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**Certified data for trade fair planning**

*Key figures for 203 German trade fairs in FKM Report 2014*

Certified data for trade fair planning by exhibitors and visitors is provided in the annual report recently published by the FKM – the German Society for Voluntary Control of Fair and Exhibition Statistics. The basic data and visitor analyses for trade fairs in 2014 were compiled according to uniform standards and are also available online at [www.fkm.de](http://www.fkm.de/) along with data on numerous trade fairs that took place in the first half of 2015.

Commenting on the publication of the annual report, FKM chairman Wolfgang Marzin said: “High visitor numbers do not guarantee trade fair success for exhibitors. Even if 100,000 visitors attend, it is of little benefit to the exhibitors if hardly any of their target audience are among them. Picking the right trade fair means first setting objectives and then checking which trade fair attracts the most suitable visitors – in other words, whether the industry, area of responsibility or regional origin are right. It is precisely this type of data that the FKM delivers.”

Last year, 51 German organisers who are FKM members had 203 trade fairs certified by an auditor. As well as basic data, such as exhibitor numbers, stand space and visitor numbers, the FKM provides a breakdown of trade and private visitors attending 161 trade fairs, including information on regional origin, professional status and influence on purchasing decisions.

In addition to the German society members, two international guest members – the Verona Trade Fair Company and the Hong Kong Trade Development Council – had 17 trade fairs certified.

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