5	Student	4
Distance to home	%	Other not gainfully employed	1
up to 50 km	10	Economic sector	%
more than 50 km up to 100 km	4	Industry	33
more than 100 km up to 300 km	8	Wholesale/foreign trade	24
over 300 km	78	Retail trade	17
Countries with the highest visitor shares	%	Skilled trades	3
China (PR)	13	Service	9
United Kingdom	9	Catering	3
Spain	5	Other sectors	8
Taiwan	5	Student	4
Romania	5	Other not gainfully employed	1
Frequency of visits to exhibition	%	Size of company/organisation:	
Previous event	33	Number of employees	%
Earlier events	40	1- 4	14
First visit	52	5- 9	10
Average length of stay	2,2 days	10- 49	20
Influence on purchasing/procurement decisions	%	50- 199	22
Decisively	49	200- 499	10
Collectively	28	500 - 999	5
In an advisory capacity	14	1 000 and more	15
No	9	Student	4
Student	1	Other not gainfully employed	1

ProSweets Cologne → Köln

Trade visitors' profile

Area of responsibility	%
Management	43
Research/development/design	8
Manufacturing, production, quality control	2
Buying/procurement	15
Finance/accounting, controlling	-
Information and communication technology	1
Personnel administration, administration	-
Sales	14
Marketing, advertising, PR	10
Logistics: storage, material management, transport	1
Maintenance/repairs	-
Other area	5
Student	1
Position in the company/organisation	%
Entrepreneur, co-owner, freelancer	47
Managing director, board member, head of an authority etc.	16
Area manager, works manager, plant manager, branch manager, head of public office	12
Department head, group head, team leader	11
Other salaried staff, civil servant, skilled worker	10
Lecturer, teacher	-
Trainee	1
Other position	2
Student	1
Economic sector	%
Manufacturer/Industry	17
Wholesale trade	17
Specialist retail trade	14
Buying association	1
Mail order company	2
Chain store	3
Department store, hypermarket, drug store	4
Online shop	12
Other retail	2
Commercial agent	3
Import/export	8
Service	5
Media, press, publishing	5
Other sectors	6
Student	1
Size of company/organisation:	
Number of employees	%
1- 4	29
5- 9	13
10- 49	25
50- 199	14
200- 499	6
500 - 999	1
1 000 and more	10
Student	1
Other not gainfully employed	-

Conducted by: factx Gesellschaft für Markt- und Sozialforschung, Köln

Visitors (number of entries)	17 362
Proportion of trade visitors	96%
Germany (total)	46
of which	
Nielsen 1	16
Bremen	1
Hamburg	5
Lower Saxony	9
Schleswig-Holstein	2
Nielsen 2	45
North Rhine-Westph.	45
Nielsen 3a	13
Hesse	6
Rhineland-Palatinate	6
Saarland	-
Nielsen 3b	11
Baden-Württemberg	11
Foreign (total)	54
of which	
EU	61
Other european countries	12
Middle East	6
South-, East-, Central Asia	12
Other countries	9
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	16
over 300 km	63
Countries with the highest visitor shares	%
Netherlands	13
United Kingdom	8
Belgium	7
France	6
Italy	6
Frequency of visits to exhibition	%
Previous event	29
Earlier events	35
First visit	56
Average length of stay	1,7 days
Influence on purchasing/procurement decisions	%
Decisively	27
Collectively	32
In an advisory capacity	21
No	13
Student	7
Other not gainfully employed	1

Area of responsibility	%
Management	28
Research/development/design	18
Manufacturing, production, quality control	12
Buying/procurement	7
Finance/accounting, controlling	1
Information and communication technology	-
Personnel administration, administration	1
Sales	15
Marketing, advertising, PR	7
Logistics: storage, material management, transport	-
Maintenance/repairs	1
Other area	3
Student	7
Other not gainfully employed	1
Position in the company/organisation	%
Entrepreneur, co-owner, freelancer	31
Managing director, board member, head of an authority etc.	12
Area manager, works manager, plant manager, branch manager, head of public office	10
Department head, group head, team leader	13
Other salaried staff, civil servant, skilled worker	15
Lecturer, teacher	2
Trainee	5
Other position	6
Student	7
Other not gainfully employed	1
Economic sector	%
Industry	55
Trade	19
Skilled trades	6
Service	7
Authority/public services	1
University, research	1
Other sectors	4
Student	7
Other not gainfully employed	1
Size of company/organisation:	
Number of employees	%
1- 4	14
5- 9	10
10- 49	17
50- 199	18
200- 499	9
500 - 999	9
1 000 and more	16
Student	7
Other not gainfully employed	1

Conducted by: factx Gesellschaft für Markt- und Sozialforschung, Köln

spoga horse (spring) → Köln

Trade visitors' profile

Visitors (number of entries)	4 087
Proportion of trade visitors	94%
Germany (total)	51
of which	
Nielsen 1	19
Bremen	1
Hamburg	1
Lower Saxony	13
Schleswig-Holstein	4
Nielsen 2	50
North Rhine-Westph.	50
Nielsen 3a	12
Hesse	6
Rhineland-Palatinate	4
Saarland	2
Nielsen 3b	4
Baden-Württemberg	4
Foreign (total)	49
of which	
EU	80
South-, East-, Central Asia	10
Other countries	10
Distance to home	%
up to 50 km	13
more than 50 km up to 100 km	10
more than 100 km up to 300 km	25
over 300 km	52
Countries with the highest visitor shares	%
Netherlands	22
United Kingdom	17
Belgium	9
France	8
Frequency of visits to exhibition	%
Previous event	45
Earlier events	47
First visit	37
Influence on purchasing/procurement decisions	%
Decisively	51
Collectively	26
In an advisory capacity	11
No	8
Student	4
Other not gainfully employed	1

Area of responsibility	%
Management	43
Research/development/design	1
Manufacturing, production, quality control	6
Buying/procurement	10
Finance/accounting, controlling	1
Information and communication technology	-
Personnel administration, administration	-
Sales	20
Marketing, advertising, PR	9
Logistics: storage, material management, transport	-
Maintenance/repairs	-
Other area	5
Student	4
Other not gainfully employed	1
Position in the company/organisation	%
Entrepreneur, co-owner, freelancer	54
Managing director, board member, head of an authority etc.	14
Area manager, works manager, plant manager, branch manager, head of public office	5
Department head, group head, team leader	7
Other salaried staff, civil servant, skilled worker	7
Lecturer, teacher	1
Trainee	2
Other position	5
Student	4
Other not gainfully employed	1
Economic sector	%
Industry	14
Trade	54
Skilled trades	8
Service	15
Authority/public services	2
Other sectors	4
Student	4
Other not gainfully employed	1
Size of company/organisation:	
Number of employees	%
1- 4	48
5- 9	16
10- 49	19
50- 199	6
200- 499	5
500 - 999	1
1 000 and more	2
Student	4
Other not gainfully employed	1

Conducted by: factx Gesellschaft für Markt- und Sozialforschung, Köln

spoga+gafa/spoga horse (autumn) (2014) → Köln

Trade visitors' profile

Visitors (number of entries)	38 226	Area of responsibility	%
Proportion of trade visitors	94%	Management	35
Germany (total)	41	Research/development/design	4
of which		Manufacturing, production, quality control	4
Nielsen 1	8	Buying/procurement	19
Bremen	1	Finance/accounting, controlling	1
Hamburg	3	Information and communication technology	1
Lower Saxony	3	Personnel administration, administration	-
Schleswig-Holstein	1	Sales	21
Nielsen 2	52	Marketing, advertising, PR	7
North Rhine-Westph.	52	Logistics: storage, material management, transport	1
Nielsen 3a	18	Maintenance/repairs	-
Hesse	9	Other area	5
Rhineland-Palatinate	8	Student	2
Saarland	1	Other not gainfully employed	1
Nielsen 3b	10		
Baden-Württemberg	10		
Foreign (total)	59	Position in the company/organisation	%
of which		Entrepreneur, co-owner, freelancer	36
EU	58	Managing director, board member, head of an authority etc.	19
Other european countries	11	Area manager, works manager, plant manager, branch manager, head of public office	12
Africa	3	Department head, group head, team leader	13
North America	5	Other salaried staff, civil servant, skilled worker	10
Middle East	4	Lecturer, teacher	1
South-, East-, Central Asia	14	Trainee	2
Australia	4	Other position	5
Other countries	2	Student	2
		Other not gainfully employed	1
Distance to home	%	Economic sector	%
up to 50 km	13	Industry	17
more than 50 km up to 100 km	6	Trade	60
more than 100 km up to 300 km	19	Skilled trades	4
over 300 km	62	Service	10
Countries with the highest visitor shares	%	Authority/public services	1
Netherlands	10	University, research	1
China (PR)	8	Other sectors	5
Belgium	7	Student	2
France	7	Other not gainfully employed	1
Poland	4		
Frequency of visits to exhibition	%	Size of company/organisation:	%
Previous event	40	Number of employees	%
Earlier events	48	1- 4	24
First visit	40	5- 9	14
		10- 49	21
		50- 199	19
		200- 499	5
Average length of stay	1,7 days	500 - 999	4
		1 000 and more	11
		Student	2
		Other not gainfully employed	1
Influence on purchasing/procurement decisions	%	Conducted by: factx Gesellschaft für Markt- und Sozialforschung, Köln	
Decisively	46		
Collectively	26		
In an advisory capacity	15		
No	9		
Student	2		
Other not gainfully employed	1		

CADEAUX Leipzig (autumn) → Leipzig

Trade visitors' profile

Visitors (number of entries)	7 035	Area of responsibility	%
Proportion of trade visitors	91%	Management	40
Germany (total)	98	Research/development/design	1
of which		Manufacturing, production, quality control	7
Nielsen 1	3	Buying/procurement	14
Bremen	-	Finance/accounting, controlling	1
Hamburg	-	Information and communication technology	1
Lower Saxony	2	Personnel administration, administration	-
Schleswig-Holstein	2	Sales	24
Nielsen 2	1	Marketing, advertising, PR	2
North Rhine-Westph.	1	Logistics: storage, material management, transport	1
Nielsen 3a	1	Maintenance/repairs	-
Hesse	-	Other area	7
Rhineland-Palatinate	-	Student	2
Saarland	-	Other not gainfully employed	1
Nielsen 3b	1		
Baden-Württemberg	1		
Foreign (total)	2	Position in the company/organisation	%
		Entrepreneur, co-owner, freelancer	67
Distance to home	%	Managing director, board member, head of an authority etc.	3
up to 50 km	20	Area manager, works manager, plant manager, branch manager, head of public office	3
more than 50 km up to 100 km	26	Department head, group head, team leader	3
more than 100 km up to 300 km	48	Other salaried staff, civil servant, skilled worker	14
over 300 km	6	Lecturer, teacher	1
Frequency of visits to exhibition	%	Trainee	6
Previous event	52	Other position	1
Earlier events	60	Student	2
First visit	33	Other not gainfully employed	1
Average length of stay	1,1 days	Economic sector	%
Influence on purchasing/procurement decisions	%	Retail trade	57
Decisively	48	Skilled trades	28
Collectively	26	Wholesale/foreign trade	5
In an advisory capacity	16	Industry	2
No	7	Catering/hotels	2
Student	2	Association, organisation, institution	1
Other not gainfully employed	1	Other sectors	3
		Student	2
		Other not gainfully employed	1
Size of company/organisation:		Size of company/organisation:	%
Number of employees	%	Number of employees	%
1- 4	24	1- 4	68
5- 9	14	5- 9	11
10- 49	21	10- 49	9
50- 199	19	50- 199	4
200- 499	5	200- 499	2
500 - 999	4	500 - 999	2
1 000 and more	11	1 000 and more	1
Student	2	Student	2
Other not gainfully employed	1	Other not gainfully employed	1
Conducted by: factx Gesellschaft für Markt- und Sozialforschung, Köln		Conducted by: Gelszus Messe-Marktforschung GmbH, Dortmund	

efa (2013)

Trade visitors' profile

Visitors (number of entries)	12 834*	Area of responsibility	%
Proportion of trade visitors	97%	Management	40
Germany (total)	97	Research/development/design	1
of which		Manufacturing, production, quality control	7
Nielsen 1	-	Buying/procurement	14
Bremen	-	Finance/accounting, controlling	1
Hamburg	-	Information and communication technology	1
Lower Saxony	-	Personnel administration, administration	-
Schleswig-Holstein	-	Sales	24
Nielsen 2	-	Marketing, advertising, PR	2
North Rhine-Westph.	-	Logistics: storage, material management, transport	1
Nielsen 3a	-	Maintenance/repairs	-
Hesse	-	Other area	7
Rhineland-Palatinate	-	Student	2
Saarland	-	Other not gainfully employed	1
Nielsen 3b	-		
Baden-Württemberg	-		
Foreign (total)	3	Position in the company/organisation	%
of which		Entrepreneur, co-owner, freelancer	67
EU	80	Managing director, board member, head of an authority etc.	3
Other countries	20	Area manager, works manager, plant manager, branch manager, head of public office	3
Distance to home	%	Department head, group head, team leader	3
up to 50 km	29	Other salaried staff, civil servant, skilled worker	14
more than 50 km up to 100 km	28	Lecturer, teacher	1
more than 100 km up to 300 km	39	Trainee	6
over 300 km	5	Other position	1
Country with the highest visitor share	%	Student	2
Poland	55	Other not gainfully employed	1
Frequency of visits to exhibition	%	Economic sector	%
Previous event	41	Retail trade	57
Earlier events	42	Skilled trades	28
First visit	41	Wholesale/foreign trade	5
Average length of stay	1,1 days	Industry	2
Influence on purchasing/procurement decisions	%	Catering/hotels	2
Decisively	18	Association, organisation, institution	1
Collectively	28	Other sectors	3
In an advisory capacity	30	Student	2
No	17	Other not gainfully employed	1
Student	6		
Other not gainfully employed	1		

* Visitor attendance determined by a representative poll in the combination of SHKG Leipzig/efa. Multiple answers were permitted.

Area of responsibility	%
Management	15
Research/development/design	3
Manufacturing, production, quality control	12
Buying/procurement	4
Finance/accounting, controlling	-
Information and communication technology	4
Personnel administration, administration	2
Sales	8
Marketing, advertising, PR	-
Logistics: storage, material management, transport	-
Maintenance/repairs	28
Other area	15
Student	6
Other not gainfully employed	1
Position in the company/organisation	%
Entrepreneur, co-owner, freelancer	20
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	12
Other salaried staff, civil servant, skilled worker	29
Lecturer, teacher	4
Trainee	20
Other position	3
Student	6
Other not gainfully employed	1
Economic sector	%
Handicraft, commercial processor	37
Industry, industrial processing	12
Energy and utilities industry	9
Industrial electrician	9
Architect/engineer's and planning office	6
Wholesale, retail, specialised retail	5
Educational facility	4
Chamber of commerce, guild, crafts association, society	3
Ministries, administrative bodies, public authorities	2
Facility management	1
Construction industry	1
Other sectors	5
Student	6
Other not gainfully employed	1
Size of company/organisation:	
Number of employees	%
1- 4	20
5- 9	12
10- 49	19
50- 199	17
200- 499	8
500 - 999	6
1 000 and more	12
Student	6
Other not gainfully employed	1

Conducted by: FGM GmbH, Leipzig

Trade visitors' profile

Visitors (number of entries)	8 460*
Proportion of trade visitors	93%
Germany (total)	96
of which	
Nielsen 1	7
Bremen	-
Hamburg	1
Lower Saxony	4
Schleswig-Holstein	1
Nielsen 2	3
North Rhine-Westph.	3
Nielsen 3a	1
Hesse	1
Rhineland-Palatinate	-
Saarland	-
Nielsen 3b	3
Baden-Württemberg	3
Foreign (total)	4
of which	
EU	76
Other countries	24
Distance to home	%
up to 50 km	34
more than 50 km up to 100 km	18
more than 100 km up to 300 km	32
over 300 km	16
Frequency of visits to exhibition	%
Previous event	23
Earlier events	21
First visit	65
Average length of stay	1,1 days
Influence on purchasing/procurement decisions	%
Decisively	19
Collectively	28
In an advisory capacity	21
No	14
Student	15
Other not gainfully employed	3

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

Area of responsibility	%
Management	19
Research/development/design	10
Manufacturing, production, quality control	2
Buying/procurement	2
Finance/accounting, controlling	1
Information and communication technology	2
Organization, personnel, administration	1
Sales	15
Marketing, advertising, PR	1
Logistics: storage, material management, transport	-
Maintenance/repairs	4
Other area	25
Student	15
Other not gainfully employed	3
Position in the company/organisation	%
Entrepreneur, co-owner, freelancer	24
Managing director, board member, head of an authority etc.	6
Area manager, works manager, plant manager, branch manager, head of public office	6
Department head, group head, team leader	14
Other salaried staff, civil servant, skilled worker	24
Lecturer, teacher	3
Trainee	3
Other position	3
Student	15
Other not gainfully employed	3
Economic sector	%
Industry in general	15
Engineer's and planning office	11
Research, apprenticeship, training	7
Consulting	7
Plant operator	6
Municipal utility (public services, water supply companies)	6
Skilled trades	4
Public authority/administration	4
Trade	4
Installation and network operators	2
Agriculture and forestry	2
Developers, construction companies and housing companies	1
Recycling companies	1
Operating companies	1
Municipalities	1
Real estate industry, facility management	1
Other sectors	9
Student	15
Other not gainfully employed	3
Size of company/organisation:	
Number of employees	%
1- 4	19
5- 9	7
10- 49	17
50- 199	15
200- 499	10
500 - 999	5
1 000 and more	9
Student	15
Other not gainfully employed	3

Conducted by: Gelszus Messe-Marktforschung GmbH, Dortmund

Trade visitors' profile

Visitors (number of entries)	3 947
Proportion of trade visitors	97%
Germany (total)	100
of which	
Nielsen 1	3
Bremen	-
Hamburg	-
Lower Saxony	-
Schleswig-Holstein	-
Nielsen 2	1
North Rhine-Westph.	1
Nielsen 3a	-
Hesse	-
Rhineland-Palatinate	-
Saarland	-
Nielsen 3b	1
Baden-Württemb.	1
Distance to home	%
up to 50 km	32
more than 50 km up to 100 km	31
more than 100 km up to 300 km	34
over 300 km	3
Frequency of visits to exhibition	%
Previous event	42
Earlier events	58
First visit	22
Average length of stay	1,1 days
Influence on purchasing/procurement decisions	%
Decisively	35
Collectively	29
In an advisory capacity	22
No	8
Student	4
Other not gainfully employed	1

Position in the company/organisation	%
Entrepreneur, co-owner, freelancer	38
Managing 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	3
Other salaried staff, civil servant, skilled worker	41
Lecturer, teacher	1
Trainee	5
Other position	2
Student	4
Other not gainfully employed	1
Economic sector	%
Practice	58
Group practice	21
Clinic	1
Surgery-laboratory	7
Dental technology laboratory	12
Dental trade	3
Training/consulting	1
Service	3
University, polytechnic, vocational school	3
Other	3
Size of company/organisation:	
Number of employees	%
1- 4	39
5- 9	36
10- 49	15
50- 199	3
200- 499	1
500 - 999	-
1 000 and more	1
Student	4
Other not gainfully employed	1

Conducted by: Landesmesse Stuttgart GmbH, Stuttgart

HAUS-GARTEN-FREIZEIT (2014) → Leipzig

Private visitors' profile

Visitors (number of entries)	182 503	Position in the company/organisation	%
Proportion of private visitors	86%	Entrepreneur, co-owner, freelancer	6
Germany (total)	100	Managing director, board member, head of an authority etc.	1
of which		Area manager, works manager, plant manager, branch manager, head of public office	2
Nielsen 1	- Nielsen 4	Department head, group head, team leader	7
Bremen	- Bavaria	Other salaried staff, civil servant, skilled worker	44
Hamburg	- Nielsen 5+6	Lecturer, teacher	2
Lower Saxony	- Berlin	Trainee	2
Schleswig-Holstein	- Brandenburg	Other position	6
Nielsen 2	- Mecklenburg-	Student	10
North Rhine-Westph.	- West Pomerania	Housewife/man	2
Nielsen 3a	- Saxony-Anhalt	Old-age pensioner	15
Hesse	- Nielsen 7	Other not gainfully employed	3
Rhineland-Palatinate	- Saxony		
Saarland	- Thuringia		
Nielsen 3b	-		
Baden-Württemb.	-		
Distance to home	%	Buying and ordering capacity	%
up to 50 km	54	Purchase or order made or intended at the exhibition	
more than 50 km up to 100 km	30	yes	74
more than 100 km up to 300 km	15	no	6
over 300 km	1	maybe	21
Frequency of visits to exhibition	%	Follow-up business	%
Previous event	51	Intend to buy at later date	
Earlier events	62	yes	32
First visit	25	no	12
Sex	%	maybe	56
Male	44		
Female	56		
Age	%	Conducted by: FGM GmbH, Leipzig	
up to 20 years	9		
over 20 up to 30 years	17		
over 30 up to 40 years	12		
over 40 up to 50 years	24		
over 50 up to 60 years	20		
over 60 up to 70 years	14		
over 70 years	4		

Intec → Leipzig

Trade visitors' profile

Visitors (number of entries)	22 305*	Area of responsibility	%
Proportion of trade visitors	97%	Management	11
Germany (total)	94	Research/development/design	13
of which		Manufacturing, production, quality control	30
Nielsen 1	3 Nielsen 4	Buying/procurement	5
Bremen	- Bavaria	Finance/accounting, controlling	1
Hamburg	- Nielsen 5+6	Information and communication technology	1
Lower Saxony	2 Berlin	Personnel administration, administration	1
Schleswig-Holstein	- Brandenburg	Sales	11
Nielsen 2	2 Mecklenburg-	Marketing, advertising, PR	1
North Rhine-Westph.	2 West Pomerania	Logistics: storage, material management, transport	1
Nielsen 3a	2 Saxony-Anhalt	Maintenance/repairs	6
Hesse	2 Nielsen 7	Other area	4
Rhineland-Palatinate	- Saxony	Student	13
Saarland	- Thuringia	Other not gainfully employed	2
Nielsen 3b	3		
Baden-Württemb.	3		
Foreign (total)	6	Position in the company/organisation	%
of which		Entrepreneur, co-owner, freelancer	12
EU	74	Managing director, board member, head of an authority etc.	4
Other countries	26	Area manager, works manager, plant manager, branch manager, head of public office	5
Distance to home	%	Department head, group head, team leader	19
up to 50 km	18	Other salaried staff, civil servant, skilled worker	29
more than 50 km up to 100 km	26	Lecturer, teacher	2
more than 100 km up to 300 km	41	Trainee	10
over 300 km	16	Other position	4
Country with the highest visitor share	%	Student	13
Poland	30	Other not gainfully employed	2
Frequency of visits to exhibition	%	Economic sector	%
Previous event	23	Industry	56
Earlier events	24	Service	12
First visit	64	Skilled trades	11
Average length of stay	1,1 days	Technical specialised retailer/trade	4
Influence on purchasing/procurement decisions	%	Research	3
Decisively	16	Other sectors	-
Collectively	27	Student	13
In an advisory capacity	23	Other not gainfully employed	2
No	19		
Student	13		
Other not gainfully employed	2		
Size of company/organisation:		Size of company/organisation:	
Number of employees		Number of employees	
1- 4	7	500 - 999	4
5- 9	5	1 000 and more	10
10- 49	18	Student	13
50- 199	26	Other not gainfully employed	2
200- 499	15		

*) Visitor attendance determined by a representative poll in the combination of Intec/Z – Subcontracting Fair. Multiple answers were permitted.

modell-hobby-spiel (2013)

Private visitors' profile

Visitors (number of entries)	108 493	Position in the company/organisation	%
Proportion of private visitors	97%	Entrepreneur, co-owner, freelancer	12
Germany (total)	98	Managing director, board member, head of an authority etc.	4
of which		Area manager, works manager, plant manager, branch manager, head of public office	5
Nielsen 1	3 Nielsen 4	Department head, group head, team leader	19
Bremen	- Bavaria	Other salaried staff, civil servant, skilled worker	29
Hamburg	- Nielsen 5+6	Lecturer, teacher	2
Lower Saxony	2 Berlin	Trainee	10
Schleswig-Holstein	- Brandenburg	Other position	4
Nielsen 2	- Mecklenburg-	Student	13
North Rhine-Westph.	- West Pomerania	Other not gainfully employed	2
Nielsen 3a	1 Saxony-Anhalt		
Hesse	1 Nielsen 7		
Rhineland-Palatinate	- Saxony		
Saarland	- Thuringia		
Nielsen 3b	-		
Baden-Württemberg	-		
Foreign (total)	2	Position in the company/organisation	%
of which		Entrepreneur, co-owner, freelancer	12
EU	60	Managing director, board member, head of an authority etc.	4
Other countries	40	Area manager, works manager, plant manager, branch manager, head of public office	5
Distance to home	%	Department head, group head, team leader	19
up to 50 km	39	Other salaried staff, civil servant, skilled worker	29
more than 50 km up to 100 km	26	Lecturer, teacher	2
more than 100 km up to 300 km	29	Trainee	10
over 300 km	6	Other position	4
Frequency of visits to exhibition	%	Student	13
Previous event	44	Other not gainfully employed	2
Earlier events	60		
First visit	31		
Sex	%	Economic sector	%
Male	56	Industry	56
Female	44	Service	12
Size of household	%	Skilled trades	11
1 person	13	Technical specialised retailer/trade	4
2 persons	31	Research	3
3 persons	24	Other sectors	-
4 persons	23	Student	13
5 persons and more	9	Other not gainfully employed	2
Age	%		
up to 20 years	23		
over 20 up to 30 years	25		
over 30 up to 40 years	19		
over 40 up to 50 years	17		
over 50 up to 60 years	11		
over 60 up to 70 years	4		
over 70 years	2		

Conducted by: FGM GmbH, Leipzig

Trade visitors' profile

Position in the company/organisation	%
Entrepreneur, co-owner, freelancer	5
Managing 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	7
Other salaried staff, civil servant, skilled worker	37
Lecturer, teacher	2
Trainee	6
Other position	8
Student	24
Other not gainfully employed	7
Buying and ordering capacity	%
Purchase or order made or intended at the exhibition	
yes	74
no	6
maybe	21
Follow-up business	%
Intend to buy at later date	
yes	33
no	15
maybe	52

Conducted by: FGM GmbH, Leipzig

Visitors (number of entries)	9 200*
Proportion of trade visitors	94%
Germany (total)	95
of which	
Nielsen 1	5
Bremen	1
Hamburg	1
Lower Saxony	3
Schleswig-Holstein	1
Nielsen 2	2
North Rhine-Westph.	2
Nielsen 3a	2
Hesse	2
Rhineland-Palatinate	1
Saarland	1
Nielsen 3b	2
Baden-Württemberg	2
Foreign (total)	5
of which	
EU	54
Other European countries	46
Distance to home	%
up to 50 km	34
more than 50 km up to 100 km	20
more than 100 km up to 300 km	33
over 300 km	14
Frequency of visits to exhibition	%
Previous event	22
Earlier events	30
First visit	59
Average length of stay	1,1 days
Influence on purchasing/procurement decisions	%
Decisively	17
Collectively	26
In an advisory capacity	24
No	14
Student	15
Other not gainfully employed	3

* Visitor attendance determined by a representative poll in the combination of TerraTec/enertec. Multiple answers were permitted.

Area of responsibility	%
Management	17
Research/development/design	8
Manufacturing, production, quality control	1
Buying/procurement	1
Finance/accounting, controlling	1
Information and communication technology	2
Organization, personnel, administration	1
Sales	14
Marketing, advertising, PR	1
Logistics: storage, material management, transport	1
Maintenance/repairs	4
Other area	31
Student	15
Other not gainfully employed	3
Position in the company/organisation	%
Entrepreneur, co-owner, freelancer	19
Managing director, board member, head of an authority etc.	6
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, skilled worker	25
Lecturer, teacher	2
Trainee	4
Other position	4
Student	15
Other not gainfully employed	3
Economic sector	%
Industry in general	12
Research, apprenticeship, training	8
Engineer's and planning office	7
Public authority/administration	7
Consulting	7
Recycling companies	6
Plant operator	6
Municipal utility (public services, water supply companies)	5
Skilled trades	4
Trade	3
Municipalities	2
Agriculture and forestry	2
Installation and network operators	2
Operating companies	1
Developers, construction companies and housing companies	1
Association/society	1
Agriculture and fisheries	1
Other sectors	9
Student	15
Other not gainfully employed	3

Size of company/organisation:	%
Number of employees	
1- 4	16
5- 9	7
10- 49	16
50- 199	16
200- 499	11
500 - 999	6
1 000 and more	10
Student	15
Other not gainfully employed	3

Conducted by: Gelszus Messe-Marktforschung GmbH, Dortmund

Trade visitors' profile

Visitors (number of entries)	16 084
Proportion of trade visitors	96%
Germany (total)	98
of which	
Nielsen 1	8
Bremen	1
Hamburg	1
Lower Saxony	5
Schleswig-Holstein	2
Nielsen 2	2
North Rhine-Westph.	2
Nielsen 3a	3
Hesse	2
Rhineland-Palatinate	1
Saarland	1
Nielsen 3b	2
Baden-Württemb.	2
Foreign (total)	2
Distance to home	%
up to 50 km	21
more than 50 km up to 100 km	19
more than 100 km up to 300 km	42
over 300 km	18
Frequency of visits to exhibition	%
Previous event	25
Earlier events	24
First visit	60
Average length of stay	1,4 days
Influence on purchasing/procurement decisions	%
Decisively	20
Collectively	24
In an advisory capacity	27
No	22
Student	7
Other not gainfully employed	1

Area of responsibility	%
Management	15
Research/development/design	2
Manufacturing, production, quality control	2
Buying/procurement	-
Finance/accounting, controlling	1
Information and communication technology	-
Personnel administration, administration	2
Sales	1
Marketing, advertising, PR	1
Logistics: storage, material management, transport	-
Maintenance/repairs	-
Other area	69
Student	7
Other not gainfully employed	1
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	2
Department head, group head, team leader	10
Other salaried staff, civil servant, skilled worker	30
Lecturer, teacher	2
Trainee	21
Other position	1
Student	7
Other not gainfully employed	1
Economic sector	%
Therapeutical practice	47
Hospital	7
Ambulant rehabilitation centre	6
Prophylaxis and rehabilitation facilities	3
Health-, Rehabilitation centre	3
Stationary nursing facility	2
Fitness studio	2
Facility for the disabled	2
Medical technical specialised trade	1
University/academy/specialist school	3
Vocational school	17
Other	7

Size of company/organisation:	%
Number of employees	
1- 4	30
5- 9	24
10- 49	15
50- 199	11
200- 499	8
500 - 999	2
1 000 and more	5
Student	7
Other not gainfully employed	1

Conducted by: FGM GmbH, Leipzig

Z – Subcontracting Fair (2013) → Leipzig

Trade visitors' profile

Visitors (number of entries)	10 203*	Area of responsibility	%
Proportion of trade visitors	96%	Management	17
Germany (total)	90	Research/development/design	10
of which		Manufacturing, production, quality control	15
Nielsen 1	4	Buying/procurement	20
Bremen	-	Finance/accounting, controlling	-
Hamburg	2	Information and communication technology	1
Lower Saxony	2	Personnel administration, administration	1
Schleswig-Holstein	-	Sales	18
Nielsen 2	6	Marketing, advertising, PR	2
North Rhine-Westph.	6	Logistics: storage, material management, transport	1
Nielsen 3a	3	Maintenance/repairs	3
Hesse	2	Other area	4
Rhineland-Palatinate	1	Student	6
Saarland	1	Other not gainfully employed	1
Nielsen 3b	3		
Baden-Württemberg	3		
Foreign (total)	10	Position in the company/organisation	%
of which		Entrepreneur, co-owner, freelancer	19
EU	76	Managing director, board member, head of an authority etc.	6
Other countries	24	Area manager, works manager, plant manager, branch manager, head of public office	10
		Department head, group head, team leader	21
		Other salaried staff, civil servant, skilled worker	28
		Lecturer, teacher	1
		Trainee	4
		Other position	3
		Student	6
		Other not gainfully employed	1
Distance to home	%	Economic sector	%
up to 50 km	21	Industry	61
more than 50 km up to 100 km	19	Skilled trades	8
more than 100 km up to 300 km	35	Service	13
over 300 km	25	Research	4
		Technical retail trade	7
		Student	6
		Other not gainfully employed	1
Country with the highest visitor share	%	Size of company/organisation:	%
Poland	31	Number of employees	%
		1- 4	9
		5- 9	4
		10- 49	22
		50- 199	27
		200- 499	15
		500 - 999	7
		1 000 and more	8
		Student	6
		Other not gainfully employed	1
Frequency of visits to exhibition	%	Conducted by: Gelszus Messe-Marktforschung GmbH, Dortmund	
Previous event	30		
Earlier events	31		
First visit	57		
Average length of stay	1,2 days		
Influence on purchasing/procurement decisions	%		
Decisively	30		
Collectively	31		
In an advisory capacity	21		
No	11		
Student	6		
Other not gainfully employed	1		

* Visitor attendance determined by a representative poll in the combination of intec/Z – Subcontracting Fair. Multiple answers were permitted.

BAU → München

Trade visitors' profile

Visitors (number of entries)	254 441	Area of responsibility	%
Proportion of trade visitors	95%	Management	25
Germany (total)	69	Research/development/design	5
of which		Manufacturing, production, quality control	12
Nielsen 1	4	Buying/procurement	4
Bremen	-	Finance/accounting, controlling	-
Hamburg	1	Information and communication technology	-
Lower Saxony	3	Personnel administration, administration	-
Schleswig-Holstein	3	Sales	13
Nielsen 2	6	Marketing, advertising, PR	3
North Rhine-Westph.	6	Logistics: storage, material management, transport	1
Nielsen 3a	9	Maintenance/repairs	2
Hesse	4	Other area	6
Rhineland-Palatinate	5	Product development/design	3
Saarland	-	Planning	18
Nielsen 3b	20	Student	8
Baden-Württemberg	20		
Foreign (total)	31	Position in the company/organisation	%
of which		Entrepreneur, co-owner, freelancer	29
EU	60	Managing director, board member, head of an authority etc.	10
Other european countries	24	Area manager, works manager, plant manager, branch manager, head of public office	6
South-, East-, Central Asia	10	Department head, group head, team leader	17
Other countries	7	Master craftsman, foreman	5
		Other salaried staff, civil servant, skilled worker	19
		Lecturer, teacher	2
		Trainee	4
		Other position	3
		Student	8
Distance to home	%	Economic sector	%
up to 50 km	11	Craft at building industry and finishing trade	32
more than 50 km up to 100 km	10	Architect, architect's office	14
more than 100 km up to 300 km	28	Constructional engineers	7
over 300 km	51	Planner	2
		Building materials trade	10
		Other trade	3
		Building materials manufacturer	7
		Other manufacturers	3
		Building owner	2
		Service	4
		Authority/public services	3
		Real estate company	3
		University, technical, vocational college, research institute	1
		Other sectors	-
		Student	8
		Other not gainfully employed	1
Frequency of visits to exhibition	%	Size of company/organisation:	%
Previous event	41	Number of employees	%
Earlier events	41	1- 9	34
First visit	41	10- 49	22
		50- 249	17
		250- 499	6
		500 - 999	4
		1 000 and more	9
		Student	8
Average length of stay	1,5 days		
Influence on purchasing/procurement decisions	%		
Decisively	28		
Collectively	29		
In an advisory capacity	24		
No	12		
Student	8		

Conducted by: TNS Infratest Wirtschafts-forschung, München

f.re.e

Private visitors' profile

Visitors (number of entries)	122 504	Area of responsibility	%
Proportion of private visitors	91%	Management	25
Germany (total)	98	Research/development/design	5
of which		Manufacturing, production, quality control	12
Nielsen 1	-	Buying/procurement	4
Bremen	-	Finance/accounting, controlling	-
Hamburg	-	Information and communication technology	-
Lower Saxony	-	Personnel administration, administration	-
Schleswig-Holstein	-	Sales	13
Nielsen 2	-	Marketing, advertising, PR	3
North Rhine-Westph.	-	Logistics: storage, material management, transport	1
Nielsen 3a	-	Maintenance/repairs	2
Hesse	-	Other area	6
Rhineland-Palatinate	-	Product development/design	3
Saarland	-	Planning	18
Nielsen 3b	1	Student	8
Baden-Württemberg	1		
Foreign (total)	2	Position in the company/organisation	%
of which		Entrepreneur, co-owner, freelancer	29
EU	88	Managing director, board member, head of an authority etc.	10
Other countries	12	Area manager, works manager, plant manager, branch manager, head of public office	6
		Department head, group head, team leader	17
		Master craftsman, foreman	5
		Other salaried staff, civil servant, skilled worker	19
		Lecturer, teacher	2
		Trainee	4
		Other position	3
		Student	8
Country with the highest visitor share	%	Economic sector	%
Austria	41	Craft at building industry and finishing trade	32
		Architect, architect's office	14
		Constructional engineers	7
		Planner	2
		Building materials trade	10
		Other trade	3
		Building materials manufacturer	7
		Other manufacturers	3
		Building owner	2
		Service	4
		Authority/public services	3
		Real estate company	3
		University, technical, vocational college, research institute	1
		Other sectors	-
		Student	8
		Other not gainfully employed	1
Distance to home	%	Size of household	%
up to 50 km	63	1 person	19
more than 50 km up to 100 km	23	2 persons	46
more than 100 km up to 300 km	12	3 persons	15
over 300 km	2	4 persons	14
		5 persons and more	7
Frequency of visits to exhibition	%	Age	%
Previous event	39	up to 20 years	7
Earlier events	55	over 20 up to 30 years	26
First visit	37	over 30 up to 40 years	16
		over 40 up to 50 years	21
		over 50 up to 60 years	17
		over 60 up to 70 years	10
		over 70 years	3

Trade visitors' profile

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 manager, branch manager, head of public office	2
Department head, group head, team leader	9
Other salaried staff, civil servant, skilled worker	40
Lecturer, teacher	4
Trainee	3
Other position	4
Student	11
Housewife/man	3
Old-age pensioner	11
Other not gainfully employed	1
Buying and ordering capacity	%
Purchase or order made or intended at the exhibition	
yes	31
no	33
maybe	35
Follow-up business	%
Intend to buy at later date	
yes	26
no	19
maybe	55
Conducted by: TNS Infratest Wirtschafts-forschung, München	

Visitors (number of entries)	77 814
Proportion of trade visitors	91%
Germany (total)	55
of which	
Nielsen 1	5
Bremen	-
Hamburg	1
Lower Saxony	3
Schleswig-Holstein	1
Nielsen 2	8
North Rhine-Westph.	8
Nielsen 3a	10
Hesse	7
Rhineland-Palatinate	2
Saarland	1
Nielsen 3b	13
Baden-Württemb.	13
Foreign (total)	45
of which	
EU	46
Other european countries	13
Africa	7
North America	10
South and Central America	4
Middle East	10
South-, East-, Central Asia	4
Australia	5
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	19
over 300 km	60
Countries with the highest visitor shares	%
Austria	10
Italy	6
Switzerland	5
USA	4
Australia	4
Frequency of visits to exhibition	%
Previous event	32
Earlier events	28
First visit	53
Average length of stay	1,9 days
Influence on purchasing/procurement decisions	%
Decisively	30
Collectively	28
In an advisory capacity	19
No	18
Student	4
Other not gainfully employed	1
Area of responsibility	%
Management	24
Research/development/design	8
Manufacturing, production, quality control	12

Buying/procurement	2
Finance/accounting, controlling	1
Information and communication technology	-
Personnel administration, administration	1
Sales	12
Marketing, advertising, PR	2
Logistics: storage, material management, transport	1
Maintenance/repairs	2
Other area	4
Bakery	25
Planning/work preparation	1
Design	4
Student	4
Other not gainfully employed	1
Position in the company/organisation	%
Entrepreneur, co-owner, freelancer	26
Managing director, board member, head of an authority etc.	9
Area manager, works manager, plant manager, branch manager, head of public office	11
Department head, group head, team leader	9
Foreman, master craftsman	7
Salesperson	5
Other salaried staff, civil servant, skilled worker	15
Lecturer, teacher	1
Trainee	10
Other position	3
Student	4
Other not gainfully employed	1
Economic sector	%
Handicraft bakery	29
Large-scale bakeries	17
In-shop bakery	3
Café, coffee shop	1
Confectioner's trade	14
Retail grocery trade	2
Franchise restaurant	1
Hotel	1
Catering, canteen	1
Confectionery industry	2
Subcontracting industry	9
Procurement	1
Trade	3
Marketing and sales	3
Research and development	2
University, training and further training	1
Other sectors	6
Student	4
Other not gainfully employed	1
Size of company/organisation:	
Number of employees	%
1- 4	12
5- 9	13
10- 49	27
50- 199	19
200- 499	9
500 - 999	6
1 000 and more	9
Student	4
Other not gainfully employed	1

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

Trade visitors' profile

Visitors (number of entries)	26 387
Proportion of trade visitors	93%
Germany (total)	67
of which	
Nielsen 1	12
Bremen	1
Hamburg	4
Lower Saxony	5
Schleswig-Holstein	2
Nielsen 2	7
North Rhine-Westph.	7
Nielsen 3a	14
Hesse	6
Rhineland-Palatinate	5
Saarland	3
Nielsen 3b	19
Baden-Württemb.	19
Foreign (total)	33
of which	
EU	83
Other european countries	14
Asia	2
Other countries	1
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	18
over 300 km	65
Countries with the highest visitor shares	%
Austria	24
Switzerland	8
Netherlands	8
Italy	7
France	7
Frequency of visits to exhibition	%
2014	49
2013	45
2012	33
2011	29
2010	28
Earlier events	26
First visit	26

Average length of stay	1,7 days
Influence on purchasing/procurement decisions	%
Decisively	34
Collectively	30
In an advisory capacity	18
No	12
Student	5
Other not gainfully employed	1
Area of responsibility	%
Management	26
Research/development/design	3
Manufacturing, production, quality control	9

Buying/procurement	9
Finance/accounting, controlling	2
Information and communication technology	1
Personnel administration, administration	2
Sales	11
Marketing, advertising, PR	5
Logistics: storage, material management, transport	2
Maintenance/repairs	2
Product development/design	14
Other area	9
Student	5
Other not gainfully employed	1
Position in the company/organisation	%
Entrepreneur, co-owner, freelancer	36
Managing director, board member, head of an authority etc.	6
Area manager, works manager, plant manager, branch manager, head of public office	7
Department head, group head, team leader	7
Foreman, master craftsman	5
Other salaried staff, civil servant, skilled worker	16
Lecturer, teacher	2
Trainee	11
Other position	4
Student	5
Other not gainfully employed	1
Economic sector	%
Classical retail trade in fashion jewellery, watches and jewellery	28
Trend shop with lifestyle jewellery and watches	8
Other retail	7
Department store	3
Wholesale and foreign trade in fashion jewellery, watches and gemstones	4
Other wholesale trade	2
Commercial agent	2
Mail order business, TV/internet-shopping	2
Gold/silversmith without retail outlet	12
Watchmaker without retail outlet	2
Producer	5
Supplying company belonging to the sector	1
Designer	8
Gallery	2
Polytechnics	2
Other sectors	7
Student	5
Other not gainfully employed	1
Size of company/organisation:	
Number of employees	%
1- 4	36
5- 9	14
10- 49	16
50- 199	13
200- 499	7
500 - 999	5
1 000 and more	3
Student	5
Other not gainfully employed	1

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

INTERNATIONALE HANDWERKSMESSSE → München

Private visitors' profile

Visitors (number of entries)	130 939	Position in the company/organisation	%
Proportion of private visitors	78%	Entrepreneur, co-owner, freelancer	7
Germany (total)	99	Managing director, board member, head of an authority etc.	1
of which		Area manager, works manager, plant manager, branch manager, head of public office	2
Nielsen 1	- Nielsen 4	Department head, group head, team leader	9
Bremen	- Bavaria	Foreman, master craftsman	2
Hamburg	- Nielsen 5+6	Other salaried staff, civil servant, skilled worker	27
Lower Saxony	- Berlin	Lecturer, teacher	3
Schleswig-Holstein	- Brandenburg	Trainee	1
Nielsen 2	- Mecklenburg-	Other position	4
North Rhine-Westph.	- West Pomerania	Student	3
Nielsen 3a	1 Saxony-Anhalt	Housewife/man	7
Hesse	- Nielsen 7	Old-age pensioner	31
Rhineland-Palatinate	- Saxony	Other not gainfully employed	3
Saarland	- Thuringia		
Nielsen 3b	1	Buying and ordering capacity	%
Baden-Württemb.	1	Purchase or order made or intended at the exhibition	
Foreign (total)	1	yes	62
of which		no	10
EU	88	maybe	28
Other countries	12		
Country with the highest visitor share	%	Follow-up business	%
Austria	65	Intend to buy at later date	
Distance to home	%	yes	25
up to 50 km	67	no	22
more than 50 km up to 100 km	19	maybe	53
more than 100 km up to 300 km	12		
over 300 km	2	Conducted by: Gelszus Messe-Markt-forschung GmbH, Dortmund	
Frequency of visits to exhibition	%		
Previous event	41		
Earlier events	63		
First visit	21		
Sex	%		
Male	40		
Female	60		
Size of household	%		
1 person	16		
2 persons	52		
3 persons	14		
4 persons	13		
5 persons and more	6		
Age	%		
up to 20 years	4		
over 20 up to 30 years	7		
over 30 up to 40 years	8		
over 40 up to 50 years	17		
over 50 up to 60 years	26		
over 60 up to 70 years	26		
over 70 years	12		

LASER World of PHOTONICS → München

Trade visitors' profile

Visitors (number of entries)	31 279	Area of responsibility	%
Proportion of trade visitors	99%	Management	8
Germany (total)	44	Research/development/design	8
of which		Manufacturing, production, quality control	8
Nielsen 1	11 Nielsen 4	Buying/procurement	2
Bremen	2 Bavaria	Finance/accounting, controlling	-
Hamburg	2 Nielsen 5+6	Information and communication technology	-
Lower Saxony	7 Berlin	Personnel administration, administration	5
Schleswig-Holstein	- Brandenburg	Marketing, advertising, PR	2
Nielsen 2	7 Mecklenburg-	Logistics: storage, material management, transport	-
North Rhine-Westph.	7 West Pomerania	Maintenance/repairs	-
Nielsen 3a	8 Saxony-Anhalt	Other area	2
Hesse	3 Nielsen 7	Basic research	12
Rhineland-Palatinate	4 Saxony	Application-related R & D	22
Saarland	1 Thuringia	Management F+E	6
Nielsen 3b	15	Design	3
Baden-Württemb.	15	Training/further training, study	2
Foreign (total)	56	Student	20
of which		Other not gainfully employed	1
EU	53	Position in the company/organisation	%
Other european countries	14	Entrepreneur, co-owner, freelancer	6
South-, East-, Central Asia	19	Managing director, board member, head of an authority etc.	7
North America	7	Area manager, works manager, plant manager, branch manager, head of public office	4
Other countries	7	Department head, group head, team leader	11
Distance to home	%	Other salaried staff, civil servant, skilled worker	17
up to 50 km	11	Lecturer, teacher	18
more than 50 km up to 100 km	2	Trainee	1
more than 100 km up to 300 km	13	Project manager with managerial responsibility	11
over 300 km	75	Student	20
Countries with the highest visitor shares	%	Other position	3
France	9	Other not gainfully employed	1
United Kingdom	9	Economic sector	%
Switzerland	7	Manufacture of optical technologies	23
Italy	5	Application, use of optical technologies	24
Frequency of visits to exhibition	%	Craft with optical technologies	1
Previous event	39	Trade in optical technologies	6
Earlier events	34	Service	4
First visit	52	Non-university research institute, research facility	6
Average length of stay	2,2 days	University/college/polytechnic	14
Influence on purchasing/procurement decisions	%	Public authorities, administration, ministries	1
Decisively	19	Other sectors	-
Collectively	30	Student	20
In an advisory capacity	22	Other not gainfully employed	1
No	7	Size of company/organisation:	
Student	20	Number of employees	%
Other not gainfully employed	1	1- 9	10
		10- 49	15
		50- 249	19
		250- 499	7
		500- 999	5
		1 000 and more	22
		Student	20
		Other not gainfully employed	1

Conducted by: TNS Infratest Wirtschafts-forschung, München

productronica

Trade visitors' profile

Visitors (number of entries)	37 191	Area of responsibility	%
Proportion of trade visitors	98%	Management	19
Germany (total)	48	Research/development/design	16
of which		Manufacturing, production, quality control	28
Nielsen 1	4 Nielsen 4	Buying/procurement	3
Bremen	- Bavaria	Finance/accounting, controlling	-
Hamburg	1 Nielsen 5+6	Information and communication technology	-
Lower Saxony	2 Berlin	Personnel administration, administration	7
Schleswig-Holstein	1 Brandenburg		
Nielsen 2	8 Mecklenburg-		
North Rhine-Westph.	8 West Pomerania		
Nielsen 3a	6 Saxony-Anhalt		
Hesse	6 Nielsen 7		
Rhineland-Palatinate	- Saxony		
Saarland	- Thuringia		
Nielsen 3b	23		
Baden-Württemb.	23		
Foreign (total)	52		
of which			
EU	68		
Other european countries	16		
South-, East-, Central Asia	7		
Other countries	9		
Distance to home	%		
up to 50 km	11		
more than 50 km up to 100 km	5		
more than 100 km up to 300 km	19		
over 300 km	65		
Countries with the highest visitor shares	%		
Italy	11		
Austria	8		
Switzerland	8		
Poland	4		
Czech Republic	4		
Frequency of visits to exhibition	%		
Previous event	42		
Earlier events	40		
First visit	45		
Average length of stay	1,7 days		
Influence on purchasing/procurement decisions	%		
Decisively	22		
Collectively	35		
In an advisory capacity	29		
No	9		
Student	5		
Area of responsibility	%		
Management	19		
Research/development/design	16		
Manufacturing, production, quality control	28		
Buying/procurement	3		
Finance/accounting, controlling	-		
Information and communication technology	-		
Personnel administration, administration	-		
Sales	7		

Marketing, advertising, PR	2
Logistics: storage, material management, transport	1
Maintenance/repairs	2
Other area	3
System development/integration	4
Electronic development, design	9
Student	5
Position in the company/organisation	%
Entrepreneur, co-owner, freelancer	6
Managing director, board member, head of an authority etc.	10
Area manager, works manager, plant manager, branch manager, head of public office	10
Project manager with managerial responsibility	14
Department head, group head, team leader	22
Other salaried staff, civil servant, skilled worker	25
Lecturer, teacher	2
Trainee	2
Other position	4
Student	5
Economic sector	%
Manufacture of industrial electronics	26
Manufacture of auto electronics	9
Telecom products and consumer electronics manufacturers	3
Production of medical electronics	3
Production of military electronics	1
Semiconductor production	1
Printed circuit board production	4
Electrical engineering	6
Precision engineering and optics	1
Mechanical and apparatus engineering	5
Measuring, control and automation technology	3
Aerospace industry	1
Automobile and vehicle manufacturing	3
Metal, paper and printing industry, chemical industry	1
Other processing industries, industry in general	3
Trade, craft/skilled trades	6
Service	10
Non-university research institute	2
University/college	2
Public administration	1
Other sectors	4
Student	5
Size of company/organisation:	
Number of employees	%
1- 4	5
5- 9	5
10- 49	15
50- 199	26
200 - 499	9
500 - 999	11
1 000 and more	26
Student	5

Conducted by: TNS Infratest Wirtschafts-forschung, München

Trade visitors' profile

Visitors (number of entries)	26 976
Proportion of trade visitors	99%
Germany (total)	96
of which	
Nielsen 1	2
Bremen	-
Hamburg	-
Lower Saxony	1
Schleswig-Holstein	1
Nielsen 2	3
North Rhine-Westph.	3
Nielsen 3a	9
Hesse	6
Rhineland-Palatinate	2
Saarland	1
Nielsen 3b	15
Baden-Württemb.	15
Foreign (total)	4
of which	
EU	74
Other countries	26
Distance to home	%
up to 50 km	16
more than 50 km up to 100 km	15
more than 100 km up to 300 km	49
over 300 km	20
Country with the highest visitor share	%
Austria	35
Frequency of visits to exhibition	%
Previous event	8
Earlier events	54
First visit	39
Average length of stay	1,1 days
Influence on purchasing/procurement decisions	%
Decisively	17
Collectively	32
In an advisory capacity	24
No	19
Student	8
Other not gainfully employed	1
Area of responsibility	%
Management	10
Research/development/design	1
Manufacturing, production, quality control	1
Buying/procurement	2
Finance/accounting, controlling	1
Information and communication technology	1
Personnel administration, administration	1
Sales	3
Marketing, advertising, PR	1
Logistics: storage, material management, transport	-
Maintenance/repairs	1
Other area	8

Management of a home	7
Nursing service	37
Care, supervision	8
Therapy	2
Kitchen/household	5
Organisation, planning, work scheduling	2
Student	8
Other not gainfully employed	1
Position in the company/organisation	%
Entrepreneur, co-owner, freelancer	6
Managing director, board member, home director etc.	9
Chief administrator	1
Household manager	5
Kitchen manager	1
Head of nursing service	11
Ward sister	3
Residential sector management	3
Manager social support	2
Other salaried staff, civil servant with managerial responsibility	3
Salaried staff, civil servant	3
Geriatric nurse, nurse/male nurse	17
Assistant geriatric nurse, nurse	3
Skilled domestic worker	2
Staff social support	2
Lecturer, teacher	3
Trainee	14
Other position	4
Student	8
Other not gainfully employed	1
Economic sector	%
Old peoples' home	15
Nursing home	33
Day care/short-term nursing facilities	2
Facility for the disabled	4
Social ward	2
Out-patient nursing services	8
Hospital	4
Rehabilitation clinic	1
Welfare association	3
Sponsor	2
Public authority	1
Training, education	5
Old peoples' home	1
Shared residence	1
Assisted living	1
Medical supplies retailer	1
Industrial producer	2
(Interior) architect/decorator	1
Other sectors	6
Student	8
Other not gainfully employed	1

Size of company/organisation:	
Number of employees	%
1- 4	4
5- 9	4
10- 49	19
50- 199	32
200- 499	14
500 - 999	7
1 000 and more	12
Student	8
Other not gainfully employed	1

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

Trade visitors' profile

Visitors (number of entries)	1 022
Proportion of trade visitors	99%
Germany (total)	69
of which	
Nielsen 1	10
Bremen	-
Hamburg	1
Lower Saxony	9
Schleswig-Holstein	-
Nielsen 2	14
North Rhine-Westph.	14
Nielsen 3a	24
Hesse	13
Rhineland-Palatinate	11
Saarland	-
Nielsen 3b	19
Baden-Württemb.	19
Foreign (total)	31
of which	
EU	81
Other countries	19
Distance to home	%
up to 50 km	5
more than 50 km up to 100 km	7
more than 100 km up to 300 km	34
over 300 km	54
Frequency of visits to exhibition	%
Previous event	10
First visit	90
Average length of stay	1,2 days
Influence on purchasing/procurement decisions	%
Decisively	9
Collectively	38
In an advisory capacity	39
No	9
Student	5

Area of responsibility	%
Management	2
Research/development/design	46
Manufacturing, production, quality control	14
Buying/procurement	2
Finance/accounting, controlling	-
Information and communication technology	2
Personnel administration, administration	1
Sales	17
Marketing, advertising, PR	7
Logistics: storage, material management, transport	1
Maintenance/repairs	2
Other area	3
Student	5
Position in the company/organisation	%
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	11
Department head, group head, team leader	39
Other salaried staff, civil servant, skilled worker	32
Lecturer, teacher	4
Trainee	-
Other position	4
Student	5
Economic sector	%
Industry	81
Wholesale trade	2
Service	5
Public administration	1
Teaching, research	5
Other sectors	1
Student	5
Size of company/organisation:	
Number of employees	%
1- 4	4
5- 9	2
10- 49	3
50- 199	10
200 - 499	9
500 - 999	11
1 000 and more	57
Student	5

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

BIOFACH + VIVANESS → Nürnberg

Trade visitors' profile

Visitors (number of entries)	44 624	Area of responsibility	%
Proportion of trade visitors	94%	Management	30
Germany (total)	61	Research/development/design	5
of which		Manufacturing, production, quality control	9
Nielsen 1	6 Nielsen 4	Buying/procurement	11
Bremen	1 Bavaria	Finance/accounting, controlling	1
Hamburg	1 Nielsen 5+6	Information and communication technology	1
Lower Saxony	3 Berlin	Personnel administration, administration	2
Schleswig-Holstein	2 Brandenburg	Sales	18
Nielsen 2	8 Mecklenburg-	Marketing, advertising, PR	6
North Rhine-Westph.	8 West Pomerania	Logistics: storage, material management, transport	1
Nielsen 3a	10 Saxony-Anhalt	Maintenance/repairs	-
Hesse	7 Nielsen 7	Other area	8
Rhineland-Palatinate	3 Saxony	Student	7
Saarland	- Thuringia	Other not gainfully employed	2
Nielsen 3b	15	Position in the company/organisation	%
Baden-Württemb.	15	Entrepreneur, co-owner, freelancer	38
Foreign (total)	39	Managing director, board member, head of an authority etc.	9
of which		Area manager, works manager, plant manager, branch manager, head of public office	10
EU	73	Category Manager	5
Other european countries	9	Department head, group head, team leader	10
Africa	3	Other salaried staff, civil servant, skilled worker	12
North America	3	Lecturer, teacher	2
South and Central America	3	Trainee	1
South-, East-, Central Asia	3	Other position	4
Other countries	3	Student	7
Distance to home	%	Other not gainfully employed	2
up to 50 km	12	Economic sector	%
more than 50 km up to 100 km	6	Retail trade	23
more than 100 km up to 300 km	27	Wholesale/foreign trade (Import/Export)	19
over 300 km	55	Manufacturers	18
Countries with the highest visitor shares	%	Agriculture and fisheries	10
Austria	8	Service	14
Italy	7	Other sectors	7
Netherlands	7	Student	7
Spain	6	Other not gainfully employed	2
France	6	Size of company/organisation:	%
Frequency of visits to exhibition	%	Number of employees	%
Previous event	33	1- 4	33
Earlier events	43	5- 9	12
First visit	42	10- 49	20
Average length of stay	1,6 days	50- 199	11
Influence on purchasing/procurement decisions	%	200- 499	6
Decisively	44	500 - 999	3
Collectively	25	1 000 and more	6
In an advisory capacity	14	Student	7
No	8	Other not gainfully employed	2
Student	7	Conducted by: Gelszus Messe-Marktforschung GmbH, Dortmund	
Other not gainfully employed	2		

BraUBeviale → Nürnberg

Trade visitors' profile

Visitors (number of entries)	37 137	Area of responsibility	%
Proportion of trade visitors	96%	Management	22
Germany (total)	63	Research/development/design	9
of which		Manufacturing, production, quality control	24
Nielsen 1	5 Nielsen 4	Buying/procurement	4
Bremen	1 Bavaria	Finance/accounting, controlling	1
Hamburg	1 Nielsen 5+6	Information and communication technology	1
Lower Saxony	3 Berlin	Personnel administration, administration	-
Schleswig-Holstein	1 Brandenburg	Sales	11
Nielsen 2	9 Mecklenburg-	Marketing, advertising, PR	4
North Rhine-Westph.	9 West Pomerania	Logistics: storage, material management, transport	1
Nielsen 3a	14 Saxony-Anhalt	Maintenance/repairs	5
Hesse	7 Nielsen 7	Other area	5
Rhineland-Palatinate	7 Saxony	Student	11
Saarland	1 Thuringia	Other not gainfully employed	1
Nielsen 3b	13	Position in the company/organisation	%
Baden-Württemb.	13	Entrepreneur, co-owner, freelancer	24
Foreign (total)	37	Managing director, board member, head of an authority etc.	8
of which		Area manager, works manager, plant manager, branch manager, head of public office	13
EU	64	Department head, group head, team leader	18
Other european countries	16	Other salaried staff, civil servant, skilled worker	16
South and Central America	9	Lecturer, teacher	1
South-, East-, Central Asia	4	Trainee	5
Other countries	7	Other position	3
Distance to home	%	Student	11
up to 50 km	7	Other not gainfully employed	1
more than 50 km up to 100 km	11	Economic sector	%
more than 100 km up to 300 km	30	Industry	58
over 300 km	53	Trade	9
Countries with the highest visitor shares	%	Service	14
United Kingdom	9	Agriculture	2
Czech Republic	8	Other sectors	5
Italy	7	Student	11
Belgium	6	Other not gainfully employed	1
Austria	6	Size of company/organisation:	%
Frequency of visits to exhibition	%	Number of employees	%
Previous event	40	1- 4	19
Earlier events	43	5- 9	8
First visit	44	10- 49	18
Average length of stay	1,5 days	50- 199	15
Influence on purchasing/procurement decisions	%	200- 499	8
Decisively	32	500 - 999	6
Collectively	30	1 000 and more	14
In an advisory capacity	16	Student	11
No	10	Other not gainfully employed	1
Student	11	Conducted by: Gelszus Messe-Marktforschung GmbH, Dortmund	
Other not gainfully employed	1		

CO-REACH

Trade visitors' profile

Visitors (number of entries)	5 878	Area of responsibility	%
Proportion of trade visitors	99%	Management	22
Germany (total)	95	Research/development/design	9
of which		Manufacturing, production, quality control	24
Nielsen 1	8 Nielsen 4	Buying/procurement	4
Bremen	- Bavaria	Finance/accounting, controlling	1
Hamburg	4 Nielsen 5+6	Information and communication technology	1
Lower Saxony	3 Berlin	Personnel administration, administration	-
Schleswig-Holstein	1 Brandenburg	Sales	11
Nielsen 2	11 Mecklenburg-	Marketing, advertising, PR	4
North Rhine-Westph.	11 West Pomerania	Logistics: storage, material management, transport	1
Nielsen 3a	10 Saxony-Anhalt	Maintenance/repairs	5
Hesse	8 Nielsen 7	Other area	5
Rhineland-Palatinate	1 Saxony	Student	11
Saarland	- Thuringia	Other not gainfully employed	1
Nielsen 3b	14	Position in the company/organisation	%
Baden-Württemb.	14	Entrepreneur, co-owner, freelancer	24
Foreign (total)	5	Managing director, board member, head of an authority etc.	8
of which		Area manager, works manager, plant manager, branch manager, head of public office	13
EU	75	Department head, group head, team leader	18
Other european countries	25	Other salaried staff, civil servant, skilled worker	16
Other countries	-	Lecturer, teacher	1
Distance to home	%	Trainee	5
up to 50 km	21	Other position	3
more than 50 km up to 100 km	12	Student	11
more than 100 km up to 300 km	37	Other not gainfully employed	1
over 300 km	31	Economic sector	%
Frequency of visits to exhibition	%	Industry	58
Previous event	32	Trade	9
Earlier events	45	Service	14
First visit	43	Agriculture	2
Average length of stay	1,2 days	Other sectors	5
Influence on purchasing/procurement decisions	%	Student	11
Decisively	25	Other not gainfully employed	1
Collectively	39	Size of company/organisation:	%
In an advisory capacity	20	Number of employees	%
No	13	1- 4	19
Student	1	5- 9	8
Other not gainfully employed	1	10- 49	18
		50- 199	15
		200- 499	8
		500 - 999	6
		1 000 and more	14
		Student	11
		Other not gainfully employed	1

Area of responsibility	%
Management	15
Research/development/design	4
Manufacturing, production, quality control	4
Buying/procurement	3
Finance/accounting, controlling	-
Information and communication technology	3
Personnel administration, administration	1
Sales	20
Marketing, advertising, PR	48
Logistics: storage, material management, transport	-
Maintenance/repairs	-
Other area	5
Student	1
Other not gainfully employed	1
Position in the company/organisation	%
Entrepreneur, co-owner, freelancer	16
Managing director, board member, head of an authority etc.	4
Area manager, works manager, plant manager, branch manager, head of public office	7
Department head, group head, team leader	27
Other salaried staff, civil servant, skilled worker	36
Lecturer, teacher	1
Trainee	4
Other position	2
Student	1
Other not gainfully employed	1
Economic sector	%
Industry	16
Trade	11
Publisher/press/media	21
Service	38
Public administration	1
Teaching, research	2
Other sectors	10
Student	1
Other not gainfully employed	1
Size of company/organisation:	
Number of employees	%
1- 4	10
5- 9	7
10- 49	19
50- 199	19
200- 499	17
500 - 999	4
1 000 and more	22
Student	1
Other not gainfully employed	1

Conducted by: Gelszus Messe-Marktforschung GmbH, Dortmund

Trade visitors' profile

Visitors (number of entries)	10 933
Proportion of trade visitors	98%
Germany (total)	99
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 Pommern
Nielsen 3a	- Saxony-Anhalt
Hesse	- Nielsen 7
Rhineland-Palatinate	- Saxony
Saarland	- Thuringia
Nielsen 3b	3
Baden-Württemb.	3
Foreign (total)	1
Distance to home	%
up to 50 km	25
more than 50 km up to 100 km	25
more than 100 km up to 300 km	45
over 300 km	5
Frequency of visits to exhibition	%
Previous event	41
Earlier events	37
First visit	39
Average length of stay	1,0 days
Influence on purchasing/procurement decisions	%
Decisively	27
Collectively	27
In an advisory capacity	22
No	22
Student	2
Other not gainfully employed	1

Area of responsibility	%
Management	15
Research/development/design	3
Manufacturing, production, quality control	3
Buying/procurement	2
Finance/accounting, controlling	-
Information and communication technology	4
Personnel administration, administration	-
Sales	8
Marketing, advertising, PR	1
Logistics: storage, material management, transport	1
Maintenance/repairs	18
Other area	6
Installation/assembly	37
Student	2
Other not gainfully employed	1
Position in the company/organisation	%
Entrepreneur, co-owner, freelancer	22
Managing director, board member, head of an authority etc.	2
Area manager, works manager, plant manager, branch manager, head of public office	4
Department head, group head, team leader	9
Foreman, master craftsman	13
Other salaried staff, civil servant, skilled worker	20
Lecturer, teacher	2
Trainee	24
Other position	1
Student	2
Other not gainfully employed	1
Economic sector	%
Electrical skilled trade	56
Heating, hot water preparation, air-conditioning, ventilation	2
Other skilled trade	1
Electrical engineering/electronics industry	11
Other industry	4
Electrical wholesale trade	5
Power supply company	3
Engineering, planning office, architects	5
Service	4
Specialist authority, administration	2
Training and further training	2
Other sectors	3
Student	2
Other not gainfully employed	1
Size of company/organisation:	
Number of employees	%
1- 4	23
5- 9	15
10- 49	21
50- 199	12
200- 499	5
500 - 999	7
1 000 and more	14
Student	2
Other not gainfully employed	1

Conducted by: Gelszus Messe-Marktforschung GmbH, Dortmund

Trade visitors' profile

Visitors (number of entries)	25 529
Proportion of trade visitors	98%
Germany (total)	67
of which	
Nielsen 1	7
Bremen	-
Hamburg	2
Lower Saxony	3
Schleswig-Holstein	2
Nielsen 2	5
North Rhine-Westph.	5
Nielsen 3a	6
Hesse	4
Rhineland-Palatinate	2
Saarland	-
Nielsen 3b	22
Baden-Württemb.	22
Foreign (total)	33
of which	
EU	70
Other european countries	20
South-, East-, Central Asia	5
Other countries	5
Distance to home	%
up to 50 km	10
more than 50 km up to 100 km	6
more than 100 km up to 300 km	37
over 300 km	46
Countries with the highest visitor shares	%
Austria	13
Switzerland	12
Czech Republic	10
France	6
Italy	5
Frequency of visits to exhibition	%
Previous event	32
Earlier events	40
First visit	49
Average length of stay	1,4 days
Influence on purchasing/procurement decisions	%
Decisively	21
Collectively	30
In an advisory capacity	17
No	10
Student	21
Other not gainfully employed	2

Area of responsibility	%
Management	7
Research/development/design	47
Manufacturing, production, quality control	3
Buying/procurement	2
Finance/accounting, controlling	-
Information and communication technology	8
Personnel administration, administration	-
Sales	5
Marketing, advertising, PR	1
Logistics: storage, material management, transport	-
Maintenance/repairs	1
Other area	3
Student	21
Other not gainfully employed	2
Position in the company/organisation	%
Entrepreneur, co-owner, freelancer	11
Managing director, board member, head of an authority etc.	3
Area manager, works manager, plant manager, branch manager, head of public office	5
Department head, group head, team leader	17
Other salaried staff, civil servant, skilled worker	32
Lecturer, teacher	2
Trainee	3
Other position	3
Student	21
Other not gainfully employed	2
Economic sector	%
Industry	50
Wholesale trade	2
Retail trade	1
Service	12
Public administration	1
Teaching, research	8
Other sectors	4
Student	21
Other not gainfully employed	2
Size of company/organisation:	
Number of employees	%
1- 4	8
5- 9	4
10- 49	13
50- 199	13
200- 499	9
500 - 999	6
1 000 and more	24
Student	21
Other not gainfully employed	2

Conducted by: Gelszus Messe-Marktforschung GmbH, Dortmund

Enforce Tac → Nürnberg

Trade visitors' profile

Visitors (number of entries)	2 069	Area of responsibility	%
Proportion of trade visitors	100%	Management	8
Germany (total)	59	Research/development/design	4
of which		Manufacturing, production, quality control	4
Nielsen 1	11	Buying/procurement	9
Bremen	1	Finance/accounting, controlling	-
Hamburg	1	Information and communication technology	1
Lower Saxony	7	Personnel administration, administration	1
Schleswig-Holstein	2	Sales	10
Nielsen 2	9	Marketing, advertising, PR	1
North Rhine-Westph.	9	Logistics: storage, material management, transport	3
Nielsen 3a	14	Maintenance/repairs	3
Hesse	10	Other area	14
Rhineland-Palatinate	3	Agency management	4
Saarland	2	Training	26
Nielsen 3b	14	Utilisation	10
Baden-Württemb.	14	Student	2
		Other not gainfully employed	1
Foreign (total)	41	Position in the company/organisation	%
of which		Entrepreneur, co-owner, freelancer	10
EU	59	Managing director, board member, head of an authority etc.	8
Other european countries	28	Area manager, works manager, plant manager, branch manager, head of public office	7
Other countries	14	Department head, group head, team leader	25
Distance to home	%	Other salaried staff, civil servant, skilled worker	29
up to 50 km	7	Lecturer, teacher	8
more than 50 km up to 100 km	5	Trainee	3
more than 100 km up to 300 km	25	Other position	6
over 300 km	64	Student	2
Country with the highest visitor share	%	Other not gainfully employed	1
Switzerland	14	Economic sector	%
Frequency of visits to exhibition	%	Police	52
Previous event	33	Justice	4
Earlier events	30	Armed forces, troops	22
First visit	56	Customs	1
Average length of stay	1,3 days	Other Specialist authorities,- facilities	18
Influence on purchasing/procurement decisions	%	Student	2
Decisively	20	Other not gainfully employed	1
Collectively	33	Size of company/organisation:	%
In an advisory capacity	31	Number of employees	%
No	14	1- 4	11
Student	2	5- 9	4
Other not gainfully employed	1	10- 49	11
		50- 199	10
		200- 499	9

Conducted by: Gelszus Messe-Marktforschung GmbH, Dortmund

European Coatings SHOW → Nürnberg

Trade visitors' profile

Visitors (number of entries)	28 481	Area of responsibility	%
Proportion of trade visitors	99%	Management	12
Germany (total)	49	Research/development/design	43
of which		Manufacturing, production, quality control	11
Nielsen 1	10	Buying/procurement	6
Bremen	1	Finance/accounting, controlling	-
Hamburg	3	Information and communication technology	-
Lower Saxony	5	Personnel administration, administration	-
Schleswig-Holstein	2	Sales	16
Nielsen 2	19	Marketing, advertising, PR	3
North Rhine-Westph.	19	Logistics: storage, material management, transport	-
Nielsen 3a	18	Maintenance/repairs	1
Hesse	10	Other area	3
Rhineland-Palatinate	7	Student	5
Saarland	1	Other not gainfully employed	1
Nielsen 3b	22	Position in the company/organisation	%
Baden-Württemb.	22	Entrepreneur, co-owner, freelancer	11
		Managing director, board member, head of an authority etc.	8
Foreign (total)	51	Area manager, works manager, plant manager, branch manager, head of public office	14
of which		Department head, group head, team leader	31
EU	59	Other salaried staff, civil servant, skilled worker	24
Other european countries	14	Lecturer, teacher	-
North America	4	Trainee	2
South and Central America	5	Other position	4
Middle East	4	Student	5
South-, East-, Central Asia	10	Other not gainfully employed	1
Australia	1	Economic sector	%
Africa	3	Industrial producer	74
Distance to home	%	Wholesale, import, export	10
up to 50 km	5	Commercial agent	4
more than 50 km up to 100 km	3	Service	4
more than 100 km up to 300 km	24	Public authority/administration	1
over 300 km	68	Other sectors	2
Countries with the highest visitor shares	%	Student	5
Netherlands	9	Other not gainfully employed	1
United Kingdom	7	Size of company/organisation:	%
Austria	5	Number of employees	%
Switzerland	5	1- 4	6
France	5	5- 9	4
Frequency of visits to exhibition	%	10- 49	20
Previous event	41	50- 199	21
Earlier events	46	200- 499	12
First visit	42	500 - 999	6
Average length of stay	1,7 days	1 000 and more	25
Influence on purchasing/procurement decisions	%	Student	5
Decisively	29	Other not gainfully employed	1
Collectively	36	Conducted by: Gelszus Messe-Marktforschung GmbH, Dortmund	
In an advisory capacity	22		
No	8		
Student	5		
Other not gainfully employed	1		

FachPack

Trade visitors' profile

Visitors (number of entries)	44 022	Area of responsibility	%
Proportion of trade visitors	99%	Management	12
Germany (total)	84	Research/development/design	43
of which		Manufacturing, production, quality control	11
Nielsen 1	7	Buying/procurement	6
Bremen	1	Finance/accounting, controlling	-
Hamburg	1	Information and communication technology	-
Lower Saxony	4	Personnel administration, administration	-
Schleswig-Holstein	4	Sales	16
Nielsen 2	12	Marketing, advertising, PR	3
North Rhine-Westph.	12	Logistics: storage, material management, transport	-
Nielsen 3a	11	Maintenance/repairs	1
Hesse	7	Other area	3
Rhineland-Palatinate	3	Student	5
Saarland	1	Other not gainfully employed	1
Nielsen 3b	18	Position in the company/organisation	%
Baden-Württemb.	18	Entrepreneur, co-owner, freelancer	11
		Managing director, board member, head of an authority etc.	8
Foreign (total)	16	Area manager, works manager, plant manager, branch manager, head of public office	14
of which		Department head, group head, team leader	31
EU	85	Other salaried staff, civil servant, skilled worker	24
Other european countries	8	Lecturer, teacher	-
Other countries	7	Trainee	2
Distance to home	%	Other position	4
up to 50 km	12	Student	5
more than 50 km up to 100 km	11	Other not gainfully employed	1
more than 100 km up to 300 km	38	Economic sector	%
over 300 km	39	Industrial producer	74
Countries with the highest visitor shares	%	Wholesale, import, export	10
Austria	18	Commercial agent	4
Netherlands	8	Service	4
Czech Republic	18	Public authority/administration	1
Frequency of visits to exhibition	%	Other sectors	2
Previous event	29	Student	5
Earlier events	29	Other not gainfully employed	1
First visit	55	Size of company/organisation:	%
Average length of stay	1,2 days	Number of employees	%
Influence on purchasing/procurement decisions	%	1- 4	6
Decisively	21	5- 9	4
Collectively	41	10- 49	20
In an advisory capacity	19	50- 199	21
No	11	200- 499	12
Student	7	500 - 999	6
Other not gainfully employed	1	1 000 and more	25
		Student	5
		Other not gainfully employed	1

Area of responsibility	%
Management	13
Research/development/design	10
Manufacturing, production, quality control	16
Buying/procurement	12
Finance/accounting, controlling	1
Information and communication technology	1
Personnel administration, administration	1
Sales	17
Marketing, advertising, PR	3
Logistics: storage, material management, transport	13
Maintenance/repairs	3
Other area	5
Student	7
Other not gainfully employed	1
Position in the company/organisation	%
Entrepreneur, co-owner, freelancer	12
Managing director, board member, head of an authority etc.	5
Area manager, works manager, plant manager, branch manager, head of public office	12
Department head, group head, team leader	27
Other salaried staff, civil servant, skilled worker	25
Lecturer, teacher	1
Trainee	7
Other position	3
Student	7
Other not gainfully employed	1
Economic sector	%
Industry	64
Skilled trades	3
Retail trade	2
Wholesale trade	8
Mail order	2
Advertising business	2
Other service	5
Public authority/administration	1
Other sectors	5
Student	7
Other not gainfully employed	1
Size of company/organisation:	
Number of employees	%
1- 4	6
5- 9	5
10- 49	15
50- 199	20
200- 499	16
500 - 999	7
1 000 and more	24
Student	7
Other not gainfully employed	1

Conducted by: Gelszus Messe-Marktforschung GmbH, Dortmund

Trade visitors' profile

Visitors (number of entries)	5 224
Proportion of trade visitors	100%
Germany (total)	97
of which	
Nielsen 1	6
Nielsen 2	7
Nielsen 3a	14
Nielsen 3b	14
Nielsen 3c	14
Nielsen 4	50
Nielsen 5+6	5
Bremen	1
Hamburg	1
Lower Saxony	4
Schleswig-Holstein	1
Brandenburg	1
Mecklenburg-	1
North Rhine-Westph.	7
West Pommern	1
Saxony-Anhalt	2
Hesse	9
Nielsen 7	3
Rhineland-Palatinate	4
Saxony	1
Saarland	1
Thuringia	2
Foreign (total)	3
of which	
EU	91
Other countries	9
Distance to home	%
up to 50 km	20
more than 50 km up to 100 km	10
more than 100 km up to 300 km	45
over 300 km	26
Frequency of visits to exhibition	%
Previous event	35
Earlier events	33
First visit	53
Average length of stay	1,3 days
Influence on purchasing/procurement decisions	%
Decisively	27
Collectively	32
In an advisory capacity	24
No	14
Student	3
Other not gainfully employed	1

Area of responsibility	%
Management	16
Research/development/design	9
Manufacturing, production, quality control	7
Buying/procurement	4
Finance/accounting, controlling	1
Information and communication technology	3
Personnel administration, administration	1
Sales	11
Marketing, advertising, PR	2
Logistics: storage, material management, transport	1
Maintenance/repairs	13
Other area	29
Student	3
Other not gainfully employed	1
Position in the company/organisation	%
Entrepreneur, co-owner, freelancer	20
Managing director, board member, head of an authority etc.	5
Area manager, works manager, plant manager, branch manager, head of public office	9
Department head, group head, team leader	20
Other salaried staff, civil servant, skilled worker	37
Lecturer, teacher	1
Trainee	2
Other position	3
Student	3
Other not gainfully employed	1
Economic sector	%
Technical planner, surveyor	17
Architect, construction engineer, general contractor	8
Government agency representatives, fire protection authorities	13
Facility manager, operator for special constructions	3
Fire prevention officer	11
Construction company	2
Workman (drywall builder, carpenter, insulation installer, metal worker, roofer)	4
Installer (electrician, fire alarms, extinguishing and ventilation systems)	7
Provider of fire protection products, service	13
Professional and factory firefighters	4
representatives of organisations (college, chamber, association)	2
Other sectors	13
Student	3
Other not gainfully employed	1
Size of company/organisation:	
Number of employees	%
1- 4	19
5- 9	8
10- 49	17
50- 199	16
200- 499	10
500 - 999	7
1 000 and more	21
Student	3
Other not gainfully employed	1

Conducted by: Gelszus Messe-Marktforschung GmbH, Dortmund

Trade visitors' profile

Visitors (number of entries)	27 043
Proportion of trade visitors	93%
Germany (total)	99
of which	
Nielsen 1	-
Nielsen 2	-
Nielsen 3a	-
Nielsen 3b	-
Nielsen 3c	-
Nielsen 4	87
Nielsen 5+6	1
Bremen	-
Hamburg	-
Lower Saxony	-
Schleswig-Holstein	-
Brandenburg	-
Mecklenburg-	-
North Rhine-Westph.	-
West Pommern	-
Saxony-Anhalt	-
Hesse	3
Nielsen 7	4
Rhineland-Palatinate	1
Saxony	1
Saarland	3
Thuringia	3
Foreign (total)	1
Distance to home	%
up to 50 km	38
more than 50 km up to 100 km	27
more than 100 km up to 300 km	31
over 300 km	4
Frequency of visits to exhibition	%
Previous event	28
Earlier events	35
First visit	26
N/A	26
Average length of stay	1,1 days
Influence on purchasing/procurement decisions	%
Decisively	32
Collectively	29
In an advisory capacity	16
No	14
Student	7
Other not gainfully employed	3

Area of responsibility	%
Management	25
Research/development/design	1
Manufacturing, production, quality control	10
Buying/procurement	6
Finance/accounting, controlling	1
Information and communication technology	1
Personnel administration, administration	2
Sales	9
Marketing, advertising, PR	1
Logistics: storage, material management, transport	-
Maintenance/repairs	1
Other area	15
Student	7
Other not gainfully employed	3
N/A	19
Position in the company/organisation	%
Entrepreneur, co-owner, freelancer	30
Managing director, board member, head of an authority etc.	6
Area manager, works manager, plant manager, branch manager, head of public office	7
Department head, group head, team leader	10
Other salaried staff, civil servant, skilled worker	10
Lecturer, teacher	2
Trainee	20
Other position	5
Student	7
Other not gainfully employed	3
Economic sector	%
Restaurant/bar/cafe	35
Hotel	26
Bakery and confectionery	6
Café, bistro	6
Catering	6
Boarding house	3
Canteen/large-scale kitchen	8
Fast food/snack bar	3
Butcher's	3
Franchise restaurant	3
Nightclub, bar	3
Other sectors	9
Student	7
Other not gainfully employed	3
Size of company/organisation:	
Number of employees	%
1- 4	18
5- 9	18
10- 49	29
50- 199	15
200- 499	3
500 - 999	2
1 000 and more	6
Student	7
Other not gainfully employed	3

Conducted by: Gelszus Messe-Marktforschung GmbH, Dortmund

it-sa → Nürnberg

Trade visitors' profile

Visitors (number of entries)	9 015	Area of responsibility	%
Proportion of trade visitors	99%	Management	12
Germany (total)	97	Research/development/design	7
of which		Manufacturing, production, quality control	1
Nielsen 1	6	Buying/procurement	-
Bremen	-	Finance/accounting, controlling	-
Hamburg	2	Information and communication technology	56
Lower Saxony	3	Personnel administration, administration	1
Schleswig-Holstein	1	Sales	7
Nielsen 2	7	Marketing, advertising, PR	1
North Rhine-Westph.	7	Logistics: storage, material management, transport	-
Nielsen 3a	11	Maintenance/repairs	2
Hesse	7	Other area	6
Rhineland-Palatinate	4	Student	6
Saarland	1	Other not gainfully employed	1
Nielsen 3b	15		
Baden-Württemb.	15		
Foreign (total)	3	Position in the company/organisation	%
of which		Entrepreneur, co-owner, freelancer	12
EU	77	Managing director, board member, head of an authority etc.	4
Other countries	23	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	35
		Lecturer, teacher	2
		Trainee	7
		Other position	4
		Student	6
		Other not gainfully employed	1
Distance to home	%	Economic sector	%
up to 50 km	23	Industry	18
more than 50 km up to 100 km	10	Skilled trades	1
more than 100 km up to 300 km	42	Trade	3
over 300 km	25	Police	1
Frequency of visits to exhibition	%	Public authority	10
Previous event	34	Banks, saving banks	3
Earlier events	34	Insurance	1
First visit	54	Engineer's, consultant's office	1
Average length of stay	1,2 days	Information services	25
Influence on purchasing/procurement decisions	%	Telecommunication	5
Decisively	22	Management consultancy	5
Collectively	36	Energy supply	2
In an advisory capacity	26	Health service	4
No	10	Education and schools	5
Student	6	Research	3
Other not gainfully employed	1	Association	1
		Other sectors	7
		Student	6
		Other not gainfully employed	1
		Size of company/organisation:	
		Number of employees	%
		1- 4	9
		5- 9	4
		10- 49	13
		50- 199	14
		200- 499	10
		500 - 999	11
		1 000 and more	32
		Student	6
		Other not gainfully employed	1

Conducted by: Gelszus Messe-Marktforschung GmbH, Dortmund

SENSOR+TEST → Nürnberg

Trade visitors' profile

Visitors (number of entries)	7 212	Area of responsibility	%
Proportion of trade visitors	99%	Management	9
Germany (total)	77	Research/development/design	51
of which		Manufacturing, production, quality control	7
Nielsen 1	6	Buying/procurement	1
Bremen	-	Finance/accounting, controlling	1
Hamburg	1	Information and communication technology	-
Lower Saxony	4	Personnel administration, administration	11
Schleswig-Holstein	2	Marketing, advertising, PR	2
Nielsen 2	6	Logistics: storage, material management, transport	-
North Rhine-Westph.	6	Other area	2
Nielsen 3a	8	Student	12
Hesse	5	Other not gainfully employed	1
Rhineland-Palatinate	2	Maintenance/repairs	2
Saarland	1		
Nielsen 3b	20		
Baden-Württemb.	20		
Foreign (total)	23	Position in the company/organisation	%
of which		Entrepreneur, co-owner, freelancer	10
EU	53	Managing director, board member, head of an authority etc.	5
Other european countries	21	Area manager, works manager, plant manager, branch manager, head of public office	6
South-, East-, Central Asia	20	Department head, group head, team leader	22
Other countries	7	Other salaried staff, civil servant, skilled worker	38
Distance to home	%	Lecturer, teacher	3
up to 50 km	13	Trainee	-
more than 50 km up to 100 km	7	Other position	2
more than 100 km up to 300 km	39	Student	12
over 300 km	41	Other not gainfully employed	1
Countries with the highest visitor shares	%	Economic sector	%
Switzerland	17	Industry	59
Austria	13	Wholesale trade	3
		Retail trade	1
		Import/export	1
		Service	8
		Teaching, research	11
		Other sectors	3
		Student	12
		Other not gainfully employed	1
Average length of stay	1,2 days	Size of company/organisation:	
Influence on purchasing/procurement decisions	%	Number of employees	%
Decisively	22	1- 4	8
Collectively	38	5- 9	5
In an advisory capacity	21	10- 49	12
No	6	50- 199	13
Student	12	200- 499	9
Other not gainfully employed	1	500 - 999	8
		1 000 and more	31
		Student	12
		Other not gainfully employed	1

Conducted by: Gelszus Messe-Marktforschung GmbH, Dortmund

Spielwarenmesse® (2014)

Trade visitors' profile

Visitors (number of entries)	75 348	Area of responsibility	%
Proportion of trade visitors	81%	Management	9
Germany (total)	54	Research/development/design	51
of which		Manufacturing, production, quality control	7
Nielsen 1	6	Buying/procurement	1
Bremen	1	Finance/accounting, controlling	1
Hamburg	1	Information and communication technology	-
Lower Saxony	4	Personnel administration, administration	11
Schleswig-Holstein	1	Marketing, advertising, PR	2
Nielsen 2	7	Logistics: storage, material management, transport	-
North Rhine-Westph.	7	Other area	2
Nielsen 3a	9	Student	12
Hesse	6	Other not gainfully employed	1
Rhineland-Palatinate	3	Maintenance/repairs	2
Saarland	-		
Nielsen 3b	14		
Baden-Württemb.	14		
Foreign (total)	46	Position in the company/organisation	%
of which		Entrepreneur, co-owner, freelancer	10
EU	63	Managing director, board member, head of an authority etc.	5
Other european countries	15	Area manager, works manager, plant manager, branch manager, head of public office	6
Africa	2	Department head, group head, team leader	22
North America	4	Other salaried staff, civil servant, skilled worker	38
South and Central America	3	Lecturer, teacher	3
Middle East	4	Trainee	-
South-, East-, Central Asia	9	Other position	2
Australia	1	Student	12
		Other not gainfully employed	1
Distance to home	%	Economic sector	%
up to 50 km	14	Industry	59
more than 50 km up to 100 km	6	Wholesale trade	3
more than 100 km up to 300 km	24	Retail trade	1
over 300 km	57	Import/export	1
Countries with the highest visitor shares	%	Service	8
France	9	Teaching, research	11
Italy	7	Other sectors	3
Switzerland	6	Student	12
Netherlands	5	Other not gainfully employed	1
Czech Republic	5	Size of company/organisation:	
		Number of employees	%
		1- 4	8
		5- 9	5
		10- 49	12
		50- 199	13
		200- 499	9
		500 - 999	8
		1 000 and more	31
		Student	12
		Other not gainfully employed	1
Frequency of visits to exhibition	%		
Previous event	40		
Earlier events	53		
First visit	34		
Average length of stay	1,9 days		
Influence on purchasing/procurement decisions	%		
Decisively	48		
Collectively	27		
In an advisory capacity	15		
No	7		
Student	2		
Other not gainfully employed	2		

Trade visitors' profile

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 manager, 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	2
Other not gainfully employed	2
Size of company/organisation:	
Number of employees	%
1- 4	41
5- 9	13
10- 49	16
50- 199	9
200- 499	4
500 - 999	3
1 000 and more	10
Student	2
Other not gainfully employed	2

Conducted by: Gelszus Messe-Marktforschung GmbH, Dortmund

Visitors (number of entries)	18 845
Proportion of trade visitors	56%
Germany (total)	98
of which	
Nielsen 1	8
Nielsen 4	61
Bremen	1
Bavaria	61
Hamburg	1
Nielsen 5+6	5
Lower Saxony	4
Berlin	2
Schleswig-Holstein	2
Brandenburg	2
Nielsen 2	4
Mecklenburg-	
North Rhine-Westph.	4
West Pommern	1
Nielsen 3a	10
Saxony-Anhalt	1
Hesse	7
Nielsen 7	5
Rhineland-Palatinate	2
Saxony	2
Saarland	1
Thuringia	3
Nielsen 3b	8
Baden-Württemb.	8
Foreign (total)	2
Distance to home	%
up to 50 km	36
more than 50 km up to 100 km	11
more than 100 km up to 300 km	29
over 300 km	24
Frequency of visits to exhibition	%
Previous event	38
Earlier events	48
First visit	37
Average length of stay	1,3 days
Influence on purchasing/procurement decisions	%
Decisively	12
Collectively	26
In an advisory capacity	20
No	31
Student	4
Other not gainfully employed	6

Area of responsibility	%
Managing director, facility manager, services manager, production manager	22
Research/development/design	-
Manufacturing, production, quality control	18
Buying/procurement	1
Finance/accounting, controlling	2
Information and communication technology	-
Personnel administration, administration	4
Sales	2
Marketing, advertising, PR	2
Logistics: storage, material management, transport	-
Maintenance/repairs	-
Other area	40
Student	4
Other not gainfully employed	6
Position in the company/organisation	%
Entrepreneur, co-owner, freelancer	5
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	22
Lecturer, teacher	7
Trainee	4
Other position	13
Student	4
Other not gainfully employed	6
Economic sector	%
Workshop for people with disabilities	45
Daycare Center	3
Trade	2
Woodworking	1
State/communal/social institution	2
Social institution, social service	11
School, educational institution	11
Horticulture and landscape gardening	1
Food industry	1
Metalworking	1
Health service	5
Other sectors	7
Student	4
Other not gainfully employed	6
Size of company/organisation:	
Number of employees	%
1- 4	4
5- 9	3
10- 49	12
50- 199	17
200- 499	27
500 - 999	13
1 000 and more	14
Student	4
Other not gainfully employed	6

Private visitors' profile

Visitors (number of entries)	18 845
Proportion of private visitors	44%
Germany (total)	100
of which	
Nielsen 1	-
Nielsen 4	97
Bremen	-
Bavaria	97
Hamburg	-
Nielsen 5+6	1
Lower Saxony	-
Berlin	-
Schleswig-Holstein	-
Brandenburg	-
Nielsen 2	-
Mecklenburg-	
North Rhine-Westph.	-
West Pommern	-
Nielsen 3a	1
Saxony-Anhalt	-
Hesse	1
Nielsen 7	1
Rhineland-Palatinate	-
Saxony	-
Saarland	-
Thuringia	1
Nielsen 3b	1
Baden-Württemb.	1
Distance to home	%
up to 50 km	86
more than 50 km up to 100 km	7
more than 100 km up to 300 km	6
over 300 km	1
Frequency of visits to exhibition	%
Previous event	51
Earlier events	51
First visit	29
Sex	%
Male	31
Female	69
Size of household	%
1 person	17
2 persons	39
3 persons	19
4 persons	16
5 persons and more	8
Age	%
up to 20 years	4
over 20 up to 30 years	8
over 30 up to 40 years	11
over 40 up to 50 years	21
over 50 up to 60 years	30
over 60 up to 70 years	18
over 70 years	8

Position in the company/organisation	%
Entrepreneur, co-owner, freelancer	5
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	7
Other salaried staff, civil servant, skilled worker	37
Lecturer, teacher	4
Trainee	2
Other position	5
Student	4
Housewife/man	9
Old-age pensioner	23
Other not gainfully employed	3
Buying and ordering capacity	%
Purchase or order made or intended at the exhibition	
yes	81
no	5
maybe	13
Follow-up business	%
Intend to buy at later date	
yes	28
no	20
maybe	52
Conducted by: Gelszus Messe-Marktforschung GmbH, Dortmund	

Stone+tec → Nürnberg

Trade visitors' profile

Visitors (number of entries)	15 161	Area of responsibility	%
Proportion of trade visitors	94%	Management	38
Germany (total)	76	Research/development/design	2
of which		Manufacturing, production, quality control	24
Nielsen 1	10	Buying/procurement	5
Bremen	1	Finance/accounting, controlling	1
Hamburg	1	Information and communication technology	1
Lower Saxony	7	Personnel administration, administration	1
Schleswig-Holstein	1	Sales	12
Nielsen 2	12	Marketing, advertising, PR	1
Mecklenburg-		Logistics: storage, material management,	
North Rhine-Westph.	14	transport	1
Nielsen 3a	14	Maintenance/repairs	2
West Pomerania	-	Other area	8
Hesse	9	Student	4
Nielsen 7	8	Other not gainfully employed	1
Rhineland-Palatinate	5	Position in the company/organisation	%
Saxony	4	Entrepreneur, co-owner, freelancer	48
Saarlant	-	Managing director, board member,	
Thuringia	4	head of an authority etc.	8
Nielsen 3b	19	Area manager, works manager, plant manager,	
Baden-Württemb.	19	branch manager, head of public office	6
Foreign (total)	24	Department head, group head, team leader	7
of which		Other salaried staff, civil servant,	
EU	74	skilled worker	16
Other european countries	16	Lecturer, teacher	1
Other countries	9	Trainee	7
Distance to home	%	Other position	3
up to 50 km	6	Student	4
more than 50 km up to 100 km	9	Other not gainfully employed	1
more than 100 km up to 300 km	37	Economic sector	%
over 300 km	48	Industry	16
Countries with the highest visitor shares	%	Wholesale trade	9
Austria	11	Retail trade	9
Italy	9	Skilled trades	56
Poland	9	Services (e.g. architects)	4
Belgium	7	Public authority/administration	2
Czech Republic	7	Polytechnics	1
Frequency of visits to exhibition	%	Other sectors	4
Previous event	43	Student	4
Earlier events	62	Other not gainfully employed	1
First visit	28	Size of company/organisation:	
Average length of stay	1,4 days	Number of employees	%
Influence on purchasing/procurement decisions	%	1- 4	44
Decisively	45	5- 9	20
Collectively	25	10- 49	19
In an advisory capacity	15	50- 199	9
No	11	200-499	2
Student	4	500 - 999	-
Other not gainfully employed	1	1 000 and more	2
		Student	4
		Other not gainfully employed	1

Conducted by: Gelszus Messe-Marktforschung GmbH, Dortmund

Badische Weinmesse (2014) → Offenburg

Private visitors' profile

Visitors (number of entries)	4 846	Position in the company/organisation	%
Proportion of private visitors	89%	Entrepreneur, co-owner, freelancer	14
Germany (total)	97	Managing director, board member, head of an authority etc.	6
of which		Area manager, works manager, plant manager, branch manager, head of public office	5
Nielsen 1	1	Department head, group head, team leader	10
Bremen	-	Other salaried staff, civil servant,	
Hamburg	-	skilled worker	31
Lower Saxony	1	Lecturer, teacher	5
Schleswig-Holstein	-	Trainee	5
Nielsen 2	1	Other position	7
Mecklenburg-		Student	7
North Rhine-Westph.	1	Housewife/man	-
Nielsen 3a	2	Old-age pensioner	10
West Pomerania	-	Other not gainfully employed	1
Hesse	1	Buying and ordering capacity	%
Nielsen 7	-	Purchase or order made or intended at the exhibition	
Rhineland-Palatinate	-	yes	41
Saxony	-	no	37
Thuringia	-	maybe	22
Nielsen 3b	96	Follow-up business	%
Baden-Württemb.	96	Intend to buy at later date	
Foreign (total)	1	yes	52
Distance to home	%	no	13
up to 50 km	72	maybe	36
more than 50 km up to 100 km	16	Conducted by: Messe Offenburg-Ortenau GmbH, Offenburg	
more than 100 km up to 300 km	10		
over 300 km	2		
Frequency of visits to exhibition	%		
Previous event	22		
Earlier events	46		
First visit	33		
Sex	%		
Male	58		
Female	42		
Size of household	%		
1 person	17		
2 persons	38		
3 persons	20		
4 persons	21		
5 persons and more	4		
Age	%		
up to 20 years	8		
over 20 up to 30 years	22		
over 30 up to 40 years	13		
over 40 up to 50 years	18		
over 50 up to 60 years	22		
over 60 up to 70 years	13		
over 70 years	5		

OBERRHEIN MESSE

Private visitors' profile

Visitors (number of entries)	62 838	Position in the company/organisation	%
Proportion of private visitors	100%	Entrepreneur, co-owner, freelancer	14
Germany (total)	94	Managing director, board member, head of an authority etc.	6
of which		Area manager, works manager, plant manager, branch manager, head of public office	5
Nielsen 1	-	Department head, group head, team leader	10
Bremen	-	Other salaried staff, civil servant,	
Hamburg	-	skilled worker	31
Lower Saxony	-	Lecturer, teacher	5
Schleswig-Holstein	-	Trainee	5
Nielsen 2	-	Other position	7
Mecklenburg-		Student	7
North Rhine-Westph.	-	Housewife/man	-
Nielsen 3a	1	Old-age pensioner	10
West Pomerania	-	Other not gainfully employed	1
Hesse	-	Buying and ordering capacity	%
Nielsen 7	-	Purchase or order made or intended at the exhibition	
Rhineland-Palatinate	-	yes	41
Saxony	-	no	37
Thuringia	-	maybe	22
Nielsen 3b	99	Follow-up business	%
Baden-Württemb.	99	Intend to buy at later date	
Foreign (total)	5	yes	52
of which		no	13
EU	100	maybe	36
Country with the highest visitor share	%	Conducted by: Messe Offenburg-Ortenau GmbH, Offenburg	
France	4		
Distance to home	%		
up to 50 km	83		
more than 50 km up to 100 km	9		
more than 100 km up to 300 km	3		
over 300 km	1		
Frequency of visits to exhibition	%		
Previous event	29		
Earlier events	62		
First visit	9		
Sex	%		
Male	42		
Female	58		
Age	%		
up to 20 years	15		
over 20 up to 30 years	31		
over 30 up to 40 years	16		
over 40 up to 50 years	19		
over 50 up to 60 years	14		
over 60 up to 70 years	4		
over 70 years	2		

Offenburg

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 manager, branch manager, head of public office	2
Department head, group head, team leader	5
Other salaried staff, civil servant, skilled worker	55
Lecturer, teacher	3
Trainee	6
Other position	6
Student	8
Housewife/man	5
Old-age pensioner	2
Other not gainfully employed	1
Buying and ordering capacity	%
Purchase or order made or intended at the exhibition	
yes	65
no	20
maybe	15
Follow-up business	%
Intend to buy at later date	
yes	24
no	28
maybe	48

Conducted by: Messe Offenburg-Ortenau GmbH, Offenburg

CMT Stuttgart

Private visitors' profile

Visitors (number of entries)	239 611	Position in the company/organisation	%
Proportion of private visitors	87%	Entrepreneur, co-owner, freelancer	10
Germany (total)	99	Managing director, board member, head of an authority etc.	2
of which		Area manager, works manager, plant manager, branch manager, head of public office	3
Nielsen 1	- Nielsen 4	Department head, group head, team leader	10
Bremen	- Bavaria	Other salaried staff, civil servant, skilled worker	37
Hamburg	- Nielsen 5+6	Lecturer, teacher	4
Lower Saxony	- Berlin	Trainee	2
Schleswig-Holstein	- Brandenburg	Other position	3
Nielsen 2	- Mecklenburg-	Student	4
North Rhine-Westph.	- West Pomerania	Housewife/man	3
Nielsen 3a	4 Saxony-Anhalt	Old-age pensioner	19
Hesse	- Nielsen 7	Other not gainfully employed	4
Rhineland-Palatinate	- Saxony		
Saarland	- Thuringia		
Nielsen 3b	90	Buying and ordering capacity	%
Baden-Württemb.	90	Purchase or order made or intended at the exhibition	
Foreign (total)	1	yes	41
of which		no	32
EU	-	maybe	27
Other european countries	53	Follow-up business	%
Other countries	47	Intend to buy at later date	
Country with the highest visitor share	%	yes	34
Switzerland	53	no	18
Distance to home	%	maybe	48
up to 50 km	57	Conducted by: Landesmesse Stuttgart GmbH, Stuttgart	
more than 50 km up to 100 km	26		
more than 100 km up to 300 km	17		
over 300 km	2		
Frequency of visits to exhibition	%		
Previous event	42		
Earlier events	47		
First visit	26		
Sex	%		
Male	49		
Female	51		
Size of household	%		
1 person	13		
2 persons	51		
3 persons	16		
4 persons	15		
5 persons and more	5		
Age	%		
up to 20 years	5		
over 20 up to 30 years	10		
over 30 up to 40 years	10		
over 40 up to 50 years	24		
over 50 up to 60 years	28		
over 60 up to 70 years	20		
over 70 years	5		

COMPOSITES EUROPE Stuttgart

Trade visitors' profile

Visitors (number of entries)	10 087	Area of responsibility	%
Proportion of trade visitors	98%	Management	14
Germany (total)	59	Research/development/design	37
of which		Manufacturing, production, quality control	10
Nielsen 1	7 Nielsen 4	Buying/procurement	4
Bremen	- Bavaria	Finance/accounting, controlling	-
Hamburg	2 Nielsen 5+6	Information and communication technology	-
Lower Saxony	4 Berlin	Personnel administration, administration	-
Schleswig-Holstein	1 Brandenburg	Sales	14
Nielsen 2	12 Mecklenburg-	Marketing, advertising, PR	3
North Rhine-Westph.	12 West Pomerania	Logistics: storage, material management, transport	-
Nielsen 3a	13 Saxony-Anhalt	Maintenance/repairs	2
Hesse	6 Nielsen 7	Other area	4
Rhineland-Palatinate	6 Saxony	Student	11
Saarland	- Thuringia	Other not gainfully employed	1
Nielsen 3b	39	Position in the company/organisation	%
Baden-Württemb.	39	Entrepreneur, co-owner, freelancer	10
Foreign (total)	41	Managing director, board member, head of an authority etc.	9
of which		Area manager, works manager, plant manager, branch manager, head of public office	13
EU	78	Department head, group head, team leader	22
Other european countries	10	Other salaried staff, civil servant, skilled worker	28
South-, East-, Central Asia	7	Lecturer, teacher	2
Other countries	5	Trainee	2
Distance to home	%	Other position	4
up to 50 km	13	Student	11
more than 50 km up to 100 km	9	Other not gainfully employed	1
more than 100 km up to 300 km	23	Economic sector	%
over 300 km	56	Manufacturers, processor of materials for composites	28
Countries with the highest visitor shares	%	Supplier	18
United Kingdom	11	Mechanical engineering, technology suppliers	8
France	10	OEM, end user	7
Austria	10	Distributor	5
Netherlands	10	Institute, research	8
Belgium	9	University	3
Frequency of visits to exhibition	%	Other sectors	11
Previous event	20	Student	11
Earlier events	30	Other not gainfully employed	1
First visit	58	Size of company/organisation:	
Average length of stay	1,4 days	Number of employees	%
Influence on purchasing/procurement decisions	%	1- 4	6
Decisively	19	5- 9	4
Collectively	28	10- 49	13
In an advisory capacity	26	50- 199	21
No	17	200- 499	10
Student	11	500 - 999	7
Other not gainfully employed	1	1 000 and more	27
		Student	11
		Other not gainfully employed	1

Conducted by: Wissler & Partner, Basel

eltefa → Stuttgart

Trade visitors' profile

Visitors (number of entries)	23 008	Area of responsibility	%
Proportion of trade visitors	98%	Management	17
Germany (total)	99	Research/development/design	5
of which		Manufacturing, production, quality control	11
Nielsen 1	- Nielsen 4	Buying/procurement	4
Bremen	- Bavaria	Finance/accounting, controlling	1
Hamburg	- Nielsen 5+6	Information and communication technology	6
Lower Saxony	- Berlin	Personnel administration, administration	1
Schleswig-Holstein	- Brandenburg	Sales	8
Nielsen 2	1 Mecklenburg-	Marketing, advertising, PR	1
North Rhine-Westph.	1 West Pomerania	Logistics: storage, material management, transport	1
Nielsen 3a	5 Saxony-Anhalt	Maintenance/repairs	25
Hesse	- Nielsen 7	Other area	14
Rhineland-Palatinate	- Saxony	Student	4
Saarland	- Thuringia	Other not gainfully employed	2
Nielsen 3b	89	Position in the company/organisation	%
Baden-Württemb.	89	Entrepreneur, co-owner, freelancer	21
Foreign (total)	1	Managing director, board member, head of an authority etc.	3
Distance to home	%	Area manager, works manager, plant manager, branch manager, head of public office	5
up to 50 km	40	Department head, group head, team leader	17
more than 50 km up to 100 km	30	Other salaried staff, civil servant, skilled worker	30
more than 100 km up to 300 km	28	Lecturer, teacher	3
over 300 km	3	Trainee	14
Frequency of visits to exhibition	%	Other position	2
Previous event	43	Student	4
Earlier events	43	Other not gainfully employed	2
First visit	33	Economic sector	%
Average length of stay	1,1 days	Industry	28
Influence on purchasing/procurement decisions	%	Wholesalers and specialist retailers	7
Decisively	25	Skilled trades	48
Collectively	29	Service	11
In an advisory capacity	23	Authority, public services	9
No	17	University, polytechnic, vocational school	6
Student	4	Other	5
Other not gainfully employed	2	Size of company/organisation:	%
		Number of employees	%
		1- 4	20
		5- 9	12
		10- 49	16
		50- 199	14
		200- 499	7
		500 - 999	7
		1 000 and more	18
		Student	4
		Other not gainfully employed	2

Conducted by: Landesmesse Stuttgart GmbH, Stuttgart

FACHDENTAL Südwest → Stuttgart

Trade visitors' profile

Visitors (number of entries)	6 738	Position in the company/organisation	%
Proportion of trade visitors	99%	Entrepreneur, co-owner, freelancer	33
Germany (total)	98	Managing director, board member, head of an authority etc.	1
of which		Area manager, works manager, plant manager, branch manager, head of public office	2
Nielsen 1	1 Nielsen 4	Department head, group head, team leader	7
Bremen	- Bavaria	Other salaried staff, civil servant, skilled worker	36
Hamburg	- Nielsen 5+6	Lecturer, teacher	2
Lower Saxony	- Berlin	Trainee	9
Schleswig-Holstein	- Brandenburg	Other position	6
Nielsen 2	- Mecklenburg-	Student	3
North Rhine-Westph.	- West Pomerania	Other not gainfully employed	1
Nielsen 3a	3 Saxony-Anhalt	Economic sector	%
Hesse	- Nielsen 7	Practice	49
Rhineland-Palatinate	- Saxony	Group practice	26
Saarland	- Thuringia	Clinic	4
Nielsen 3b	91	Surgery-laboratory	4
Baden-Württemb.	91	Dental technology laboratory	8
Foreign (total)	2	Dental trade	4
Distance to home	%	Training/consulting	1
up to 50 km	44	Service	3
more than 50 km up to 100 km	27	University, polytechnic, vocational school	3
more than 100 km up to 300 km	25	Other	6
over 300 km	4	Size of company/organisation:	%
Frequency of visits to exhibition	%	Number of employees	%
Previous event	41	1- 4	19
Earlier events	51	5- 9	44
First visit	28	10- 49	25
Average length of stay	1,0 days	50- 199	3
Influence on purchasing/procurement decisions	%	200- 499	1
Decisively	23	500 - 999	1
Collectively	36	1 000 and more	2
In an advisory capacity	22	Student	3
No	14	Other not gainfully employed	1
Student	3	Conducted by: Landesmesse Stuttgart GmbH, Stuttgart	
Other not gainfully employed	1		

INTERGEO

Trade visitors' profile

Visitors (number of entries)	16 448	Position in the company/organisation	%
Proportion of trade visitors	99%	Entrepreneur, co-owner, freelancer	33
Germany (total)	69	Managing director, board member, head of an authority etc.	1
of which		Area manager, works manager, plant manager, branch manager, head of public office	2
Nielsen 1	4 Nielsen 4	Department head, group head, team leader	7
Bremen	- Bavaria	Other salaried staff, civil servant, skilled worker	36
Hamburg	1 Nielsen 5+6	Lecturer, teacher	2
Lower Saxony	2 Berlin	Trainee	9
Schleswig-Holstein	- Brandenburg	Other position	6
Nielsen 2	9 Mecklenburg-	Student	3
North Rhine-Westph.	9 West Pomerania	Other not gainfully employed	1
Nielsen 3a	16 Saxony-Anhalt	Economic sector	%
Hesse	7 Nielsen 7	Practice	49
Rhineland-Palatinate	7 Saxony	Group practice	26
Saarland	2 Thuringia	Clinic	4
Nielsen 3b	51	Surgery-laboratory	4
Baden-Württemb.	51	Dental technology laboratory	8
Foreign (total)	31	Dental trade	4
of which		Training/consulting	1
EU	55	Service	3
Other european countries	22	University, polytechnic, vocational school	3
South-, East-, Central Asia	10	Other	6
Other countries	13	Size of company/organisation:	%
Distance to home	%	Number of employees	%
up to 50 km	15	1- 4	19
more than 50 km up to 100 km	15	5- 9	44
more than 100 km up to 300 km	28	10- 49	25
over 300 km	42	50- 199	3
Countries with the highest visitor shares	%	200- 499	1
Switzerland	13	500 - 999	1
Austria	9	1 000 and more	2
France	8	Student	3
United Kingdom	5	Other not gainfully employed	1
Belgium	5	Conducted by: Landesmesse Stuttgart GmbH, Stuttgart	
Frequency of visits to exhibition	%		
Previous event	21		
Earlier events	57		
First visit	39		
Average length of stay	1,4 days		
Influence on purchasing/procurement decisions	%		
Decisively	22		
Collectively	30		
In an advisory capacity	22		
No	14		
Student	10		
Other not gainfully employed	2		

Trade visitors' profile

Area of responsibility	%
Management	11
Research/development/design	7
Manufacturing, production, quality control	3
Buying/procurement	1
Finance/accounting, controlling	-
Information and communication technology	7
Personnel administration, administration	1
Sales	3
Marketing, advertising, PR	1
Logistics: storage, material management, transport	-
Maintenance/repairs	1
Other area	7
Training/further training	3
Measurement	43
Student	10
Other not gainfully employed	2
Position in the company/organisation	%
Entrepreneur, co-owner, freelancer	15
Managing director, board member, head of an authority etc.	8
Area manager, works manager, plant manager, branch manager, head of public office	6
Department head, group head, team leader	19
Other salaried staff, civil servant, skilled worker	31
Lecturer, teacher	3
Trainee	5
Other position	1
Student	10
Other not gainfully employed	2
Economic sector	%
Industrial company	6
Energy supply	5
Water supplies	1
Wholesale/foreign trade	1
Retail trade	2
Skilled trades	1
Engineer's office	20
Research	3
Telecommunication	1
Architecture/construction	5
Other service company	5
Professional, specialist association	1
Authority/public services	28
Vocational school/polytechnic/university	2
IT, software, hardware	6
Other sectors	4
Student	10
Other not gainfully employed	2
Size of company/organisation:	
Number of employees	%
1- 4	10
5- 9	8
10- 49	23
50- 199	16
200- 499	11
500 - 999	5
1 000 and more	15
Student	10
Other not gainfully employed	2

Conducted by: Gelszus Messe-Marktforschung GmbH, Dortmund

Visitors (number of entries)	10 368	Position in the company/organisation	%
Proportion of trade visitors	53%	Entrepreneur, co-owner, freelancer	31
Germany (total)	95	Managing director, board member, head of an authority etc.	5
of which		Area manager, works manager, plant manager, branch manager, head of public office	4
Nielsen 1	3	Department head, group head, team leader	10
Bremen	-	Other salaried staff, civil servant, skilled worker	19
Hamburg	1	Lecturer, teacher	2
Lower Saxony	2	Trainee	5
Schleswig-Holstein	-	Other position	3
Nielsen 2	4	Student	13
North Rhine-Westph.	4	Other not gainfully employed	7
Nielsen 3a	8	Economic sector	%
Hesse	5	Industry	10
Rhineland-Palatinate	3	Trade	6
Saarland	-	Bank	31
Nielsen 3b	67	Insurance	9
Baden-Württemb.	67	Financial services	15
Foreign (total)	5	Other service	12
of which		Public authority	3
EU	-	Training/consulting	2
Other european countries	59	University, technical college, vocational college	8
Other countries	41	Specialist media	3
Distance to home	%	Other	11
up to 50 km	43	Size of company/organisation:	
more than 50 km up to 100 km	15	Number of employees	%
more than 100 km up to 300 km	28	1 - 4	24
over 300 km	14	5- 9	6
Country with the highest visitor share	%	10- 49	10
Switzerland	59	50- 199	9
Frequency of visits to exhibition	%	200- 499	7
Previous event	34	500 - 999	4
Earlier events	47	1 000 and more	19
First visit	36	Student	13
Average length of stay	1,1 days	Other not gainfully employed	7
Influence on purchasing/procurement decisions	%		
Decisively	26		
Collectively	19		
In an advisory capacity	20		
No	15		
Student	13		
Other not gainfully employed	7		

Private visitors' profile

Visitors (number of entries)	10 368	Position in the company/organisation	%
Proportion of private visitors	47%	Entrepreneur, co-owner, freelancer	12
Germany (total)	99	Managing director, board member, head of an authority etc.	1
of which		Area manager, works manager, plant manager, branch manager, head of public office	3
Nielsen 1	1	Department head, group head, team leader	9
Bremen	-	Other salaried staff, civil servant, skilled worker	31
Hamburg	-	Lecturer, teacher	3
Lower Saxony	-	Trainee	2
Schleswig-Holstein	-	Other position	6
Nielsen 2	3	Student	4
North Rhine-Westph.	3	Housewife/man	2
Nielsen 3a	8	Old-age pensioner	23
Hesse	2	Other not gainfully employed	5
Rhineland-Palatinate	5	Buying and ordering capacity	%
Saarland	1	Purchase or order made or intended at the exhibition	
Nielsen 3b	74	yes	38
Baden-Württemb.	74	no	31
Foreign (total)	1	maybe	31
Distance to home	%	Follow-up business	%
up to 50 km	51	Intend to buy at later date	
more than 50 km up to 100 km	17	yes	34
more than 100 km up to 300 km	24	no	21
over 300 km	9	maybe	45
Frequency of visits to exhibition	%	Conducted by: Landesmesse Stuttgart GmbH, Stuttgart	
Previous event	44		
Earlier events	61		
First visit	25		
Sex	%		
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	8		
over 30 up to 40 years	10		
over 40 up to 50 years	21		
over 50 up to 60 years	27		
over 60 up to 70 years	20		
over 70 years	11		

IT & Business → Stuttgart

Trade visitors' profile

Visitors (number of entries)	6 483	Area of responsibility	%
Proportion of trade visitors	99%	Management	14
Germany (total)	91	Research/development/design	8
of which		Manufacturing, production, quality control	2
Nielsen 1	3	Buying/procurement	-
Bremen	-	Finance/accounting, controlling	3
Hamburg	-	Information and communication technology	36
Lower Saxony	-	Personnel administration, administration	1
Schleswig-Holstein	-	Sales	14
Nielsen 2	9	Marketing, advertising, PR	7
North Rhine-Westph.	9	Logistics: storage, material management, transport	-
Nielsen 3a	8	Maintenance/repairs	1
Hesse	5	Other area	4
Rhineland-Palatinate	4	Student	8
Saarland	-	Other not gainfully employed	2
Nielsen 3b	64	Position in the company/organisation	%
Baden-Württemb.	64	Entrepreneur, co-owner, freelancer	15
Foreign (total)	9	Managing director, board member, head of an authority etc.	9
of which		Area manager, works manager, plant manager, branch manager, head of public office	10
EU	62	Department head, group head, team leader	25
Other european countries	32	Other salaried staff, civil servant, skilled worker	24
Other countries	6	Lecturer, teacher	2
Distance to home	%	Trainee	4
up to 50 km	33	Other position	1
more than 50 km up to 100 km	18	Student	8
more than 100 km up to 300 km	28	Other not gainfully employed	2
over 300 km	22	Economic sector	%
Frequency of visits to exhibition	%	Industry	30
Previous event	23	Trade	8
Earlier events	28	Skilled trades	2
First visit	60	Service	44
Average length of stay	1,2 days	Training/consulting	9
Influence on purchasing/procurement decisions	%	Authority, public services	6
Decisively	20	University, polytechnic, vocational school	5
Collectively	33	Other	10
In an advisory capacity	28	Size of company/organisation:	
No	10	Number of employees	%
Student	8	1- 4	12
Other not gainfully employed	2	5- 9	5
		10- 49	13
		50- 199	21
		200- 499	12
		500 - 999	7
		1 000 and more	19
		Student	8
		Other not gainfully employed	2

Conducted by: Landesmesse Stuttgart GmbH, Stuttgart

LogiMAT → Stuttgart

Trade visitors' profile

Visitors (number of entries)	35 102	Area of responsibility	%
Proportion of trade visitors	99%	Management	16
Germany (total)	86	Research/development/design	7
of which		Manufacturing, production, quality control	8
Nielsen 1	6	Buying/procurement	6
Bremen	-	Finance/accounting, controlling	1
Hamburg	2	Information and communication technology	3
Lower Saxony	3	Personnel administration, administration	1
Schleswig-Holstein	1	Sales	11
Nielsen 2	10	Marketing, advertising, PR	2
North Rhine-Westph.	10	Logistics: storage, material management, transport	34
Nielsen 3a	14	Maintenance/repairs	2
Hesse	7	Other area	5
Rhineland-Palatinate	6	Student	4
Saarland	1	Other not gainfully employed	1
Nielsen 3b	46	Position in the company/organisation	%
Baden-Württemb.	46	Entrepreneur, co-owner, freelancer	7
Foreign (total)	14	Managing director, board member, head of an authority etc.	8
of which		Area manager, works manager, plant manager, branch manager, head of public office	20
EU	65	Department head, group head, team leader	30
Other european countries	25	Other salaried staff, civil servant, skilled worker	21
Other countries	10	Lecturer, teacher	2
Distance to home	%	Trainee	4
up to 50 km	24	Other position	3
more than 50 km up to 100 km	14	Student	4
more than 100 km up to 300 km	31	Other not gainfully employed	1
over 300 km	31	Economic sector	%
Countries with the highest visitor shares	%	Industry	53
Austria	17	Wholesale trade	10
Switzerland	16	Retail trade	4
Frequency of visits to exhibition	%	Skilled trades	2
Previous event	33	Freight forwarders, transport companies	5
Earlier events	37	Other service	12
First visit	47	Association, organisation	1
Average length of stay	1,2 days	Public authority	1
Influence on purchasing/procurement decisions	%	University/college/polytechnic	2
Decisively	16	Other sectors	6
Collectively	40	Student	4
In an advisory capacity	27	Other not gainfully employed	1
No	12	Size of company/organisation:	
Student	4	Number of employees	%
Other not gainfully employed	1	1- 4	5
		5- 9	2
		10- 49	12
		50- 199	18
		200- 499	14
		500 - 999	11
		1 000 and more	31
		Student	4
		Other not gainfully employed	1

Conducted by: Wissler & Partner, Basel

MEDIZIN/TheraPro

Trade visitors' profile

Visitors (number of entries)	9 155	Area of responsibility	%
Proportion of trade visitors	97%	Management	16
Germany (total)	97	Research/development/design	7
of which		Manufacturing, production, quality control	8
Nielsen 1	-	Buying/procurement	6
Bremen	-	Finance/accounting, controlling	1
Hamburg	-	Information and communication technology	3
Lower Saxony	-	Personnel administration, administration	1
Schleswig-Holstein	-	Sales	11
Nielsen 2	1	Marketing, advertising, PR	2
North Rhine-Westph.	1	Logistics: storage, material management, transport	34
Nielsen 3a	5	Maintenance/repairs	2
Hesse	1	Other area	5
Rhineland-Palatinate	4	Student	4
Saarland	-	Other not gainfully employed	1
Nielsen 3b	80	Position in the company/organisation	%
Baden-Württemb.	80	Entrepreneur, co-owner, freelancer	7
Foreign (total)	3	Managing director, board member, head of an authority etc.	8
of which		Area manager, works manager, plant manager, branch manager, head of public office	20
EU	53	Department head, group head, team leader	30
Other countries	47	Other salaried staff, civil servant, skilled worker	21
Distance to home	%	Lecturer, teacher	2
up to 50 km	46	Trainee	4
more than 50 km up to 100 km	20	Other position	3
more than 100 km up to 300 km	26	Student	4
over 300 km	7	Other not gainfully employed	1
Frequency of visits to exhibition	%	Economic sector	%
Previous event	26	Industry	53
Earlier events	31	Wholesale trade	10
First visit	54	Retail trade	4
Average length of stay	1,3 days	Skilled trades	2
Influence on purchasing/procurement decisions	%	Freight forwarders, transport companies	5
Decisively	28	Other service	12
Collectively	22	Association, organisation	1
In an advisory capacity	23	Public authority	1
No	14	University/college/polytechnic	2
Student	10	Other sectors	6
Other not gainfully employed	2	Student	4
		Other not gainfully employed	1

Position in the company/organisation	%
Entrepreneur, co-owner, freelancer	38
Managing 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	7
Other salaried staff, civil servant, skilled worker	27
Lecturer, teacher	2
Trainee	8
Other position	4
Student	10
Other not gainfully employed	2
Economic sector	%
Practice	58
Hospital/clinic	12
Medical care centre	1
Rehabilitation facilities	5
Nursing home	2
Medical laboratory/institute	1
Emergency services organisations	2
Fitness studio	3
Industry	1
Trade	2
Public authorities/health service	2
Ambulatory care	1
Service	7
Training/consulting	4
University, polytechnic, vocational school	12
Other	6
Size of company/organisation:	
Number of employees	%
1- 4	31
5- 9	23
10- 49	15
50- 199	8
200- 499	3
500 - 999	2
1 000 and more	5
Student	10
Other not gainfully employed	2

Conducted by: Landesmesse Stuttgart GmbH, Stuttgart

Trade visitors' profile

Visitors (number of entries)	13 989	Area of responsibility	%
Proportion of trade visitors	99%	Management	11
Germany (total)	89	Research/development/design	29
of which		Manufacturing, production, quality control	27
Nielsen 1	3	Buying/procurement	5
Bremen	-	Finance/accounting, controlling	1
Hamburg	-	Information and communication technology	1
Lower Saxony	-	Personnel administration, administration	-
Schleswig-Holstein	-	Sales	10
Nielsen 2	6	Marketing, advertising, PR	2
North Rhine-Westph.	6	Logistics: storage, material management, transport	-
Nielsen 3a	7	Maintenance/repairs	3
Hesse	4	Other area	4
Rhineland-Palatinate	2	Student	6
Saarland	1	Other not gainfully employed	1
Nielsen 3b	62	Position in the company/organisation	%
Baden-Württemberg	62	Entrepreneur, co-owner, freelancer	12
Foreign (total)	11	Managing director, board member, head of an authority etc.	5
of which		Area manager, works manager, plant manager, branch manager, head of public office	9
EU	60	Department head, group head, team leader	22
Other european countries	27	Foreman, master craftsman	5
Other countries	12	Other salaried staff, civil servant, skilled worker	29
Distance to home	%	Lecturer, teacher	1
up to 50 km	29	Trainee	7
more than 50 km up to 100 km	19	Other position	3
more than 100 km up to 300 km	31	Student	6
over 300 km	21	Other not gainfully employed	1
Countries with the highest visitor shares	%	Economic sector	%
Austria	19	Industry	75
Switzerland	19	Skilled trades	11
Frequency of visits to exhibition	%	Trade	5
First event	100	Service	11
Average length of stay	1,2 days	Training/consulting	3
Influence on purchasing/procurement decisions	%	Public authority, civil service, association	2
Decisively	19	University, polytechnic, vocational school	6
Collectively	36	Other sectors	2
In an advisory capacity	25	Size of company/organisation:	
No	13	Number of employees	%
Student	6	1- 4	7
Other not gainfully employed	1	5- 9	6
		10- 49	18
		50- 199	17
		200- 499	13
		500 - 999	9
		1 000 and more	24
		Student	6
		Other not gainfully employed	1

Conducted by: Landesmesse Stuttgart GmbH, Stuttgart

Trade visitors' profile

Visitors (number of entries)	4 077	Area of responsibility	%
Proportion of trade visitors	100%	Management	11
Germany (total)	80	Research/development/design	23
of which		Manufacturing, production, quality control	34
Nielsen 1	5	Buying/procurement	3
Bremen	-	Finance/accounting, controlling	-
Hamburg	1	Information and communication technology	-
Lower Saxony	3	Personnel administration, administration	-
Schleswig-Holstein	1	Sales	10
Nielsen 2	8	Marketing, advertising, PR	1
North Rhine-Westph.	8	Logistics: storage, material management, transport	-
Nielsen 3a	11	Maintenance/repairs	2
Hesse	6	Planning/work preparation	6
Rhineland-Palatinate	4	Process engineering, environmental protection	3
Saarland	1	Student	3
Nielsen 3b	53	Other area	2
Baden-Württemberg	53	Position in the company/organisation	%
Foreign (total)	20	Entrepreneur, co-owner, freelancer	8
of which		Managing director, board member, head of an authority etc.	6
EU	70	Area manager, works manager, plant manager, branch manager, head of public office	11
Other european countries	23	Department head, group head, team leader	34
Other countries	7	Other salaried staff, civil servant, skilled worker	32
Distance to home	%	Lecturer, teacher	-
up to 50 km	21	Trainee	1
more than 50 km up to 100 km	15	Other position	3
more than 100 km up to 300 km	31	Student	3
over 300 km	32	Economic sector	%
Countries with the highest visitor shares	%	Industry	88
Switzerland	20	Trade	2
Austria	15	Service	8
France	13	Trade	3
Italy	11	Training/consulting	1
Frequency of visits to exhibition	%	Public authority, civil service, association	2
Previous event	31	University, polytechnic, vocational school	2
Earlier events	39	Other sectors	2
First visit	51	Size of company/organisation:	
Average length of stay	1,1 days	Number of employees	%
Influence on purchasing/procurement decisions	%	1- 4	5
Decisively	19	5- 9	3
Collectively	42	10- 49	11
In an advisory capacity	28	50- 199	20
No	8	200 - 499	16
Student	3	500 - 999	12
		1 000 and more	30
		Student	3

Conducted by: Landesmesse Stuttgart GmbH, Stuttgart

R + T → Stuttgart

Trade visitors' profile

Visitors (number of entries)	59 057	Area of responsibility	%
Proportion of trade visitors	98%	Management	41
Germany (total)	45	Research/development/design	8
of which		Manufacturing, production, quality control	10
Nielsen 1	7	Buying/procurement	7
Bremen	-	Finance/accounting, controlling	1
Hamburg	1	Information and communication technology	1
Lower Saxony	4	Personnel administration, administration	1
Schleswig-Holstein	2	Sales	16
Nielsen 2	14	Marketing, advertising, PR	2
North Rhine-Westph.	14	Logistics: storage, material management, transport	1
Nielsen 3a	11	Maintenance/repairs	5
Hesse	4	Other area	5
Rhineland-Palatinate	6	Student	1
Saarland	1	Other not gainfully employed	1
Nielsen 3b	42		
Baden-Württemb.	42		
Foreign (total)	55	Position in the company/organisation	%
of which		Entrepreneur, co-owner, freelancer	40
EU	62	Managing director, board member, head of an authority etc.	16
Other european countries	17	Area manager, works manager, plant manager, branch manager, head of public office	10
Africa	1	Department head, group head, team leader	10
North America	4	Other salaried staff, civil servant, skilled worker	15
South and Central America	3	Lecturer, teacher	1
Middle East	2	Trainee	2
South-, East-, Central Asia	6	Other position	2
Australia	4	Student	1
		Other not gainfully employed	1
Distance to home	%	Economic sector	%
up to 50 km	11	Industry	44
more than 50 km up to 100 km	5	Skilled trades	37
more than 100 km up to 300 km	18	Service	11
over 300 km	65	Trade	18
Countries with the highest visitor shares	%	Training/consulting	2
Switzerland	10	Authority, public services	1
Italy	9	University, polytechnic, vocational school	1
France	9	Other	4
Spain	5		
United Kingdom	5		
Frequency of visits to exhibition	%	Size of company/organisation:	%
Previous event	42	Number of employees	
Earlier events	34	1- 4	25
First visit	39	5- 9	16
		10- 49	27
		50- 199	14
		200- 499	6
		500 - 999	3
		1 000 and more	7
		Student	1
		Other not gainfully employed	1
Average length of stay	2,0 days		
Influence on purchasing/procurement decisions	%		
Decisively	43		
Collectively	27		
In an advisory capacity	18		
No	10		
Student	1		
Other not gainfully employed	1		

Conducted by: Landesmesse Stuttgart GmbH, Stuttgart

RETRO CLASSICS (2014) → Stuttgart

Private visitors' profile

Visitors (number of entries)	80 655	Position in the company/organisation	%
Proportion of private visitors	68%	Entrepreneur, co-owner, freelancer	16
Germany (total)	91	Managing director, board member, head of an authority etc.	5
of which		Area manager, works manager, plant manager, branch manager, head of public office	3
Nielsen 1	1	Department head, group head, team leader	10
Bremen	-	Other salaried staff, civil servant, skilled worker	29
Hamburg	-	Lecturer, teacher	2
Lower Saxony	-	Trainee	2
Schleswig-Holstein	-	Other position	5
Nielsen 2	1	Student	4
North Rhine-Westph.	1	Housewife/man	1
Nielsen 3a	9	Old-age pensioner	18
Hesse	4	Other not gainfully employed	4
Rhineland-Palatinate	4		
Saarland	1		
Nielsen 3b	73		
Baden-Württemb.	73		
Foreign (total)	9	Buying and ordering capacity	%
of which		Purchase or order made or intended at the exhibition	
EU	63	yes	47
Other european countries	32	no	25
Other countries	5	maybe	28
Countries with the highest visitor shares	%	Follow-up business	%
Switzerland	29	Intend to buy at later date	
France	20	yes	24
Austria	19	no	27
		maybe	50
Distance to home	%	Conducted by: Landesmesse Stuttgart GmbH, Stuttgart	
up to 50 km	42		
more than 50 km up to 100 km	17		
more than 100 km up to 300 km	32		
over 300 km	10		
Frequency of visits to exhibition	%		
Previous event	40		
Earlier events	47		
First visit	30		
Sex	%		
Male	13		
Female	87		
Size of household	%		
1 person	19		
2 persons	42		
3 persons	17		
4 persons	16		
5 persons and more	5		
Age	%		
up to 20 years	4		
over 20 up to 30 years	9		
over 30 up to 40 years	10		
over 40 up to 50 years	26		
over 50 up to 60 years	28		
over 60 up to 70 years	18		
over 70 years	6		

Trade visitors' profile

Visitors (number of entries)	8 303	Area of responsibility	%
Proportion of trade visitors	97%	Management	35
Germany (total)	94	Research/development/design	2
of which		Manufacturing, production, quality control	23
Nielsen 1	1	Buying/procurement	3
Bremen	-	Finance/accounting, controlling	1
Hamburg	-	Information and communication technology	1
Lower Saxony	-	Personnel administration, administration	-
Schleswig-Holstein	-	Sales	26
Nielsen 2	2	Marketing, advertising, PR	1
North Rhine-Westph.	2	Logistics: storage, material management, transport	-
Nielsen 3a	9	Maintenance/repairs	-
Hesse	4	Other area	4
Rhineland-Palatinate	4	Student	2
Saarland	1	Other not gainfully employed	1
Nielsen 3b	66		
Baden-Württemberg	66		
Foreign (total)	6	Position in the company/organisation	%
of which		Entrepreneur, co-owner, freelancer	41
EU	46	Managing director, board member, head of an authority etc.	4
Other countries	54	Area manager, works manager, plant manager, branch manager, head of public office	7
Distance to home	%	Department head, group head, team leader	5
up to 50 km	29	Foreman, master craftsman	10
more than 50 km up to 100 km	28	Other salaried staff, civil servant, skilled worker	14
more than 100 km up to 300 km	34	Lecturer, teacher	1
over 300 km	10	Trainee	14
Frequency of visits to exhibition	%	Other position	1
Previous event	42	Student	2
Earlier events	49	Other not gainfully employed	1
First visit	31		
Average length of stay	1,1 days	Economic sector	%
Influence on purchasing/procurement decisions	%	Butchers' trade, butcher's shop	71
Decisively	36	Meat-processing industry	6
Collectively	25	Supplier to the butchers' trade and industry	8
In an advisory capacity	20	butchery	4
No	17	Large kitchen, catering, canteen	2
Student	2	Catering	6
Other not gainfully employed	1	Snack, fast-food, filling station	2
		Food, delicatessen, beverages trade	7
		Catering/party service	9
		Authorities, public facilities, associations	2
		Service and consulting	6
		Colleges, universities, polytechnic, institutes	2
		Other sectors	5
		Size of company/organisation:	
		Number of employees	%
		1- 4	21
		5- 9	19
		10- 49	33
		50- 199	12
		200- 499	7
		500 - 999	1
		1 000 and more	3
		Student	2
		Other not gainfully employed	1

Conducted by: Landesmesse Stuttgart GmbH, Stuttgart

Private visitors' profile

Visitors (number of entries)	59 194	Position in the company/organisation	%
Proportion of private visitors	95%	Entrepreneur, co-owner, freelancer	5
Germany (total)	100	Managing director, board member, head of an authority etc.	1
of which		Area manager, works manager, plant manager, branch manager, head of public office	1
Nielsen 1	-	Department head, group head, team leader	6
Bremen	-	Other salaried staff, civil servant, skilled worker	46
Hamburg	-	Lecturer, teacher	3
Lower Saxony	-	Trainee	2
Schleswig-Holstein	-	Other position	1
Nielsen 2	-	Farmer	1
North Rhine-Westph.	-	Student	5
Nielsen 3a	89	Housewife/man	5
Hesse	89	Old-age pensioner	22
Rhineland-Palatinate	-	Other not gainfully employed	1
Saarland	-		
Nielsen 3b	1		
Baden-Württemberg	1		
Distance to home	%	Buying and ordering capacity	%
up to 50 km	86	Purchase or order made or intended at the exhibition	
more than 50 km up to 100 km	12	yes	68
more than 100 km up to 300 km	1	no	11
over 300 km	1	maybe	21
Frequency of visits to exhibition	%	Follow-up business	%
2012	71	Intend to buy at later date	
2011	72	yes	21
Earlier events	76	no	36
First visit	10	maybe	44
Sex	%	Conducted by: Messe- und Congressberatung 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		
over 60 up to 70 years	16		
over 70 years	9		

Registered Events

Bayreuth

bbg Betriebsberatungs GmbH

DKM – The Trade Fair for the Finance and Insurance Industry, Dortmund
25.10.-27.10.2016

Berlin

BUV Market Services GmbH

LeMit Ethnic Food – International Trade Fair and Forum for Ethnic Food and Gastronomy, Neuss
24.04.-25.04.2016

Messe Berlin GmbH

- International Green Week – The world's biggest fair for food, agriculture and horticulture, Berlin
- 15.01.-24.01.2016
- FRUIT LOGISTICA – International Trade Fair for Fruit and Vegetable Marketing, Berlin
- 03.02.-05.02.2016
- bauteC – International Trade Fair for Building and Construction Technology, Berlin
- 16.02.-19.02.2016
- ITB Berlin – THE WORLD'S LEADING TRAVEL TRADE SHOW®, Berlin
- 09.03.-13.03.2016
- 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
- 11.10.-13.10.2016
- WASSER BERLIN INTERNATIONAL – International Trade Fair and Congress – Water and Wastewater, Berlin
- 28.03.-31.03.2017
- CMS – Cleaning. Management. Services. – International Trade Fair and Congress, Berlin
- 19.09.-22.09.2017

Bielefeld

Clarion Events Deutschland GmbH

ZOW – Supplier fair for the furniture and interior design industry, Bad Salzuflen
16.02.-19.02.2016

FMB – The Supplier Show for Mechanical Engineering, Bad Salzuflen
09.11.-11.11.2016

Bremen

MESSE BREMEN & ÖVB-Arena

WFB Wirtschaftsförderung Bremen GmbH

Bremen Classic Motorshow – Classic vehicle fair, Bremen
05.02.-07.02.2016

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

BOATFIT – boats ... Enjoy their charm – maintain their value, Bremen
26.02.-28.02.2016

HanseLife – Regional consumer goods exhibition, Bremen
10.09.-18.09.2016

ReiseLust – The tourism fair in Bremen, Bremen
04.11.-06.11.2016

Chemnitz

C³ Chemnitzer Veranstaltungszentren GmbH c/o Messe Chemnitz

Baummesse Chemnitz – trade fair of construction, Chemnitz
05.02.-07.02.2016

Sächsische Industrie- und Technologiemesse SIT – Saxon Industry and Technology Trade Fair, Chemnitz
31.05.-02.06.2016

mtx+ / LIMA – 6th International Trade Fair for Technical Textiles / Exhibition for Lightweight Design, Chemnitz
31.05.-02.06.2016

COMM CAR – Commercial Vehicle Exhibition, Chemnitz
08.09.-10.09.2017

Dortmund

Westfalenhallen Dortmund GmbH

InterTabac – International Trade Fair for the Production of Tobacco Goods, Dortmund
16.09.-18.09.2016

elektrotechnik – The expert exhibition for structural and industrial applications, Dortmund
15.02.-17.02.2017

Düsseldorf

Messe Düsseldorf GmbH

- boot – Düsseldorf – International Boat Show, Düsseldorf
- 23.01.-31.01.2016
- GDS – Global Destination for Shoes & Accessories (with tag it! by gds – the private label show), Düsseldorf
- 10.02.-12.02.2016
- EuroCIS – The Leading Trade Fair for Retail Technology, Düsseldorf
- 23.02.-25.02.2016
- METAV – International Exhibition for Metalworking Technologies, Düsseldorf
- 23.02.-27.02.2016
- BEAUTY DÜSSELDORF – Leading International Trade Fair Cosmetics, Nail, Foot, Wellness, Spa (with made – make-up artist design show – Trade fair for make-up artists), Düsseldorf
- 04.03.-06.03.2016
- TOP HAIR INTERNATIONAL – Trend & Fashion Days Düsseldorf – Trade Fair – Show – Congress for the International Hairdressing Industry, Düsseldorf
- 05.03.-06.03.2016
- ProWein – International Trade Fair Wines and Spirits, Düsseldorf
- 13.03.-15.03.2016
- ENERGY STORAGE EUROPE – expo and conference, Düsseldorf
- 15.03.-17.03.2016
- Tube – International Tube and Pipe Trade Fair, Düsseldorf
- 04.04.-08.04.2016

wire – International Wire and Cable Trade Fair, Düsseldorf

- 04.04.-08.04.2016
- drupa – no. 1 for print and crossmedia solutions, Düsseldorf
- 31.05.-10.06.2016
- GDS – Global Destination for Shoes & Accessories (with tag it! by gds – the private label show) Düsseldorf
- 26.07.-28.07.2016
- CARAVAN SALON DÜSSELDORF – The world's largest show for motor homes und caravans, Düsseldorf
- 26.08.-04.09.2016
- TourNatur – Hiking and Trekking Exhibition, Düsseldorf
- 02.09.-04.09.2016
- glasstec – International Trade Fair for glass production, processing and products, Düsseldorf
- 20.09.-23.09.2016
- REHACARE – International Trade Fair and Congress – Self-determined living, Düsseldorf
- 28.09.-01.10.2016
- K – The world's No. 1 Trade Fair for Plastics and Rubber, Düsseldorf
- 19.10.-26.10.2016
- MEDICA – World Forum for Medicine – International Trade Fair with Congress with COMPAMED – International Trade Fair High tech solutions for Medical Technologies, Düsseldorf
- 14.11.-17.11.2016
- VALVE WORLD EXPO – Biennial Valve World Conference and Exhibition, Düsseldorf
- 29.11.-01.12.2016
- EuroShop – The World's Leading Retail Trade Fair, Düsseldorf
- 05.03.-09.03.2017
- interpack – PROCESSES AND PACKAGING – LEADING TRADE FAIR, Düsseldorf
- 04.05.-10.05.2017
- A + A – Safety, Security and Health at Work – International Trade Fair with Congress, Düsseldorf
- 17.10.-20.10.2017

- GIFA – International Foundry Trade Fair with WFO Technical Forum, Dusseldorf
 - 26.06.-30.06.2018
- METEC – International Metallurgical Technology Trade Fair with Congresses, Dusseldorf
 - 26.06.-30.06.2018
- NEWCAST – International Trade Fair for Precision Castings, Dusseldorf
 - 26.06.-30.06.2018
- THERMPROCESS – International Trade Fair and Symposium for Thermo Process Technology, Dusseldorf
 - 26.06.-30.06.2018
- Reed Exhibitions Deutschland GmbH**
 - PSI – The Leading European Trade Show of the Promotional Product Industry, Dusseldorf
 - 13.01.-15.01.2016
 - FIBO – The Leading International Trade Show for Fitness, Wellness and Health, Cologne
 - 07.04.-10.04.2016
 - IEX Europe – International Trade Fair for Industrial Insulation Materials and Technology, Cologne
 - 11.05.-12.05.2016
 - Bar Convent Berlin – International Bar and Beverage Trade Show, Berlin
 - 11.10.-12.10.2016
 - viscom frankfurt – International trade fair for visual communication, Frankfurt/Main
 - + ● 02.11.-04.11.2016
 - ALUMINIUM – World Trade Fair & Conference, Dusseldorf
 - 29.11.-01.12.2016
 - COMPOSITES EUROPE – European Trade Fair & Forum for Composites, Technology and Applications, Dusseldorf
 - + ● 29.11.-01.12.2016
 - EQUITANA – Equestrian Sports World Fair, Essen
 - 18.03.-26.03.2017
 - HYBRID Expo – Materials, Technology & Components, Stuttgart
 - 19.09.-21.09.2017

Erfurt

Messe Erfurt GmbH

Rapid.Tech – International Trade Show & Conference for Additive Manufacturing / FabCon 3.D – The 3D Printing Community Event, Erfurt
14.06.-16.06.2016

Grüne Tage Thüringen – The agricultural fair in Central Germany, 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

inoga – Trade Fair for the Hotel, Catering and Hospitality Sector, Erfurt
Oktober 2018

RAM Regio

Ausstellungen GmbH Erfurt

Thüringen Ausstellung Erfurt – Handicraft and Consumer Goods Exhibition (with Wedding and Celebration Fair), Erfurt
27.02.-06.03.2016

Essen

Messe Essen GmbH

DEUBAUKOM – Trade fair for architecture, housing industry and industrial construction with DCONex, InfraTech and acqua alta, Essen
13.01.-16.01.2016

IPM ESSEN – The world's leading trade fair for horticulture, Essen
26.01.-29.01.2016

E-world energy & water – International trade fair and congress, Essen
16.02.-18.02.2016

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.

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

AGRITECHNICA – International DLG Exhibition for Agricultural Machinery, Hanover
● 12.11.-18.11.2017

Messe Frankfurt Exhibition GmbH

Heimtextil – International Trade Fair for Home and Contract Textiles, Frankfurt/Main
● 12.01.-15.01.2016

Nordstil – Hamburg Regional Order Days – Winter Edition, Hamburg
16.01.-18.01.2016

Christmasworld – Seasonal Decoration at its best, Frankfurt/Main
● 29.01.-02.02.2016

Creativeworld – International Trade Fair for Hobby, Crafts and Artists' Requisites, Frankfurt/Main
● 30.01.-02.02.2016

Paperworld – International Trade Fair for Stationery, Office Supplies and Writing Instruments, Frankfurt/Main
● 30.01.-02.02.2016

Ambiente, Frankfurt/Main
● 12.02.-16.02.2016

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

● 13.03.-18.03.2016

Prolight + Sound – International Trade Fair of Technologies and Services for Entertainment, Integrated Systems and Creation, Frankfurt/Main
● 05.04.-08.04.2016

Musikmesse – International Trade Fair for Musical Instruments, Sheet Music, Music Production and Marketing, Frankfurt/Main
● 07.04.-10.04.2016

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

Nordstil – Hamburg Regional Order Days – Summer Edition, Hamburg
23.07.-25.07.2016

Tendence – International Frankfurt Fair, Frankfurt/Main
● 27.08.-30.08.2016

Automechanika Frankfurt – The World's Leading Trade Fair for the Automotive Service Industry, Frankfurt/Main
● 13.09.-17.09.2016

ISH – The World's Leading Trade Fair. The Bathroom Experience, Building, Energy, Air-Conditioning Technology, Renewable Energies, Frankfurt/Main
● 14.03.-18.03.2017

Techtextil – Leading International Trade Fair for Technical Textiles and Nonwovens, Frankfurt/Main
● 09.05.-12.05.2017

Texprocess – Leading International Trade Fair for Processing Textile and Flexible Materials, Frankfurt/Main
● 09.05.-12.05.2017

Registered Events

Freiburg

Freiburg Wirtschaft Touristik und Messe GmbH & Co. KG

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

- 27.04.-29.04.2016

Intersolar Europe / ees Europe – The world's leading exhibition for the solar industry and its partners / Europe's largest exhibition for batteries and energy storage systems, Munich

- 22.06.-24.06.2016

Groß-Umstadt

KWF – Kuratorium für Waldarbeit und Forsttechnik GmbH

KWF – Expo – International demo fair in the forest, Roding

- + 09.06.-12.06.2016

Hamburg

Hamburg Messe und Congress GmbH

NORTEC – The manufacturing trade fair in the North, Hamburg

26.01.-29.01.2016

REISEN HAMBURG – The Holiday, Cruise, Caravanning and Cycling Exhibition, Hamburg

17.02.-21.02.2016

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

11.03.-16.03.2016

HansePferd Hamburg – The equestrian trade fair experience, Hamburg

22.04.-24.04.2016

SMM – the leading international maritime trade fair, Hamburg

- 06.09.-09.09.2016

WindEnergy Hamburg – The world's leading trade fair for wind energy – The global on- & offshore expo, Hamburg

27.09.-30.09.2016

hanseboot – Hamburg International Boat Show, Hamburg

29.10.-06.11.2016

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

17.11.-19.11.2016

Hanover

Deutsche Messe AG

DOMOTEX – The World of Flooring, Hanover

- 16.01.-19.01.2016

CeBIT – Global Event for Digital Business, Hanover

- 14.03.-18.03.2016

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

- 25.04.-29.04.2016

Digital Factory / HANNOVER MESSE – Leading Trade Fair for Integrated Processes and IT Solutions, Hanover

25.04.-29.04.2016

Energy / HANNOVER MESSE – International Trade Fair for Integrated Energy Systems and Mobility, Hanover

25.04.-29.04.2016

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

25.04.-29.04.2016

Industrial Supply / HANNOVER MESSE – Leading Trade Fair for Innovative Subcontracting Solutions and Lightweight, Hanover

25.04.-29.04.2016

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

25.04.-29.04.2016

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

31.05.-02.06.2016

parts2clean – Leading International Trade Fair for Industrial Parts and Surface Cleaning, Stuttgart

31.05.-02.06.2016

EuroBLECH – International Sheet Metal Working Technology Exhibition, Hanover

- 25.10.-29.10.2016

ComVac / HANNOVER MESSE – Leading Trade Fair for Compressed Air and Vacuum Technology, Hanover

24.04.-28.04.2017

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

24.04.-28.04.2017

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

- 16.05.-18.05.2017

LIGNA – World Fair for the Forestry and Wood Industries, Hanover

- 22.05.-26.05.2017

EMO – The World of Metalworking, Hanover

+ 18.09.-23.09.2017

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

- 15.06.-20.06.2020

Fachausstellungen Heckmann GmbH

abf – The big leisure fair, Hanover

03.02.-07.02.2016

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

17.02.-21.02.2016

ALTENPFLEGE – The Care Fair, Hanover

- + 08.03.-10.03.2016

infa – Information and Sales Exhibition, Hanover

15.10.-23.10.2016

CARAVAN – Motor caravans and Supplies Trade Exhibition, Bremen

04.11.-06.11.2016

Pferd & Jagd – Europe's biggest exhibition for equestrian sports, hunting and fishing, Hanover

08.12.-11.12.2016

Hohenschäftlarn

WNP Fachmessen GmbH

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

04.02.-06.02.2016

GiveADays – International Tradeshow for Promotional Products, Stuttgart

04.02.-06.02.2016

Husum

Messe Husum & Congress GmbH & Co. KG

Nord Gastro & Hotel – Hotel and Restaurant Industry Trade Fair, Husum

08.02.-09.02.2016

New Energy Husum – The International Renewable Energy Trade Fair, Husum

16.03.-19.03.2017

HUSUM Wind – German Trade Fair and Congress for the Wind Industry, Husum

12.09.-15.09.2017

Idar-Oberstein

Intergem Messe GmbH

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

30.09.-03.10.2016

Karlsruhe

HINTE GmbH

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

- + 11.10.-13.10.2016

INTERGEO – Conference and Trade Fair for Geodesy, Geoinformation and Land Management, Hamburg

- + 11.10.-13.10.2016

Karlsruher Messe- und Kongress-GmbH

LEARNTEC – Learning with IT – International Trade Fair and Convention, Karlsruhe
26.01.-28.01.2016

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

TIERisch gut – Pet fair, Karlsruhe
12.11.-13.11.2016

REHAB – International Trade Fair for Rehabilitation, Therapy and Prevention, Karlsruhe
11.05.-13.05.2017

NUFAM – Trade fair for commercial vehicles, Karlsruhe
28.09.-01.10.2017

Kempten

Kempten Messe- & Veranstaltungsbetrieb Allgäuer Festwoche

ALLGÄUER FESTWOCHE – Cultural and sports events – Rural tradition exhibition in Kempten (Allgäu), Kempten
13.08.-21.08.2016

Köln/Cologne

Koelnmesse GmbH

imm cologne – The international interiors show (in uneven years with LivingKitchen®, in even years with LivingInteriors®), Cologne

- 18.01.-24.01.2016

ISM – The world's largest trade fair for sweets and snacks, Cologne

- 31.01.-03.02.2016

spoga horse (Frühjahr/spring) – International Trade Fair for Equestrian Sports, Cologne
31.01.-02.02.2016

ProSweets Cologne – The international supplier fair for the sweets and snacks industry, Cologne
31.01.-03.02.2016

didacta – The Trade Fair for Education and Training, Cologne

- + 16.02.-20.02.2016

INTERNATIONALE EISENWARENMESSE – INTERNATIONAL HARDWARE FAIR COLOGNE

- 06.03.-08.03.2016

h+h cologne – International Trade Fair for Creative Handicraft + Hobby Supplies, Cologne

- 18.03.-20.03.2016

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

- 04.09.-06.09.2016

dmexco – Leading expo & conference for digital business, Cologne
14.09.-15.09.2016

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

- 15.09.-18.09.2016

ORGATEC – New visions of work, Cologne

- 25.10.-29.10.2016

Asia-Pacific Sourcing – Products for Home and Garden from Far East, Cologne
07.03.-09.03.2017

IDS – International Dental Show, Cologne

- 21.03.-25.03.2017

Eu'Vend & coffeena – International Vending and Coffee Fair, Cologne
04.05.-06.05.2017

interzum – Furniture Production Interiors, Cologne

- 16.05.-19.05.2017

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

- 07.10.-11.10.2017

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

- 07.11.-10.11.2017

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

- 20.03.-23.03.2018

Leipzig

Leipziger Messe GmbH

Leipzig Veterinary Congress with Industrial Exhibition vetexpo, Leipzig
14.01.-16.01.2016

HAUS-GARTEN-FREIZEIT – Home – Garden – Leisure – The consumer fair for the whole family/mitteldeutsche handwerksmesse – Central German Handicrafts Fair/ Beach & Boat Water Sports Exhibition, Leipzig
13.02.-21.02.2016

CADEAUX Leipzig (Frühjahr/spring) – Trade Fair for Gifts and Lifestyle Trends, Leipzig
27.02.-29.02.2016

OTWorld – International Trade Show and World Congress, Leipzig

- 03.05.-06.05.2016

CADEAUX Leipzig (Herbst/autumn) – Trade Fair for Gifts and Lifestyle Trends - COMFORTEX, Trade Fair for Interior Design, Leipzig
03.09.-05.09.2016

MIDORA Leipzig – TRADE FAIR FOR WATCHES AND JEWELLERY, Leipzig
03.09.-05.09.2016

models-hobbies-games. Exhibition for Model Building, Model Railways, Creative Arts and Play, Leipzig
30.09.-03.10.2016

denkmal – Europe's Leading Trade Fair for Conservation, Restoration and Old Building Renovation, Leipzig

- 10.11.-12.11.2016

Intec – International trade fair for machine tools, manufacturing and automation, Leipzig
07.03.-10.03.2017

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

- 07.03.-10.03.2017

therapie Leipzig – Trade Fair and Congress for Therapy, Medical Rehabilitation and Prevention, Leipzig
16.03.-18.03.2017

terrateg – Trade Fair for Waste Management, Circular Economy and Protection of Environmental Resources, Leipzig
05.04.-07.04. 2017

efa – Trade Fair for Building Systems, Electrical Engineering, Light, Air Conditioning and Automation, Leipzig
20.09.-22.09.2017

Leipziger Messe International GmbH

LBA – Regional Building Trade Exhibition Saxony-Anhalt, Magdeburg
04.03.-06.03.2016

Lindau-Bodolz

Kinold Ausstellungsgesellschaft mbH

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

Messe Hof – Regional Exhibition, Hof
30.09.-03.10.2016

Messe Rosenheim, Regional Consumer Goods Exhibition, Rosenheim
25.03.-02.04.2017

Magdeburg

Messe- und Veranstaltungsgesellschaft Magdeburg GmbH (MVGM)

MAGDEBOOT – Trade Fair for new and used boats, equipment and water sports, Magdeburg
11.03.-13.03.2016

TIERWELT – MESSE MAGDEBURG, Magdeburg
01.04.-03.04.2016

MAGDEBURGER MEERESANGELTAGE und
MAGDEBURGER RAUBFISCHANGELTAGE –
International Fishing Exhibition, Magdeburg
05.11.-06.11.2016

Mainz

RAM Regio Ausstellungs GmbH

Rheinland-Pfalz Ausstellung – Regional Consumer Goods Exhibition, Mainz
12.03.-20.03.2016

Registered Events

Munich

EUROEXPO Messe- und Kongress-GmbH

LogiMAT – International Trade Fair for Distribution, Materials Handling and Information Flow, Stuttgart
08.03.-10.03.2016

GHM Gesellschaft für Handwerksmessen mbH

opti – The International Trade Show for Optics & Design, Munich
15.01.-17.01.2016

+ DACH+HOLZ International, Stuttgart
02.02.-05.02.2016

INTERNATIONALE HANDWERKSMESSE – The Leading Trade Fair for the Craft Trades (with Garten München), Munich
24.02.-01.03.2016

+ 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

eltec – Trade fair for electrical and power engineering, Nuremberg
11.01.-13.01.2017

iba – The world's leading trade fair for bakery, confectionery and snacks, Munich
15.09.-20.09.2018

Messe München GmbH

ISPO MUNICH – The world's leading sports business platform, Munich
● 24.01.-27.01.2016

f.re.e – Fair for Leisure and Travel, Munich
10.02.-14.02.2016

INHORGENTA MUNICH – INDIVIDUAL.INSPIRING.INNOVATIVE, Munich
● 12.02.-15.02.2016

LOPEC – International Exhibition and Conference for the Printed Electronics Industry, Munich
05.04.-07.04.2016

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

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

● 04.10.-06.10.2016

maintain – International Trade Fair for Industrial Maintenance, Munich
18.10.-20.10.2016

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

● 08.11.-11.11.2016

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

● 16.01.-21.01.2017

transport logistic – THE LEADING EXHIBITION, Munich

● 09.05.-12.05.2017

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

● 26.06.-29.06.2017

drinktec – World's Leading Fair for the Beverage and Liquid Food Industry, Munich

● 11.09.-15.09.2017

productronica – World's leading trade fair for innovative electronics production, Munich

● 14.11.-17.11.2017

ceramtec – Technologies – Innovations – Materials, Munich

● 10.04.-13.04.2018

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

● 18.07.-22.07.2018

MunichExpo Veranstaltungs GmbH

eCarTec Munich – World's biggest B2B Trade Fair for Electric & Hybrid Technology, Munich
18.10.-20.10.2016

Service- und Verlagsgesellschaft des Bayerischen Baugewerbes mbH

EPF – EstrichParkettFliese - Trade fair for floor construction, Feuchtwangen
29.06.-01.07.2017

Münster

Messe und Congress Centrum Halle Münsterland GmbH

DOGLIVE – My dog and me, Muenster
21.01.-22.01.2017

ART & ANTIK MESSE MÜNSTER, Muenster
01.03.-05.03.2017

Nuremberg

AFAG Messen und Ausstellungen GmbH

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

HOGA Nürnberg – Trade Fair for Gastronomy, Hotel and Catering, Nuremberg
15.01.-17.01.2017

interlift – International Trade Fair for Elevators, Components & Accessories, Augsburg
17.10.-20.10.2017

NürnbergMesse GmbH

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

BIOFACH + VIVANESS – World's Leading Trade Fair for Organic Food / International Trade Fair for Natural Personal Care, Nuremberg
10.02.-13.02.2016

FeuerTRUTZ – Trade Fair with Congress for Preventive Fire Protection, Nuremberg
17.02.-18.02.2016

embedded world – Exhibition&Conference, Nuremberg
23.02.-25.02.2016

Enforce Tac – International Exhibition & Conference – Law Enforcement, Security and Tactical Solutions, Nuremberg
02.03.-03.03.2016

IWA OutdoorClassics – High performance in target sports, nature activities, protecting people, Nuremberg
04.03.-07.03.2016

FENSTERBAU FRONTALE + HOLZ-HANDWERK – The Trade Show.Window.Door.Facade. + European Trade Fair for Machine Technology, Equipment and Supplies for the Wood Crafts, Nuremberg
16.03.-19.03.2016

Werkstätten:Messe – Trade fair for vocational rehabilitation and exhibition of workshops for persons with disabilities, Nuremberg
14.04.-17.04.2016

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

CO-REACH – The trade fair for dialog marketing Print.Online.Crossmedia, Nuremberg
29.06.-30.06.2016

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

FachPack, Nuremberg
27.09.-29.09.2016

- Chillventa – International Exhibition Refrigeration | AC & Ventilation | Heat Pumps, Nuremberg
● 11.10.-13.10.2016
- it-sa – The IT Security Expo and Congress, Nuremberg
18.10.-20.10.2016
- BrauBevale – Raw Materials – Technologies – Logistics – Marketing, Nuremberg
08.11.-10.11.2016
- European Coatings SHOW – plus Adhesives, Sealants, Construction Chemicals, Nuremberg
04.04.-06.04.2017
- AUTOMOTIVE ENGINEERING EXPO – Car Body Process Chain – from concept to final assembly, Nuremberg
30.05.-31.05.2017
- Stone+tec Nürnberg – International Trade Fair for Natural Stone and Stoneprocessing Technology, Nuremberg
13.06.-16.06.2017
- Spielwarenmesse eG**
Spielwarenmesse® – International Toy Fair Nürnberg, Nuremberg
27.01.-01.02.2016
- Insights-X – The trade fair for paper, office supplies and stationery, Nuremberg
06.10.-09.10.2016
- Offenbach**
Messe Offenbach GmbH
I.L.M – International Leather Goods Fair Offenbach – Winter Styles, Offenbach/Main
● 27.02.-29.02.2016
- I.L.M – International Leather Goods Fair Offenbach – Summer Styles, Offenbach/Main
● 10.09.-12.09.2016
- Offenburg**
Messe Offenburg-Ortenau GmbH
Badische Weinmesse – Regional Wine Exhibition, Offenburg
07.05.-08.05.2016

OBERRHAIN MESSE Offenburg – Consumer Goods Fair, Offenburg
24.09.-03.10.2016

Rostock

Rostocker Messe- und Stadthallengesellschaft mbH

AutoTrend – Automobile Exhibition Mecklenburg-Western Pomerania, Rostock
08.04.-10.04.2016

Stuttgart

blickfang GmbH

BLICKFANG Stuttgart – Design Trade Fair for Furniture, Jewellery and Fashion, Stuttgart
11.03.-13.03.2016

Landesmesse Stuttgart GmbH

CMT – Die Urlaubsmesse – The Holiday exhibition – International exhibition for caravanning, motoring, tourism, with the special exhibitions cycling & adventure holidays with special section hiking, golf & wellness holidays, cruises & ship travel, Stuttgart
16.01.-24.01.2016

MEDIZIN/TheraPro – Trade fair and congress, Stuttgart
29.01.-31.01.2016

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

RETRO CLASSICS – Europe's greatest classic car exhibition, Stuttgart
17.03.-20.03.2016

FAIR HANDELN – International exhibition focusing on Fairtrade and globally responsible trade and activities, Stuttgart
31.03.-03.04.2016

GARTEN outdoor ambiente – Exhibition for garden and lifestyle, Stuttgart
31.03.-03.04.2016

KREATIV – The trade fair for creative design, Stuttgart
31.03.-03.04.2016

Markt des guten Geschmacks – The market for good taste – the Slow Food Exhibition, Stuttgart
31.03.-03.04.2016

Mineralien, Fossilien, Schmuck – Minerals, fossils, jewellery, Stuttgart
01.04.-03.04.2016

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

Invest – Leading trade fair and congress for finance and investment, Stuttgart
15.04.-16.04.2016

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

FACHDENTAL Leipzig, Leipzig
23.09.-24.09.2016

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

IT & Business – Trade fair for digital processes and solutions, Stuttgart
04.10.-06.10.2016

FACHDENTAL Südwest, Stuttgart
21.10.-22.10.2016

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

Stuttgarter MesseHerbst – Messe Stuttgart's autumn line-up, Stuttgart
11.11.-20.11.2016

ANIMAL / Stuttgarter MesseHerbst – Exhibition for pet ownership, Stuttgart
12.11.-13.11.2016

Familie & Heim / Stuttgarter MesseHerbst – The shopping and experience exhibition with minerals, fossils, jewellery, Stuttgart
11.11.-20.11.2016

DIE BESTEN JAHRE / Stuttgarter MesseHerbst – The best years – The exhibition for staying active, Stuttgart
14.11.-15.11.2016

HOBBY & ELEKTRONIK / Stuttgarter MesseHerbst – The Technology Exhibition for Hobby and Electronics, Stuttgart
17.11.-20.11.2016

KREATIV / Stuttgarter MesseHerbst – The trade fair for creative design, Stuttgart
17.11.-20.11.2016

Modell Süd / Stuttgarter MesseHerbst – The exhibition for model making and model railways, Stuttgart
17.11.-20.11.2016

Spielemesse / Stuttgarter MesseHerbst – The meeting place for excitement, fun and games, Stuttgart
17.11.-20.11.2016

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

didacta – The trade fair for education and training, Stuttgart
+ 14.02.-18.02.2017

eltefa – Biggest regional trade fair for the electrical sector, Stuttgart
29.03.-31.03.2017

Moulding Expo – International Trade Fair for Tool, Pattern and Mould Making, Stuttgart
30.05.-02.06.2017

SÜFFA – Trade fair for the meat industry, Stuttgart
21.10.-23.10.2017

Registered Events

R + T – Leading world trade fair for roller shutter, doors/gates and sun protection systems, Stuttgart
27.02.-03.03.2018

Mesago Messe Frankfurt GmbH

INservFM – Exhibition and Conference for facility management and industrial services, Frankfurt/Main
23.02.-25.02.2016

SMT Hybrid Packaging – International Exhibition and Conference for System Integration in Micro Electronics, Nuremberg
26.04.-28.04.2016

PCIM Europe – Power Electronics, Intelligent Motion, Renewable Energy and Energy Management – International Exhibition and Conference, Nuremberg
10.05.-12.05.2016

formnext powered by TCT – International exhibition and conference on the next generation of manufacturing technologies, Frankfurt/Main
15.11.-18.11.2016

Mesago Messemanagement GmbH

SPS IPC Drives – International Exhibition for Electric Automation – Systems and Components, Nuremberg
22.11.-24.11.2016

Wächtersbach

Messe Wächtersbach GmbH

Messe Wächtersbach – Consumer Goods Exhibition, Waechtersbach
30.04.-08.05.2016

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
10.05.-12.05.2016

Hongkong

Hong Kong Trade Development Council

HKTDC Hong Kong Baby Products Fair, Hongkong
11.01.-14.01.2016

● HKTDC Hong Kong Toys & Games Fair, Hongkong
11.01.-14.01.2016

● HKTDC Hong Kong Fashion Week for Fall/Winter, Hongkong
18.01.-21.01.2016

HKTDC Hong Kong International Diamond, Gem & Pearl Show, Hongkong
01.03.-05.03.2016

● HKTDC Hong Kong International Jewellery Show, Hongkong
03.03.-07.03.2016

● HKTDC Hong Kong Electronics Fair (Spring Edition), Hongkong
13.04.-16.04.2016

● HKTDC Hong Kong Houseware Fair, Hongkong
20.04.-23.04.2016

● HKTDC Hong Kong Gifts & Premium Fair, Hongkong
27.04.-30.04.2016

● HKTDC Hong Kong Watch & Clock Fair, Hongkong
06.09.-10.09.2016

● HKTDC Hong Kong Electronics Fair (Autumn Edition), Hongkong
13.10.-16.10.2016

● electronicAsia – International Trade Fair for Components, Assemblies and Display Technologies, Hongkong
13.10.-16.10.2016

HKTDC Hong Kong International Lighting Fair (Autumn Edition), Hongkong
27.10.-30.10.2016

● HKTDC Hong Kong Optical Fair, Hongkong
09.11.-11.11.2016

Verona

Ente Autonomo per le Fiere di Verona

Fieragricola – International agricultural technologies show, Verona

● 03.02.-06.02.2016

VINITALY/Enolitech/SOL & AGRIFOOD – International Wine & Spirits exhibition / International Exhibition of Technologies for Viticulture, Oenology and of Technologies for Olive Growing and Oil Production / International Quality Agro-Foods Event, Verona

● 10.04.-13.04.2016

MARMOMACC / Abitare il Tempo – International Exhibition of Marble, Stone and Technology, Verona

● 28.09.-01.10.2016

SAMOTER – International triennial Earthmoving and Building Machinery Exhibition, Verona

● 22.02.-25.02.2017

PULIRE – International trade exhibition for the professional cleaning industry, Verona
23.05.-25.05.2017

EUROCARNE – International Exhibition for the Meat Industry, Verona

● Mai 2018



**Society for Voluntary Control
of Fair and Exhibition Statistics**
Littenstrasse 9 · 10179 Berlin
Phone 030 24000-0 · Fax -340
www.fkm.de · info@fkm.de

Graphic Design: CCL, Berlin
Typesetting: Heider Druck GmbH,
Bergisch Gladbach
Cover photo: Messe Düsseldorf/ctillmann
Editorial deadline: July 2016

Information on audited trade fair data
of events in Austria are available from:
FKM Austria Verein zur freiwilligen Kontrolle von Messezahlen
Messeplatz 1 · A-1021 Wien
Phone: +43 1 72720-0 · Fax: +43 1 72720-4709

